



Humans First

Presents

An Overview

India's Consumer Affluence Landscape

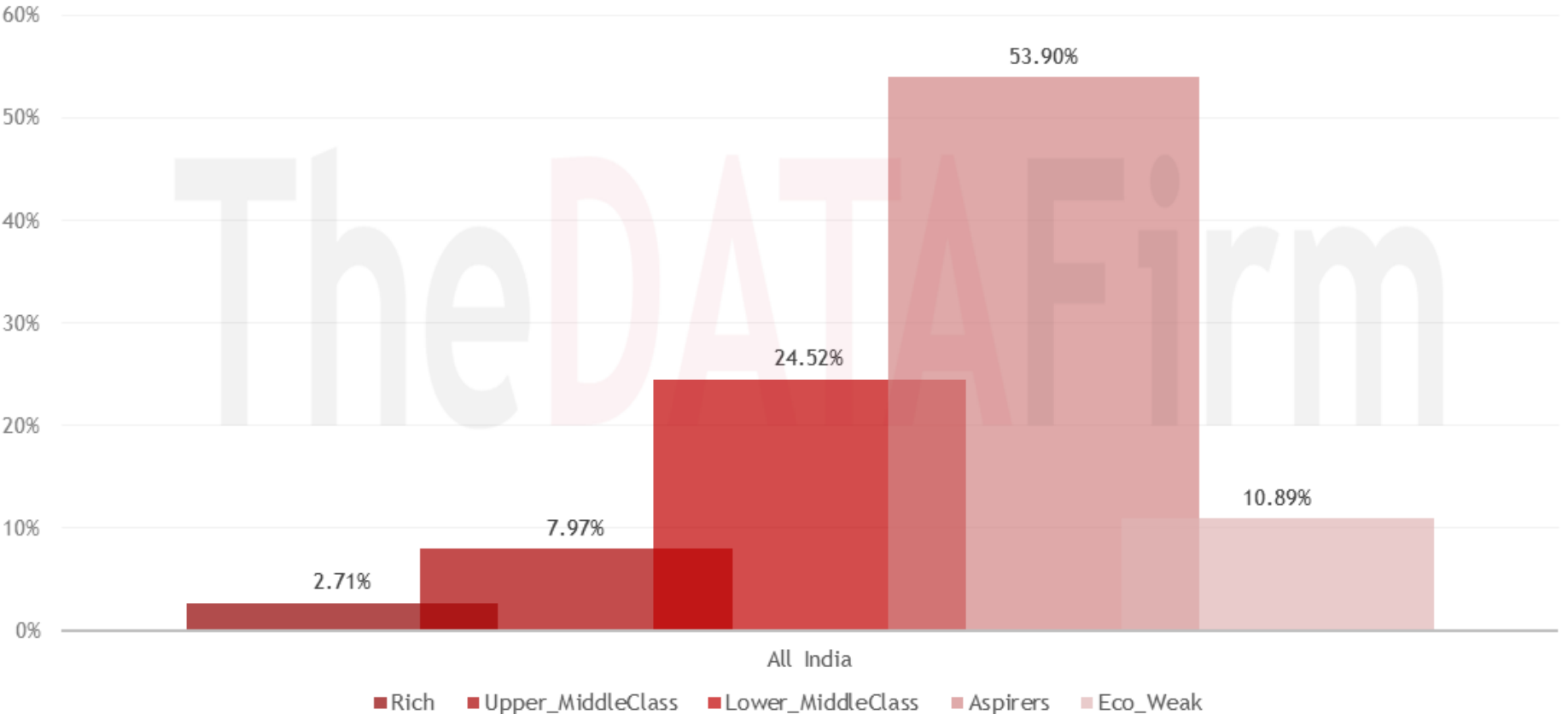
Gender / Age-Groups / Urban - Rural / Regions / Pop-Strata



ALL INDIA

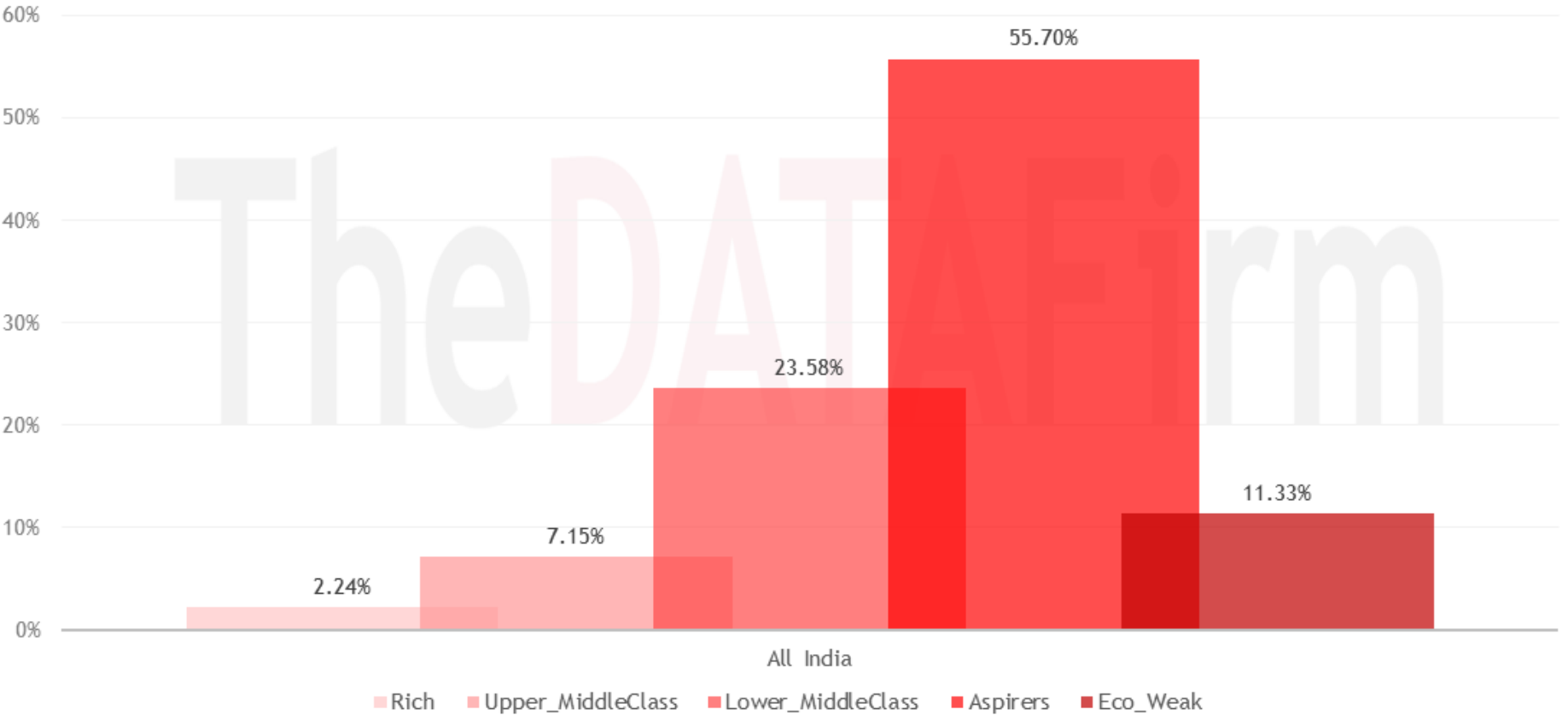
Affluence

India - Consumer Classes



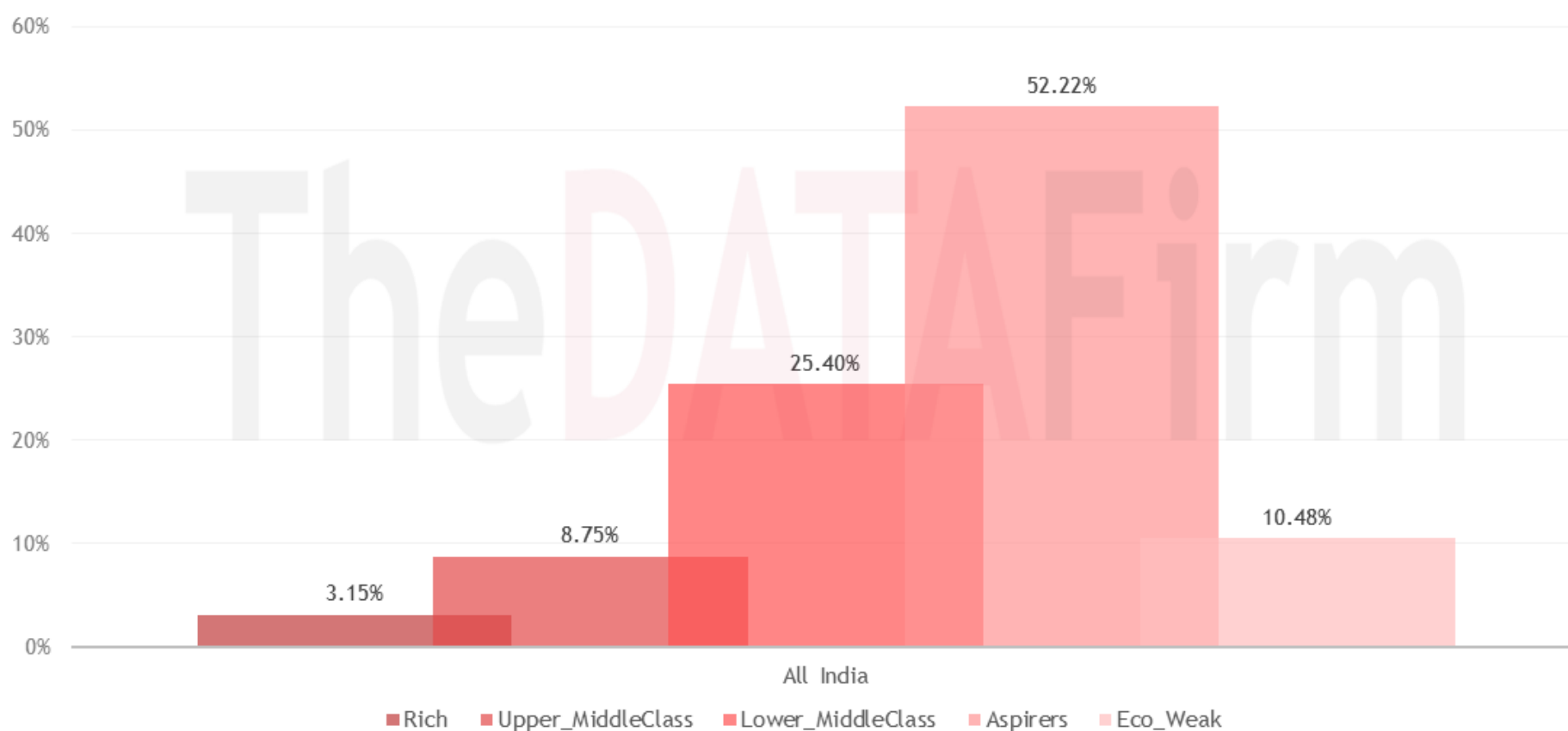
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes *(Females)*



U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
2 0 2 3

India - Consumer Classes *(Males)*



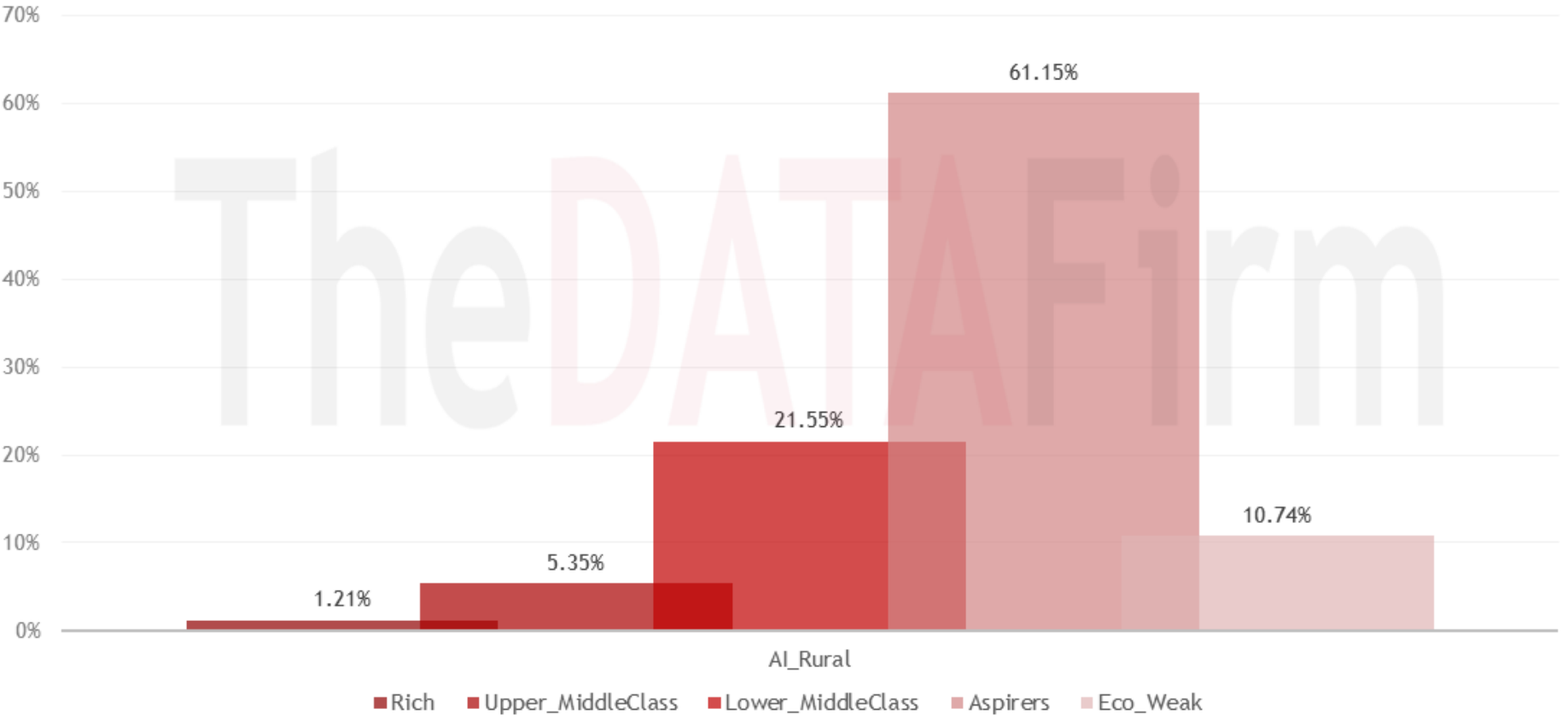
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ALL INDIA

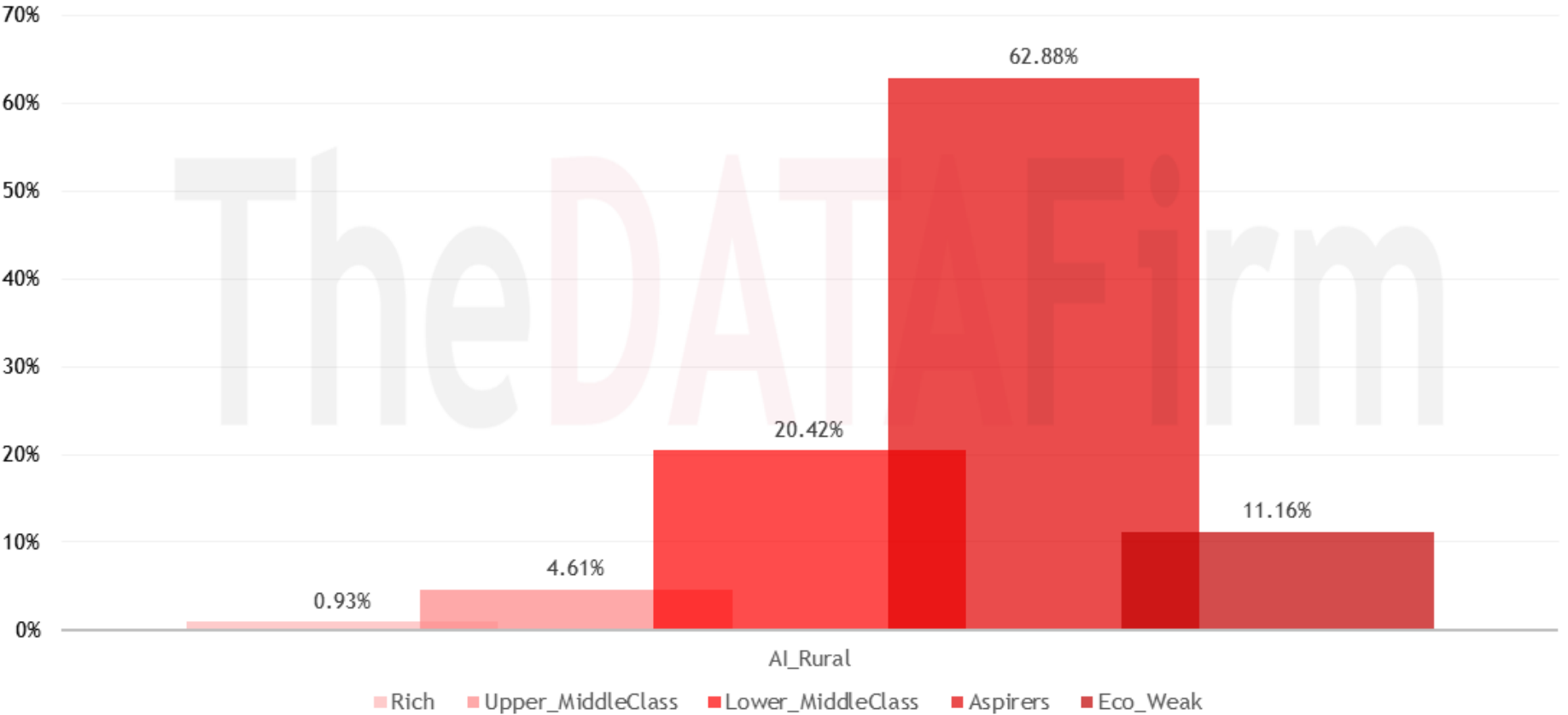
RURAL Affluence

India - Consumer Classes - Rural



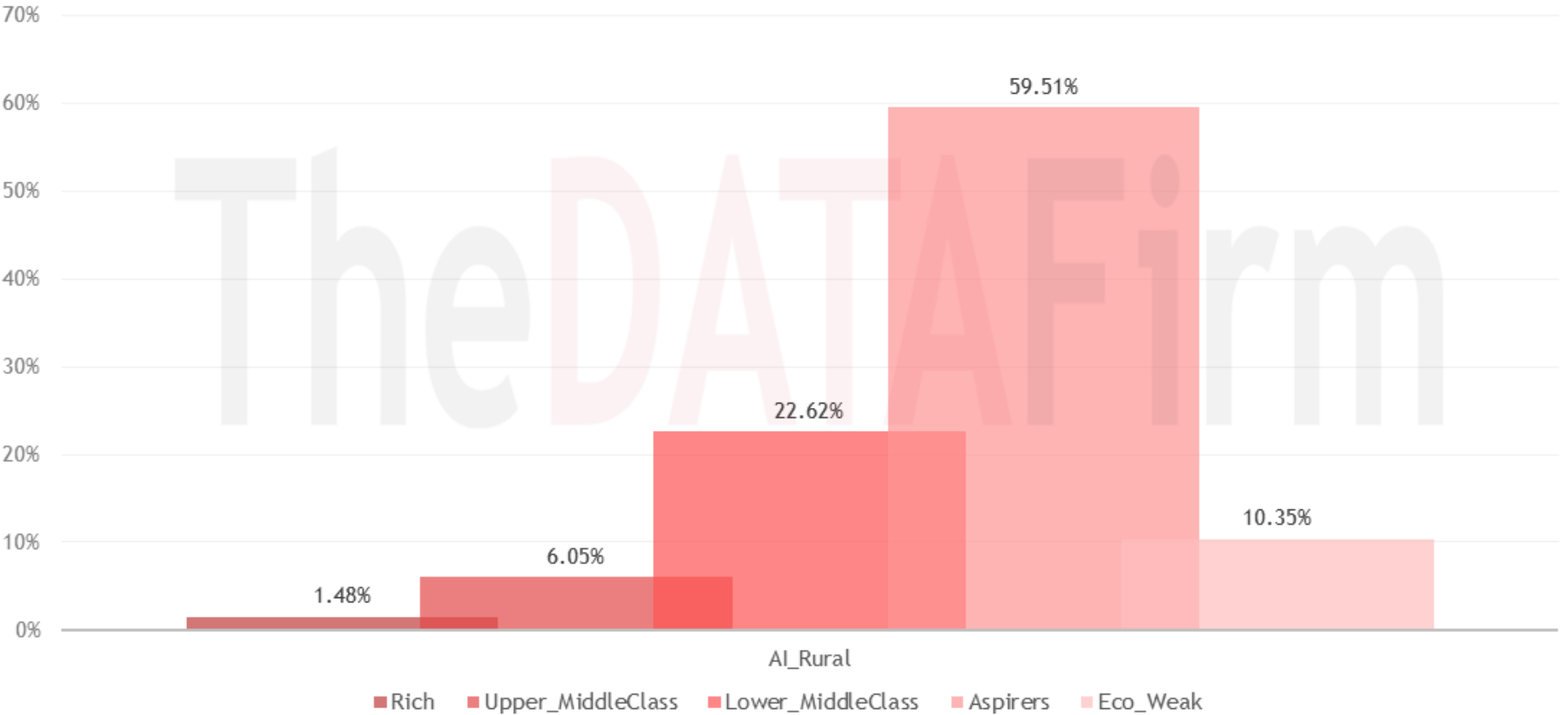
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - Rural (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - Rural (Males)



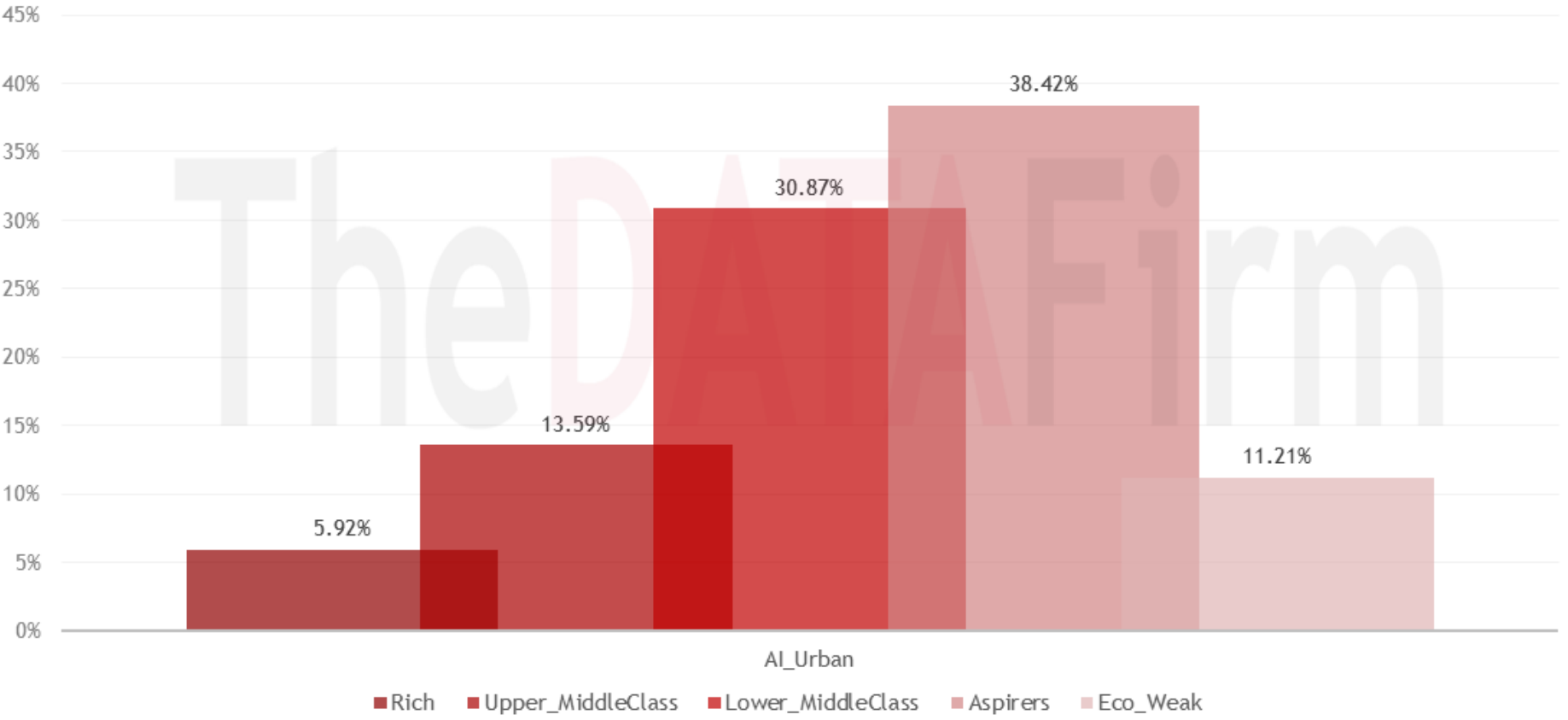
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ALL INDIA

