

AUTHENTIC, ACCURATE AND UP-TO-DATE MARKET INTELLIGENCE.

Now, blend it the way you need it.

- 213 VARIABLES
- 19 GROUP VARIABLE SCORES
- 468 URBAN AGGLOMERATIONS
- 6,00,000+ VILLAGES
- 3 MARKET POTENTIAL INDEXES
- 630 DISTRICTS
- 7948 TOWNS



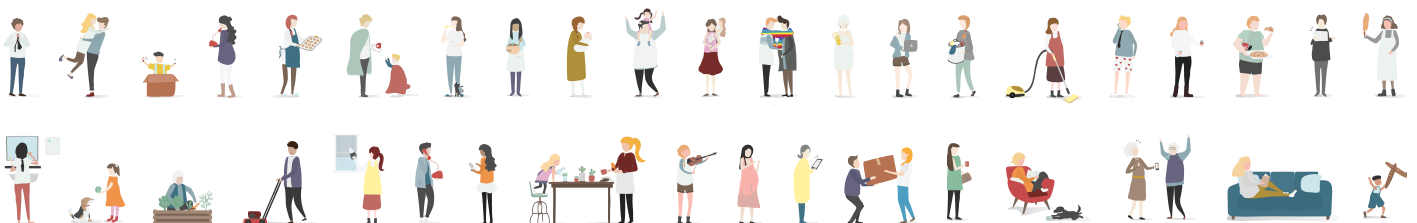
MICA INDIAN MARKETING INTELLIGENCE (MIMI)
INDIA'S MOST EMPOWERING MARKET INTELLIGENCE RESOURCE

THE INDIAN MARKET – AN EMERGING POTENTIAL

Emerging markets like India are considered to be the new growth engines of the world economy. With a massive population base, increasing purchasing power, relaxation in the regulatory environment and fusion with global culture, in the last decade the Indian market has emerged as a major hub for consumption and production at a global level.

However, the diversity of the Indian market in terms of its socio-cultural, political, and demographical differences are challenging for marketers who wish to develop new products, identify market segments, design market-entry strategies or launch new product variants in regional markets.

To navigate market currents more effectively, marketers need to take strategic decisions with information that is authentic, accurate and up-to-date. For strategic market decision-making at national and regional levels, it is necessary that a marketer uses a gamut of rural and urban area data such as agricultural, financial, media consumption, and so forth. MICA Indian Marketing Intelligence (MIMI) caters to such requirements for developing a sound marketing strategy.





MIMI - BORN OF A MICA COMMITMENT TO INDIAN ENTERPRISE

As India's premier Marketing and Communications institute, MICA has endeavored to spearhead cutting-edge applied research to serve the needs of the marketing and communications industry. As part of this commitment, MICA develops urban and rural market rating resources based on Census of India and other authentic government publications.

MIMI or MICA Indian Marketing Intelligence as it is more formally known, is the fourth such resource development in this business enhancement series.





MICA Indian Marketing Intelligence

WHAT YOU NEED TO KNOW ABOUT MIMI

MIMI provides the secondary data for socio-economic variables and market intelligence up to district level for all the States and Union Territories of India. Built around a unique data-fusion algorithm developed by reputed researchers and analytical minds of MICA, MIMI fuses the variety of structured information, compiled from authentic sources, to provide a composite, granular market-view. It also provides Market Potential Index (MPI) and other data, in separate views for rural, urban, and the total Indian market, for 630 districts.



HERE'S WHAT MIMI OFFERS

1. Provides Market Potential Index: One of the most acute needs of a marketer is to arrive at a district-level prioritisation for purposes ranging from market entry to product launch, MIMI provides Market Potential Index (MPI) for 630 districts for rural, urban and the total market. The higher the MPI, the higher is the market prioritisation.
2. Wide array of information: With 182 variables across rural and urban markets, MIMI provides data related to Demographics, Agriculture, Financial Services, Media Ownership, Vehicle Ownership, Household (HH) Size and Usage, HH Basic Amenities, HH Light and Registered Active Companies etc. to be applied across sectors ranging from Construction and FMCG to Telecom.
3. Simplifying decision making: To interpret the data quickly and effectively, MIMI provides a host of features like Graphs, GIS maps, Multi-variable Model and Potentio-meter in downloadable format. These features are helpful for better presentation of the data and clarity of analysis. For example, if a marketer would like to target a specific region, the Multi-variable Model helps him to compare various districts on selected variables, simultaneously, to arrive at a comparative picture.
4. Add-on features of websites: With a highly interactive website, you can perform a large number of functions like, execute simple arithmetic functions, customise variables, save work-space, compare districts across the states, besides others, with the help of MIMI's add-on features.
5. Composite score for selected categories of variables: To better understand the prosperity of a district and penetration of assets, composite score for selected categories of variables like agriculture, financial services, media ownership, and vehicle ownership are provided.

MAIN SOURCES OF DATA UTILISED BY MIMI

- Audit Bureau of Circulations (Jan-Dec 2019)
- Census of India-2011
- Directorate of Marketing & Inspection (DMI), Ministry of Agriculture & Farmers Welfare (retrieved 2018)
- Department of Food and Public Distribution-NFSA (2021)
- Department of Animal Husbandry & Dairying, Ministry of Agriculture & Farmers Welfare (2019)
- Fertiliser Association of India (2019-2020)
- Indian Meteorological Department(2013-2020)
- Ministry Agriculture & Farmers Welfare (retrieved 2018)
- Ministry of Corporate Affairs (2019)
- National Crime Records Bureau 2019
- Reserve Bank of India (March, 2020)



