



Tutorial for MICA Indian Marketing Intelligence (MIMI)

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MARKET POTENTIAL



MPI

Market Potential Index (MPI) is calculated using robust research methodology. MPI is an aid for marketer to arrive at a district prioritization for purposes ranging from market entry to product launch. MPI is given for 630 districts for rural, urban and total market separately. The higher the MPI, the higher is the market prioritization.

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MARKET POTENTIAL

TOP 5 DISTRICTS

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Delhi-Nct Of Delhi	1000
Mumbai Suburban-Maharashtra	642.3015
Bangalore-Karnataka	629.1533
Thane-Maharashtra	447.4162
East Godavari-Andhra Pradesh	340.128

How It Works

TOP 5 RURAL DISTRICTS

East Godavari-Andhra Pradesh	1000
West Godavari-Andhra Pradesh	696.5002
Pune-Maharashtra	423.7404
Ast Godavari-Andhra Pradesh Vest Godavari-Andhra Pradesh une-Maharashtra ottayam-Kerala untur-Andhra Pradesh Question	344.7339
ast Godavari-Andhra Pradesh lest Godavari-Andhra Pradesh une-Maharashtra ottayam-Kerala untur-Andhra Pradesh Question	333.4188
- 3	
1	

TOP 5 URBAN DISTRICTS

Delhi-Nct Of Delhi	1000
Mumbai Suburban-Maharashtra	631.0358
Bangalore-Karnataka	620.3822
Thane-Maharashtra	455.0702
Pune-Maharashtra	350.3353

MPI

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MARKET INTELLIGENCE

FERTILISER CONSUMPTION IN PUNJAB AND **HIMACHAL PRADESH ?**

VILLAGES OF HIMACHAL PRADESH HAVING ATMS ?

CROPPED AREA OF TOP 5 RURAL DISTRICTS: ARUNACHAL PRADESH ?

Answer



Market Potential Index (MPI) is calculated using robust research methodology. MPI is an aid for marketer to arrive at a district prioritization for purposes ranging from market entry to product launch. MPI is given for 630 districts for rural, urban and total market separately. The higher the MPI, the higher is the market prioritization.

Here is the Answer





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MARKET INTELLIGENCE

Cropped Area(in hectares) of Top 5 Fertiliser Consumption in Punjab and Himachal Rural Districts: Arunanchal Pradesh Chamba Lahi Changlang 14405 Spit Kangra urdaenu Papum Pare 16016 Kullu Amritan Hoshiapugna Hamirpur Mandi Kinnaur Tam Kapurthala Bilaspur Taran Jalandhar Shahid Shimla Bhagat Sola Singh Ludhangar **Dibang Valley** Moga Fatehgarh Faridkot 2D U Sahb Barnala Muktsa Patia Bathinda Sangrur Rural_Fertilizer_Consumption Mansa Question

Villages of Himanchal Pradesh having ATMs

District Name- State Name	Nearest ATM Facility in the villages (Distance measured in KMs)							
	< 5 KMs	5 KMs - 10 KMs	+10 KMs					
Chamba-HIMACHAL PRADESH	817	176	97					
Kangra-HIMACHAL PRADESH	1606	1131	827					
Lahul & Spiti-HIMACHAL PRADESH	249	17	12					
Kullu-HIMACHAL PRADESH	133	103	65					
Mandi-HIMACHAL PRADESH	1915	650	254					
Hamirpur-HIMACHAL PRADESH	379	745	509					
Una-HIMACHAL PRADESH	399	221	147					
			168					

MPI

Market Potential Index (MPI) is calculated using robust research methodology. MPI is an aid for marketer to arrive at a district prioritization for purposes ranging from market entry to product launch. MPI is given for 630 districts for rural, urban and total market separately. The higher the MPI, the higher is the market prioritization.

Introduction to MICA



INTRODUCTION TO MICA



Established in 1991, MICA (formerly known as Mudra Institute of Communications, Ahmedabad), is the only residential institute in the country, and perhaps in the Asia-Pacific region, dedicated to creating leadership in Strategic Marketing and Communication. MICA, an autonomous, non-profit institution, offers a wide-range of academic programmes including three residential programs: the Post Graduate Diploma in Management-Communications (PGDM-C), Crafting Creative Communication (CCC) and Fellow Programme in Management-Communications (FPM-C).