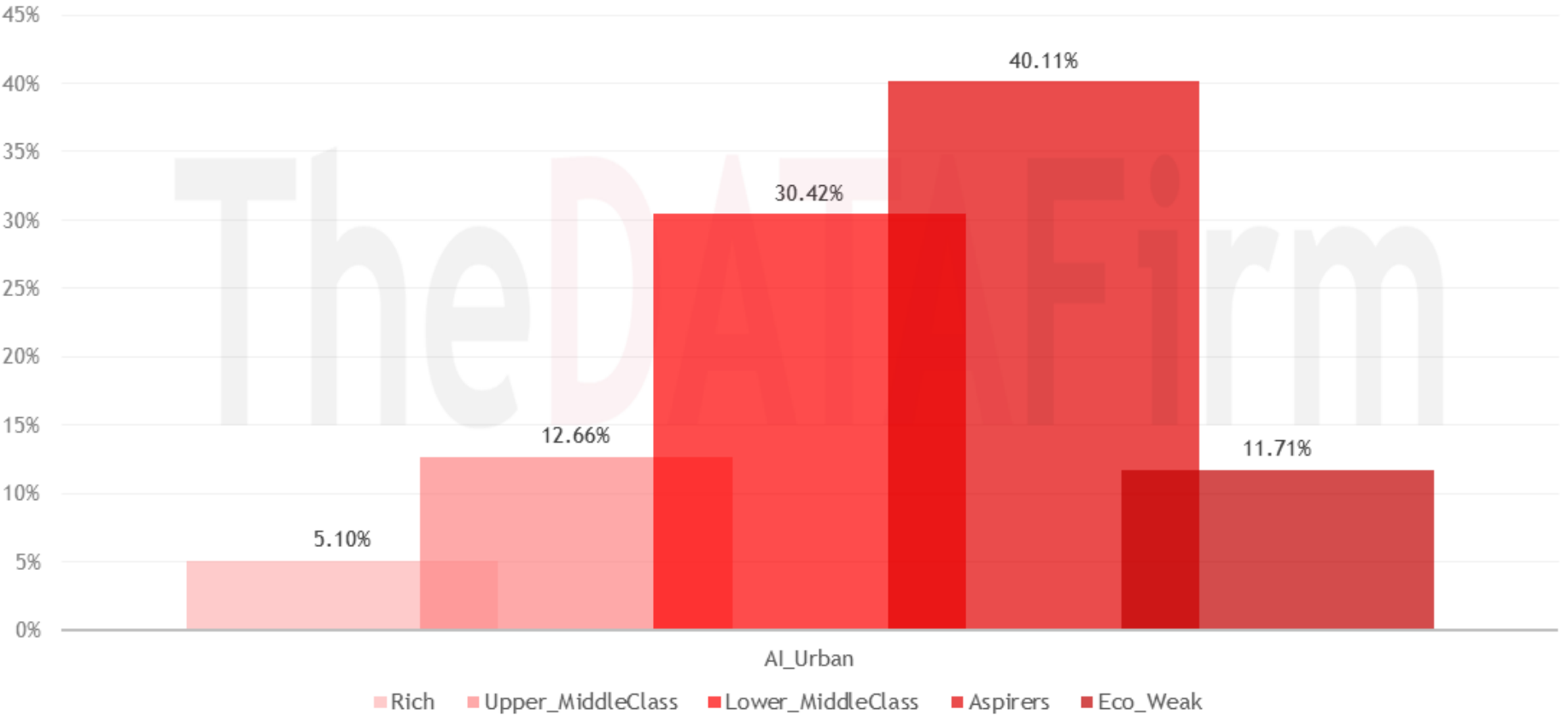
URBAN Affluence

India - Consumer Classes - Urban



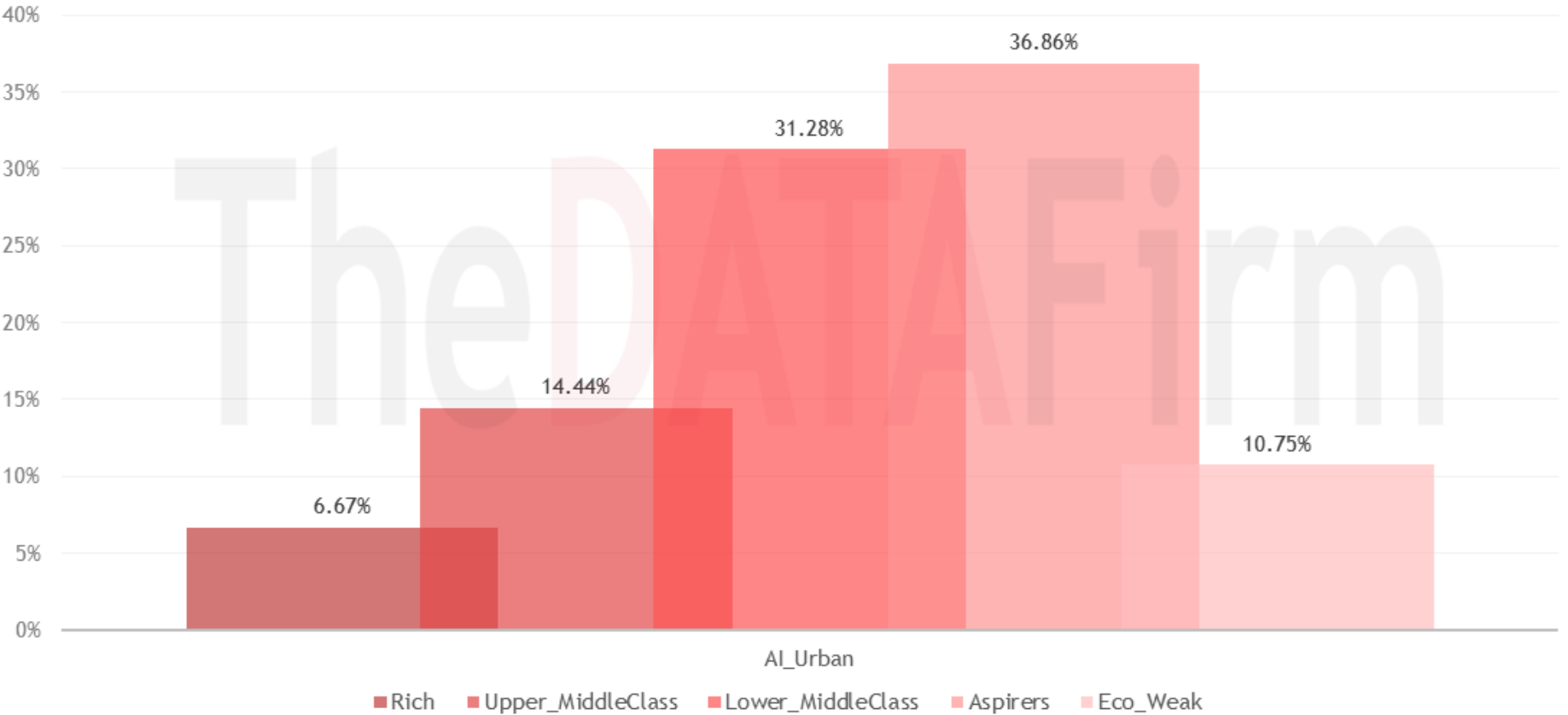
U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
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India - Consumer Classes - Urban (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - Urban (Males)



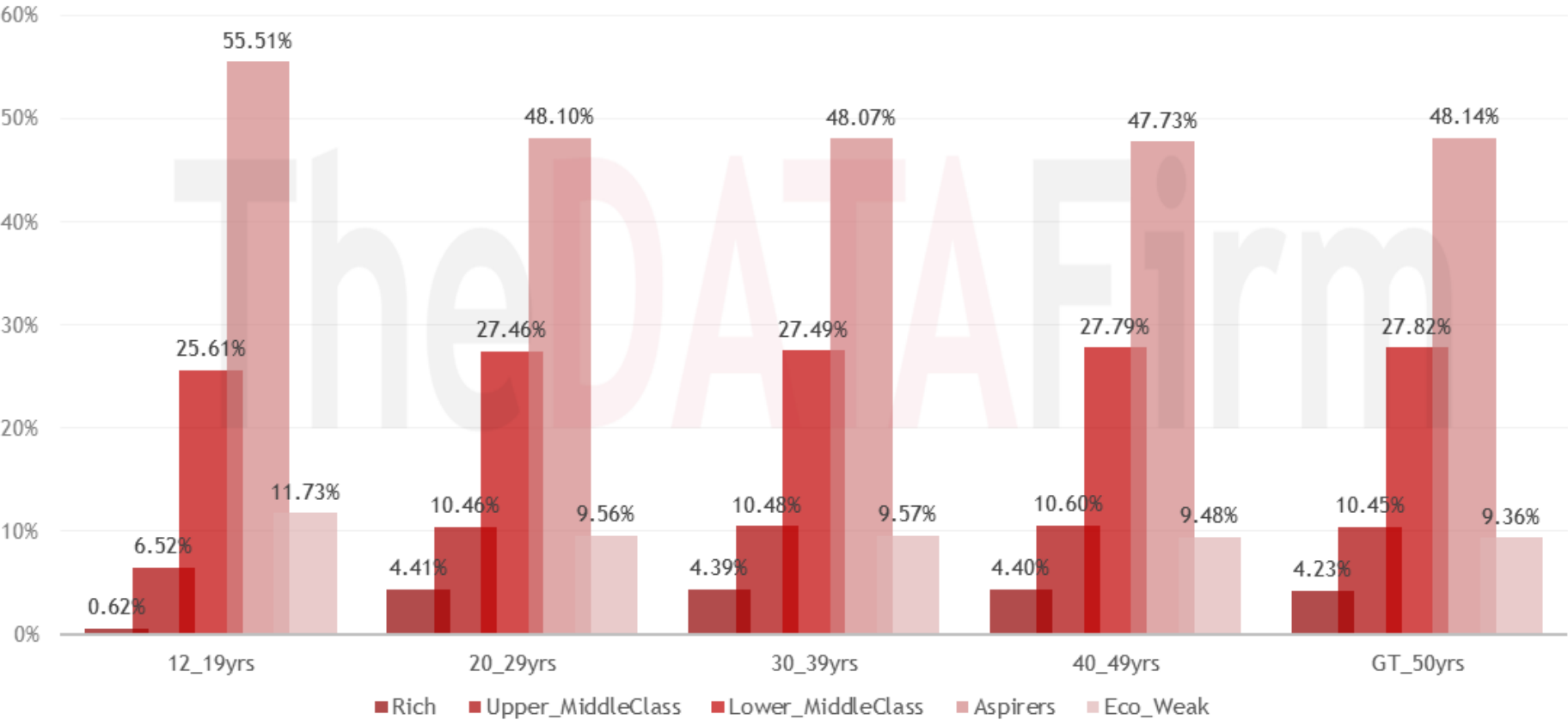
U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
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ALL INDIA

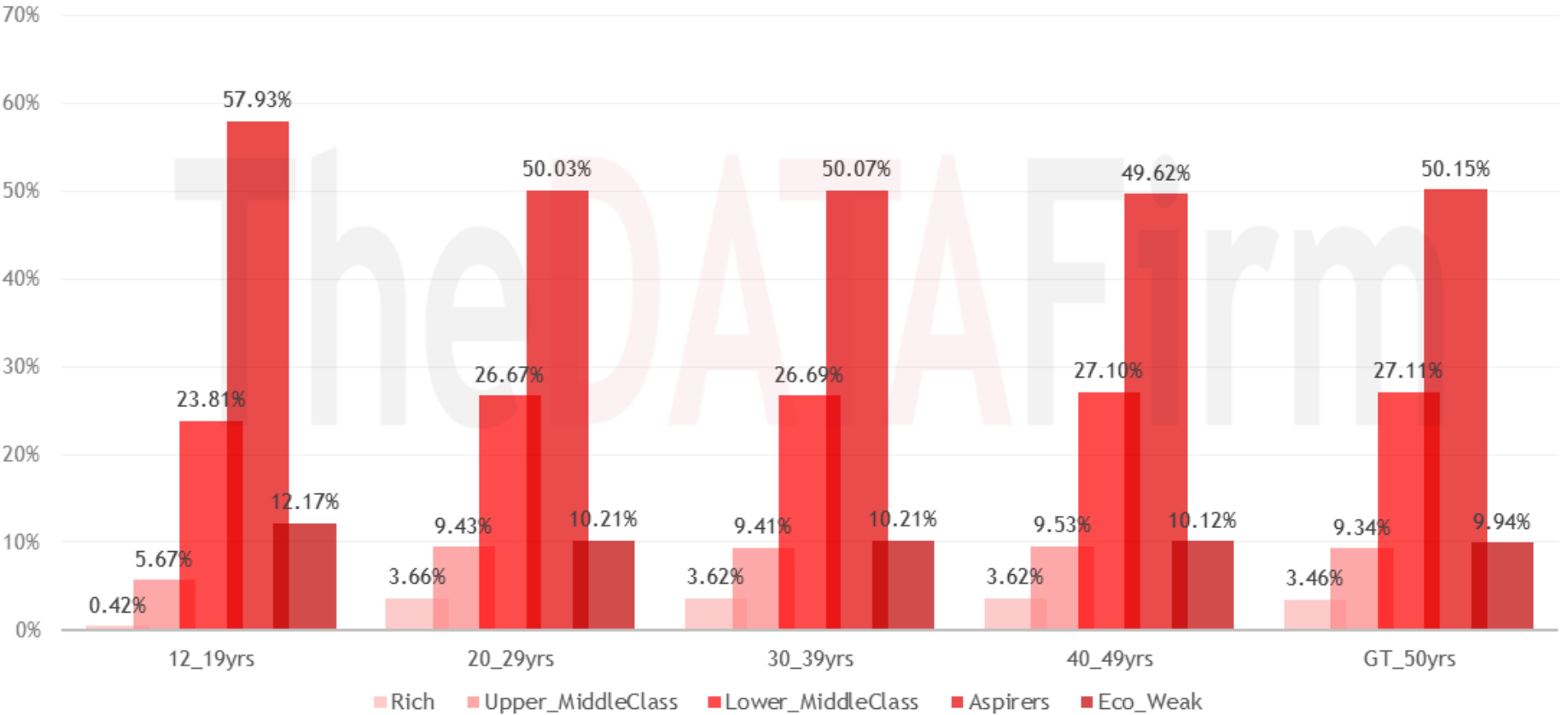
Affluence by AGE - GROUPS

India - Consumer Classes - Age-groups



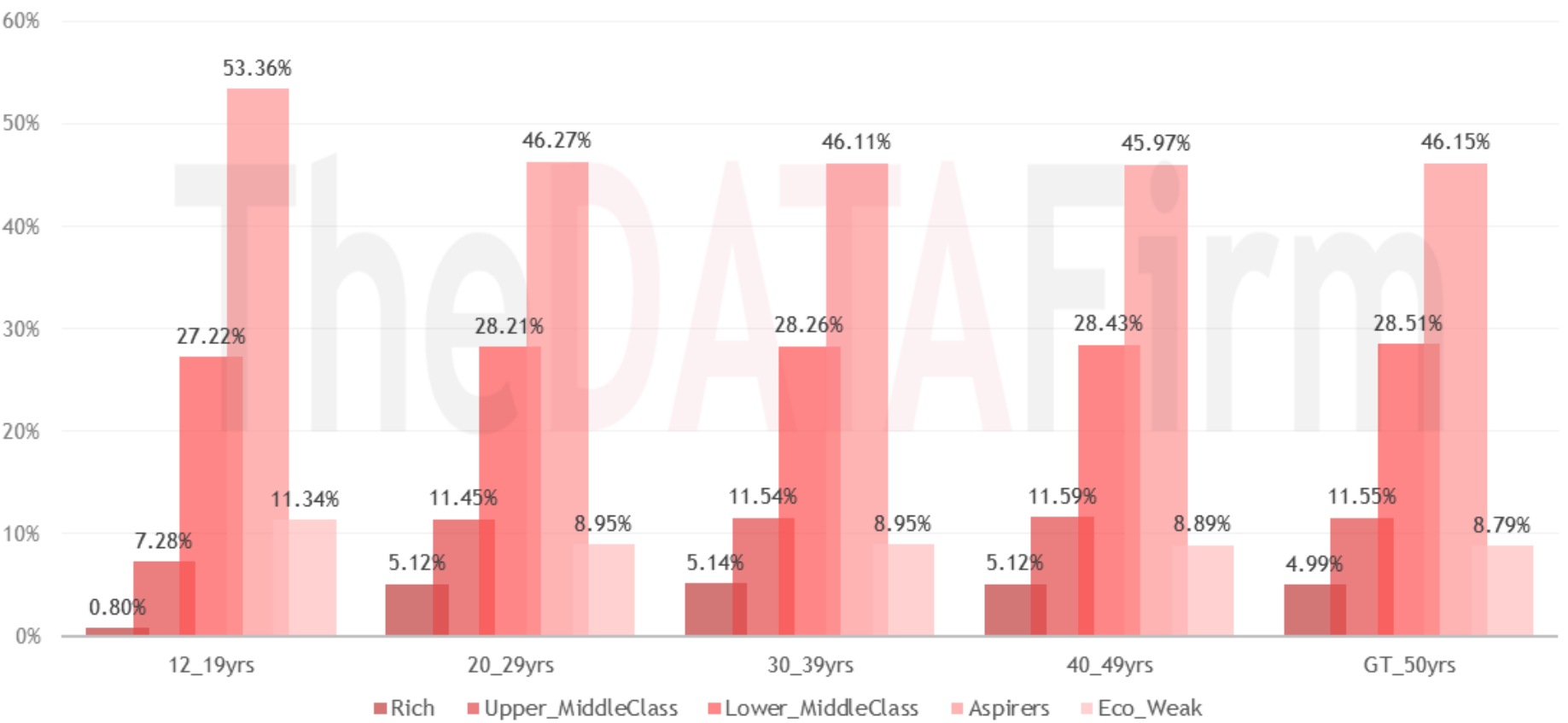
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
 2 0 2 3

India - Consumer Classes - Age-groups (Females)



U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
2 0 2 3

India - Consumer Classes - Age-groups (Males)



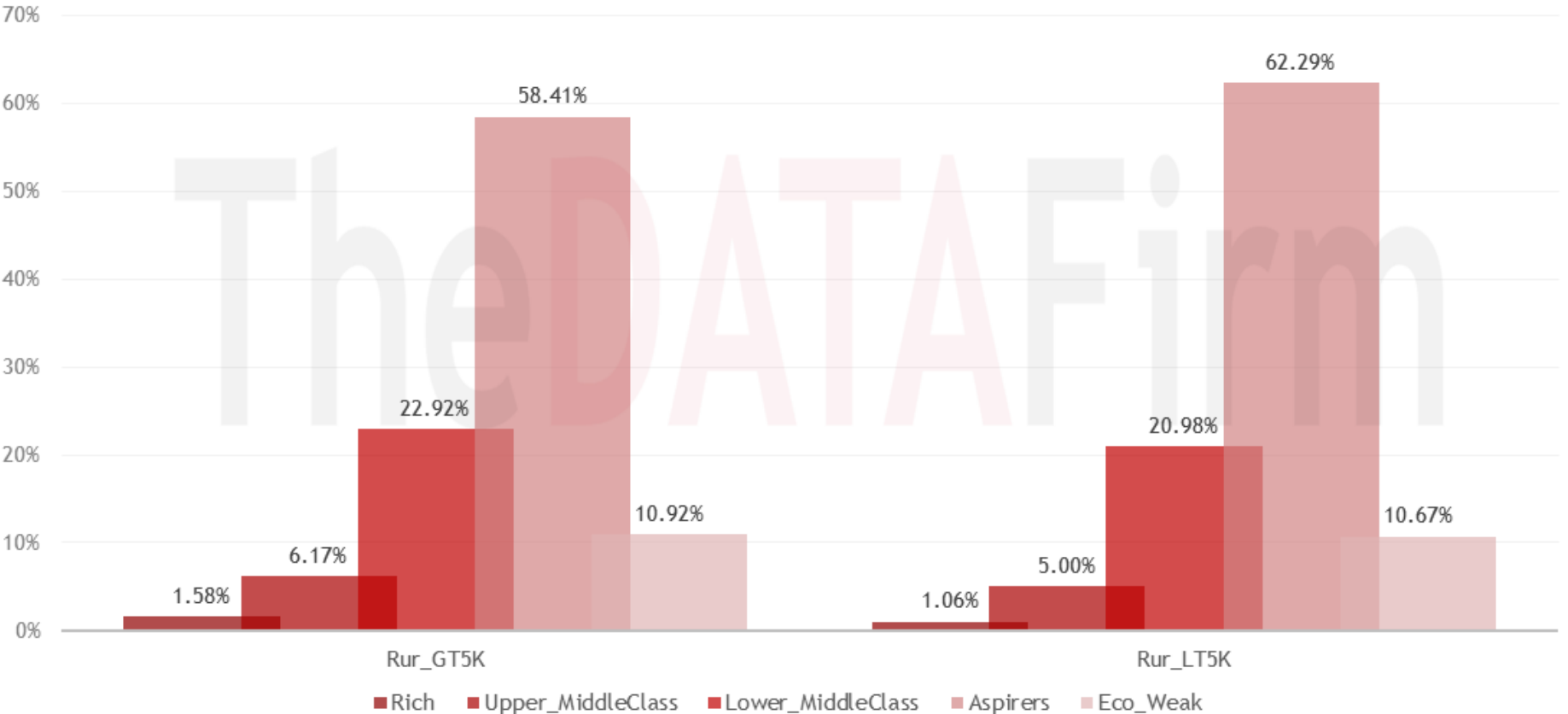
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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ALL INDIA

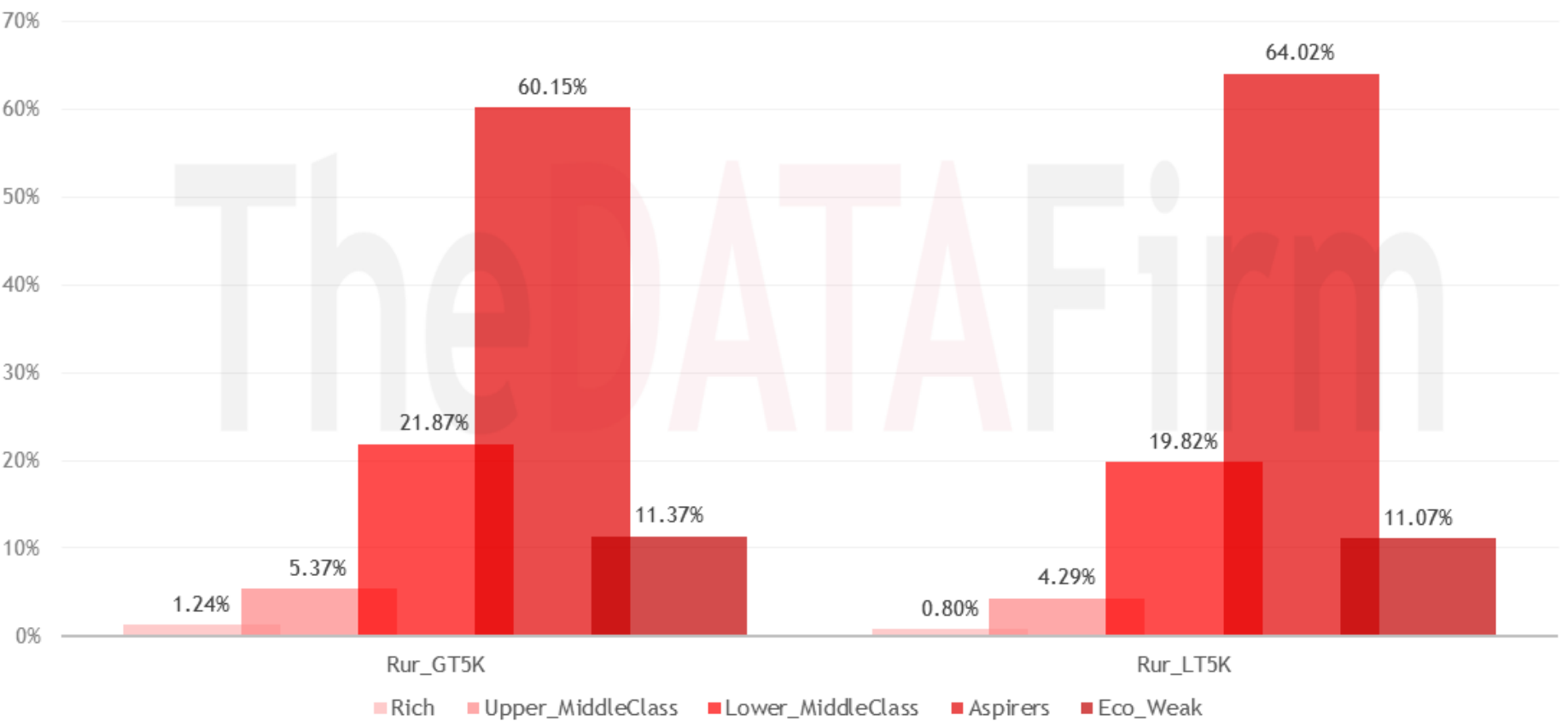
Affluence by RURAL POP-STRATA

India - Consumer Classes - Rural - Pop-Strata



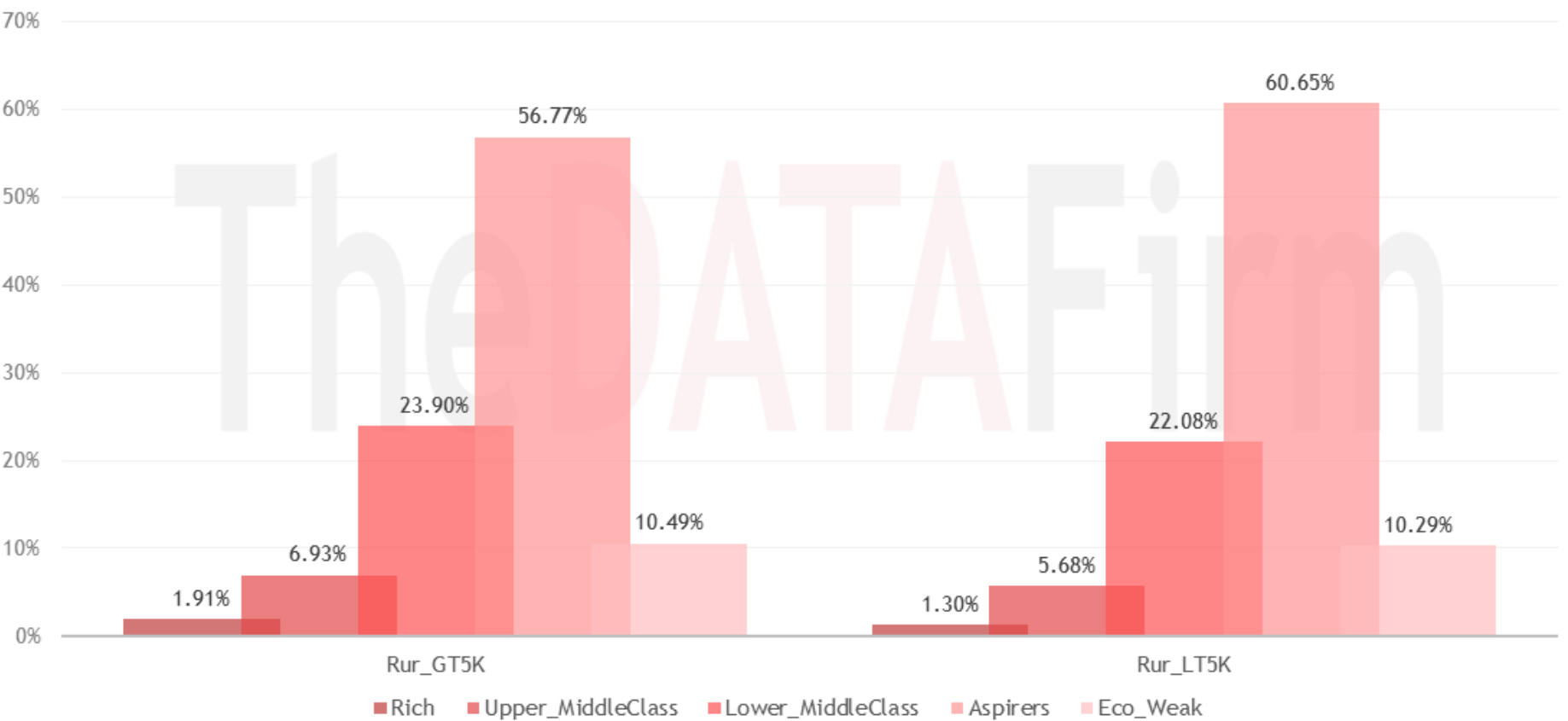
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - Rural - Pop-Strata (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - Rural - Pop-Strata (Males)



