



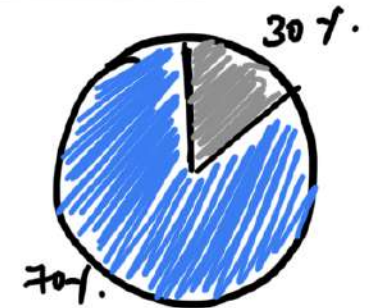
GUESSTIMATES

POPULATION

INDIA \approx 1.2 BILLION
CHINA \approx 1.3 BILLION
USA \approx 300 MILLION
GLOBAL \approx 8 BILLION

DELHI \approx 20 MN
MUMBAI \approx 20 MN
BANGALORE \approx 10 MN
PUNE \approx 4 MN

URBAN/RURAL SPLIT



■ URBAN
■ RURAL

AGE SPLIT

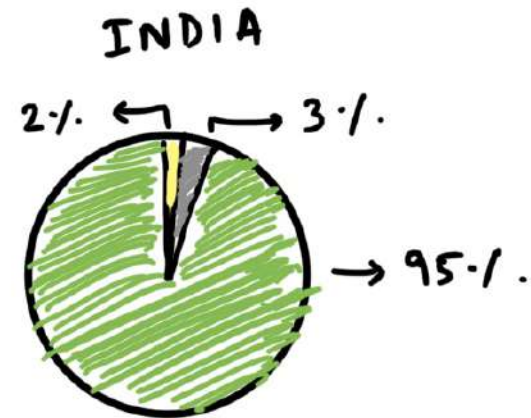
0 - 15 yrs : 30%
15 - 60 yrs : 60%
60 + : 10%

URBAN INCOME SPLIT

UPPER CLASS — 20%
MIDDLE CLASS — 30%
LOW. MIDDLE CLASS — 30%
BELOW POVERTY LINE — 20%

AVG. LIFE = 80 yrs
EXPECTANCY

ANDROID VS IOS MARKETSHARE



■ ANDROID ■ IOS ■ OTHERS

- /. INDIAN POPULATION WITH SMARTPHONE — 40%.
- /. INDIAN POPULATION WITH INTERNET — 50%.

GOOGLE AD RATES

Cost Per Click (CPC) — 1\$ to 2\$

Cost Per 1000 Impressions (CPM) — 0.3\$ to 2\$

SAMPLE QUESTIONS

→ ESTIMATE THE REVENUE OF TVs SOLD IN INDIA IN THE PAST 1 YEAR

1. POPⁿ of INDIA — 1.2 BN

2. DIVIDE BY SIZE OF HOUSEHOLD — $\frac{1.2}{4} = 0.3 \text{ BN}$

3. # HOUSEHOLDS WHICH OWN A TV — 70% (ASSUMPTION)
 $\Rightarrow 0.3 \times 0.7$

= 0.21 BN HOUSEHOLDS.

4. AVG TV REPLACEMENT PERIOD — 10 YRS

$$\Rightarrow \frac{0.21}{10} = 0.021 \text{ BN TVs SOLD EVERY YEAR}$$

5. AVG SELLING PRICE OF A TV — Rs 10,000 (ASSUMPTION)

$$\begin{aligned}\Rightarrow \text{REVENUE} &= 0.021 \text{ BN} \times 1000 \\ &= \underline{\underline{21 \text{ BILLION RUPEES.}}}\end{aligned}$$

PRACTICE QUESTIONS

- MARKET SIZE OF TOOTHBRUSHES IN INDIA
- # OF ADS SHOWN ON TV EACH DAY
- YOUTUBE DAILY AD REVENUE
- # FLIGHTS TAKING OFF DAILY IN INDIA

- # ATMs IN INDIA

- # PEOPLE GOING THROUGH THE AIRPORT EACH DAY