MICA's spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment. The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government, and community.

Today, it is the alma mater of professionals serving in leadership positions in some of the best known companies in India and the world in marketing, brand management, research & analytics, advertising, media, digital and other related businesses.

Introduction to Market Intelligence





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INTRODUCTION

In accordance with MICA's mission to provide applied research to serve the need of marketing and communication industry, MICA comes out every ten years with the product called urban and rural market ratings based on Census of India and other authentic government publications. MIMI variables are updated regularly on availability on relevant variables, except variables taken from Census of India.

MICA Indian Marketing Intelligence (MIMI) is third in the series and it provides the secondary data for socio-economic variables and market intelligence up to **District** level for all the States and Union Territories of India.

For market planning at District level: MIMI is useful for district level market planning. MIMI provides Market Potential Index (MPI) at District Level separately for rural, urban and whole district, In addition to MPI relevant data is provided to Indian market for 630 Districts.

For MIMI, data is collated and analysed from various sources such as Census of India, Ministry of Agriculture, Fertilizer Association of India, Reserve Bank of India, Audit Bureau of Circulations and Planning Commission etc.

Introduction to Market Intelligence

Scroll down to know More..

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Explore Data (District level/Urban Agglomeration/ Towns)



Explore the Database as per your requirement.



A Sample Case Study: Branch Expansion in Rural Bihar

A leading Bank would like to expand its rural branch network in the state of Bihar.

How can they prioritise required number of districts with the help of MIMI?

For this, You may please select following variables from *"Explore Data"* Screen :

- 1) Rural MPI
- 2) Rural Population
- 3) Rural Value of Crop Production
- 4) Rural Value of Crop Production Agriculture
- 5) Rural Value of Crop Production Horticulture
- 6) Rural Amount Deposit
- 7) Rural Shop or Offices

Exploring the database for Case Study



Check Your Explored Database in Data Table

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⊷ State	District Name	Mkt Potential Index	Demographics		Database	ea •	Financial Services	Commercial Use of Premises	1		
District		МРІ 👕	Population 👕	Value of Crop 📋 Production	Value of Crop 💼 Production Agriculture	Value of Crop 🔋 Production Horticulture	Amount 👕 Deposit	Shop or Offices 👘	L		
		Rural	Rural	Rural	Rural	Rural	Rural	Rural			
Industry	Pashchim Champaran-Bihar	120.3702	3541877	37728037308.43	32903242315.1	4824794993.33	12054.64	16462			
evel Group	Purba Champaran-Bihar	154.4262	4698028	23353476956.91	18089247406.91	5264229550	19278.71	20449			
::¢h	Sheohar-Bihar	18.3743	628130	2879575967.2	2214459497.2	665116470	1697.67	2429			
Туре	Sitamarhi-Bihar	94.9629	3233076	14494982436.8	10968389413.47	3526593023.33	7569.99	15088			
_	Madhubani Please (Click 44.4749	4325884	11787550184.55	8765365937.88	3022184246.67	17234.99	19780			
			2122518	12244576854.06	116/1/02077 20	703083776 67	8278 81 8278 81	0658			
Variables		VIEW 65.9519	2123518	12344576854.06	11641493077.39	/05085/76.67	0320.01	9000			
	Araria-Biha YOUI	/4.4012	2642792	22898220571.94	22215091851.94	683128720	6324.07	13688			
MPI	Kishanganj Selected	38.5737	1529277	11571978457.65	9107514210.98	2464464246.67	5836.30	11629			
	Purnia-Biha Variable	87.9641	2921614	15542746899.47	12408580989.47	3134165910	11137.67	15724			
:#=	Katihar-Bih	82.5495	2797207	26181560772.22	24222319055.56	1959241716.67	12831.65	15771			
SWCS	Madhepura-Bihar	57.4689	1913301	13569373608.54	12479613028.54	1089760580	5773.76	8382			
	Saharsa-Bihar	50.2814	1744121	14654905362.05	12917748255.38	1737157106.67	7846.95	7470	-		