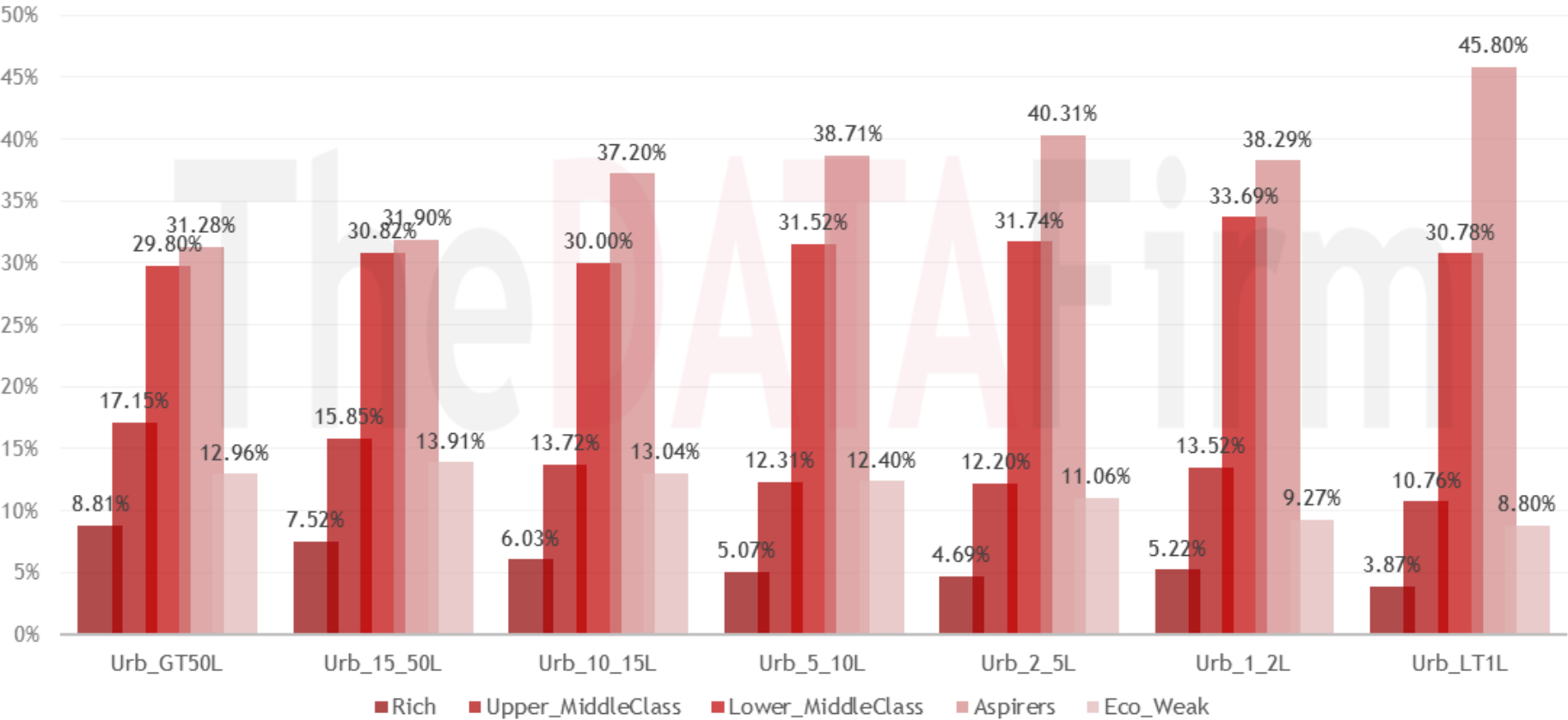
U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
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ALL INDIA

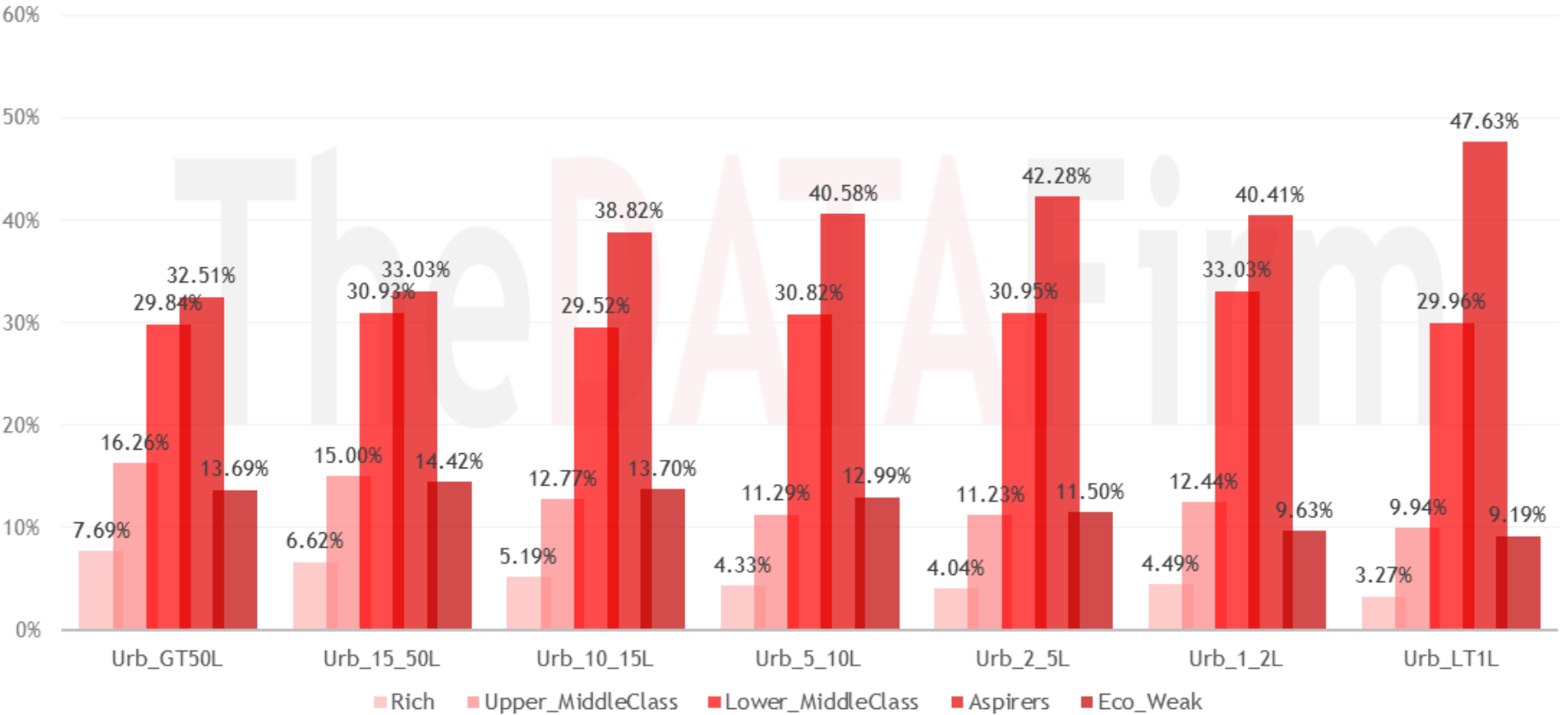
Affluence by URBAN - POP-STRATA

India - Consumer Classes - Urban - Pop-Strata



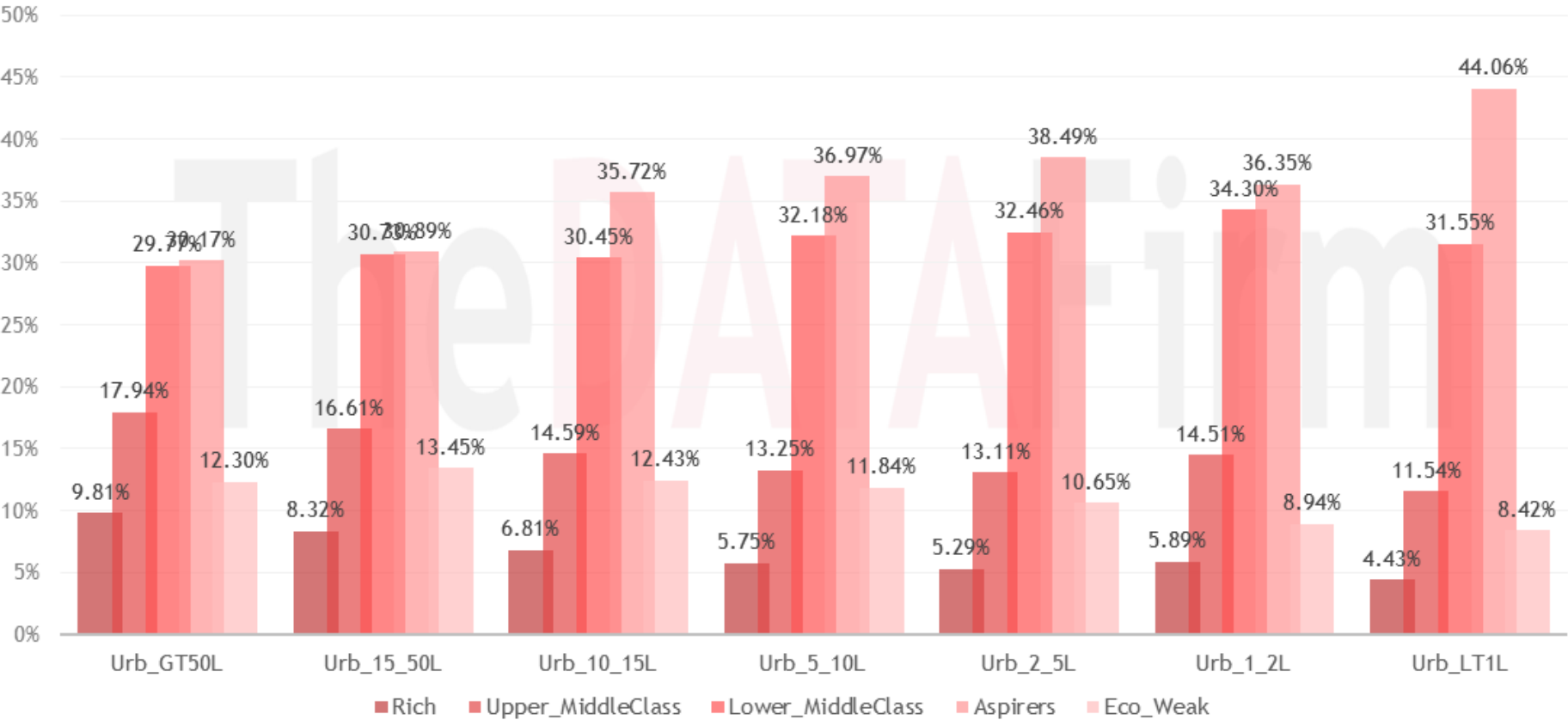
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - Urban - Pop-Strata (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - Urban - Pop-Strata (Males)



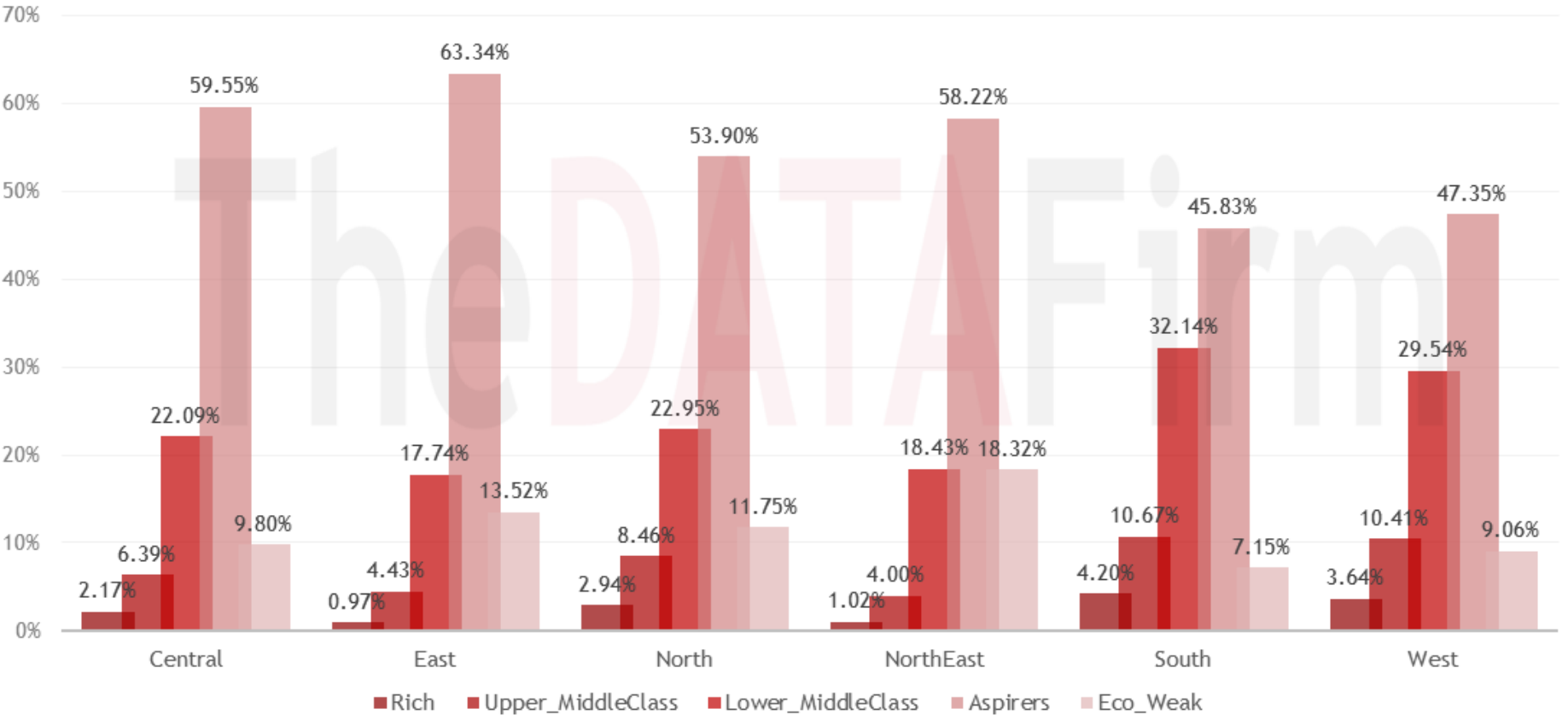
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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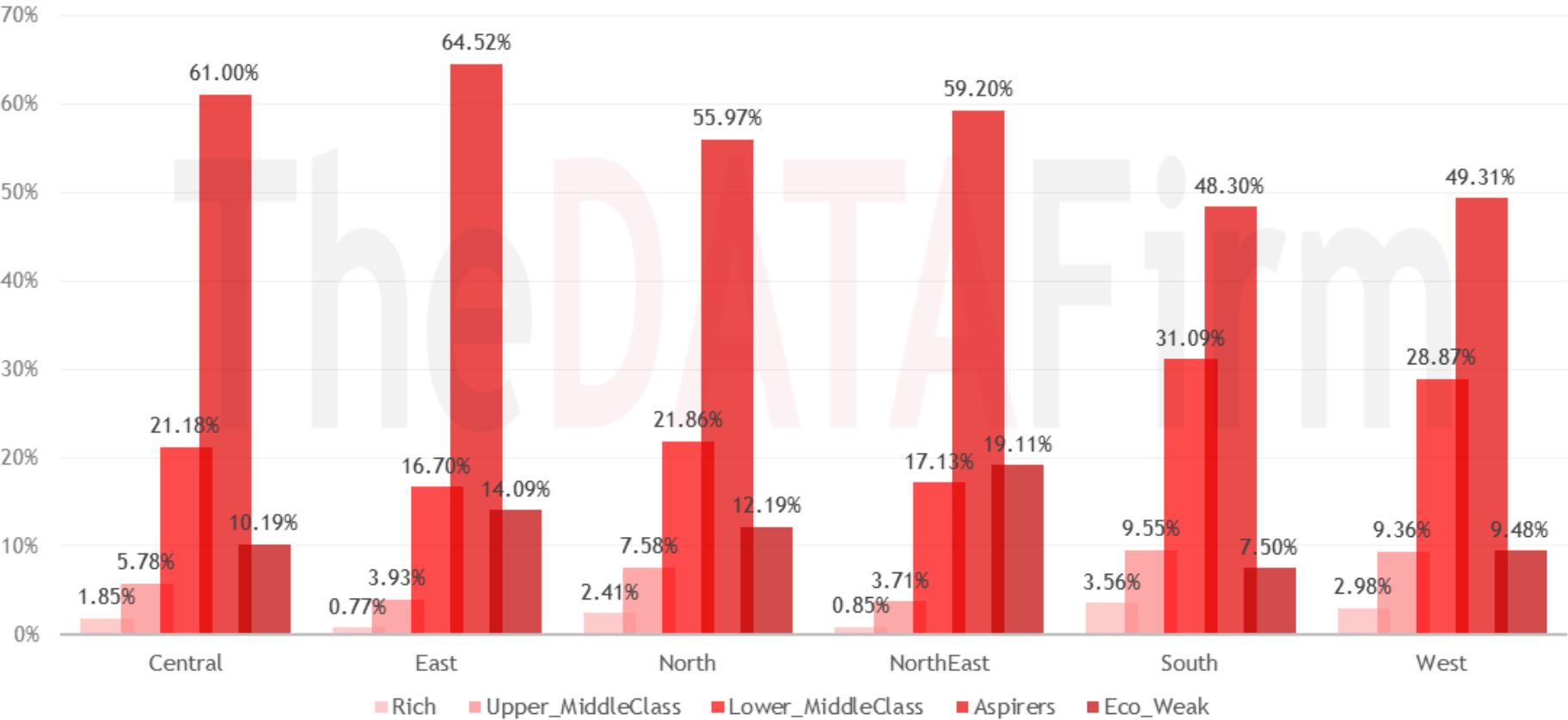
Affluence by REGIONS

India - Consumer Classes - Regions



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

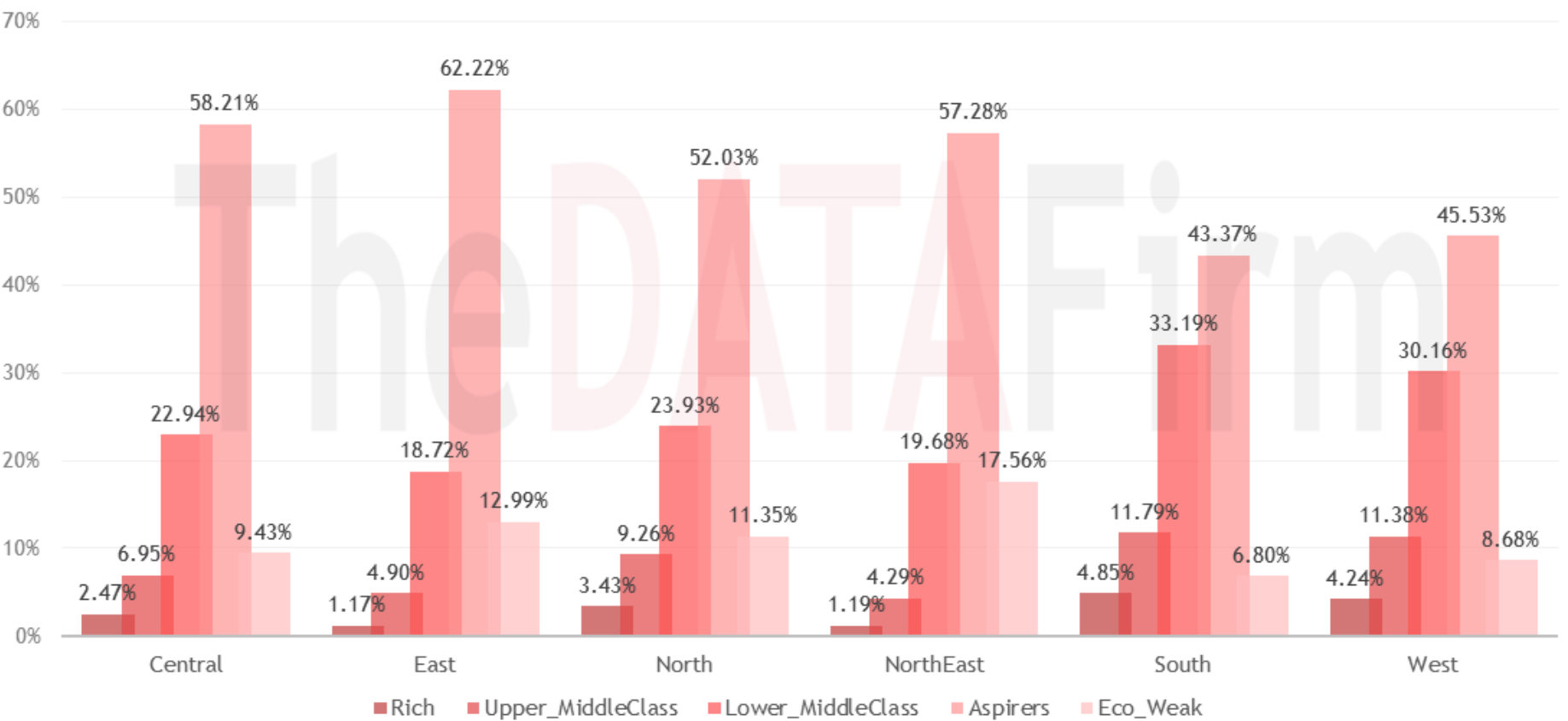
India - Consumer Classes - Regions *(Females)*



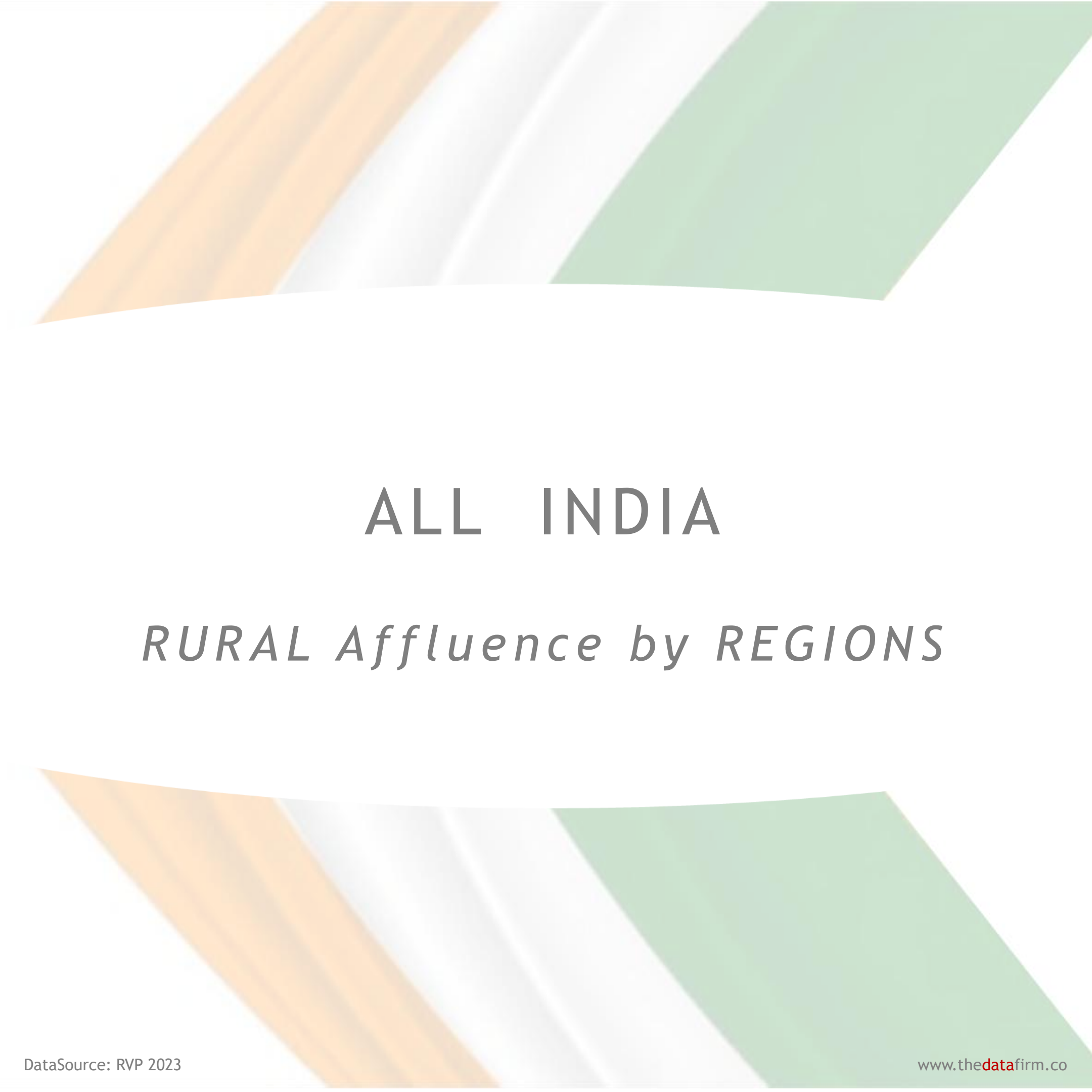
U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E

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India - Consumer Classes - Regions (Males)