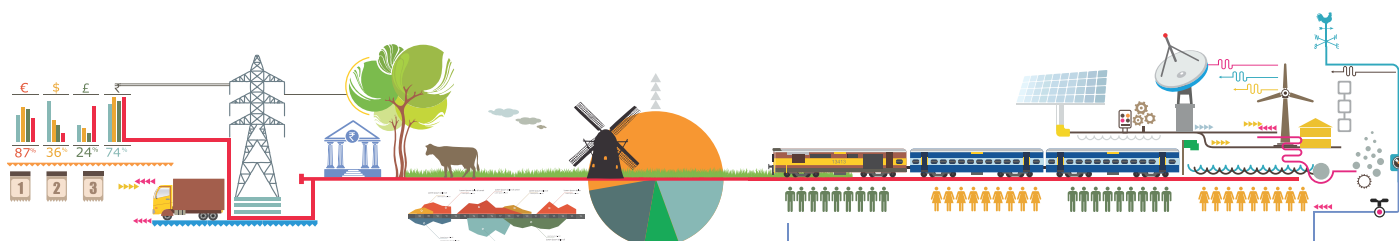
SALIENT FEATURES

- All data are collected from authentic sources like Census of India, Planning Commission (Govt. of India), Reserve Bank of India, etc.
- All data is available up to district level for 35 States and Union Territories
- Market Potential Index (MPI) calculated for 630 Districts
- Robust research methodology used for calculating Market Potential Index (MPI)
- Data available for download in MS Excel format along with Graph and GIS facility
- Interactive and user-friendly software interface with additional features like Customise Query, Comparison of variables for different districts, Creation of customised variables by using your own data, etc.

MIMI VARIABLES

| Variable | Rural | Urban | Total |
|---|-------|-------|-------|
| Demographics | | | |
| Population | √ | √ | √ |
| Male Population | √ | √ | √ |
| Female Population | √ | √ | √ |
| Child Population | | | √ |
| Male Child Population | | | √ |
| Female Child Population | | | √ |
| Literate Population | √ | √ | √ |
| Literate Male Population | √ | √ | √ |
| Literate Female Population | √ | √ | √ |
| Worker Population | √ | √ | √ |
| Male Worker Population | √ | √ | √ |
| Female Worker Population | √ | √ | √ |
| Non Worker Population | √ | √ | √ |
| Male Non-worker Population | √ | √ | √ |
| Female Non-worker Population | √ | √ | √ |
| Households Size and Usage | | | |
| House Holds (HH) | √ | √ | √ |
| Female Headed Households | √ | √ | √ |
| Residential Households | √ | √ | √ |
| Households with One Room | √ | √ | √ |
| Households with Two Rooms | √ | √ | √ |
| Households with more than Three Rooms | √ | √ | √ |
| Households Basic Amenities | | | |
| Households having Drinking water facility | √ | √ | √ |
| Households having Bathroom enclosure with roof | √ | √ | √ |
| Households having Latrine facility within premises | √ | √ | √ |
| Households Light and Fuel | | | |
| Households having Electricity as main source of lighting | √ | √ | √ |
| Households having Kerosene as main source of lighting | √ | √ | √ |
| Households having Solar energy as main source of lighting | √ | √ | √ |
| Households Kerosene as fuel for cooking | √ | √ | √ |
| Households LPG PNG as fuel for cooking | √ | √ | √ |
| Households Electricity as fuel for cooking | √ | √ | √ |
| Households Biogas as fuel for cooking | √ | √ | √ |
| Vehicle Ownership | | | |
| Households Bicycle | √ | √ | √ |
| Households Scooter Moped Motorcycle | √ | √ | √ |
| Households Car Jeep Van | √ | √ | √ |

| Variable | Rural | Urban | Total |
|--|-------|-------|-------|
| Agricultural | | | |
| Fertilizer Consumption | ✓ | | ✓ |
| No of Cattle | ✓ | | ✓ |
| Value of Crop Production (Horticulture) | ✓ | | ✓ |
| Value of Crop Production(Agriculture) | ✓ | | ✓ |
| Value of Crop Production | ✓ | | ✓ |
| Crop Area (Hectors) | ✓ | | ✓ |
| Irrigated Area | ✓ | | ✓ |
| Financial Services | | | |
| Number of Bank Offices (As per Credit Data) | ✓ | ✓ | ✓ |
| Number of Bank Offices (As per Deposit Data) | ✓ | ✓ | ✓ |
| Number of Accounts (As per Credit Data) | ✓ | ✓ | ✓ |
| Number of Accounts (As per Deposit Data) | ✓ | ✓ | ✓ |
| Amount Deposit | ✓ | ✓ | ✓ |
| Amount Credit | ✓ | ✓ | ✓ |
| Commercial Use of Premises | | | |
| Shop or Offices | ✓ | ✓ | ✓ |
| Hotel Lodge Guesthouse | ✓ | ✓ | ✓ |
| Hospital Dispensary | ✓ | ✓ | ✓ |
| Total Factory Workshed Workshop | ✓ | ✓ | ✓ |
| Primary Health Centres | | | ✓ |
| Media Ownership | | | |
| Indian Languages | ✓ | ✓ | ✓ |
| Households Radio or Transistor | ✓ | ✓ | ✓ |
| Households Television | ✓ | ✓ | ✓ |
| Households Computer Laptop with Internet | ✓ | ✓ | ✓ |
| Households Computer Laptop without Internet | ✓ | ✓ | ✓ |
| Households Landline only | ✓ | ✓ | ✓ |
| Households Mobile only | ✓ | ✓ | ✓ |
| Households Both Telephone and Mobile | ✓ | ✓ | ✓ |
| Newspaper Magazine Circulation | | | ✓ |
| Social Use of Premises | | | |
| School or Colleges | ✓ | ✓ | ✓ |
| Place of Worship | ✓ | ✓ | ✓ |