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1	Data of State-> District								
2		Demographics	Mkt Potential Index	Agricultural			Financial Services	Commercial Use of Pre	mises
3		Population	MPI	Value of Crop	Value of Crop Production Agriculture	Value of Crop Production Horticulture	Amount Deposit	Shop or Offices	
4		Rural	Rural	Rural	Rural	Rural	Rural	Rural	
5	Purba Champaran-Bihar	4698028	154 4262	23353476957	18089247407	5264229550	19278.71	20449	
6	Muzaffarpur-Bihar	4327625	147.8282	18669455374	12035462077	6633993297	33674.6	28425	
7	Madhubani-Bihar	4325884	144.4749	11787550185	3765365938	3022184247	17234.99	19780	
8	Samastipur-Bihar	4113769	131.3732	19906244170	14814741597	5091502573	26355.06	33745	
9	Pashchim Champaran-Bi	3541877	120.3702	37728037308	32903242315	4824794993	12054.64	16462	
10	Patna-Bihar	3323875	117.6934	11870338741	9963133244	1907205497	40683.93	12727	
11	Gaya-Bihar	3809817	117.3055	8000621974	7050362954	950259020	41789.36	17313	
12	Saran-Bihar	3598660	114.8177	14210406433 1	11105131353	3105275080	42943.84	25224	
13	Darbhanga-Bihar	3554057	114.0355	14633970345 8	3564748348	6069221997	20079.39	20712	
14	Siwan-Bihar	3147551	108.7281	13632195580 1	11825840834	1806354747	33512.49	20792	
15	Rohtas-Bihar	2532153	106.8757	33791089022	30594006782	3197082240	26519.03	14931	
16	Vaishali-Bihar	3261942	105.5285	14375561634	9124729088	5250832547	27550.76	24608	
17	Nalanda-Bihar	2419759	96.5629	11746158105	7153796415	4592361690	22040.8	12942	
18	Sitamarhi-Bihar	3233076	94.9629	14494982437	10968389413	3526593023	7569.99	15088	
19	Aurangabad-Bihar	2303219	91.9704	13422630160	12459700750	962929410	21784.59	10128	
20	Bhojpur-Bihar	2338546	91.0243	15655688347	13081983267	2573705080	24221.9	9993	
21	Purnia-Bihar	2921614	87.9641	15542746899 1	12408580989	3134165910	11137.67	15724	
Lat.									

You can easily represent your selected data graphically by using four different type of Charts



Dialogue-Box : Filters

- Click on 'Filters' to select Districts and a Variable
- Click on 'Apply' to Generate Bar Chart

Districts Variables	Clear	Apply
Select District Pashchim Champaran-R Sheohar-Bihar	Districts Variables	Clear Apply
💙 Madhubani-Bihar	Select Variable	
🖌 Araria-Bihar	Rural Amount Deposit	Rural MPI
🗹 Purnia-Bihar	Rural Population	Rural Shop or Offices
Madhepura-Bihar	Rural Value of Crop Production	Rural Value of Crop Production Agriculture
🗌 Darbhanga-Bihar	Rural Value of Crop Production Horticulture	
Gopalganj-Bihar		

Second Level Chart (Bar)

Rural Shops or Offices



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Selections in 'Filters' for 'Second Level Chart'



Second Level Chart (Bar)

- Range of MPI is 1.00 to 1000.00
- Range of Rural Shops or Offices is 200 to 2000

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Downloaded Second Level Chart in 'PDF' file format



Line Chart



Radar Chart



Bubble Chart



G.I.S.(Geographic Information System) Application



G.I.S. Application in PDF File Format



Thematic Query (With One Variable)



Out put of Thematic Query (With One Variable)



Thematic Query (With Two Variables)



Out put of Thematic Query (With Two Variables)



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Thematic Query (With Three Variables)



Out put of Thematic Query (With Three Variables)



Quartiles (Color-Based Representation of Your Selected Database)

Export the 'Quartile ' in

Click here for full.

		~					screen display	PDF'
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District	Purba Champaran- Bihar							
\boxtimes	Sheohar-Bihar							
ndustry	Sitamarhi-Bihar							
vel Group	Madhubani-Bihar							
	Supaul-Bihar							
≝ûn	Araria-Bihar							
Туре	Kishanganj-Bihar							
	Purnia-Bihar							
(x)	Katihar-Bihar Katihar-Bihar							
/ariables	Madhepura-Bihar							
	Saharsa-Bihar							
~	Darbhanga-Bihar							
MPI	Muzaffarpur-Bihar							
	Gopalganj-Bihar							
-++-	Siwan-Bihar							
SWCS	Saran-Bihar							
	Vaishali-Bihar							
	Khagaria-Bihar							

