

Common Data Points and Estimations used in Guesstimates

Urban-Rural Split:

World- 60 % Rural:40 % Urban

India- 70 % Rural: 30% Urban

Income-Split in India

Urban-

BPL- 0%

Lower Income - 40%

Middle Income- 40%

Higher Income - 20%

Rural-

BPL- 20%

Lower Income - 30%

Middle Income- 40%

Upper -10%

Age Split: (World and India)

0-14: 25%

15- 25: 20%

26- 59: 40%

60+: 15%

Gender Split (World and India)

Female: 50%

Male: 50%

Occupation-wise Split

Worldwide: People of Working Age - 50%

- Blue Collar- 75%

- White Collar- 25%

India: People of Working Age - 40%

- Blue Collar- 80%

- White Collar- 20%

(or)

Agriculture and Fishery: 40%

Industry and Allied Sectors: 25%

Services: 35%

- Unorganized Sector- 70%

- Organized Sector- 30%

Internet Penetration

Has access to the Internet: 40%

Doesn't have access to the Internet: 60%

Population Of the World: 8 billion

The Population Of India: 1.4 billion or 140 Cr

The population of the US: is 330 million.

The population of Delhi: 3 Cr

The population of Canada: 4 Cr

The population of Bangalore: 1 Cr