| Variable | Rural | Urban | Total |
|---|-------|-------|-------|
| Registered Active Companies | | | |
| Total Active Companies' Paid-up capital | | | √ |
| Total Active Companies | | | √ |
| One Person Active Company (Numbers) | | | √ |
| Private Active Company (Numbers) | | | √ |
| Public Active Company (Numbers) | | | √ |
| Active Company Limited by Guarantee (Numbers) | | | √ |
| Active Company Limited by Shares (Numbers) | | | √ |
| Active Unlimited Company (Numbers) | | | √ |
| Active Companies_Agriculture Sector | | | √ |
| Active Companies_Industry Sector | | | √ |
| Active Companies_Service Sector | | | √ |
| Active Companies_Activity Not Disclosed | | | √ |
| Total MSMEs | | | √ |
| Total Micro MSMEs | | | √ |
| Total Small MSMEs | | | √ |
| Total Medium MSMEs | | | √ |
| Total Manufacturing MSMEs | | | √ |
| Total Micro Manufacturing MSMEs | | | √ |
| Total Small Manufacturing MSMEs | | | √ |
| Total Medium Manufacturing MSMEs | | | √ |
| Total Service MSMEs | | | √ |
| Total Micro Service MSMEs | | | √ |
| Total Small Service MSMEs | | | √ |
| Total Medium Service MSMEs | | | √ |
| Miscellaneous | | | |
| Households No Assets | √ | √ | √ |
| Average Rainfall in millimeters in year 2013 | | | √ |
| Average Rainfall in millimeters in year 2014 | | | √ |
| Average Rainfall in millimeters in year 2015 | | | √ |
| Average Rainfall in millimeters in year 2016 | | | √ |
| Average Rainfall in millimeters in year 2017 | | | √ |
| Average Rainfall in millimeters in year 2018 | | | √ |
| Average Rainfall in millimeters in year 2019 | | | √ |
| Average Rainfall in millimeters in year 2020 | | | √ |
| Ration Card - National Food Security Act (NFSA) | | | √ |
| Crime (Indian Penal Code) | | | √ |
| Crime (Special and Local Laws) | | | √ |

METHODOLOGY USED

51

Indicator Variables for the Rural Segment

**FACTOR ANALYSIS
TECHNIQUE TO SELECT
STATISTICALLY INDEPENDENT
PRINCIPAL VARIABLES**

7

Principal Variables for the Rural Segment

**DISCRIMINANT ANALYSIS TO
DETERMINE COEFFICIENTS
FOR THE LINEAR
COMBINATION OF PRINCIPAL
VARIABLES**



**RURAL MARKET
POTENTIAL INDEX**

44

Indicator Variables for the Urban Segment

**FACTOR ANALYSIS
TECHNIQUE TO SELECT
STATISTICALLY INDEPENDENT
PRINCIPAL VARIABLES**

6

Principal Variables for the Urban Segment

**DISCRIMINANT ANALYSIS TO
DETERMINE COEFFICIENTS
FOR THE LINEAR
COMBINATION OF PRINCIPAL
VARIABLES**





**URBAN MARKET
POTENTIAL INDEX**

**WEIGHTED LINEAR COMBINATION
OF RURAL & URBAN MPI BASED ON
PROJECTED CONSUMER EXPENDITURE
FOR RURAL & URBAN SEGMENT**

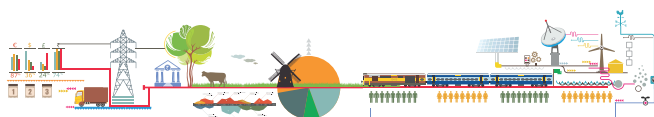
**DISTRICT
MARKET
POTENTIAL
INDEX**

PRINCIPAL VARIABLES AND THEIR WEIGHTS

|  Rural | Rural Population | 0.2665 |
|---|---------------------------------|--------|
| | HH LPG/PNG as Fuel for Cooking | 0.1903 |
| | Value of Crop Production | 0.0402 |
| | Irrigated Area | 0.1303 |
| | Amount Deposited | 0.0561 |
| | Hotel, Lodge, Guest Houses | 0.1574 |
| | HH both – Telephone and Mobile | 0.1593 |
|  Urban | Urban Population | 0.3425 |
| | HH Kerosene as Fuel for Cooking | 0.0223 |
| | Amount Deposit | 0.01 |
| | Schools/Colleges | 0.1861 |
| | HH both – Telephone and Mobile | 0.2744 |
| | HH Car, Jeep, Van | 0.1647 |

MIMI - BORN OF A MICA COMMITMENT TO INDIAN ENTERPRISE

- MIMI can be used by strategic decision makers to make informed marketing decisions in various industry sectors such as Advertising, Manufacturing, FMCG, Durables, Banking and Finance, Food Products, Automobiles, Pharmaceuticals, Travel and Hospitality, Telecommunication, etc.
- MIMI can also be used by researchers, consultants, entrepreneurs, academicians and students to get a better understanding of the market potential across India.



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MARKET POTENTIAL



TOP 5 DISTRICTS ?

TOP 5 RURAL DISTRICTS ?

TOP 5 URBAN DISTRICTS ?

SNAPSHOTS

1. Top 10 Districts

| Top 10 Districts | | | |
|------------------|-----------------|------------------|------------------------------|
| State | District | Total Population | Market Potential Index (MPI) |
| NCT OF DELHI | Delhi | 16753235 | 1000.00 |
| MAHARASHTRA | Mumbai Suburban | 9332481 | 642.30 |
| KARNATAKA | Bangalore | 9588910 | 629.15 |
| MAHARASHTRA | Thane | 11054131 | 447.42 |
| ANDHRA PRADESH | East Godavari | 5151549 | 340.13 |
| GUJARAT | Ahmedabad | 7208200 | 329.12 |
| MAHARASHTRA | Pune | 9426959 | 322.57 |
| TAMIL NADU | Chennai | 4681087 | 305.49 |
| WEST BENGAL | Kolkata | 4486679 | 253.65 |
| ANDHRA PRADESH | West Godavari | 3934782 | 244.97 |

2. Media Penetration in Top 10 Districts

| Media Penetration in Top 10 Districts | | | | | | |
|---------------------------------------|-----------------|------------|-------------------------------------|--|--|--------------------------|
| State | District | Population | No. of Residential House Holds (HH) | Percentage of the HH with Mobile Phone | Percentage of HH having Computer with Internet | Percentage of HH with TV |
| NCT OF DELHI | Delhi | 16753235 | 3176329 | 71.77 | 18.54 | 92.54 |
| MAHARASHTRA | Mumbai Suburban | 9332481 | 1980017 | 65.15 | 20.44 | 87.13 |
| KARNATAKA | Bangalore | 9588910 | 2351670 | 68.46 | 18.32 | 86.87 |
| MAHARASHTRA | Thane | 11054131 | 2367432 | 62.71 | 10.82 | 73.55 |
| ANDHRA PRADESH | East Godavari | 5151549 | 1351209 | 45.46 | 1.66 | 60.79 |
| GUJARAT | Ahmedabad | 7208200 | 1473448 | 62.68 | 8.57 | 78.70 |
| MAHARASHTRA | Pune | 9426959 | 2031309 | 71.44 | 11.57 | 76.57 |
| TAMIL NADU | Chennai | 4681087 | 1087370 | 63.35 | 19.99 | 97.09 |
| WEST BENGAL | Kolkata | 4486679 | 939087 | 67.20 | 14.55 | 86.91 |
| ANDHRA PRADESH | West Godavari | 3934782 | 1044107 | 45.79 | 1.15 | 62.12 |

