

What have we heard them say? What can we imagine them saying?

That have a

What are their wants, needs, hopes, and dreams? What other thoughts might influence their halesvior



Mumbai, Delhi, kolkata, Chennai, Hyderabad are the metropolitan area in India.

A core area containing a large population together with adjacent communities.

The population of the Mumbai is 25 million.ther 3BHK flats are Rs.10,00,000/. and 2BHk flats are Rs.40,20,000/.

The population of the Delhi is 35 million .ther 3BHK flat are Rs 70,00,000/ and 2BHK flats are Rs.59,00,000/.

high degree of economic That have a integration degree of with that core. integration

Short summary of

the persona

million.ther 3BHK The population of flats are the Chennai is 1 Rs.10,000,000,00/. crore.ther 3BHK flat and 2BHK flats are Rs.70,00,000/. are RS.68,00,000/. and 2BHK flat are 38,00,000/.

CHANNAI;

with that core.

[1 crore population] 2BHK flats -Rs.38,00,000/, 3BHK flats -Rs.68,00,000/.

DELHI; [35 million population] 2BHK flats -Rs.59,00,000/, 3BHK flats-Rs.70,00,000/.

Does

What behavior have we observed?

What can we imagine them doing?

MUMBAI; [25 million population] 2BHK flats -Rs.40,20,000/ 3BHK flats Rs.10,00,00/.

KOLKATA; [4.5 million population] 2BHK flats -Rs.70,00,000/, 3BHK flat -Rs.10,000,00/.

1 crore.

population of Rs.10,00,000 the Mumbai /.for sale in Mumbai. 25 million

The population of

the Kolkata is 4.5

3BHK flats is 2BHK flat is The Rs.70,00,000/. population of the Kolkata Kolkata. 4.5 million.

2BHK flats is Rs.40,20,000/ for sale in

3BHK flat is Rs.10,000,000,00/ in Kolkata.

2BHK fiats is Rs.38,00,000/ . in Chennai.

the Chennai . for sale in

3BHK flats is population of Rs.68,00,000/ Chennai.

2BHK flats is Rs.59,00,000/ for sale in

3BHK flat is The Rs.70,00,000/ population for sale in

35 million.

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?