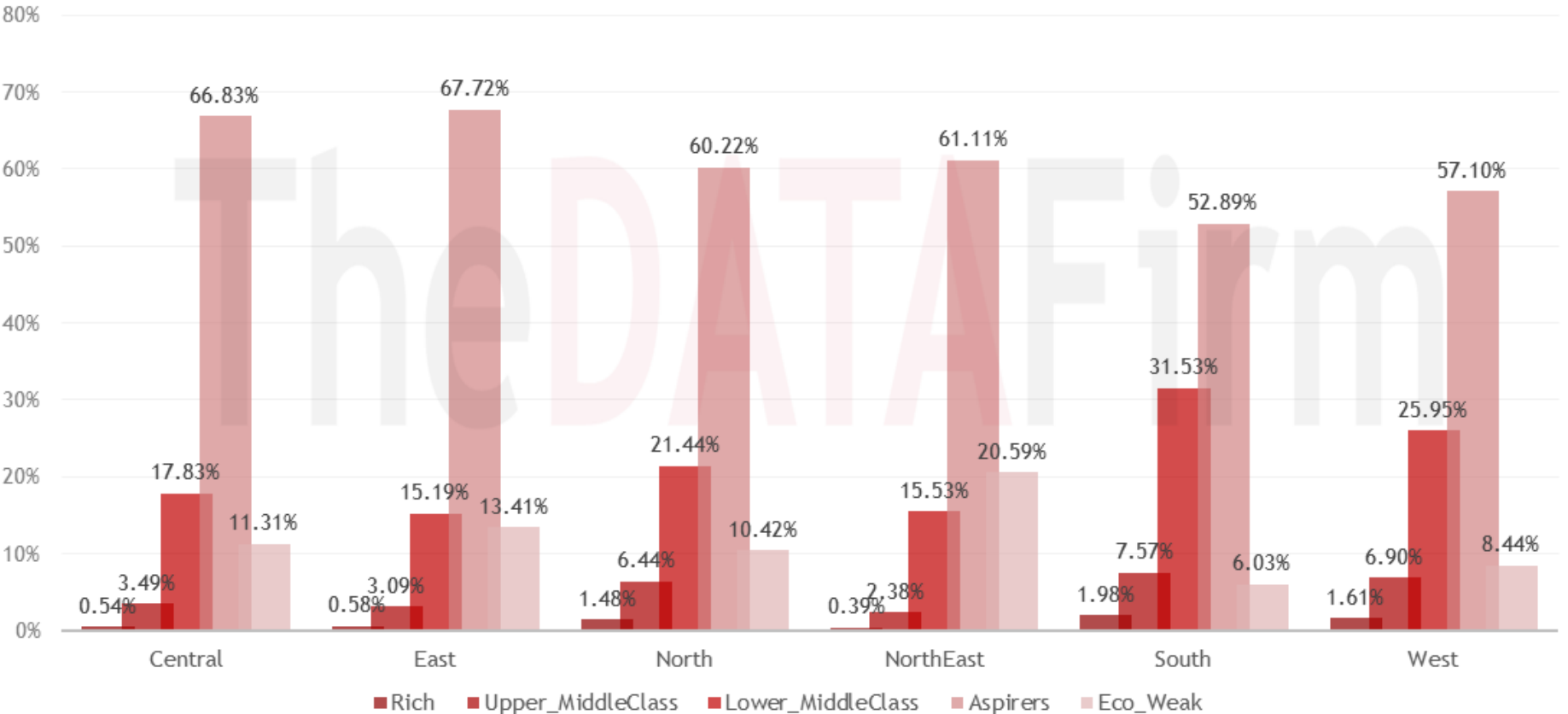
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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ALL INDIA

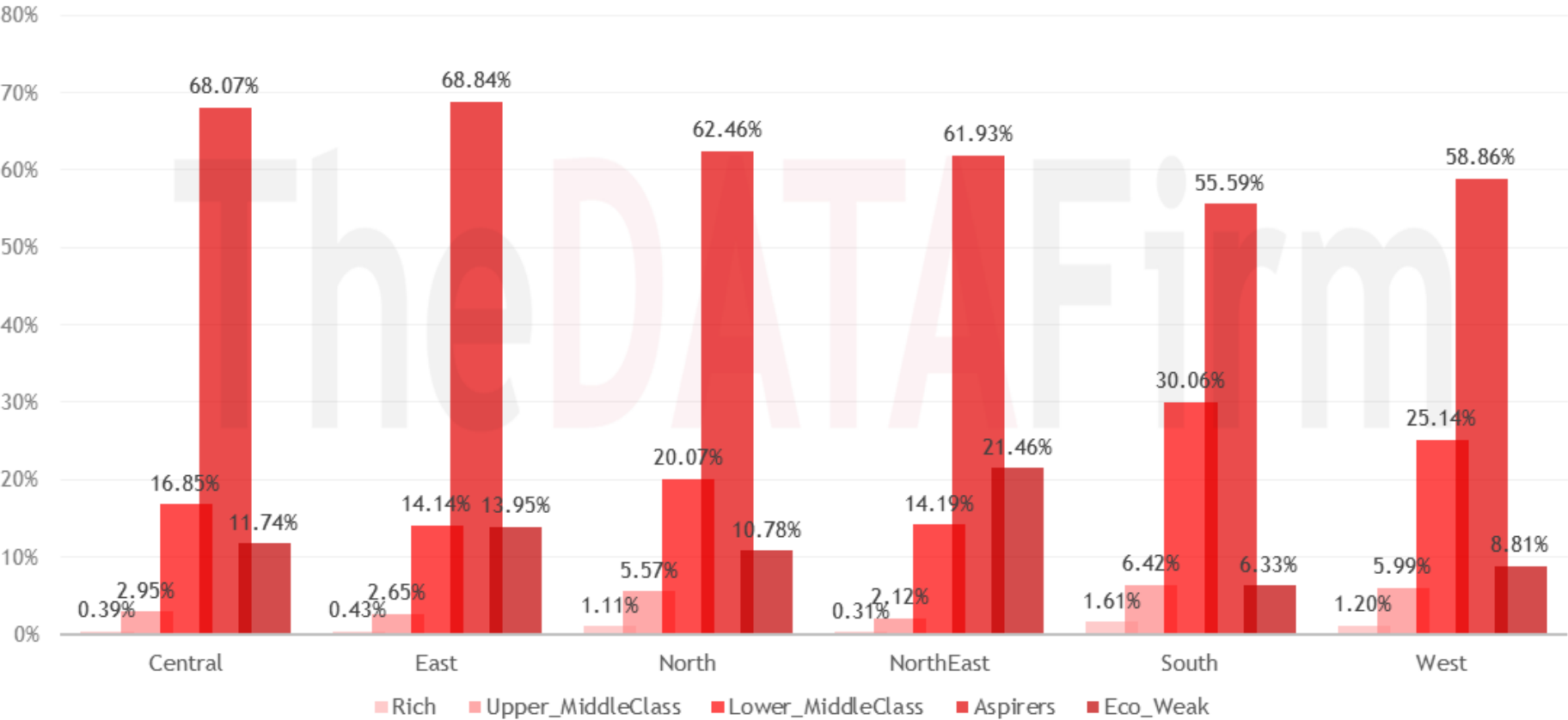
RURAL Affluence by REGIONS

India - Consumer Classes - Regions - Rural



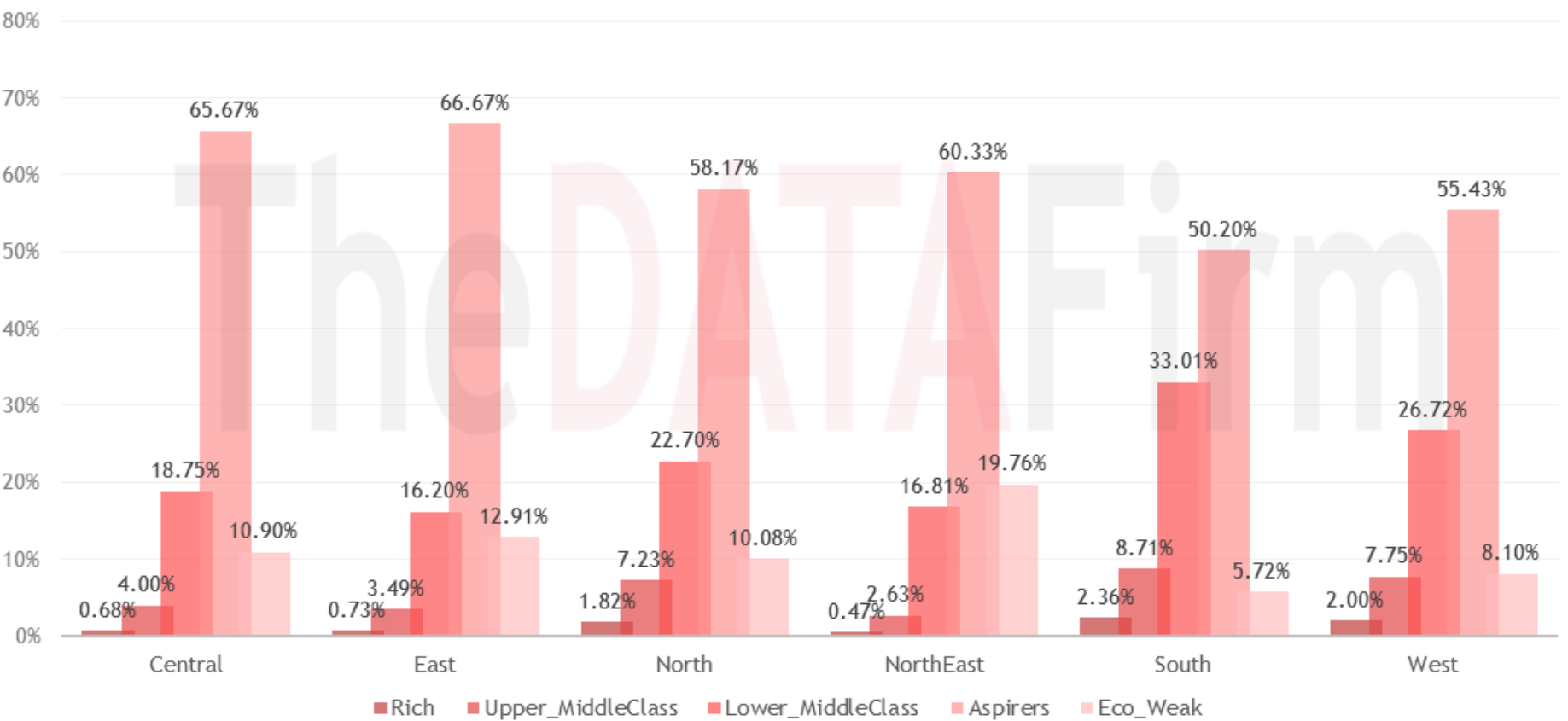
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - Regions - Rural (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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India - Consumer Classes - Regions - Rural (Males)



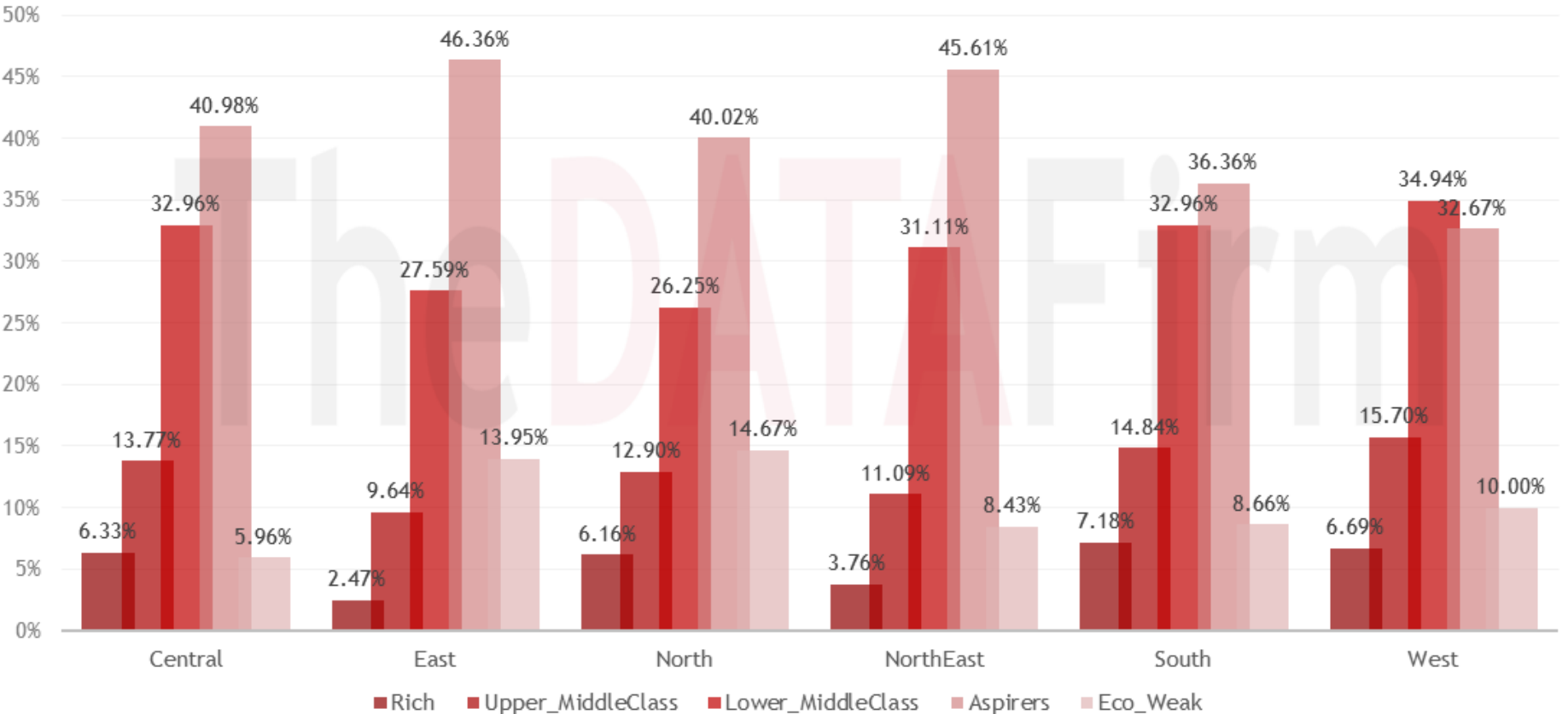
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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ALL INDIA

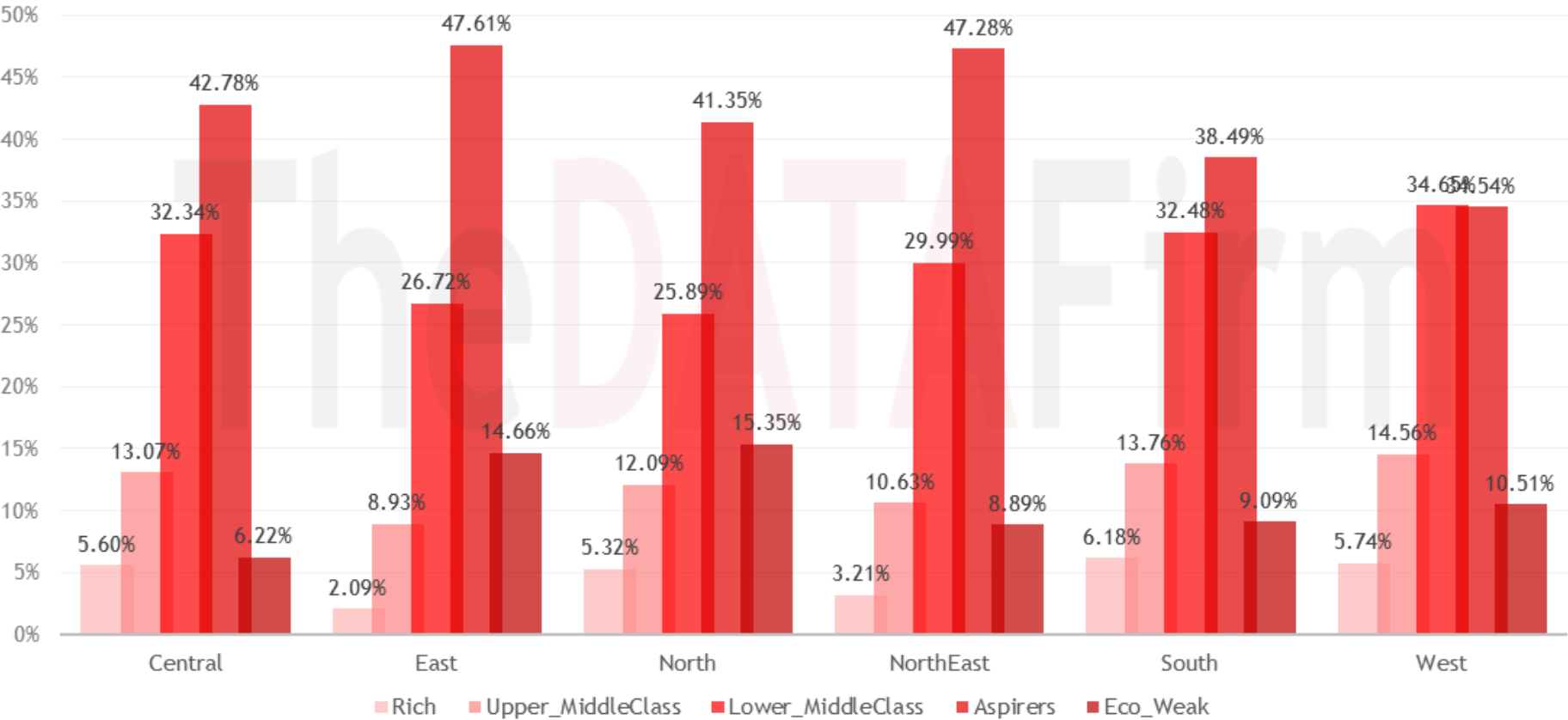
URBAN Affluence by REGIONS

India - Consumer Classes - Regions - Urban



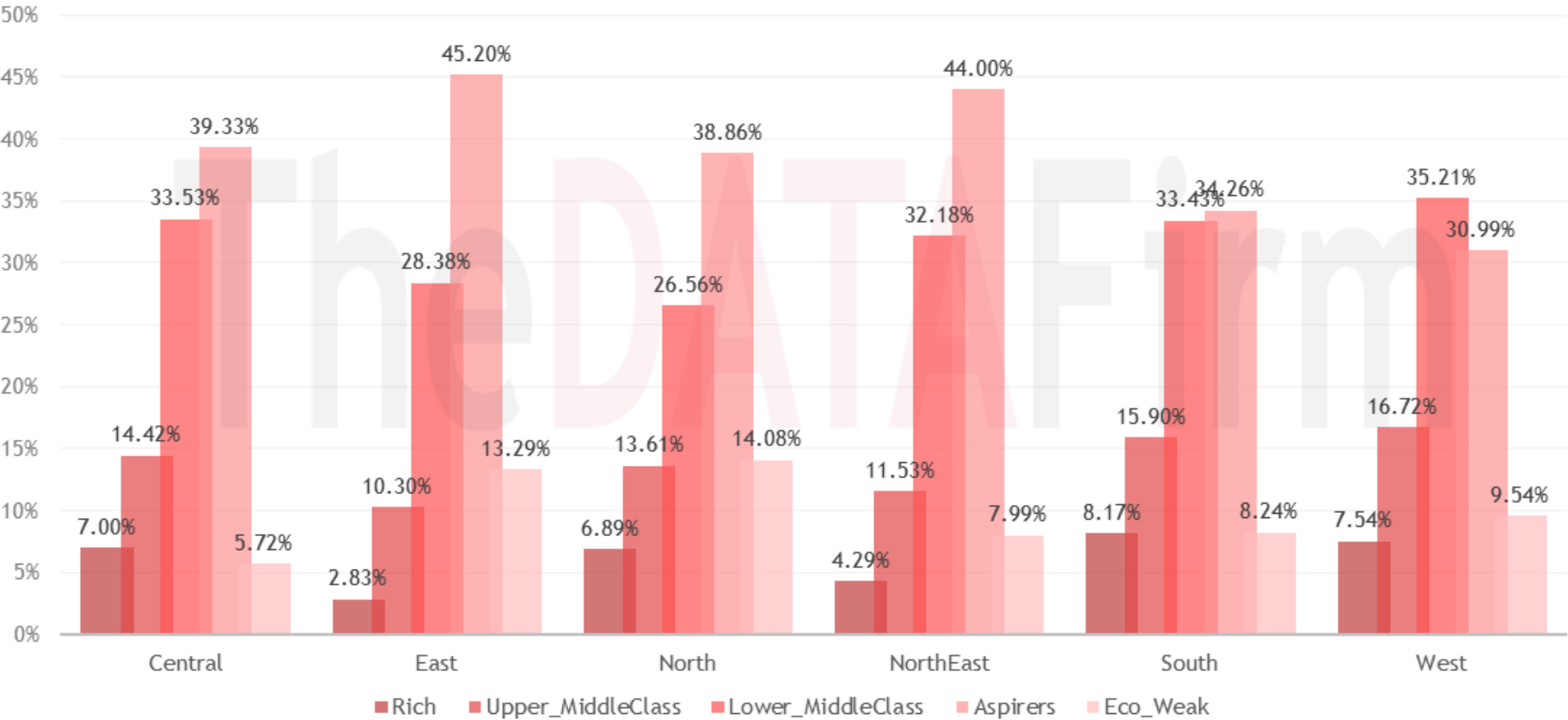
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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India - Consumer Classes - Regions - Urban (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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India - Consumer Classes - Regions - Urban (Males)



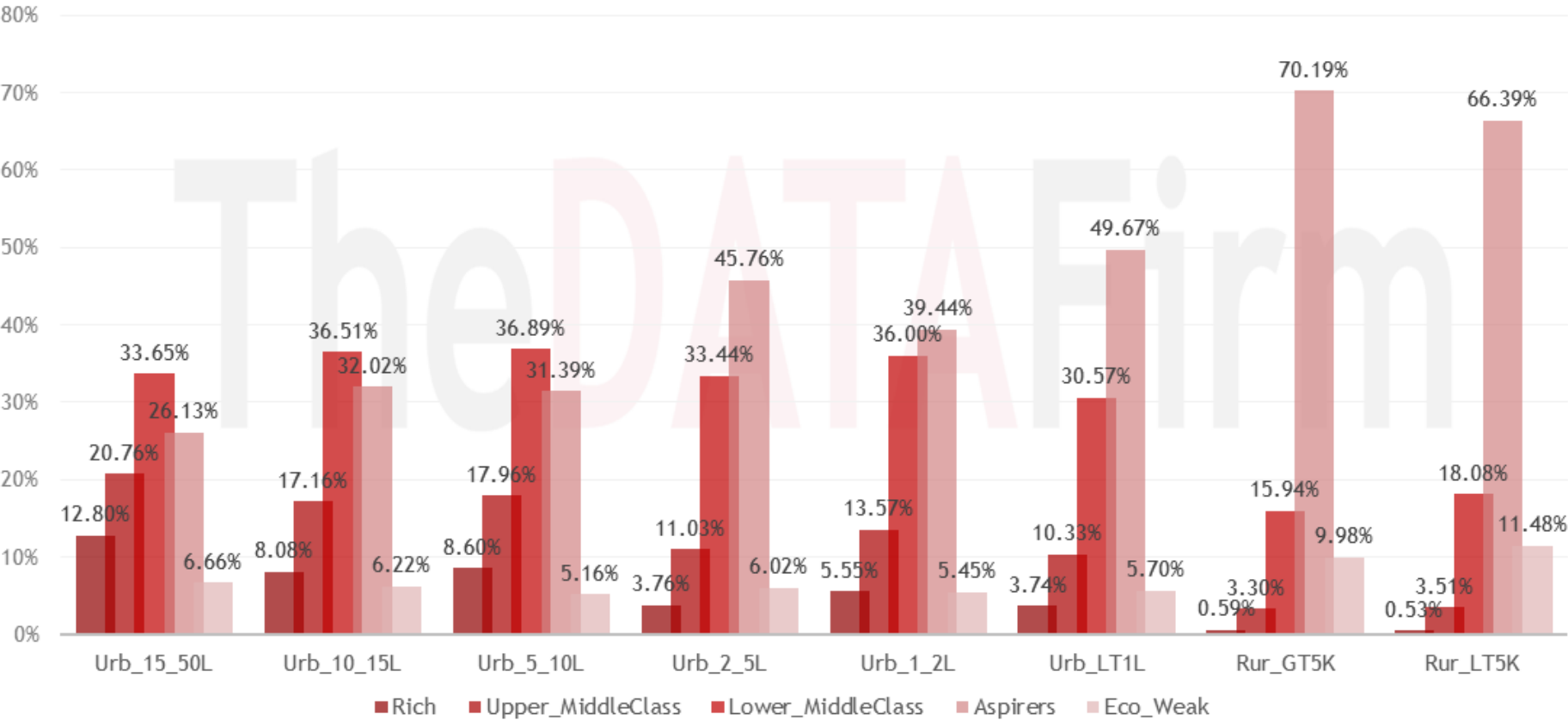
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3