3. Agricultural Indicators of Top 10 Rural Districts

| Agricultural Indicators of Top 10 Rural Districts | | | | | | | |
|---|-----------------|-----------|------------------|---|---|--|-------------------------|
| State | Rural Districts | Rural MPI | Rural Population | Value of Crop Production/ Hect Cropped Area (INR) | Fertilizer Consumption (MT)/ Hect of Irrigated Area | Fertilizer Consumption (MT) / Hect of Cropped Area | Per Capita Bank Deposit |
| ANDHRA PRADESH | East Godavari | 1000.00 | 3836952 | 30239970 | 0.59 | 0.32 | 3.77 |
| ANDHRA PRADESH | West Godavari | 696.50 | 3126191 | 15852465 | 0.74 | 0.51 | 5.64 |
| MAHARASHTRA | Pune | 423.74 | 3687243 | 15321 | 0.69 | 0.23 | 6.05 |
| KERALA | Kottayam | 344.73 | 1413773 | 540760 | 2.24 | 0.56 | 3.02 |
| ANDHRA PRADESH | Guntur | 333.42 | 3232485 | 159238 | 0.82 | 0.41 | 3.70 |
| KERALA | Malappuram | 330.45 | 2294473 | 95255 | 0.59 | 0.10 | 0.78 |
| ANDHRA PRADESH | Srikakulam | 327.51 | 2263124 | 11157508 | 0.33 | 0.15 | 2.50 |
| MAHARASHTRA | Ahmadnagar | 313.29 | 3630012 | 14506 | 0.62 | 0.17 | 2.12 |
| ANDHRA PRADESH | Krishna | 307.15 | 2671718 | 1237745 | 0.71 | 0.37 | 3.98 |
| KERALA | Palakkad | 288.08 | 2133699 | 134855 | 0.42 | 0.19 | 1.95 |

USING MIMI: CASE STUDY

1. URBAN CASE STUDY

Problem situation:

An MNC retail player wants to enter into India for grocery and a apparel retailing. They are primarily looking at cities with a population in the range of I 20 to 30 lakhs.

How can MIMI help?

MIMI data reveals that there are 13 cities with a population in the range of 20 to 30 lakhs.

How can three cities be selected out of these 13 cities?

| District | Urban MPI | Urban Population | MPI Per Million Population | Urban Amount Deposit (Lakh) | Amount Deposit Per Million Population | Urban No of HH Television |
|--------------|-----------|------------------|----------------------------|-----------------------------|---------------------------------------|---------------------------|
| Ernakulam | 222.02 | 2232564 | 99.45 | 2940133 | 1316931.12 | 481622 |
| Coimbatore | 143.69 | 2633170 | 54.57 | 2091441 | 794267.37 | 641987 |
| Lucknow | 139.91 | 3037718 | 46.06 | 3813865 | 1255503.31 | 435408 |
| Kancheepuram | 137.80 | 2537825 | 54.30 | 822948 | 324272.95 | 589338 |
| Nashik | 122.86 | 2598167 | 47.29 | 798287 | 307250.07 | 383471 |
| Barddhaman | 118.98 | 3079584 | 38.63 | 1148906 | 373071.82 | 443774 |
| Thiruvallur | 118.79 | 2433018 | 48.82 | 574865 | 236276.51 | 564393 |
| Indore | 115.55 | 2424312 | 47.66 | 1630883 | 672719.93 | 387486 |
| Haora | 112.47 | 3064668 | 36.70 | 709842 | 231621.17 | 409888 |
| Kanpur Nagar | 107.09 | 3015129 | 35.52 | 1678579 | 556718.80 | 409542 |
| Rajkot | 103.59 | 2208582 | 46.90 | 1022569 | 462997.98 | 386871 |
| Patna | 98.14 | 2510093 | 39.10 | 2514901 | 1001915.47 | 312297 |
| Hugli | 89.14 | 2131994 | 41.81 | 637520 | 299025.23 | 351693 |

CONCLUSION

1. It can be seen from the table that based upon MPI, the MNC can select Ernakulam, Coimbatore, Lucknow, Kancheepuram and Nashik in the first phase.
2. However, considering MPI per million, Ernakulam, Coimbatore, Kancheepuram, Athiruvallu and Indore are five cities where the MNC retailer may consider to enter.
3. As an indicator of purchasing power, if we take Amount Deposit Per Million, then Ernakulam, Lucknow, Patna, Coimbatore and Indore are five cities with the highest economic prosperity.
4. Finally, based on the above conclusions, the MNC should consider entry into Ernakulam, Coimbatore and Lucknow.

2. RURAL CASE STUDY

Problem situation:

A leading Bank would like to expand its rural branch network in the state of Bihar. How can they prioritize five districts with the help of MIMI?