Full Screen Display of 'Quartiles'



(x)

MPI

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1	Legends	Variable Name	Rural MPL R	ural Population	Rural Value of Crop Produ	uction Rural Amount	Deposit	Rural No of Accounts	Rural No of Bank Offi	ces Rural Shop or Offices	- î
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Select variables by Industry Level Group

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Data Table as per Industry Level Group

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	District Name	Mkt Potential Index		Demographics		Financial Services	Commercial Use of Premises	Social Use of Premise	
		MPI 👕	Literate 👕 Population	Population 📋	Worker 👕 Population	No of Bank 🔋 👕 Offices	Factory work shed 🔋 👕 Workshop	School or Colleges	
		Total	Total	Total	Total	Total	Total	Tot	
	Pashchim Champaran-Bihar	42.1605	1759481	3935042	1478947	190	3732	384	
	Purba Champaran-Bihar	55.3411	2276957	5099371	1737539	253	3783	426	
	Sheohar-Bihar	6.8848	283698	656246	216372	41	355	57	
	Sitamarhi-Bihar	35.0297	1436794	3423574	1114583	148	2132	272	
	Madhubani-Bihar	54.5483	2155338	4487379	1636938	247	4295	500	
	Supaul-Bihar Supaul-Bihar	24.624 24.624	1033283 1033283	2229076 2229076	877682 877682	106 106	1811 1811	228 228	
	Araria-Bihar	27.273	1195768	2811569	1069893	126	2478	243	
	Kishanganj-Bihar	13.3702	745056	1690400	529064	81	1627	200	
	Purnia-Bihar	30.3392	1332326	3264619	1143318	184	2586	283	
	Katihar-Bihar	29.058	1280190	3071029	1013566	149	2424	302	
	Madhepura-Bihar	21.4611	834577	2001762	777546	99	1406	204	
	Saharsa-Bihar	17.8239	804996	1900661	649898	91	1256	171	

Record your selections: My Workspace



Record your selections: My Workspace



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State

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📥 Download Excel District Name Mkt Potential Index Demographics **Financial Services** Commercial Use of Premises Social Use of Premises School or Colleges MPI Population Worker No of Bank Factory work shed Literate Population Population Offices Workshop Total Total Total Total Total Total Total Pashchim Champaran-Bihar 42.1605 1759481 3935042 1478947 190 3732 3840 Purba Champaran-Bihar 55.3411 2276957 5099371 1737539 253 3783 4266 Sheohar-Bihar 6.8848 283698 656246 41 355 570 216372 Sitamarhi-Bihar 35.0297 1436794 3423574 148 2724 1114583 2132 247 Madhubani-Bihar 54.5483 2155338 4487379 1636938 4295 5005 Supaul-Bihar 24.624 1033283 2229076 877682 106 1811 2281 Araria-Bihar 27.273 1195768 2811569 1069893 126 2478 2434 Kishanganj-Bihar 13.3702 745056 1690400 529064 81 1627 2005 Purnia-Bihar 30.3392 1332326 3264619 1143318 184 2586 2838 Katihar-Bihar 29.058 1280190 3071029 1013566 149 2424 3020 99 Madhepura-Bihar 21.4611 834577 2001762 777546 1406 2042 1900661 91 Saharsa-Bihar 17.8239 804996 649898 1256 1712

Filter by layer : compare variables for a particular district



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MPI

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Filter by Variable : compare districts with a particular variable



Variables

MPI

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Filter by Variable : compare districts with a particular variable



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Filter by Variable : compare districts with a particular variable



MPI

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		1	Madhubani-Bihar	144.4749	4325884	11787550184.55	8765365937.88	3022184246.67	
(ariables	Annual Rainfall mm 2013		Supaul-Bihar	65.9519	2123518	12344576854.06	11641493077.39	703083776.67	
		e. Eu	Araria-Bihar Araria-Bihar	74 4012 74.4012	2642792 2642792	22898220571 94 22898220571.94	22215091851 94 22215091851.94	683128720 683128720	
M		<u>Éa</u>	Kishanganj-Bihar	38.5737	1529277	11571978457.65	9107514210.98	2464464246.67	
MIPI			Purnia-Bihar	87.9641	2921614	15542746899.47	12408580989.47	3134165910	
:#=			Katihar-Bihar	82.5495	2797207	26181560772.22	24222319055.56	1959241716.67	
SWCS	Telephone Mobile Scooter Car		Madhepura-Bihar	57.4689	1913301	13569373608.54	12479613028.54	1089760580	-
	Channel to research		•					1	*