CENTRAL REGION

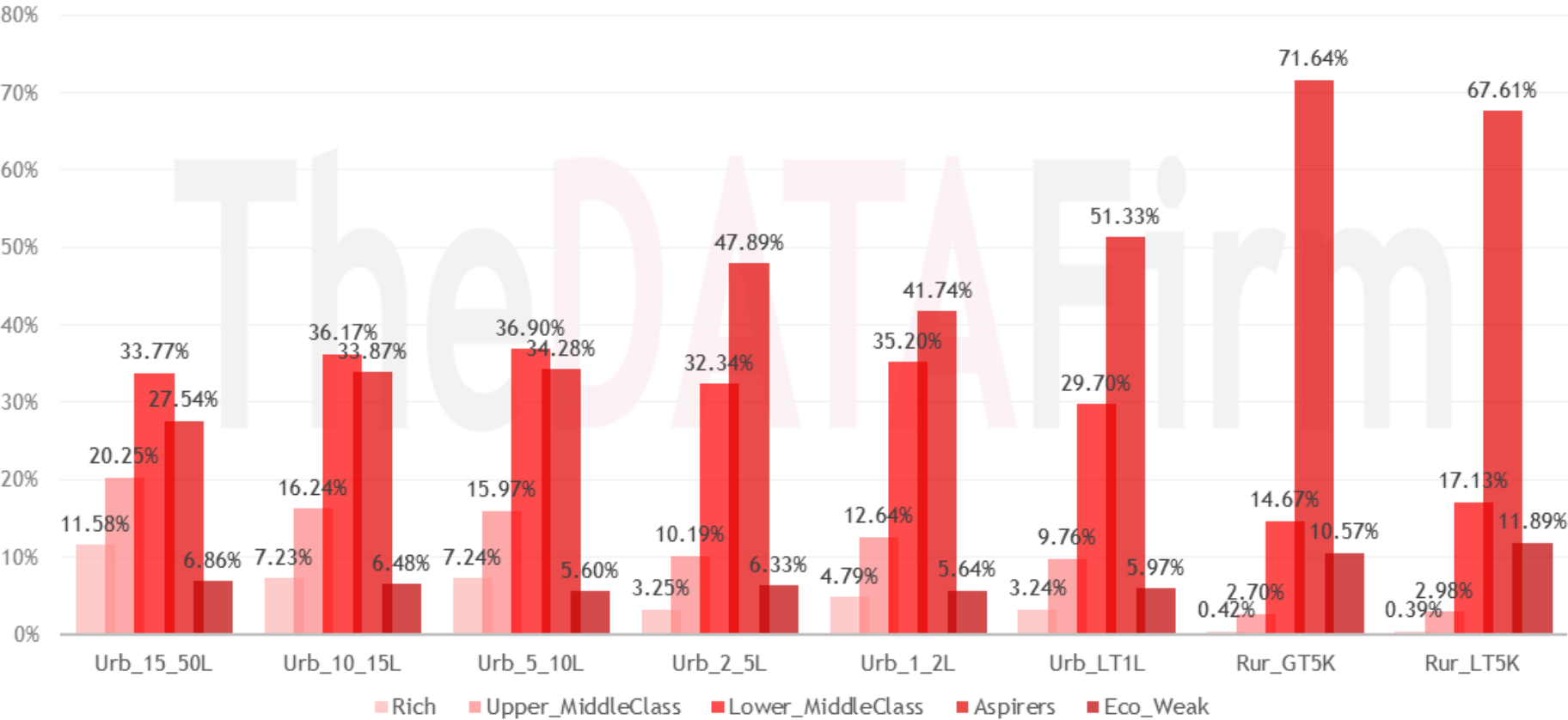
Affluence by POP - STRATA

India - Consumer Classes - Central Region - Pop-Strata



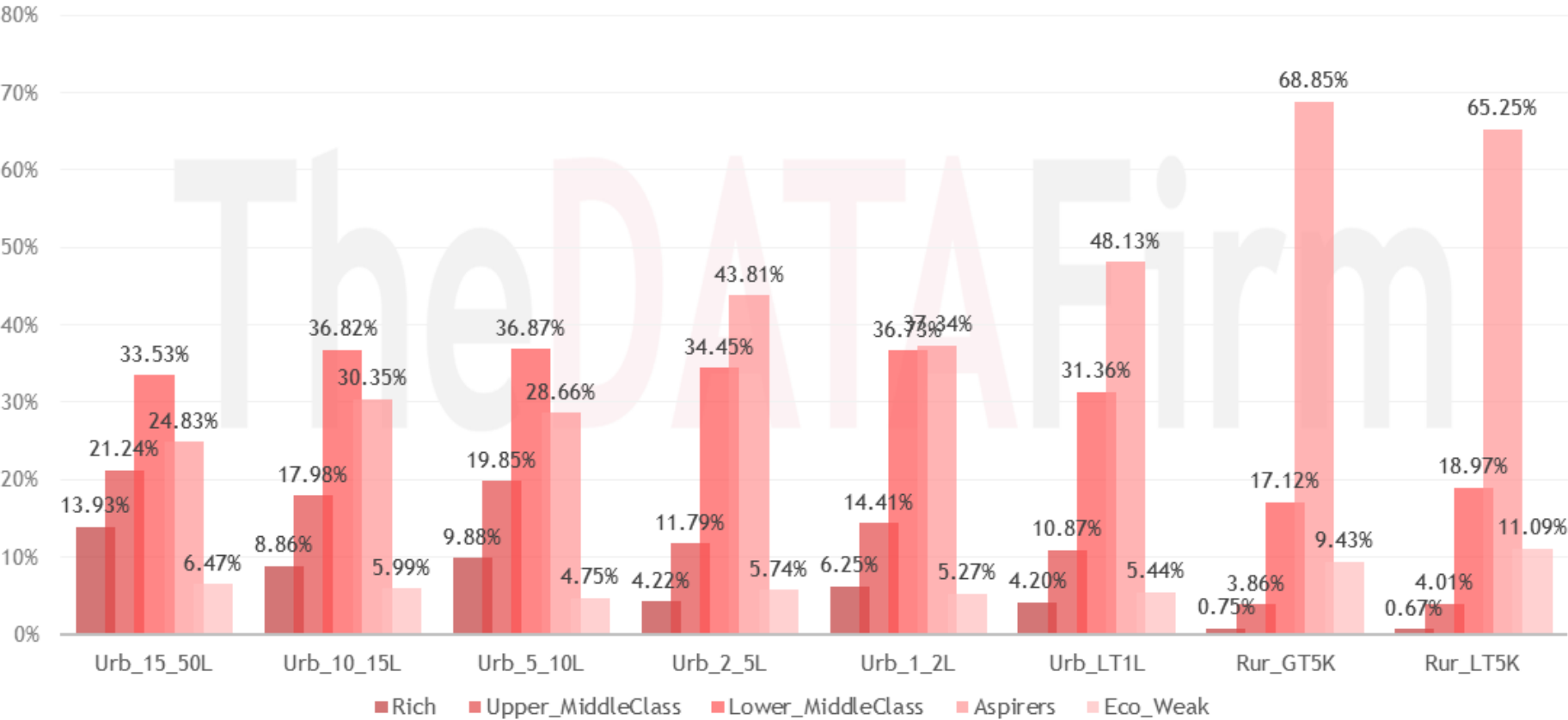
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
 2 0 2 3

India - Consumer Classes- Central Region - Pop-Strata (Females)

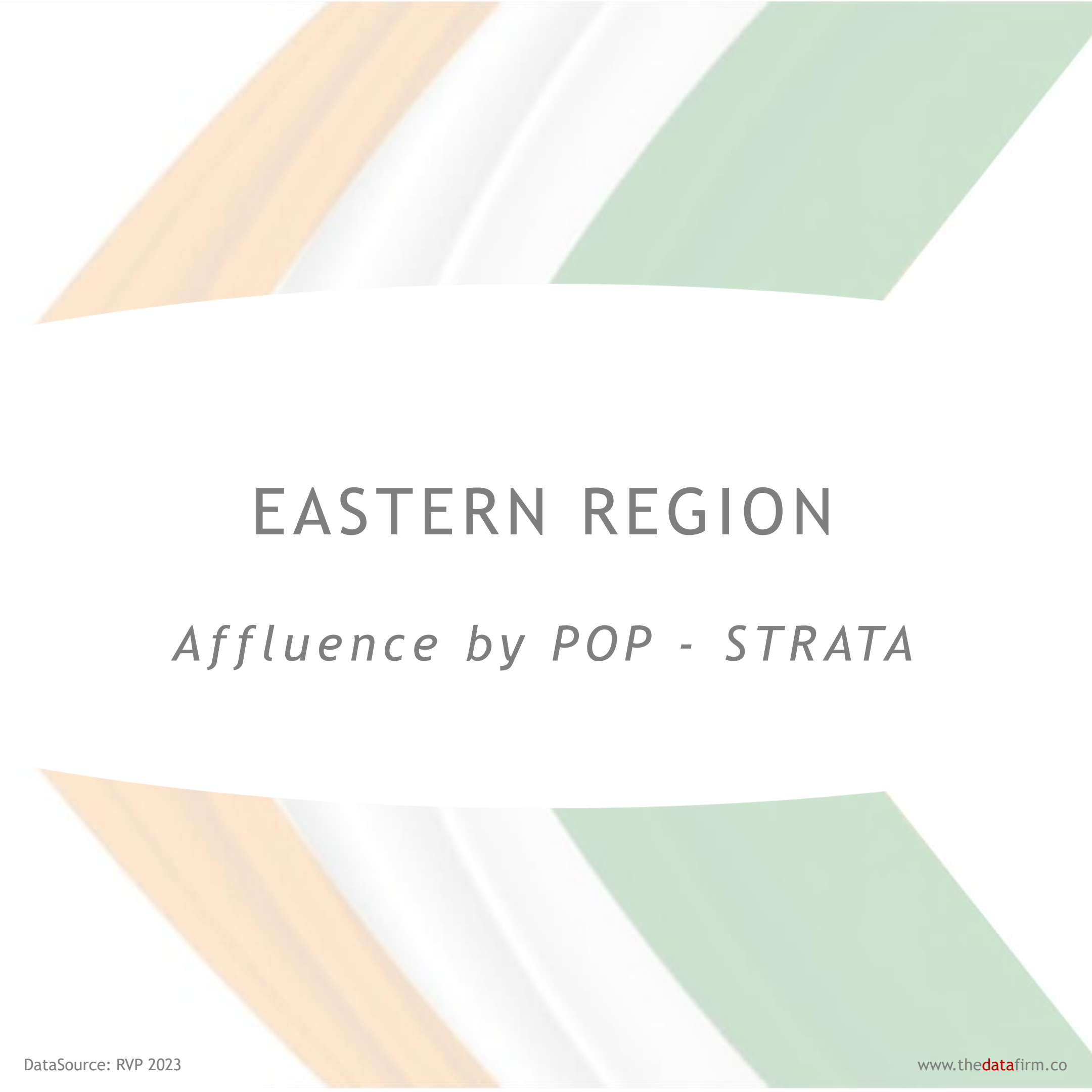


U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
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India - Consumer Classes - Central Region - Pop-Strata (Males)



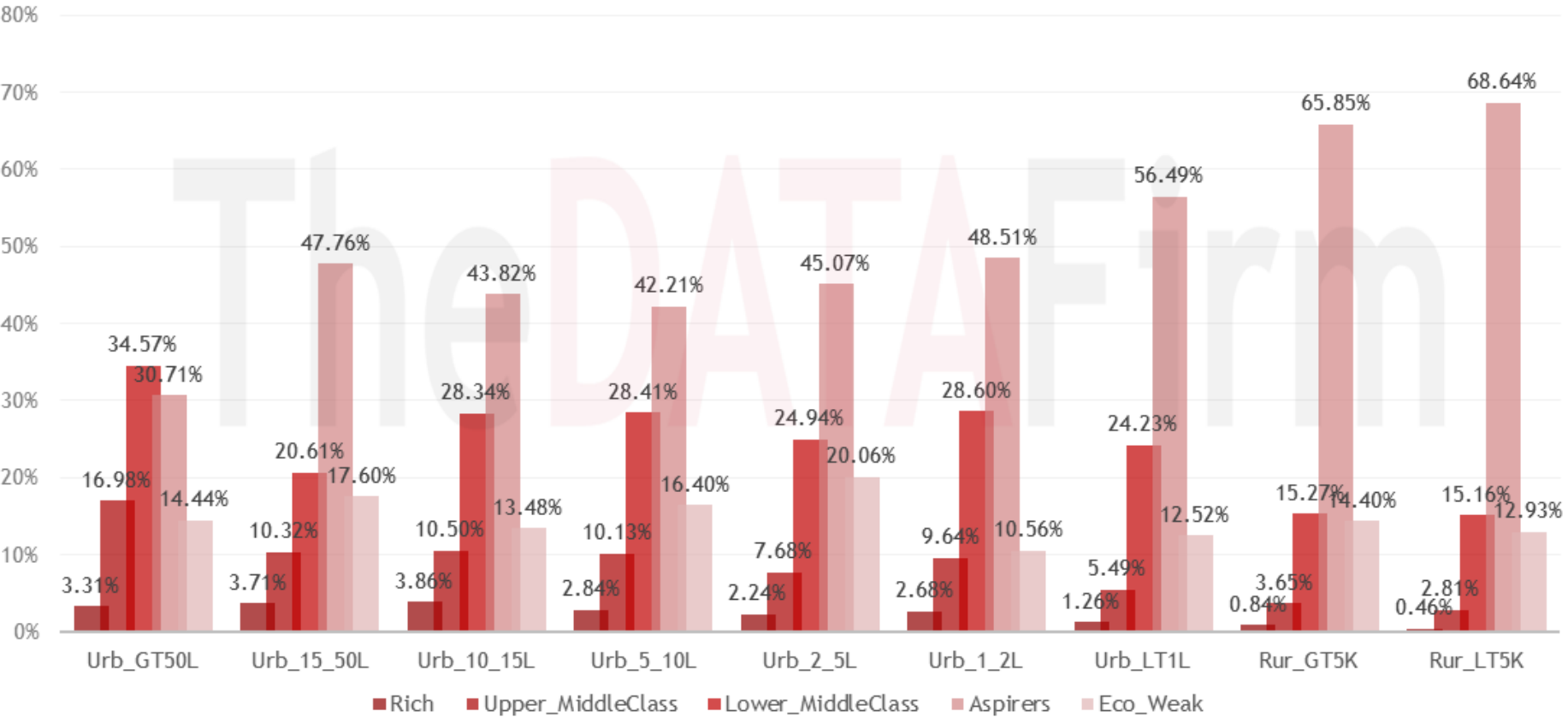
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
 2 0 2 3



EASTERN REGION

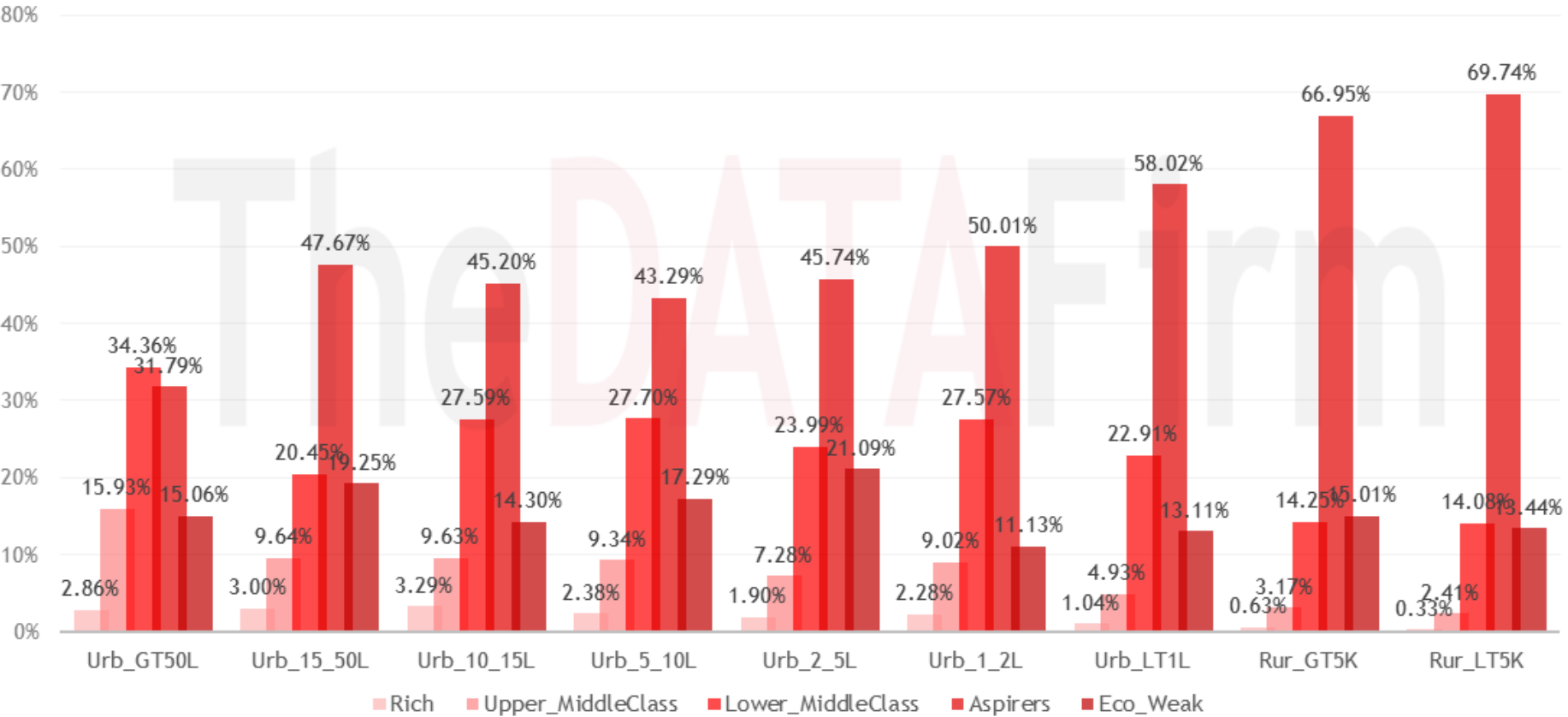
Affluence by POP - STRATA

India - Consumer Classes - East Region - Pop-Strata



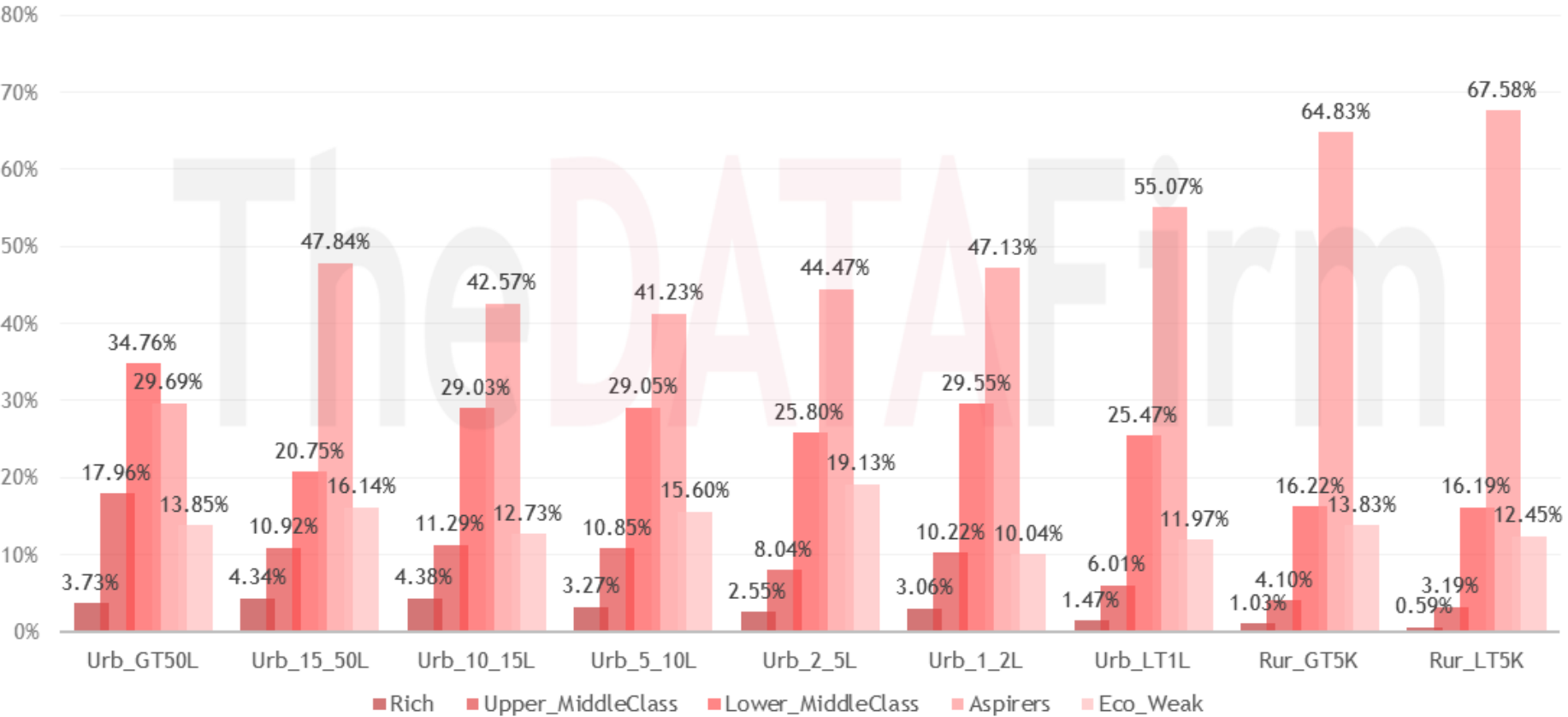
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - East Region - Pop-Strata (Females)

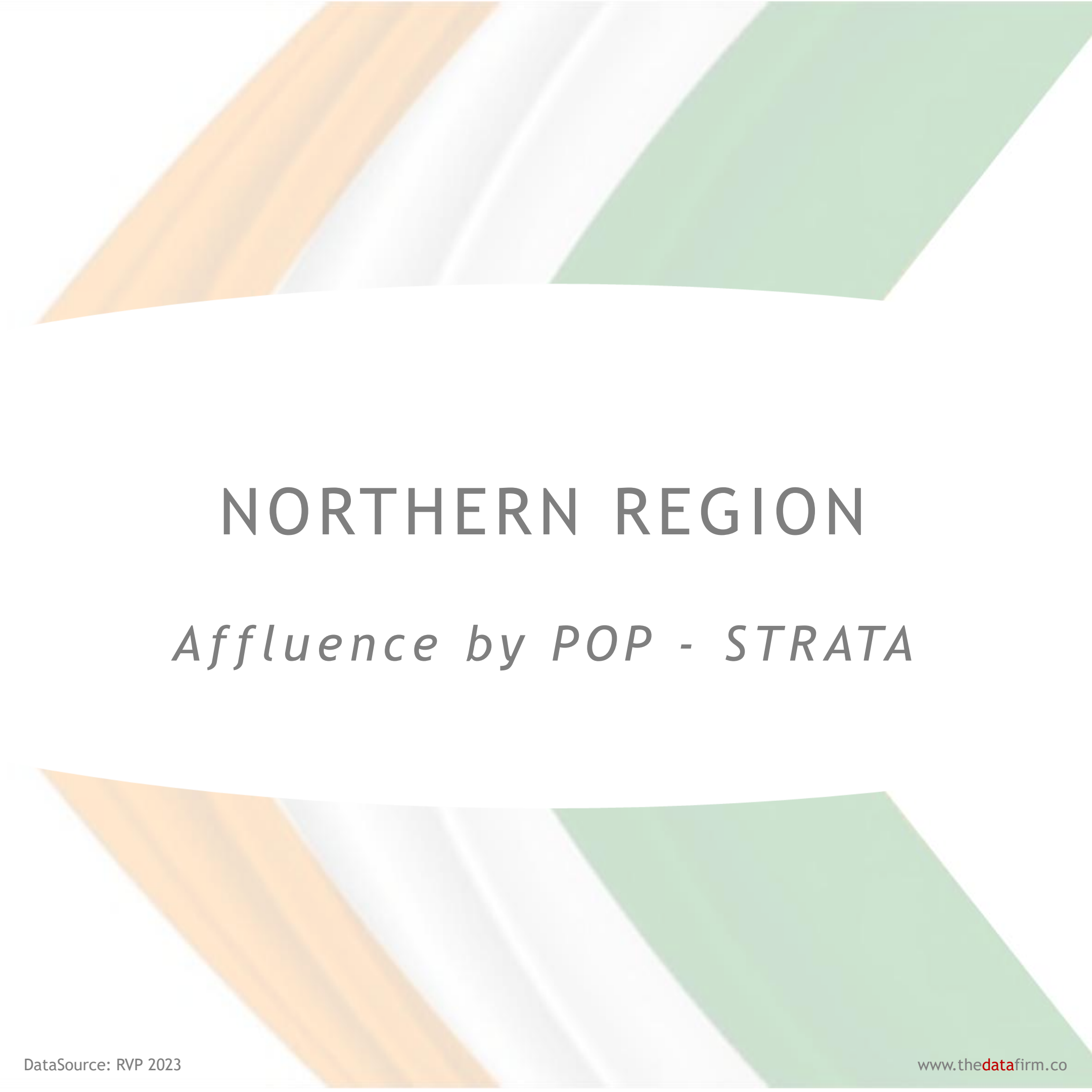


UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
 2 0 2 3

India - Consumer Classes - East Region - Pop-Strata (Males)



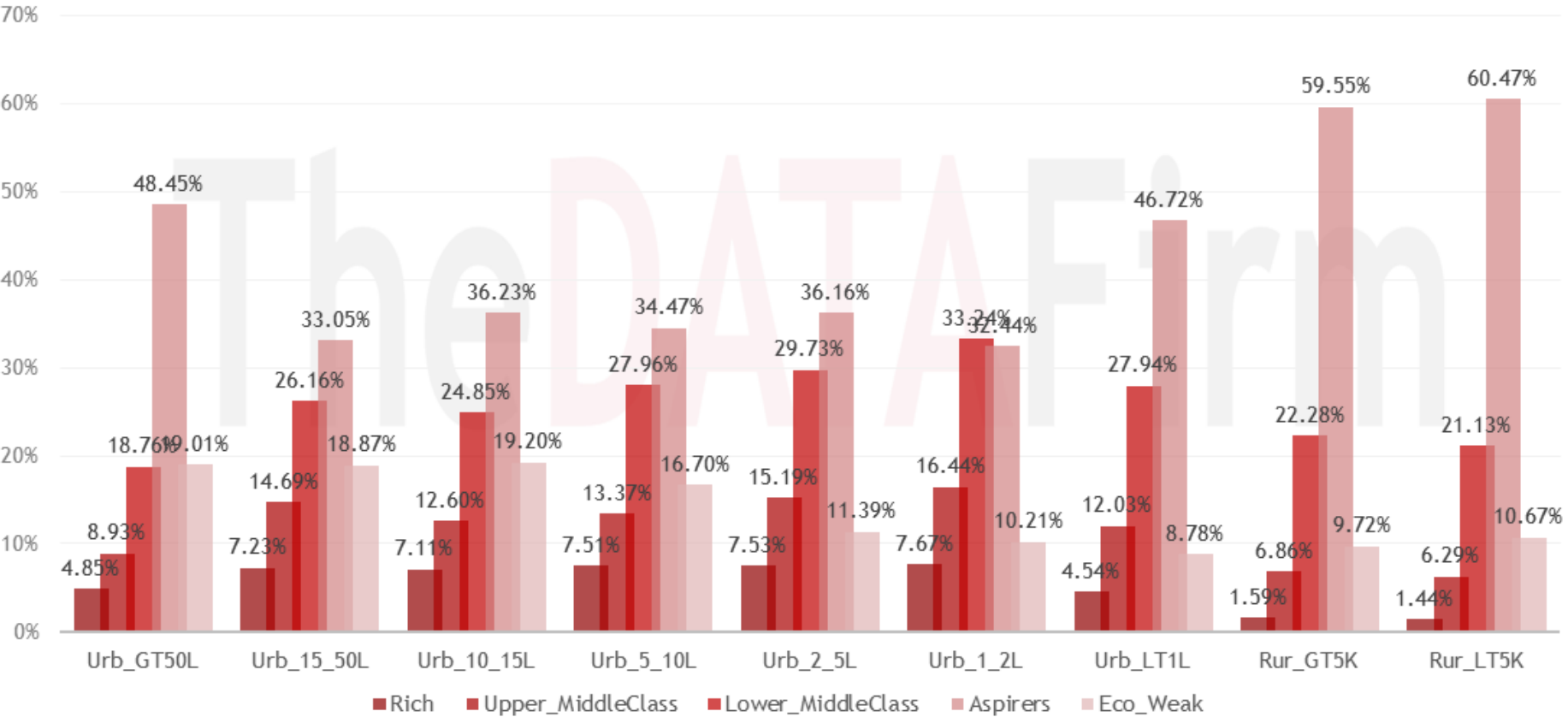
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
 2 0 2 3