In the first stage, we can take the districts with Rural MPI more than 100. This gives us a set of 12 districts from 39 districts to further analyse.

| District | Rural MPI | Rural Population | Value of Crop Production | Rural No. of Bank Offices | Rural No. of Accounts | Rural Amount Deposit (INR Lakh) | Rural Shop/ Offices |
|--------------------|-----------|------------------|--------------------------|---------------------------|-----------------------|---------------------------------|---------------------|
| Pashchim Champaran | 120.37 | 3528781 | 73666724096 | 85 | 474177 | 63421 | 16462 |
| Purba Champaran | 154.43 | 4683820 | 19456818289 | 97 | 573976 | 84168 | 20449 |
| Rohtas | 106.88 | 2535085 | 17626811913 | 76 | 413108 | 62923 | 14931 |
| Samastipur | 131.37 | 4107725 | 14588466385 | 94 | 509577 | 99518 | 33745 |
| Muzaffarpur | 147.83 | 4308714 | 14056556718 | 112 | 750045 | 113468 | 28425 |
| Siwan | 108.73 | 3135865 | 10367331103 | 102 | 812096 | 138971 | 20792 |
| Madhubani | 144.47 | 4311466 | 10117675311 | 94 | 454135 | 72064 | 19780 |
| Darbhanga | 114.04 | 3541846 | 9659453486 | 95 | 451142 | 79795 | 20712 |
| Vaishali | 105.53 | 3262715 | 9440320260 | 79 | 586874 | 89135 | 24608 |
| Gaya | 117.31 | 3803888 | 9021828814 | 115 | 661383 | 105509 | 17313 |
| Saran | 114.82 | 3591053 | 8471279237 | 106 | 817117 | 132785 | 25224 |
| Patna | 117.69 | 3262711 | 8073637914 | 113 | 641417 | 133036 | 12727 |

CONCLUSION

- 1 Out of these 13 districts, if we consider Value of Crop Production as measure of wealth of the region then Paschim Champaran, Purab Champaran and Rohtas come on the top.
- 2 In these three districts, the present number of bank offices is less than compared to other districts like Gaya and Patna and therefore, these three districts need more banking services.

2. MEDIA CASE STUDY

Problem situation:

An advertisement agency wants to explore Media Penetration across major districts of Andhra Pradesh so as to allocate marketing expenditure and design media planning strategy.

For this, 10 major districts of Andhra Pradesh with the highest Market Potential Index (MPI) have been selected. To further understand media penetration in selected districts, the following variable is examined and penetration Per Household is calculated:

| District | Total MPI | Total No. of HH | Total No. of HH Television | Total No. of HH Computer Laptop with Internet | Total No. of HH Mobile Only | Total No. of Newspaper Magazine Circulation | Newspaper Penetration | Composite Media Score |
|---------------|-----------|-----------------|----------------------------|---|-----------------------------|---|-----------------------|-----------------------|
| Hyderabad | 242.76 | 1066289 | 746818 | 149034 | 583744 | 3837823 | 3.60 | 10.95 |
| Rangareddy | 203.73 | 1561322 | 949853 | 142879 | 900605 | 181470 | 0.12 | 10.01 |
| Krishna | 96.19 | 1476334 | 794346 | 30438 | 598166 | 718855 | 0.49 | 3.41 |
| West Godavari | 244.96 | 1255628 | 648607 | 12050 | 478091 | 407568 | 0.32 | 1.26 |
| Guntur | 101.46 | 1582990 | 816849 | 19383 | 617321 | 546085 | 0.34 | 2.55 |
| East Godavari | 340.12 | 1605841 | 821421 | 22411 | 614288 | 507989 | 0.32 | 2.28 |
| Visakhapatnam | 98.78 | 1379340 | 666976 | 45492 | 561627 | 700207 | 0.51 | 4.56 |
| Chittoor | 71.12 | 1303870 | 611465 | 13763 | 561188 | 422100 | 0.32 | 1.89 |
| Prakasam | 67.05 | 1087575 | 468022 | 6151 | 451056 | 258407 | 0.24 | 0.85 |
| Srikakulam | 116.55 | 902436 | 297418 | 3988 | 294830 | 168214 | 0.19 | 0.53 |

CONCLUSION

- 1 The Media Planner cannot afford to ignore Hyderabad and Rangareddy districts as they have the highest TV penetration along with an MPI of more than 200 and a Composite Media Score of more than 10.
- 2 Hyderabad and Rangareddy are also to be covered for communication with new media like Mobile marketing and Internet-based marketing.
- 3 Newspaper is having the highest penetration per HH in Vishakhapatnam and Krishna after the major district Hyderabad.







MICA Village Marketing Intelligence

WHAT YOU NEED TO KNOW ABOUT MVMI

The rural market is growing at a healthy pace of 8-10 % per annum. Moreover, the rural FMCG market accounts for 40 % of the overall FMCG market in India, in terms of revenue as projected by India Brand Equity Foundation. Considering this, MICA has added a new component called MICA Village Market Intelligence (MVMI) under MIMI to help rural marketers for developing rural market strategy for rural areas of India.

MVMI includes relevant data of 6,40, 948 villages. Villages are listed according to their districts for all 35 states and union territories. Rural Market Potential Index given in MIMI is also included to help a marketer for selecting district/s. Having selected a district, one can select a village/s and access relevant village-level data to make informed strategic marketing decisions to promote any product or service.

MVMI provides you with village-level demographics, educational institutions, healthcare facilities, veterinary services, media and recreation availability, power supply situation, village-level markets and banking facilities. Apart from this, information about agricultural produce, irrigational area, and number of manufacturers and local handicrafts for the village are also provided.

ILLUSTRATIVE LIST OF VARIABLES

| Variable |
|--|
| State Name |
| District Name |
| Sub District Name |
| Village Name |
| Rural MPI |
| Rural Score Basic Amenities |
| Rural Score Financial Services |
| Rural Score Commercial Usage of Premises |
| Rural Score Media Ownership |
| Rural Score for Agriculture |
| Total Geographical Area (in Hectares) |
| Total Households |
| Total Population of Village |
| Total Male Population of Village |
| Total Female Population of Village |
| Govt Pre - Primary School (Nursery/LKG/UKG)(Numbers) |
| Private Pre - Primary School (Nursery/LKG/UKG)(Numbers) |
| Govt Primary School(Numbers) |
| Private Primary School(Numbers) |
| Govt Middle School(Numbers) |
| Private Middle School(Numbers) |
| Govt Secondary School(Numbers) |
| Private Secondary School(Numbers) |
| Govt Senior Secondary School(Numbers) |
| Private Senior Secondary School(Numbers) |
| Govt Arts and Science Degree College(Numbers) |
| Private Arts and Science Degree College(Numbers) |
| Govt Engineering College(Numbers) |
| Private Engineering College(Numbers) |
| Govt Medicine College(Numbers) |