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*	VARIABLE Search	Q D 1k						Download Excel
State	HH Radio or Transistor	C	District Name	Mkt Potential Index	Custom V riable	Demographics		Agricultural 🔶
District	HH Television Newspaper Magazine Circulation	CUSTOM		МРІ 👕	MPI_PER_MI LION 👕	Population 👕	Value of Crop 📋 Production	Value of Crop T Production Agriculture
	VEHICLE OWNERSHIP			Rural	MPI_PER_MILLION	Rural	Rural	Rura
ndustry	HH Bicycle	Å	Pashchim Champaran-Bihar	120.3702	33.984861699	3541877	37728037308.43	32903242315.1
vel Group	🗌 HH Car Jeep Van		Purba Champaran-Bihar	154.4262	32.870429891	4698028	23353476956.91	18089247406.91
:\$â	HH Scooter Moped Motorcycle	•	Sheohar-Bihar	18.3743	29.2523840606	628130	2879575967.2	2214459497.2
Туре	MISCELLANEOUS		Sitamarhi-Bihar	94.9629	29.3723067444	3233076 1449498	14494982436.8	10968389413.47
		<u></u>	Madhubani-Bihar	144.4749	33.3977748825	4325884	11787550184.55	8765365937.88
	Annual Rainfall mm 2013	affa	Supaul-Bibar	65,9519	31.0578483441	2123518	12344576854.06	11641493077.39
ariables	Annual Rainfall mm 2014		Araria-Bihar	74.4012	28.1524993265	2642792	22898220571.94	22215091851.94
M	Annual Rainfall mm 2015		Kishangani-Bihar	38.5737	25.223487962	1529277	11571978457.65	9107514210.98
MPI	Annual Rainfall mm 2016	虚如	Purnia-Bihar	87.9641	30.1080498656	2921614	15542746899.47	12408580989.47
	Annual_Rainfall_mm_2017	a	Katihar Bihar	82 5495	29 511/019091	2797207	26181560772.22	24222319055 56
:# swcs	HH having Computer Laptop Telephone Mobile Scooter Car		Madhepura-Bihar	57,4689	30.0365180387	1913301	13569373608.54	12479613028.54
	HH Having No Assets		4					* }

Urban Agglomeration Data



MPI

Market Potential Index (MPI) is calculated using robust research methodology. MPI is an aid for marketer to arrive at a district prioritization for purposes ranging from market entry to product launch. MPI is given for 630 districts for rural, urban and total market separately. The higher the MPI, the higher is the market prioritization.

Urban Agglomeration Data



URBAN AGGLOMERATION

										×.	Download Excel
State code	State	District code	Name of Urban	Level	Total	Male	Female lation Population	Total Population in Age Group 0 to 6	Male Population in Age Group 0 to 6	Female Population in Age Group 0 to 6	Total
			Aggiomeration/City		population	Population					to Export
01	Jammu & Kashmir	99	Srinagar UA	UA	1,273,312	677,260	596,052	157,100	84,110	72,990	7: Selected
01	Jammu & Kashmir	21	Jammu UA	UA	651,826	350,035	301,791	58,424	31,979	26,445	528,017
01	Jammu & Kashmir	99	Anantnag UA	UA	158,785	82,023	76,762	26,001	14,013	11,988	101,256
02	Himachal Pradesh	11	Shimla UA	UA	171,817	94,797	77,020	13,784	7,291	6,493	148,775
03	Punjab	07	Ludhiana (M Corp.)	City	1,613,878	874,773	739,105	173,021	92,492	80,529	1,230,218
03	Punjab	15	Amritsar UA	UA	1,183,705	630,114	553,591	115,368	63,238	52,130	904,190
											+

Towns Data



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MPI

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Answer

MPI

Market Potential Index (MPI) is calculated using robust research methodology. MPI is an aid for marketer to arrive at a district prioritization for purposes ranging from market entry to product launch. MPI is given for 630 districts for rural, urban and total market separately. The higher the MPI, the higher is the market prioritization.

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Thanks a lot....

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