NORTHERN REGION

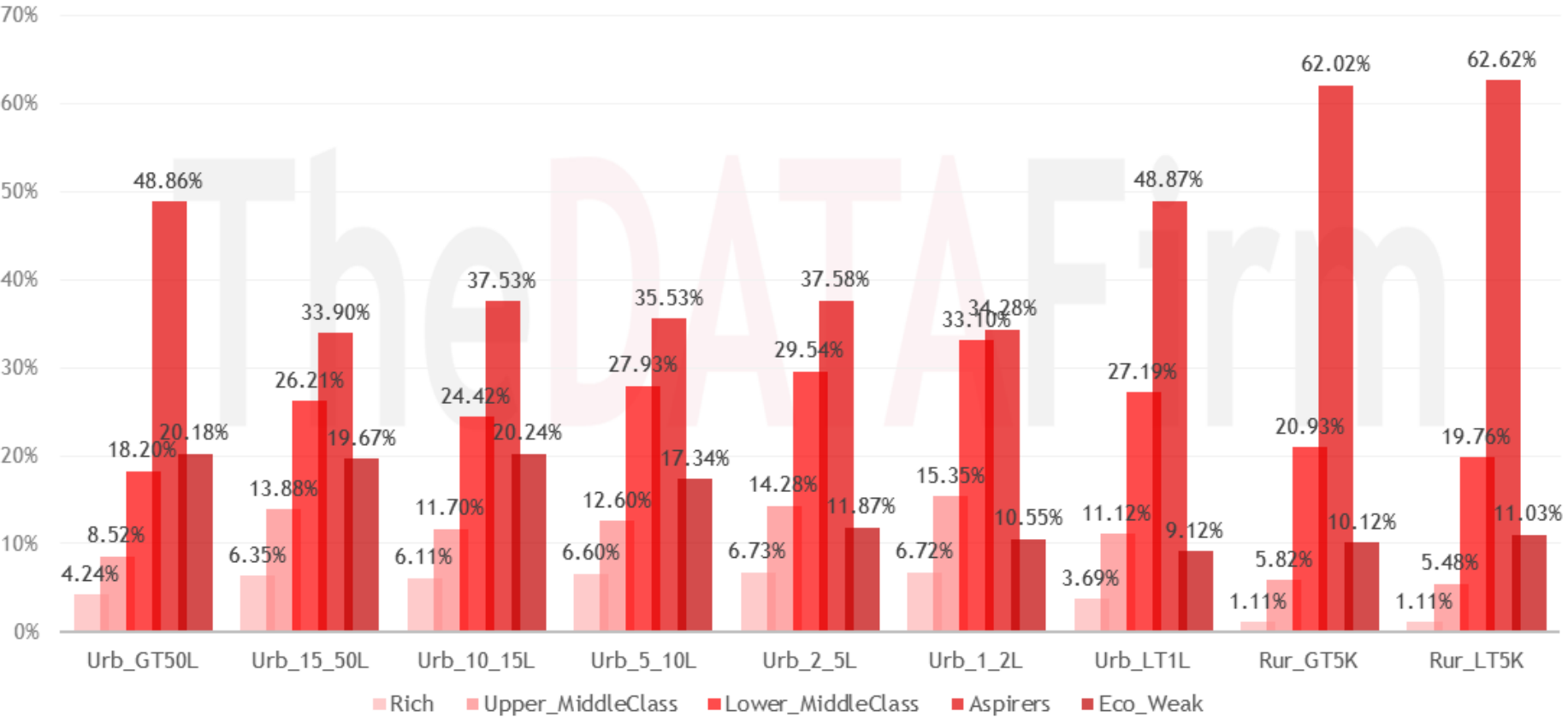
Affluence by POP - STRATA

India - Consumer Classes - North Region - Pop-Strata



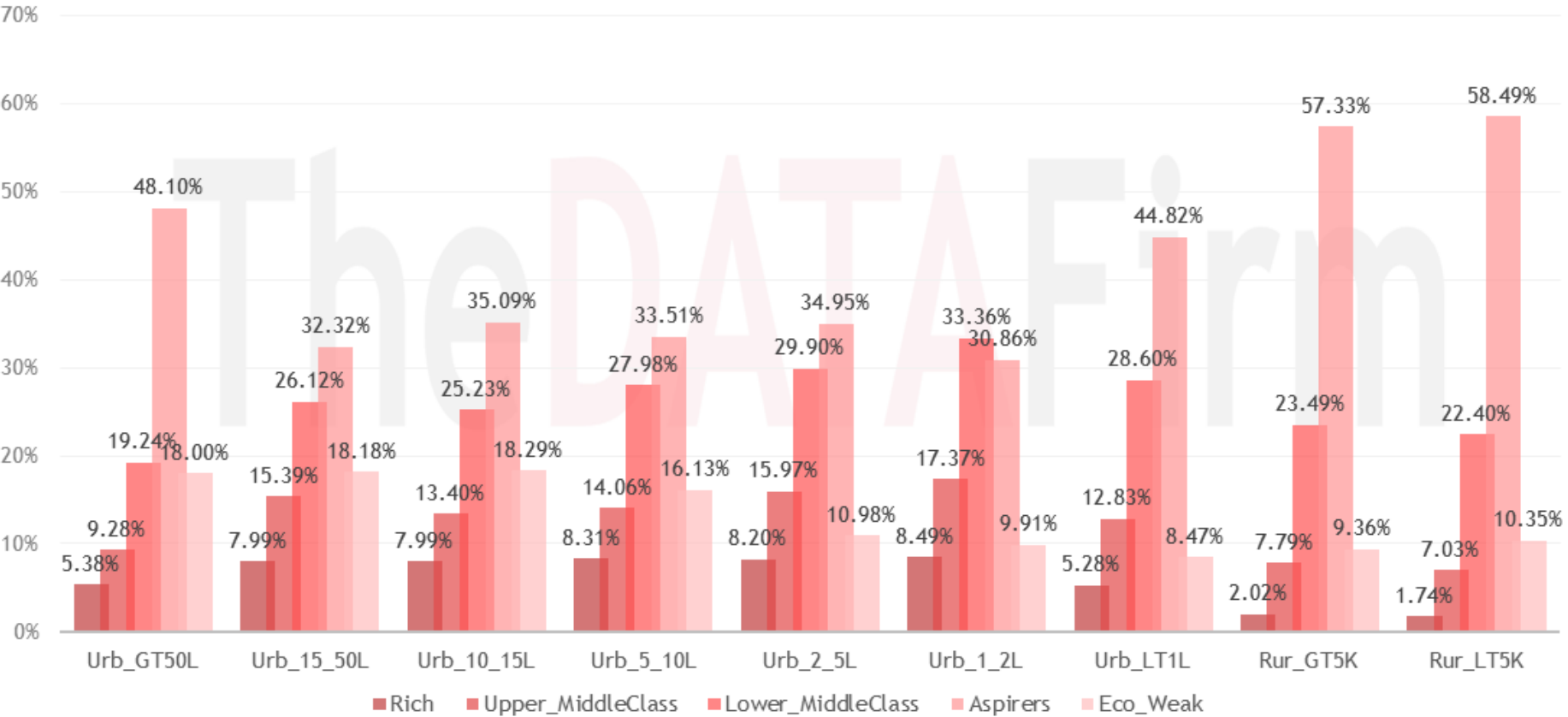
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - North Region - Pop-Strata (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
 2 0 2 3

India - Consumer Classes - North Region - Pop-Strata (Males)



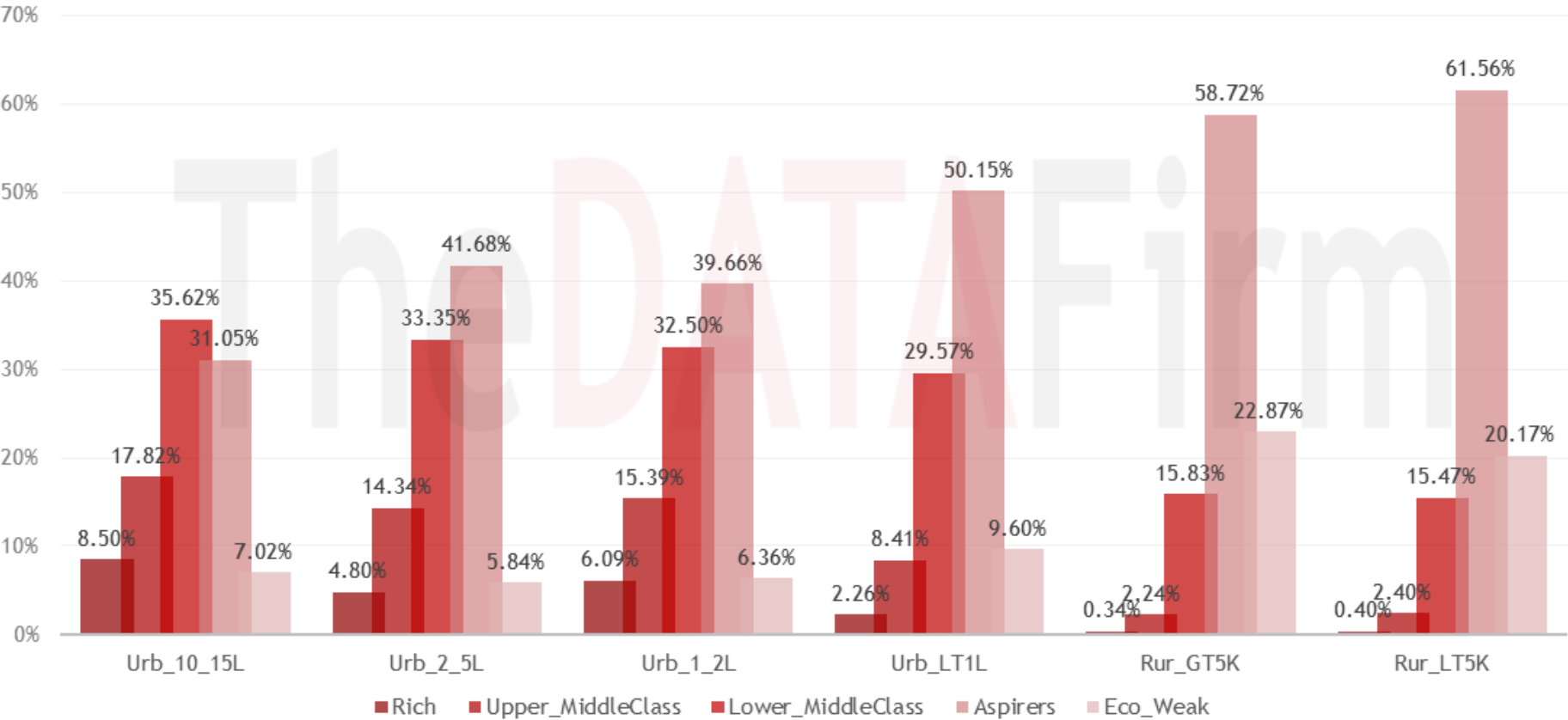
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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NORTH EAST REGION

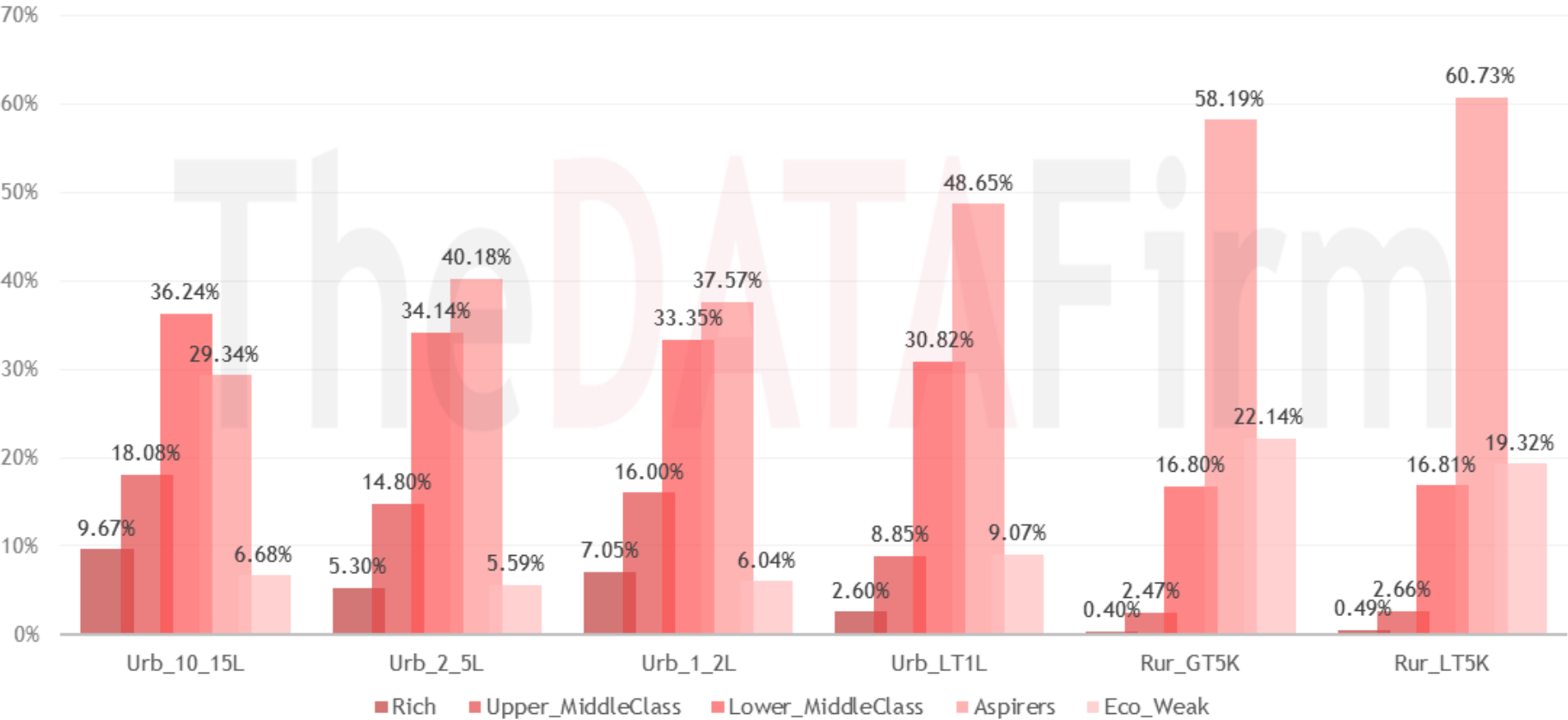
Affluence by POP - STRATA

India - Consumer Classes - NorthEast Region - Pop-Strata



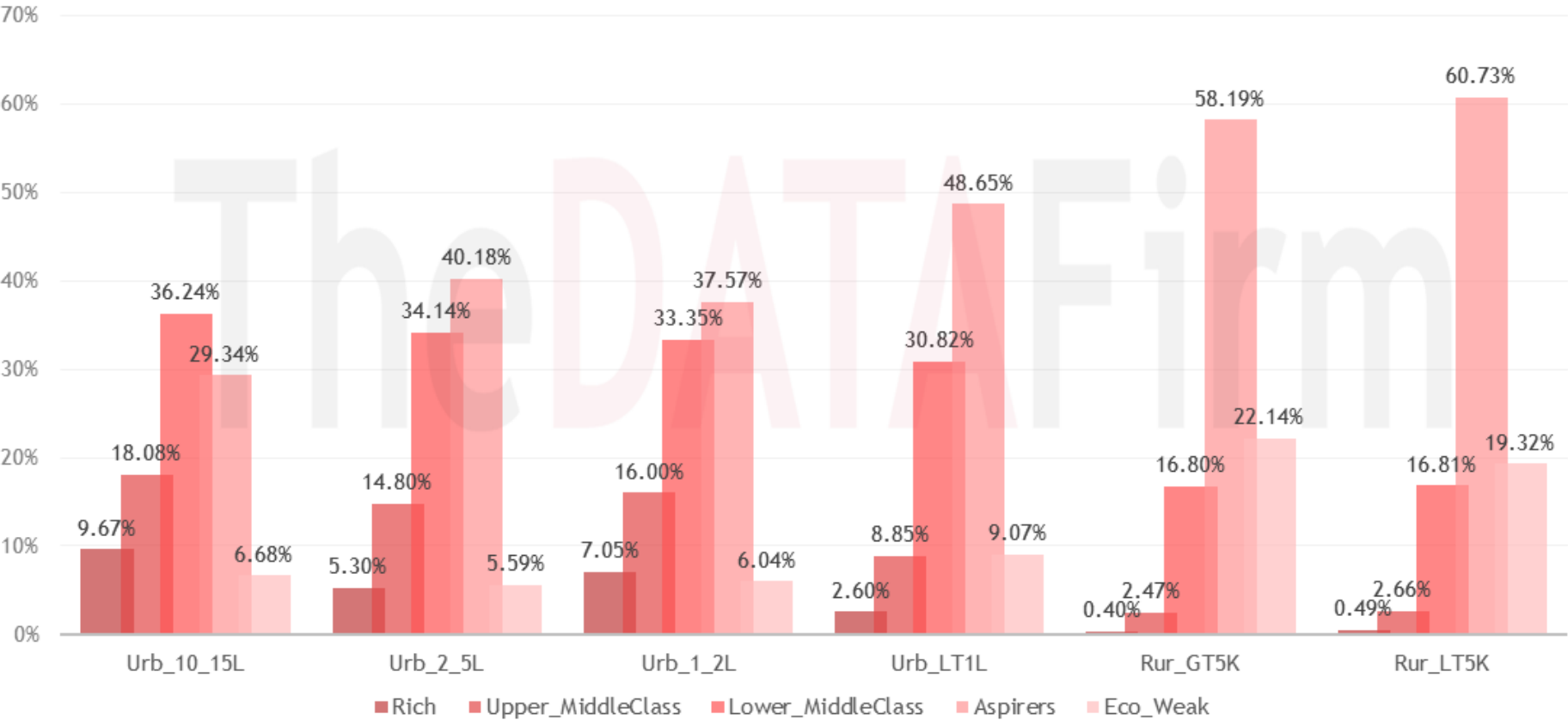
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - NorthEast Region - Pop-Strata *(Males)*

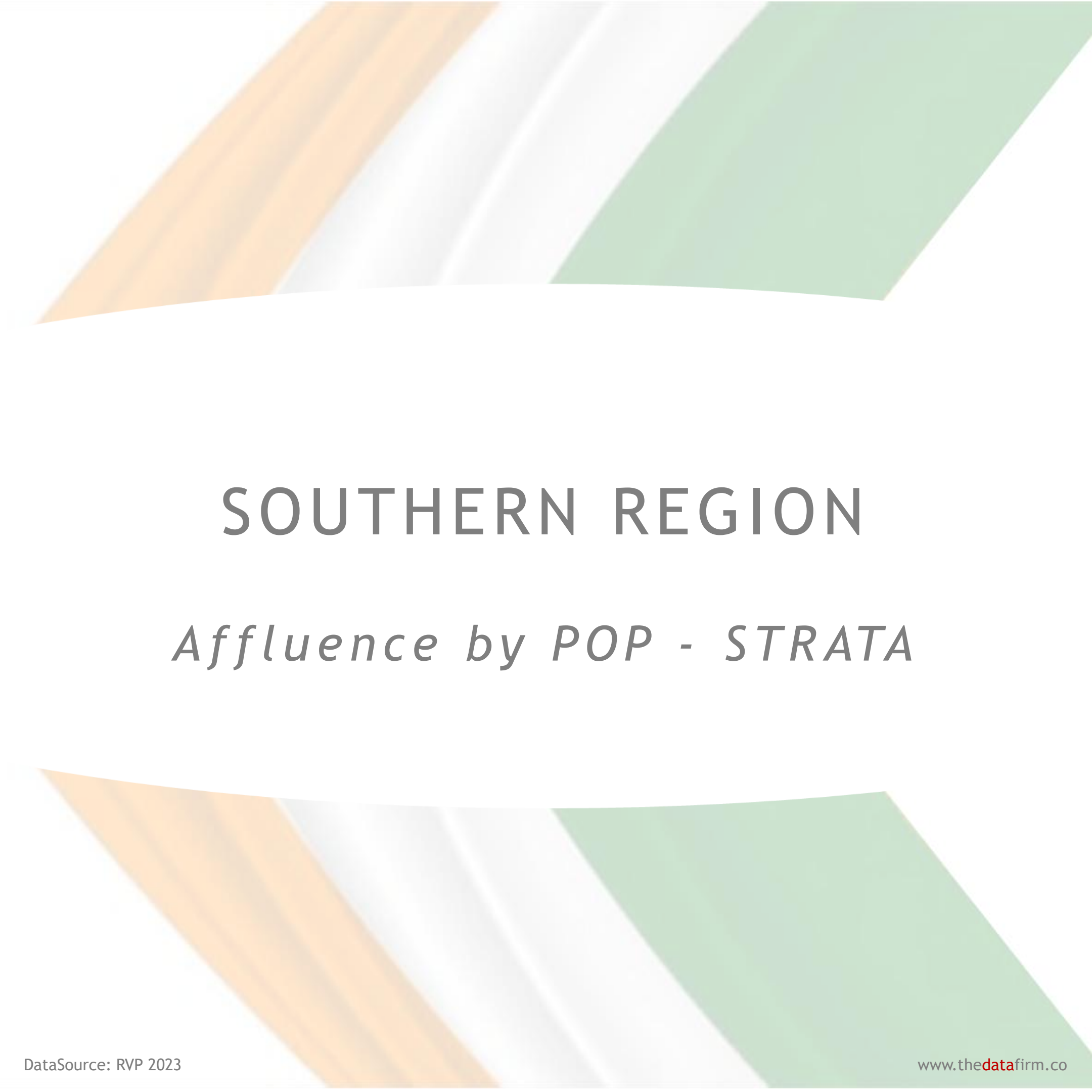


U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
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India - Consumer Classes - NorthEast Region - Pop-Strata (Males)



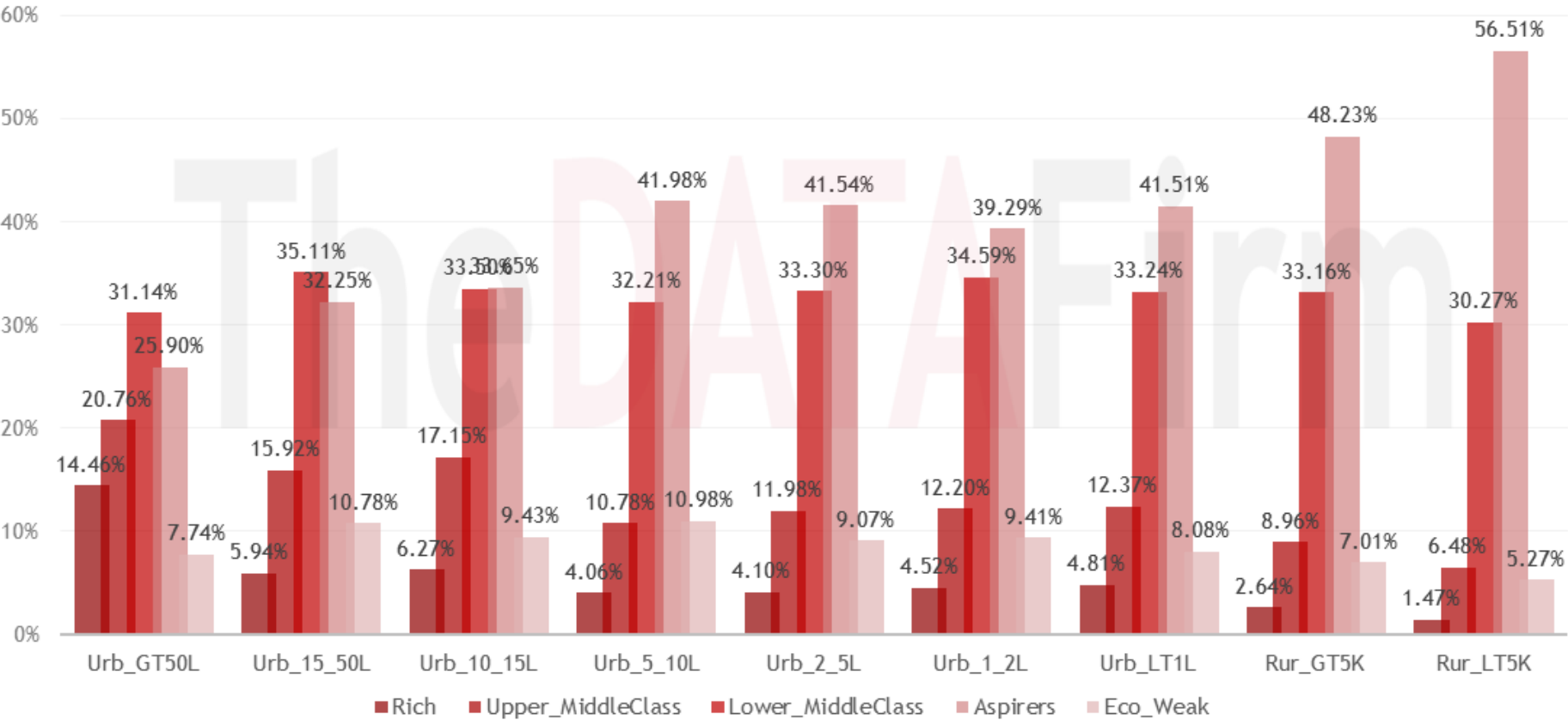
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3