| Variable |
|--|
| Private Medicine College(Numbers) |
| Govt Management Institute(Numbers) |
| Private Management Institute(Numbers) |
| Govt Polytechnic(Numbers) |
| Private Polytechnic(Numbers) |
| Govt Vocational Training School/ITI(Numbers) |
| Private Vocational Training School/ITI(Numbers) |
| Government Non Formal Training Centre(Numbers) |
| Private Non Formal Training Centre(Numbers) |
| Government School For Disabled(Numbers) |
| Private School For Disabled(Numbers) |
| Government Other types of Edu-Institute(Numbers) |
| Private Other types of Edu-Institute(Numbers) |
| Community Health Centre Doctors Total Strength (Numbers) |
| Primary Health Centre(Numbers) |
| Primary Health Sub Centre(Numbers) |
| Maternity And Child Welfare Centre(Numbers) |
| Hospital Allopathic Doctors Total Strength(Numbers) |
| Hospital Alternative Medicine(Numbers) |
| Dispensary(Numbers) |
| Dispensary Doctors Total Strength(Numbers) |
| Dispensary Doctors In Position(Numbers) |
| Dispensary Para Medical Staff In Position(Numbers) |
| Veterinary Hospital(Numbers) |
| Mobile Health Clinic(Numbers) |
| Mobile Health Clinic Doctors Total Strength(Numbers) |
| Non-Govt Medical facilities (MF) Out Patient(Numbers) |
| Non-Govt Medical facilities (MF) In And Out Patient (Numbers) |
| Non-Govt Medical facilities (MF) Charitable(Numbers) |
| Non-Govt Medical facilities Medicine Shop(Numbers) |
| Non-Govt Medical facilities Others(Numbers) |

ILLUSTRATIVE LIST OF VARIABLES

| Variable |
|---|
| ATM Status |
| Mobile Phone Coverage Status |
| Tractors Status |
| Commercial Bank Status |
| Cooperative Bank Status |
| Agricultural Credit Societies Status |
| Public Distribution SYS (PDS) Shop Status |
| Mandis/Regular Market Status |
| Weekly Haat Status |
| Agricultural Marketing Society Status |
| Community Centre with/without TV Status |
| Sports Field Status |
| Sports Club/Recreation Centre Status |
| Cinema/Video Hall Status |
| Public Library Status |
| Daily Newspaper Supply Status |
| Power Supply For Domestic Use Summer (Apr-Sep)per day (in Hrs.) |
| Power Supply For Domestic Use Winter (Oct-Mar)per day (in Hrs.) |
| Power Supply For Agriculture Use Summer (Apr-Sep)per-day(in Hrs.) |
| Power Supply For Agriculture Use Winter (Oct-Mar)per day(in Hrs.) |
| Power Supply For Commercial Use Summer (Apr-Sep)per day(in Hrs.) |
| Power Supply For Commercial Use Winter (Oct-Mar)per day(in Hrs.) |
| Power Supply For All Users Summer (Apr-Sep) per day (in Hrs.) |
| Power Supply For All Users Winter (Oct-Mar) per day (in Hrs.) |
| Agricultural Commodities (First) |
| Manufacturers Commodities (First) |

| Variable |
|--|
| Handicrafts Commodities (First) |
| Agricultural Commodities (Second) |
| Manufacturers Commodities (Second) |
| Handicrafts Commodities (Second) |
| Agricultural Commodities (Third) |
| Manufacturers Commodities (Third) |
| Handicrafts Commodities (Third) |
| Forest Area (in Hectares) |
| Area under Non-Agricultural Uses (in Hectares) |
| Barren & Un-cultivable Land Area (in Hectares) |
| Permanent Pastures and Other Grazing Land Area (in Hectares) |
| Land Under Miscellaneous Tree Crops etc. Area (in Hectares) |
| Culturable Waste Land Area (in Hectares) |
| Fallow Land other than Current Fallow Area (in Hectares) |
| Current Fallow Area (in Hectares) |
| Net Area Sown (in Hectares) |
| Total Unirrigated Land Area (in Hectares) |
| Area Irrigated by Source (in Hectares) |
| Canals Area (in Hectares) |
| Wells/Tube Wells Area (in Hectares) |
| Tanks/Lakes Area (in Hectares) |
| Waterfall Area (in Hectares) |
| Other Source (specify) Area (in Hectares) |
| Nearest Town Name |
| Nearest Town distance from Village (in Km.) |

SNAPSHOTS

1. Top 5 Districts with High Rural Market Potential

| State | District | Rural MPI | Number of Villages |
|----------------|---------------|-----------|--------------------|
| ANDHRA PRADESH | East Godavari | 1000 | 1374 |
| ANDHRA PRADESH | West Godavari | 696.5002 | 881 |
| MAHARASHTRA | Pune | 423.7404 | 1877 |
| KERALA | Kottayam | 344.7339 | 80 |
| ANDHRA PRADESH | Guntur | 333.4188 | 712 |

2. Top 5 Districts with Most Number of Villages

| State | District | Rural MPI | Number of Villages |
|------------------|-------------------|-----------|--------------------|
| WEST BENGAL | Paschim Medinipur | 230.7098 | 8695 |
| UTTAR PRADESH | Azamgarh | 164.0081 | 4101 |
| ORISSA | Mayurbhanj | 87.1051 | 3950 |
| HIMACHAL PRADESH | Kangra | 203.2243 | 3869 |
| WEST BENGAL | Bankura | 118.8204 | 3823 |

3. Top 5 Villages with Highest Population in Paschim Medinipur District of West Bengal

| Village Name | District Rural MPI | Total Geographical Area (in Hectares) | Total Population of Village |
|----------------|--------------------|--|-----------------------------|
| Chanipat | 230.7098 | 1043.17 | 16345 |
| Sabra | 230.7098 | 1495.6 | 16280 |
| Jot Ghanashyam | 230.7098 | 784.14 | 15200 |
| Sabang | 230.7098 | 1114.51 | 13224 |
| Anandapur | 230.7098 | 252.87 | 11461 |

