

Population

Global : 800 Cr

India : 140 Cr

China : 140 Cr

USA : 30 Cr

Up : 25 Cr

Urban - Rural Split



- Rural
- urban.

Urban Income Split:

Upper : 20%

MIDDLE : 30%

LOW MIDDLE : 30%

BPL : 20%

Average life expectancy \approx 80 yrs.

Median age \approx 28 yrs

Guesstimate

Literacy : 80%

Female : 65%

Male : 85%

Delhi : 3 Cr 30m

Mumbai : 2 Cr 20m

Bangalore : 1.5 Cr 15m

Pune : 7.5 L 7.5m

Hyderabad : 10 Cr 10m

Age Split:

0 - 15 years : 25%

15 - 30 years : 25%

30 - 60 years : 40%

60+ : 10%

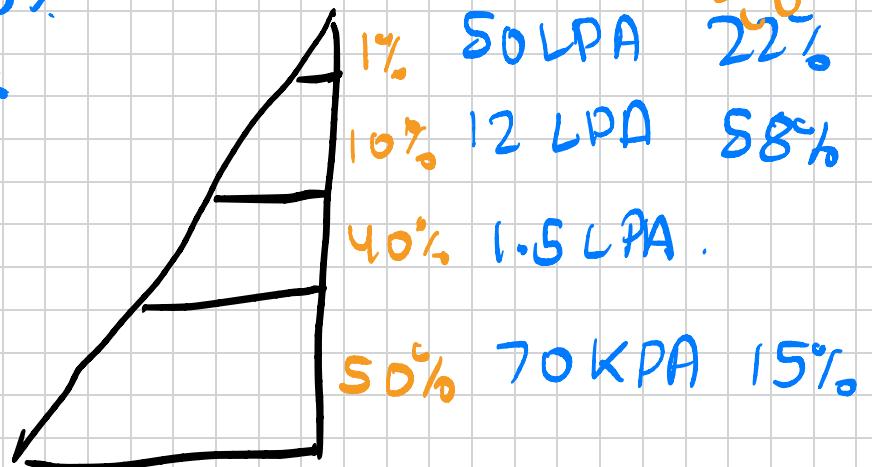
% of Total

50 LPA 22%

12 LPA 58%

40 LPA 1.5 LPA

50 KPA 15%



% Internet penetration \rightarrow 60%

% Smartphones \rightarrow 50%

Average people / house \rightarrow 5 in rural 4 in urban

of households \Rightarrow 310M (14U + 17R)

Avg smartphone replaces 3 years

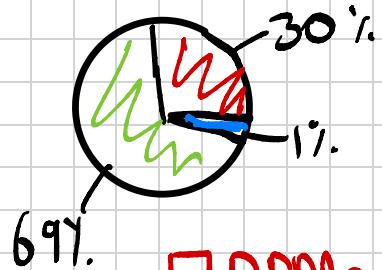
Com \approx 20 - 25C₂

Upkeep/siction \approx 15 billion \$

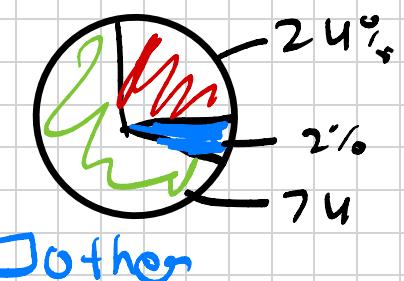
Bank account = 85%

Android vs iOS Marketshare

Global



India



Cars:

of registered vehicles \approx 250M

2W \approx 70%

cars \approx 40M

Average car span \approx 10 - 12 yrs

EV : < 2% of # of cars \approx 6 - 7%