SOUTHERN REGION

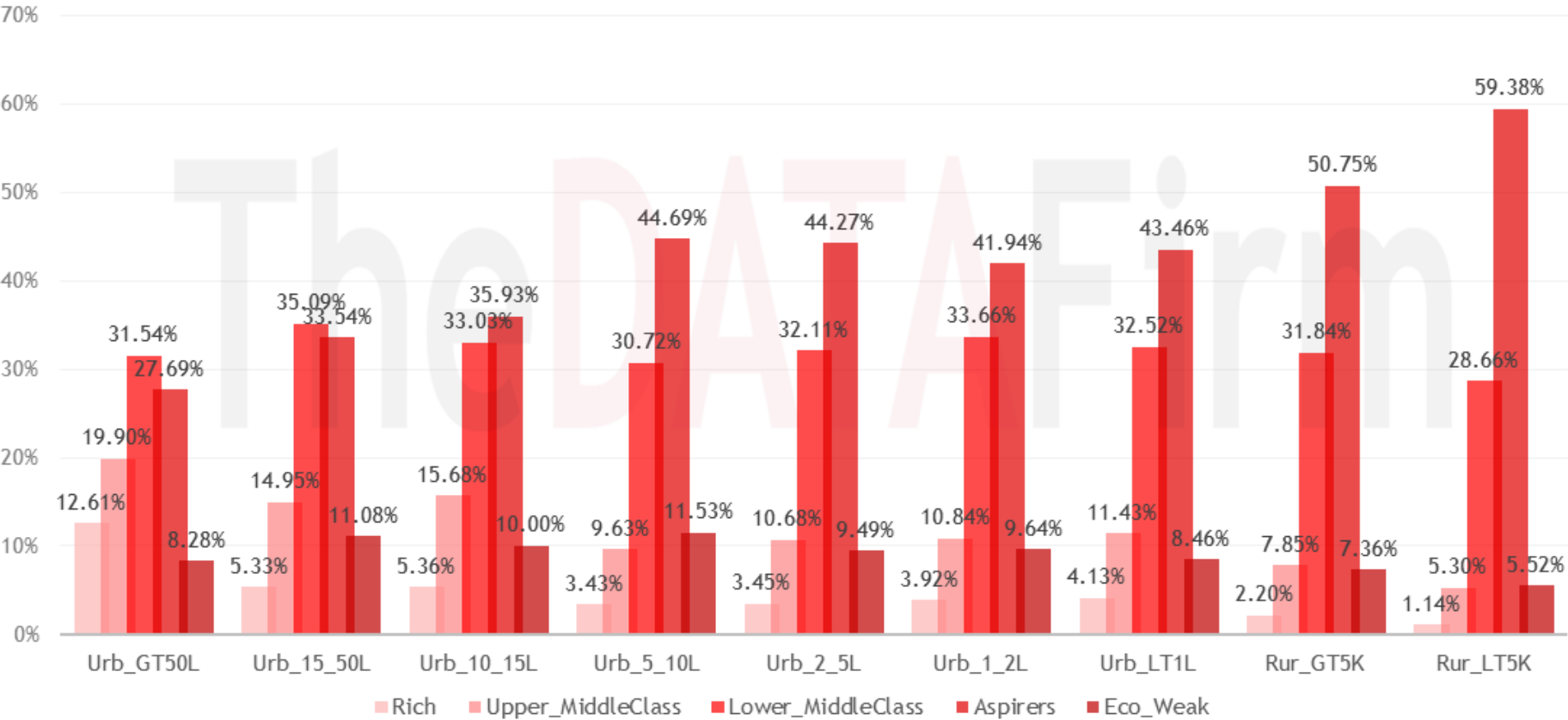
Affluence by POP - STRATA

India - Consumer Classes - South Region - Pop-Strata



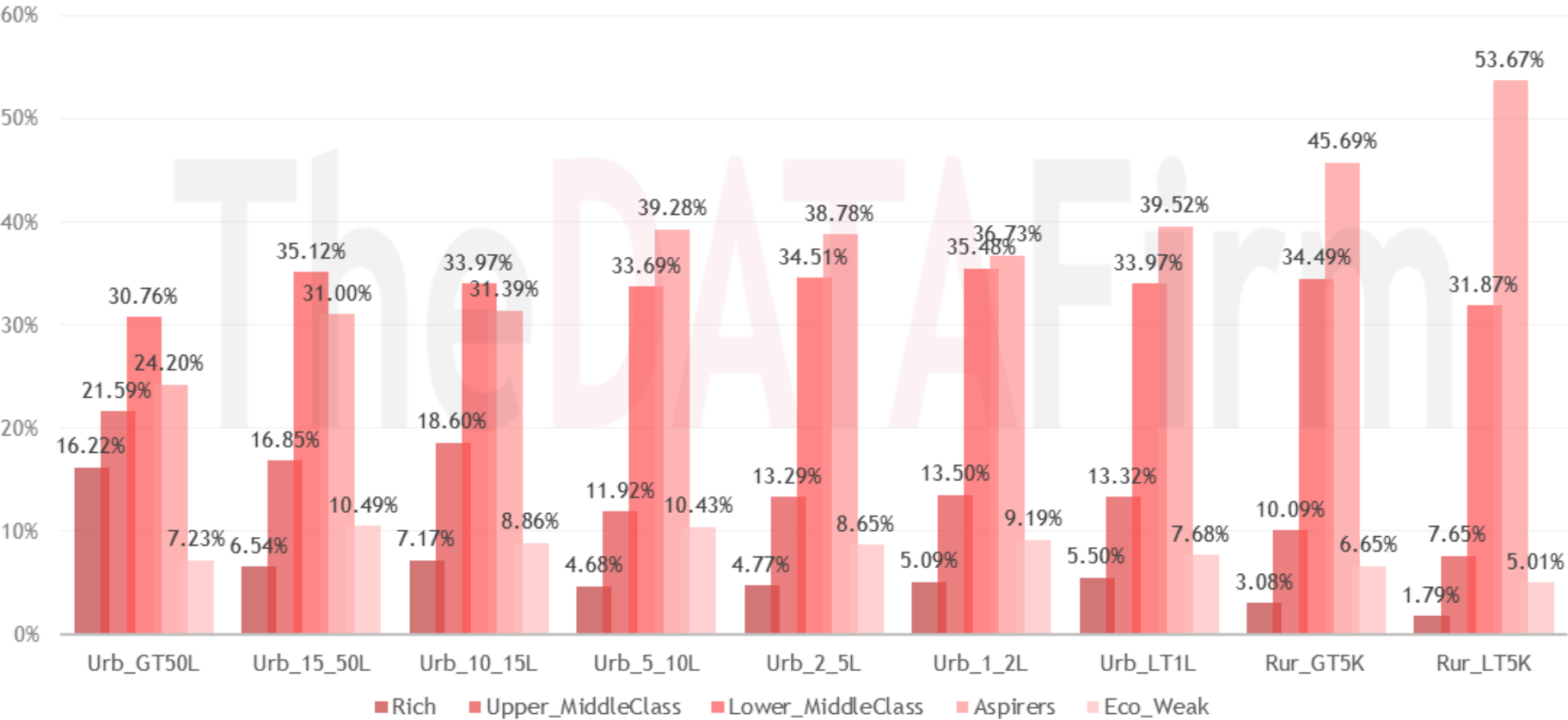
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
 2 0 2 3

India - Consumer Classes - South Region - Pop-Strata (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - South Region - Pop-Strata (Males)



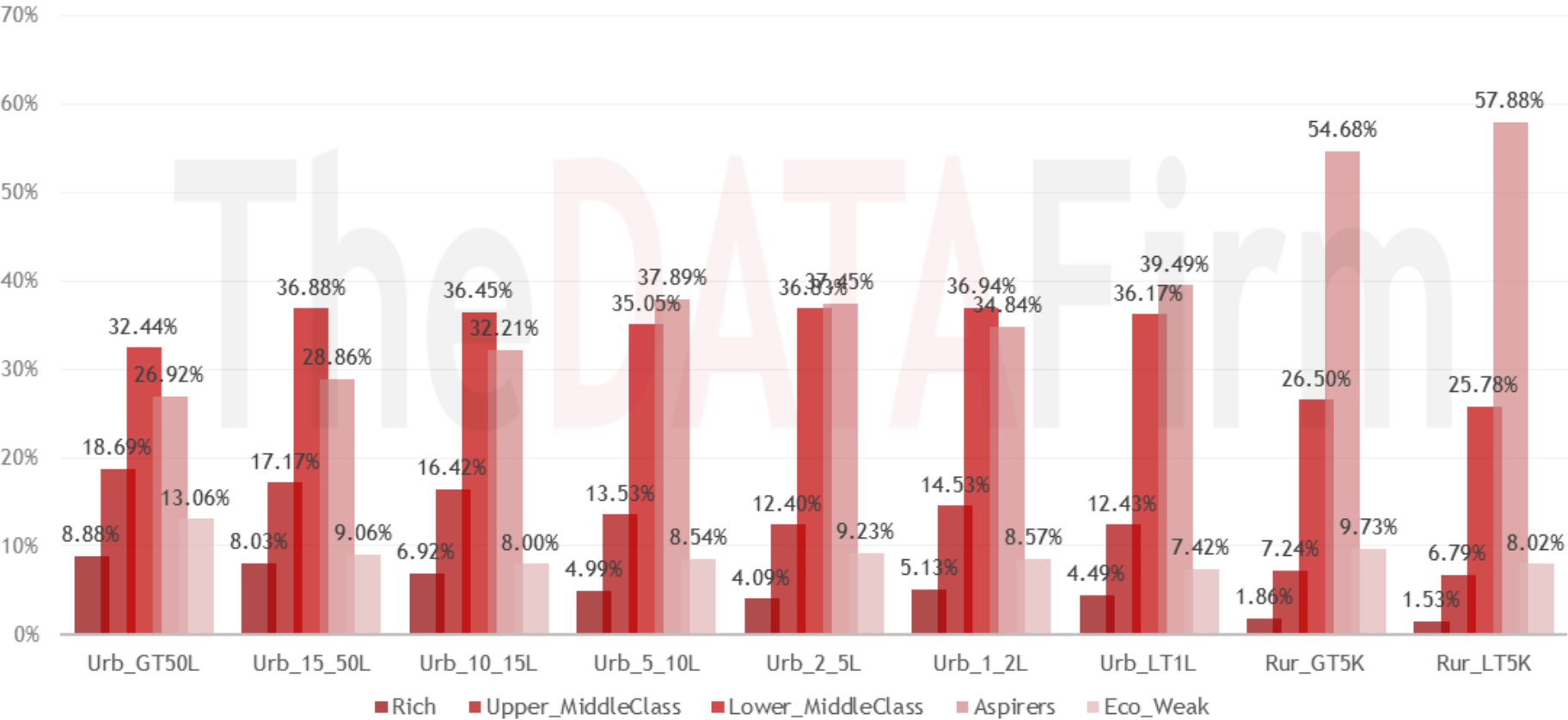
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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WESTERN REGION

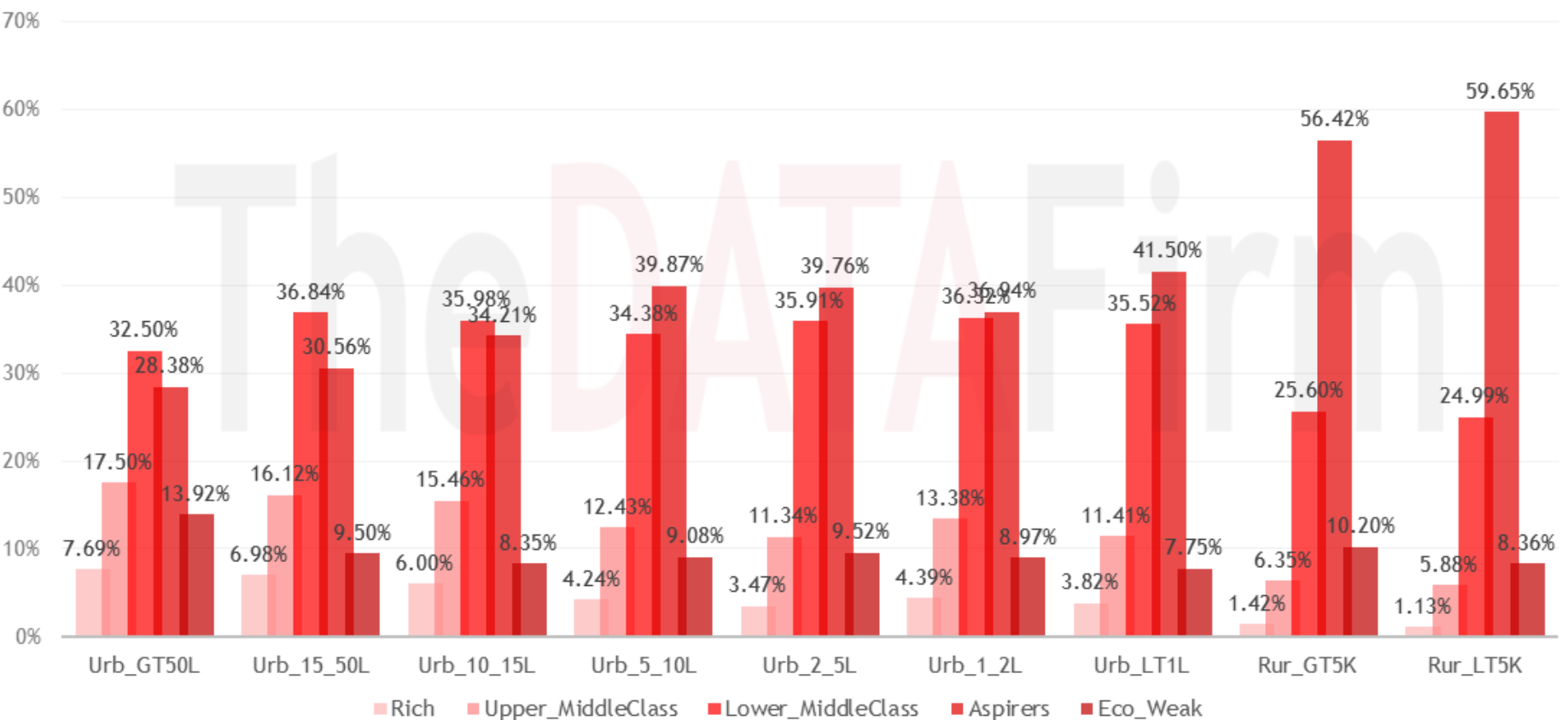
Affluence by POP - STRATA

India - Consumer Classes - West Region - Pop-Strata



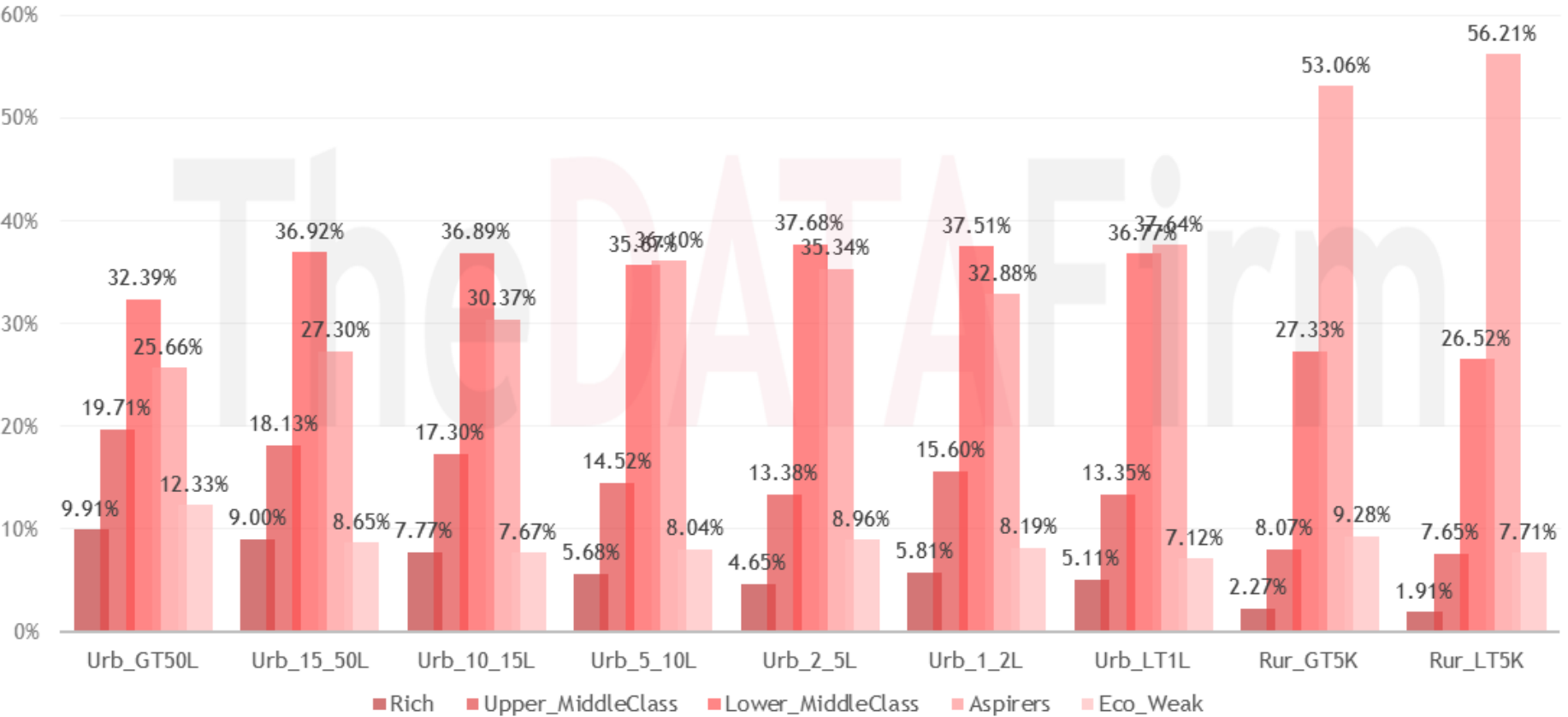
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
 2 0 2 3

India - Consumer Classes - West Region - Pop-Strata (Females)

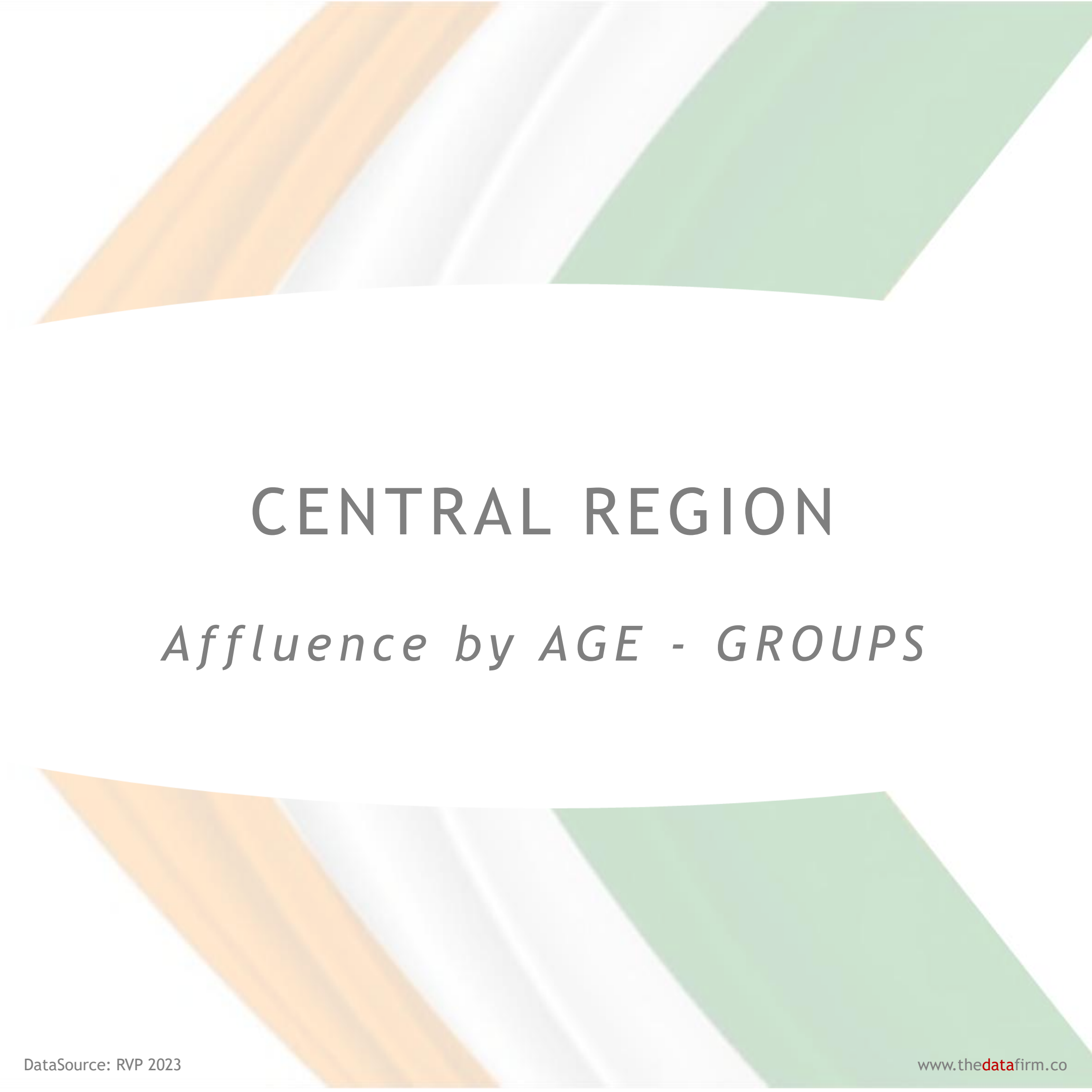


UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - West Region - Pop-Strata (Males)



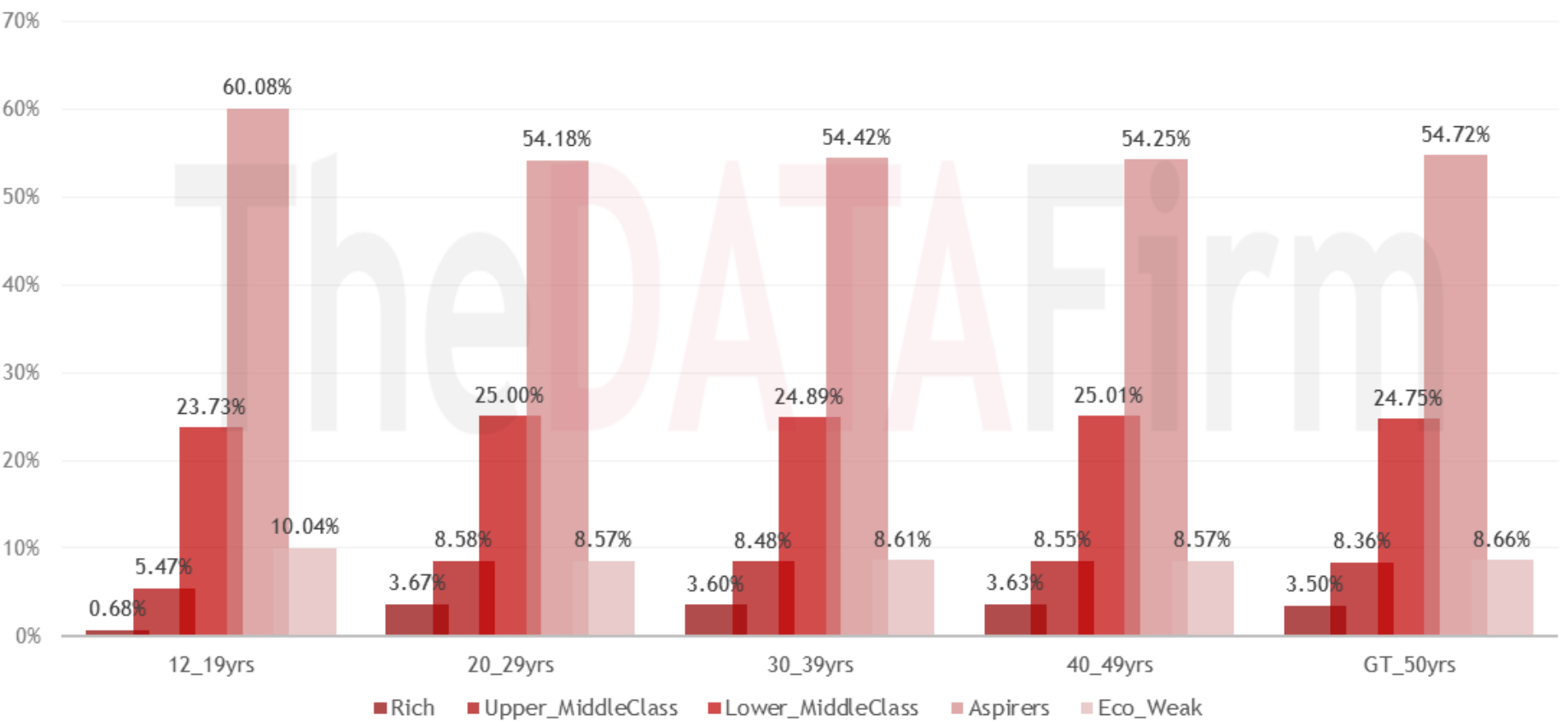
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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CENTRAL REGION