4. Top 5 Villages with Highest Number of Schools in Pune District of Maharashtra

| Place (village) Name | District Rural MPI | Schools (Numbers) | Nearest Town Name |
|----------------------|--------------------|-------------------|-------------------|
| Patas | 423.7404 | 43 | DAUND |
| Loni-kalbhor | 423.7404 | 40 | PUNE |
| Hadapsar (N.V.) | 423.7404 | 39 | PUNE |
| Fursungi | 423.7404 | 38 | PUNE |
| Talegaon Dabhade (R) | 423.7404 | 37 | TALEGAON DABHADE |

Note: This includes the Pre-primary/ Primary/ Middle and Secondary/ Senior Secondary Schools run by private and government organisations

SNAPSHOTS

5. Top 5 Villages with Highest Number of Colleges in Kottayam District of Kerala

| Place name | District Rural MPI | College | Nearest Town Name |
|--------------------|--------------------|---------|-------------------|
| Muttampalam (Part) | 344.7339 | 4 | Kottayam |
| Kanjirappally | 344.7339 | 4 | Kottayam |
| Koovappally | 344.7339 | 4 | Kottayam |
| Elackad | 344.7339 | 3 | Palai |
| Kidangoor | 344.7339 | 3 | Palai |

Note: This includes Arts and Science/ Professional and Technical/ Vocational Training School/ITI colleges run by private and government organisations

6. Top 5 Districts with Highest Number of Market Places/ Mandis

| State | District | Number of Villages | Mandis/Regular Market Availability |
|------------------|----------------|--------------------|------------------------------------|
| HIMACHAL PRADESH | Kangra | 3869 | 1711 |
| JHARKHAND | Giridih | 2749 | 1296 |
| JHARKHAND | PurbiSinghbhum | 1748 | 1238 |
| BIHAR | Muzaffarpur | 1786 | 1187 |
| BIHAR | Purnia | 1273 | 1082 |

7. Top 5 Villages with Higher Irrigational Area in East Godawari district of Andhra Pradesh

| Place (Village) Name | Total Geographical Area (in Hectares) | Area Irrigated by Source (in Hectares) | Agricultural Commodities (First and Primary) | Manufacturers Commodities (First and Primary) | Nearest Town Name |
|----------------------|---------------------------------------|--|--|---|-------------------|
| Thondangi | 3087 | 1907 | PADDY | RICE | TUNI |
| A.V.Nagaram | 2552 | 1859 | PADDY | RICE | TUNI |
| Uppalaguptam | 1915 | 1606.2 | PADDY | | AMALAPURAM |
| Biccavolu | 1966 | 1485 | PADDY | RICE | SAMALKOT |
| Kadium | 2033 | 1480 | PADDY | CABLE WIRES | RAJAHMUNDRI |

MVMI FOR RURAL MARKETING STRATEGY

Following two illustrative examples explain how MVMI can be used for developing rural marketing strategy.

USING MVMI

1. SPORTS COMPANY CASE STUDY

Marketing Dilemma

With the sports culture on the rise in India, sports companies want to expand their market base in rural Gujarat. But they are not sure about which rural areas and villages to target for a better ROI.

MVMI can help them tremendously in determining an appropriate district/village for smoother and successful market penetration. All a marketer needs to do is to follow the below steps.

1. Decide on district with highest rural MPI. Top 5 districts with highest rural MPI are found to be as given in the table below.

| Top 5 Districts of Gujarat | | |
|----------------------------|-----------|----------------|
| District | Rural MPI | No of Villages |
| SabarKantha | 140.4012 | 1376 |
| Surat | 138.7420 | 713 |
| Mahesana | 137.9297 | 605 |
| Kachchh | 136.6893 | 924 |
| BanasKantha | 136.5025 | 1237 |

2. One needs to brainstorm and decide on relevant information for sports marketing. Government is popularizing sports culture in the state by organizing 'Khel Mahakumbh' at different places. Thus, it would be appropriate to connect sports and educational institutions. Firstly, consider the number of educational institutes in rural districts. Secondly, existing facilities available for sports and recreation in the villages should be considered. MVMI can provide information about the number of available sports fields and recreation clubs in villages. The presence of a sports field in a village can be interpreted as villagers' interest in sports and the existence of a recreation club is an indicator of interest in indoor sports and social activities. In order to choose district, we aggregate this information at the district level.

The following table provides this relevant information summarized from village level data.

| Top 5 Districts of Gujarat | | | | | |
|----------------------------|-----------|-----------------|----------------------------------|------------------------|------------------|
| District | Rural MPI | No. of Villages | Educational Institutes (Numbers) | Sports Field (Numbers) | Recreation Clubs |
| SabarKantha | 140.4012 | 1376 | 674 | 234 | 22 |
| Surat | 138.7420 | 713 | 1262 | 164 | 17 |
| Mahesana | 137.9297 | 605 | 594 | 190 | 2 |
| Kachchh | 136.6893 | 924 | 832 | 200 | 1 |
| BanasKantha | 136.5025 | 1237 | 1222 | 429 | 73 |

Considering the interest for sports in rural area, BanasKantha has maximum number of sports fields and recreation clubs. Though educational institutes are marginally less in BanasKantha compared to Surat, it can be concluded that BanasKantha district should be the first preference to promote sports equipment in a rural area in Gujarat.

3. Selection of villages in BanasKantha can be done with the criteria of number of educational institutes. Villages with ≥10 educational institutes are listed in the following table:

| Name of Village | |
|-----------------|-------------------------|
| Vav | JunaDeesa |
| Panthawada | Mudetha |
| Amirgadh | Lavana |
| Danta | Khimana(Palodar Na Vas) |
| Vadgam | Raner |
| Bhadath | Umbri |
| Lakhani | Shihori |
| Varnoda | Kamboi |
| Malgadh | Vada |

Most of these villages have a sports field as well as a recreation club. A Sports Company interested in marketing sports equipments can begin from these villages in BanasKantha.

Second preference can be Sabarkantha district. Other villages can be selected in the same manner.

2. FMCG COMPANY CASE STUDY

Marketing Dilemma

Since the Central Government in India is focusing on the development of North-Eastern states, a leading FMCG company has decided to expand its operations in the rural areas of Assam. What districts/regions it should choose for its entry level in the rural market of Assam is a puzzle. Under such circumstances, MVMI can most certainly aid them in determining the best entry point.

STEP 1. Select the top 5 districts with highest rural MPI. These five districts are:

| State | District | Rural MPI |
|-------|-----------|-----------|
| ASSAM | Nagaon | 102.5949 |
| ASSAM | Sonitpur | 77.2419 |
| ASSAM | Kamrup | 69.5752 |
| ASSAM | Sivasagar | 67.2417 |
| ASSAM | Dibrugarh | 60.9910 |

STEP 2. Decide the variables relevant to the product/s that the company is planning to sell in the region or in general, variables relevant to the FMCG product. Consumption of FMCG products primarily depends on the a) population of the village, b) awareness and c) availability of the product in the village. Awareness can be created through media and promotional campaigns. Products can be made available through various market places.

Thus relevant variables for rural marketing of FMCG product can be listed as:

- Consumption Indicators: Rural MPI, No. of villages, No. of HH, Total population in villages
- Marketing Places: Mandis/Regular market, Weekly Haat
- Places that can be used for promotion: No. of Schools and Colleges, No. of Villages having community centre, No. of villages having cinema/video hall
- Availability of Media: No. of villages having mobile phone coverage, No. of villages having daily newspaper supply

Actual data extracted from MVMI for five districts is as follows

| District | Nagaon | Sonitpur | Kamrup | Sivasagar | Dibrugarh |
|---|----------|----------|---------|-----------|-----------|
| Rural MPI | 102.5949 | 77.2419 | 69.5752 | 67.2417 | 60.991 |
| No. of villages | 1412 | 1876 | 1068 | 875 | 1348 |
| No. of HH | 480399 | 352647 | 280269 | 222136 | 222414 |
| Total population in villages | 2454234 | 1750265 | 1375148 | 1040954 | 1082605 |
| Mandis/Regular market | 396 | 300 | 347 | 89 | 136 |
| Weekly Haat | 961 | 1171 | 630 | 426 | 630 |
| No. of Schools and Colleges | 5410 | 3862 | 5175 | 3203 | 3086 |
| No. of villages having community centre | 199 | 93 | 197 | 67 | 67 |
| No. of villages having cinema/video hall | 27 | 27 | 3 | 6 | 9 |
| No. of villages having daily newspaper supply | 588 | 674 | 743 | 655 | 616 |
| No. of villages having mobile phone coverage | 1078 | 1308 | 767 | 751 | 1020 |

It can be concluded from the data that; Nagaon has maximum no. of households and maximum population. It has the maximum number of regular markets, though weekly haats are marginally less compared to Sonitpur. Thus, selling the product in the villages of Nagaon is much easier compared to other districts. Considering promotion of the product, again Nagoan is the district with a maximum number of schools/colleges and community centers. Considering advertising of the products, Sonitpur is the best as it has maximum no. of villages with mobile coverage and daily newspaper.

Overall first preference for marketing the FMCG product should be Nagaon and detailed strategic development is given for Nagaon.

1. Developing a marketing strategy at village level in Nagaon district can be extracted as follow.
2. Extract MVMI data for all villages in Nagoan district.
3. Select the variables as listed above
4. Filter the villages according to the criteria needed for marketing. For example, considering consumption, villages with household more than 1000 are selected as shown in the following table

District Nagaon:

| Village Name | Total Geo-graphical Area (in Hectares) | Total Households | Total Population of Village | Govt & Pvt Pre/ Primary Schools | Govt/Pvt Middle & Secondary School (Numbers) | Nearest Town Name |
|----------------------|--|------------------|-----------------------------|---------------------------------|--|-------------------|
| Borghuli No.2 | 396.29 | 1045 | 6122 | 5 | 3 | Tezpur |
| Jakhalabandha Town | 129.3 | 1012 | 4625 | 5 | 4 | Tezpur |
| Sonaribali | 419.87 | 1362 | 7050 | 3 | 2 | Nagaon |
| NizChalchali | 297.84 | 1081 | 4685 | 8 | 4 | Nagaon |
| Lailuri | 527.15 | 1507 | 7472 | 9 | 3 | Nagaon |
| Pachim Singimari | 274.44 | 1105 | 5428 | 4 | 3 | Nagaon |
| Gayan Gaon | 395.57 | 1048 | 5472 | 7 | 4 | Dhing |
| Bechamari | 332.65 | 1081 | 5405 | 9 | 5 | Dhing |
| Dhania Bheti Gaon | 347.99 | 1488 | 7201 | 8 | 4 | Dhing |
| Jamuguri | 339.74 | 1177 | 5557 | 14 | 4 | Nagaon |
| Rowmari | 323.96 | 1140 | 6250 | 6 | 0 | Nagaon |
| Lao Gaon | 240.78 | 1249 | 6955 | 5 | 2 | Nagaon |
| Silangani Gaon | 260.6 | 1101 | 5781 | 4 | 3 | Nagaon |
| Ranga Gara Huzz | 158.91 | 1046 | 4985 | 6 | 3 | Nagaon |
| Niz Barapujia | 205.26 | 1245 | 5918 | 8 | 4 | Raha |
| Bakula Guri | 659.33 | 1215 | 6218 | 10 | 8 | Kampur |
| Dakshin Debasthan | 254.88 | 1011 | 5856 | 3 | 1 | Howraghat |
| Dakhin Laskar Pathar | 682.74 | 1063 | 6053 | 5 | 3 | Howraghat |
| Total | 6247.3 | 20976 | 107033 | 119 | 60 | |

Summary of Data Extracted from MVMI reveals that;

- Total no. of households in the 18 villages: 20,976
- Total population of 18 villages: 1, 07,033
- Total no. of primary schools: 119; and secondary schools: 60
- All these villages have supply of daily newspapers and except three villages namely; Jamuguri, Silangani Gaon and Dakshin Debasthan have mobile coverage.
- All these 18 villages have weekly haat
- Except two villages Niz Chalchali and Ranga Gara Huzz all the others have Mandis/Regular market.

Thus, 18 villages of Nagaon district could be deemed the most appropriate for entry into Assam's rural markets.

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TESTIMONIALS



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