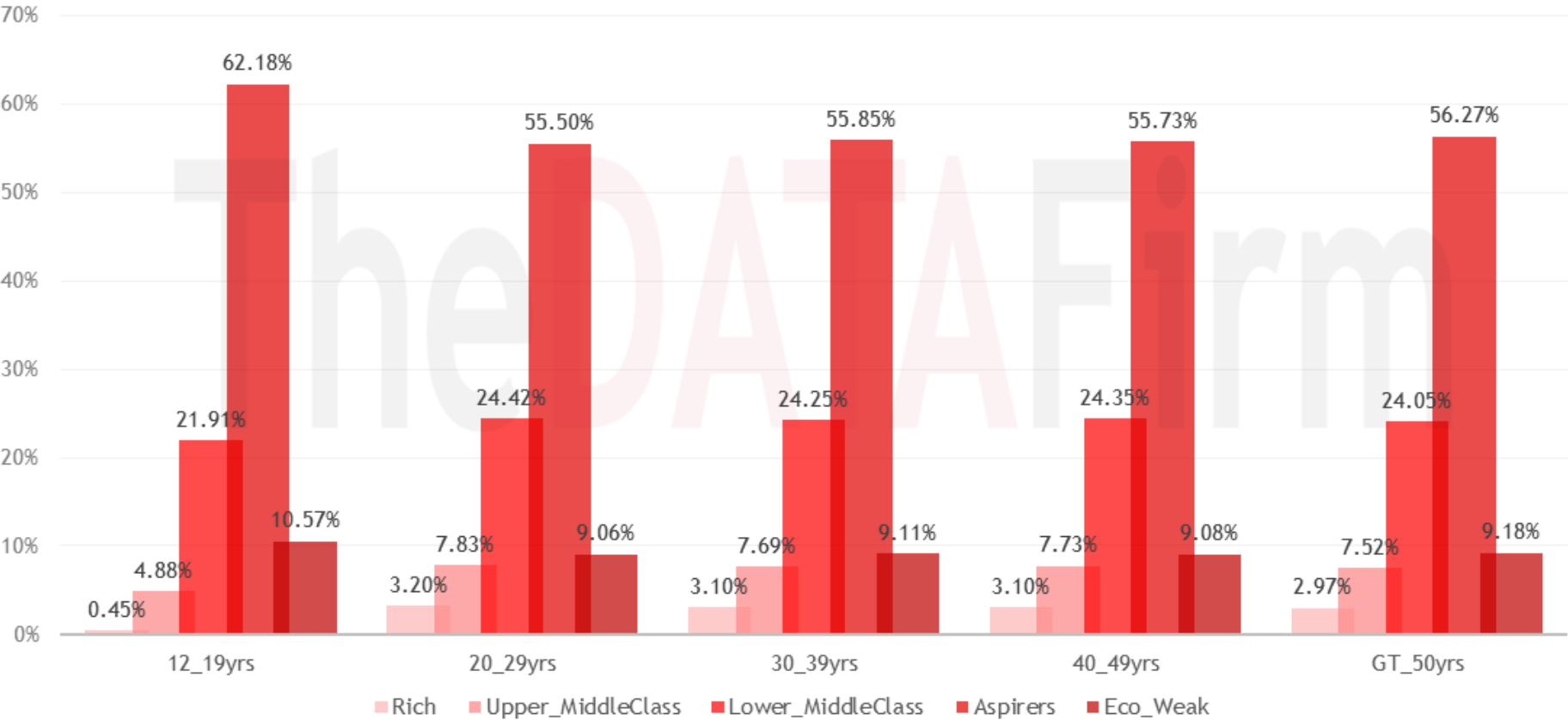
Affluence by AGE - GROUPS

India - Consumer Classes - Central Region - Age-Group



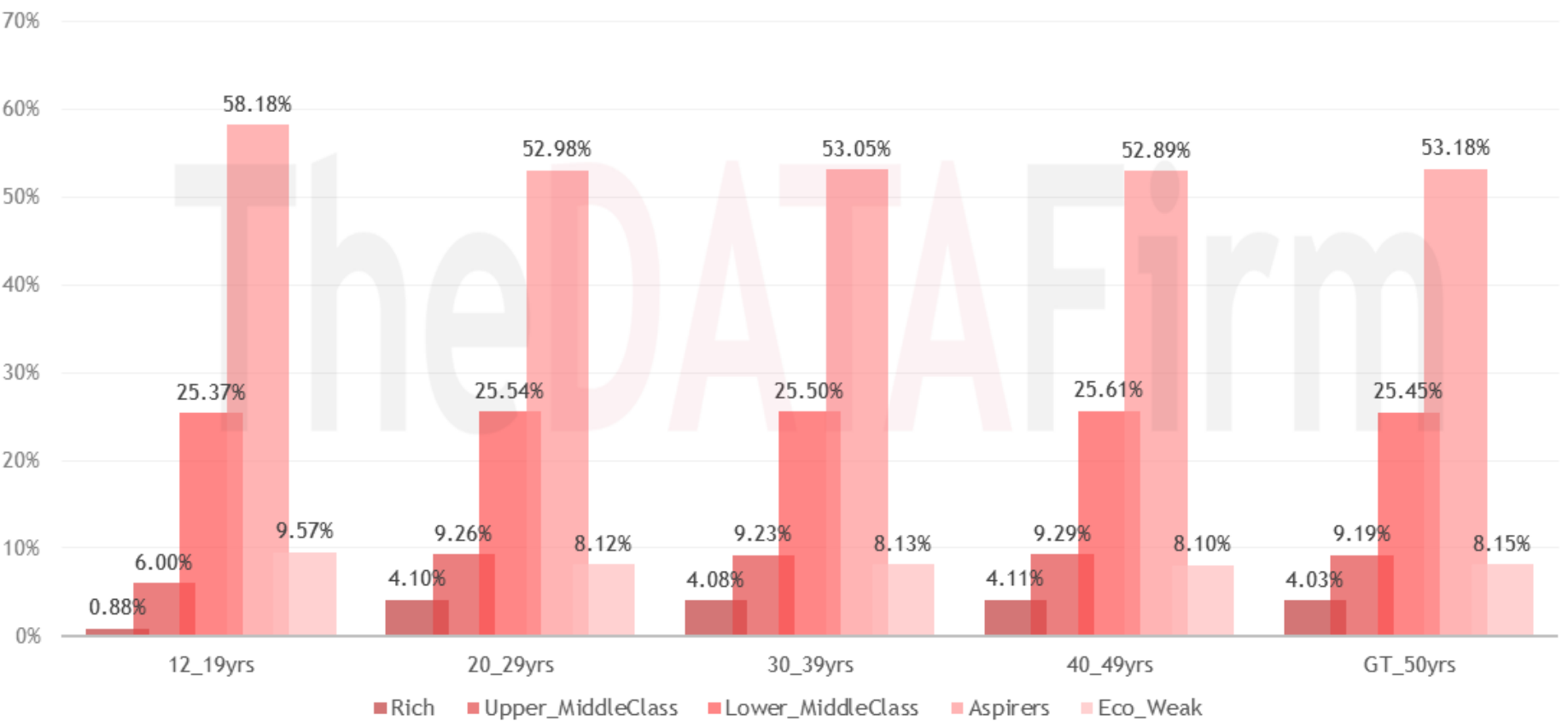
U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
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India - Consumer Classes - Central Region - Age-Group (Females)



U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
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India - Consumer Classes - Central Region - Age-Group (Males)



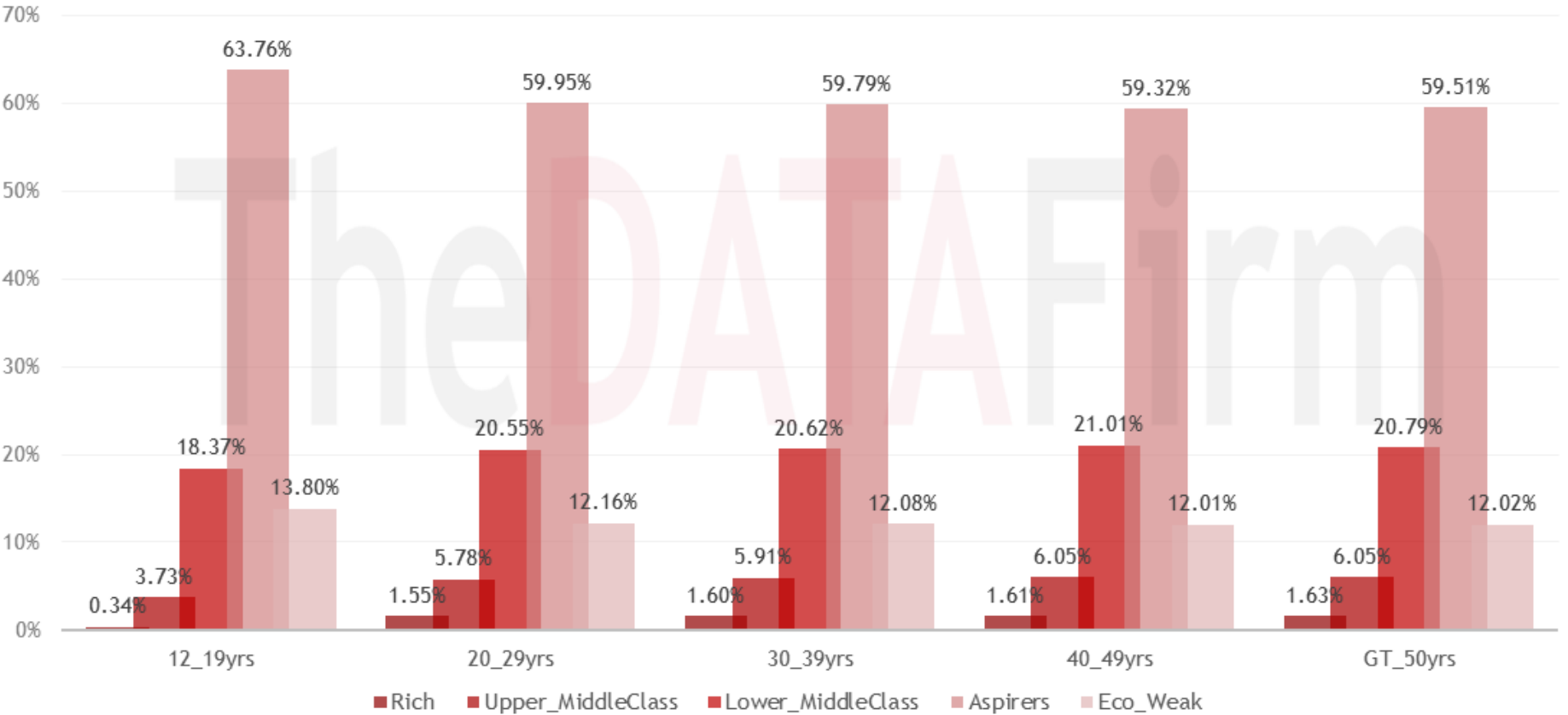
U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
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EASTERN REGION

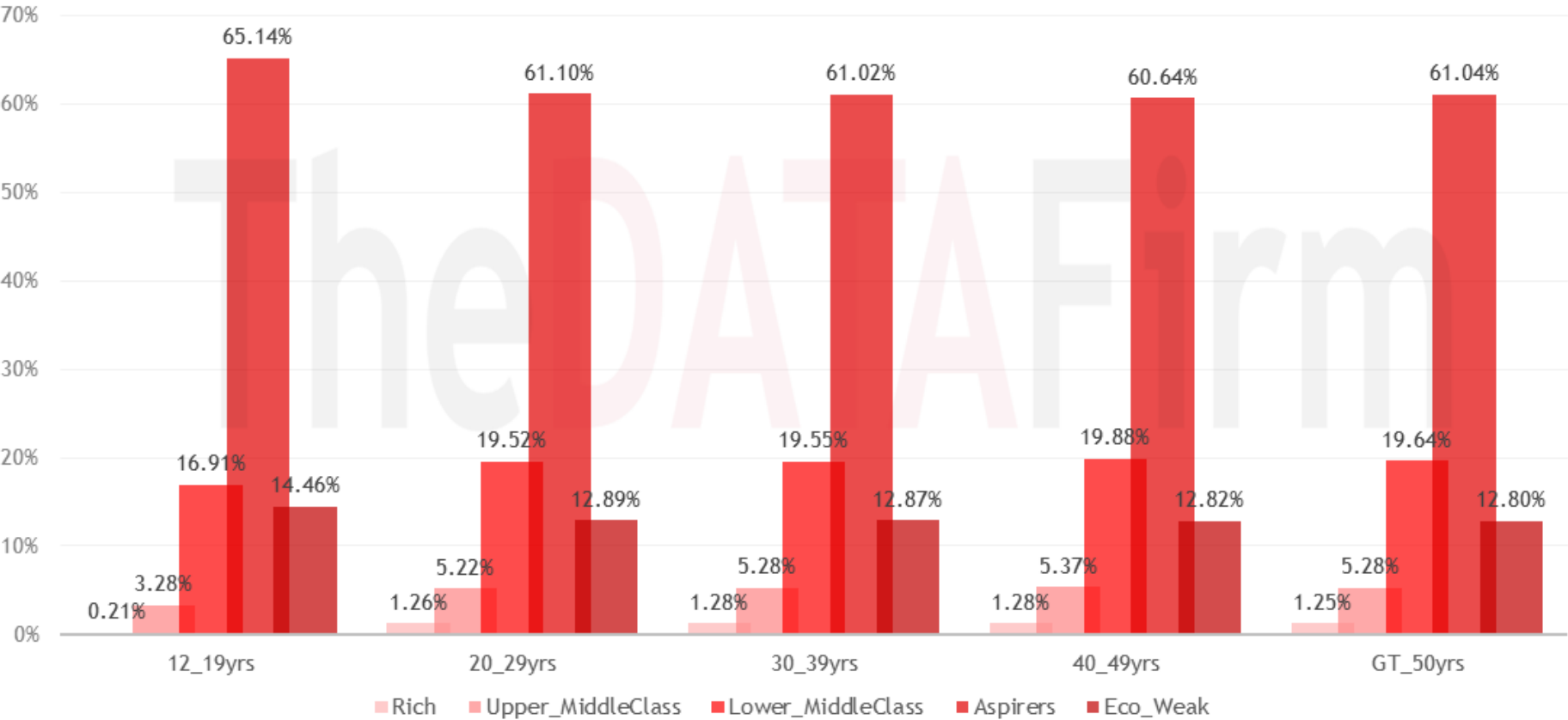
Affluence by AGE - GROUPS

India - Consumer Classes - East Region - Age-Group



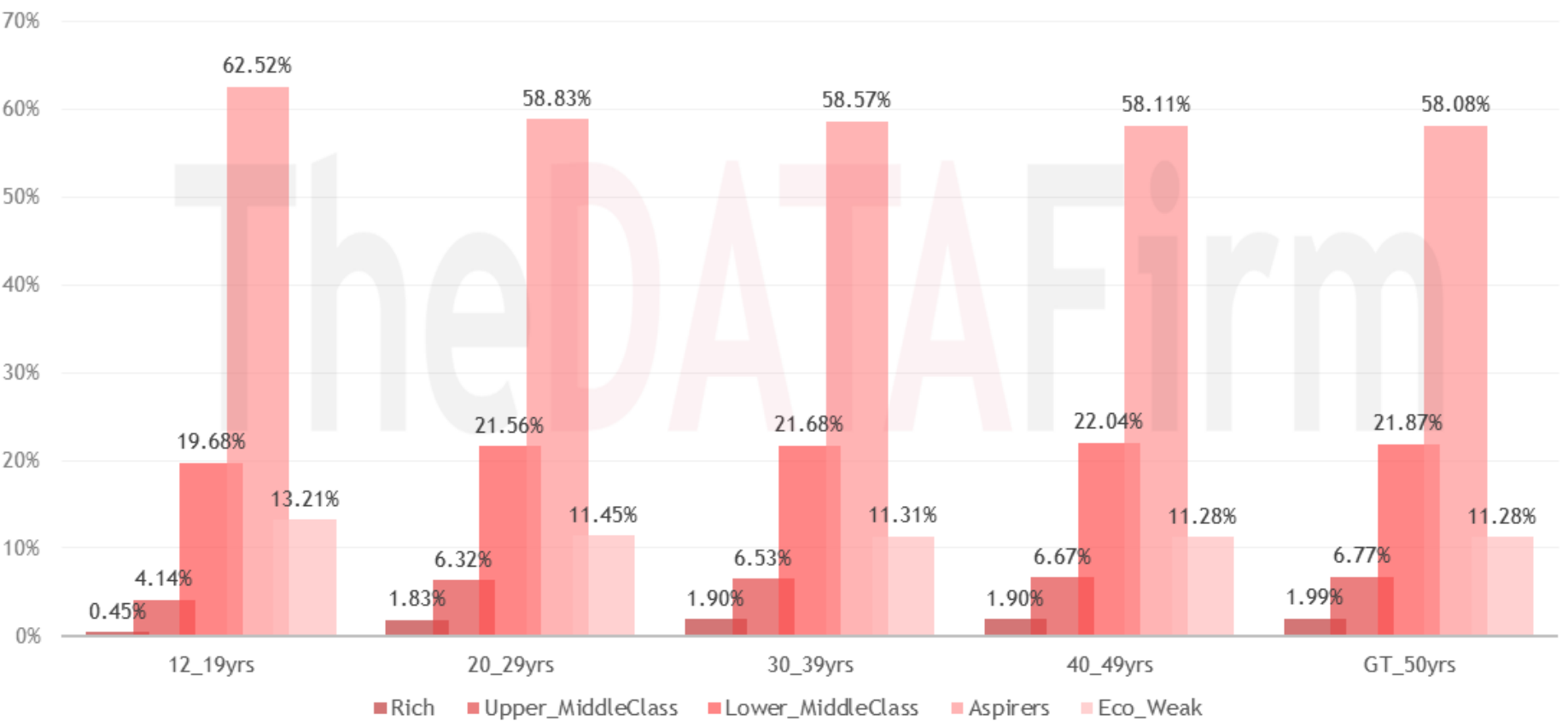
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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India - Consumer Classes - East Region - Age-Group (Females)

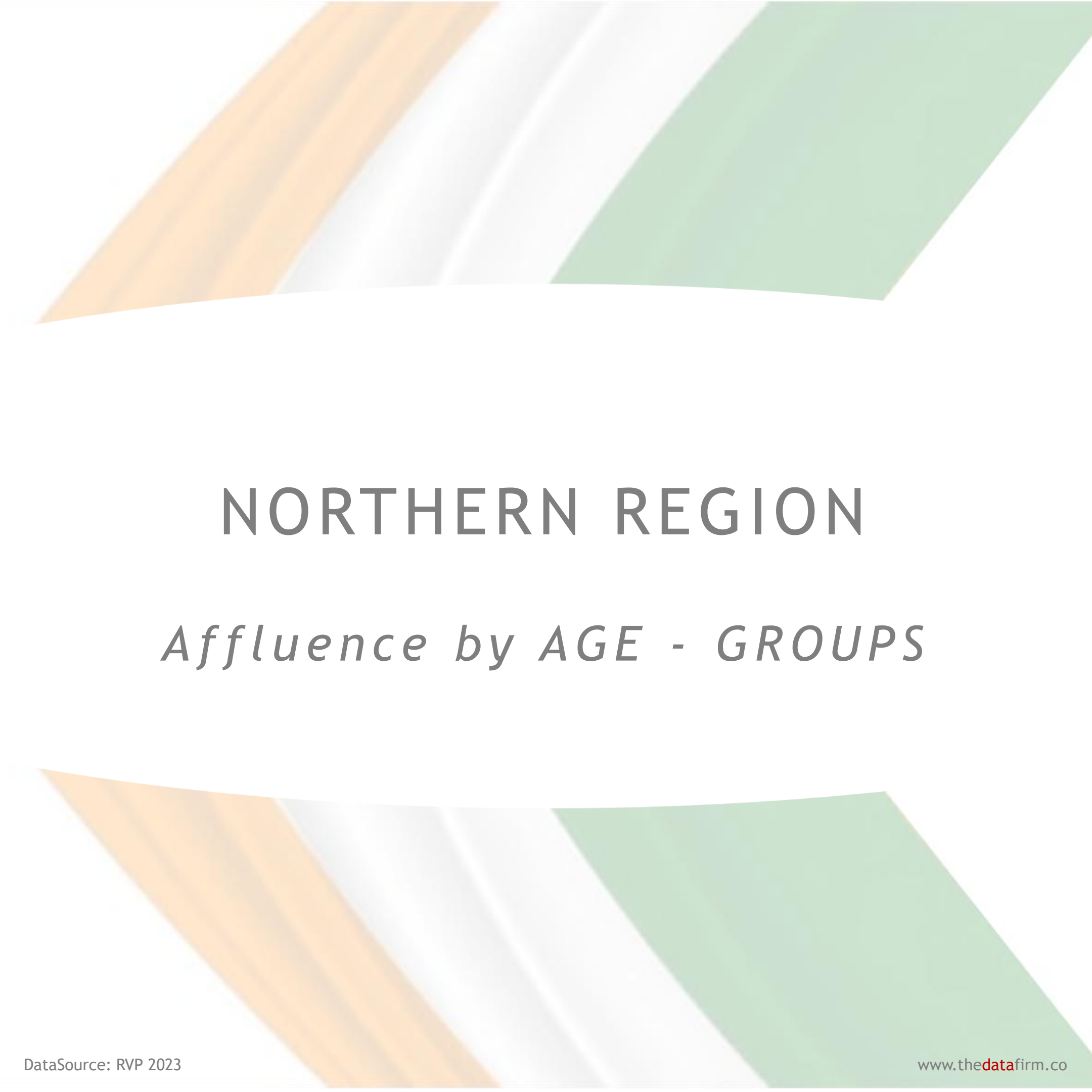


UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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India - Consumer Classes - East Region - Age-Group (Males)



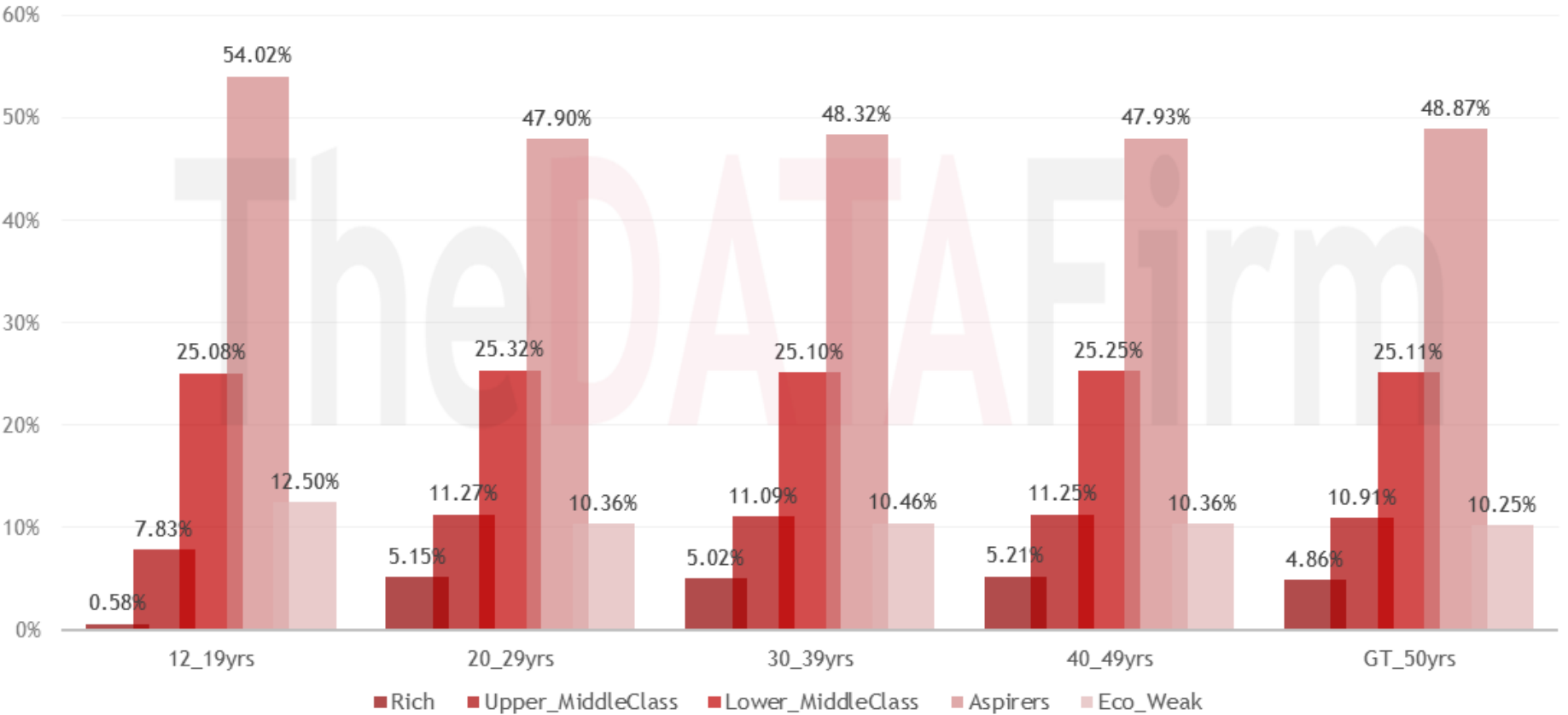
U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
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NORTHERN REGION

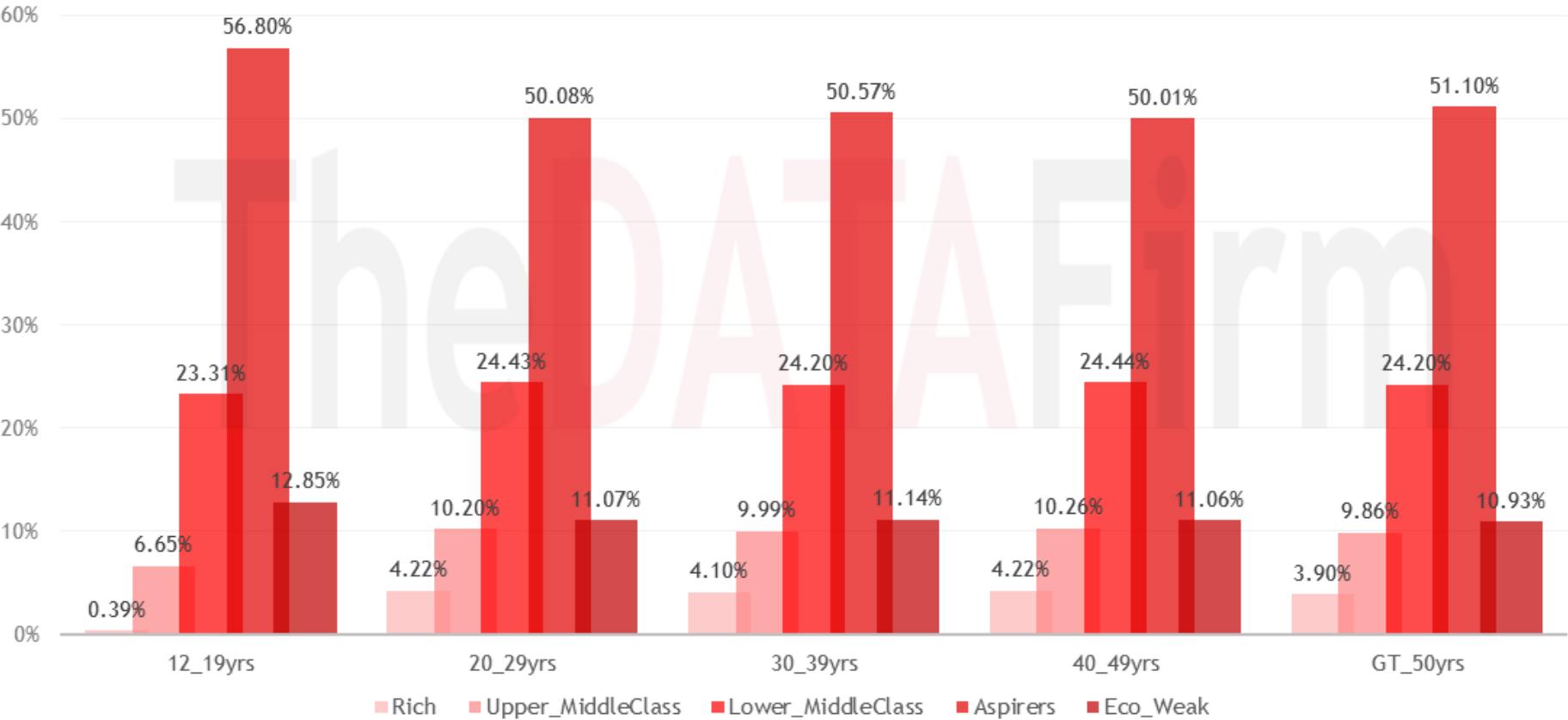
Affluence by AGE - GROUPS

India - Consumer Classes - North Region - Age-Group



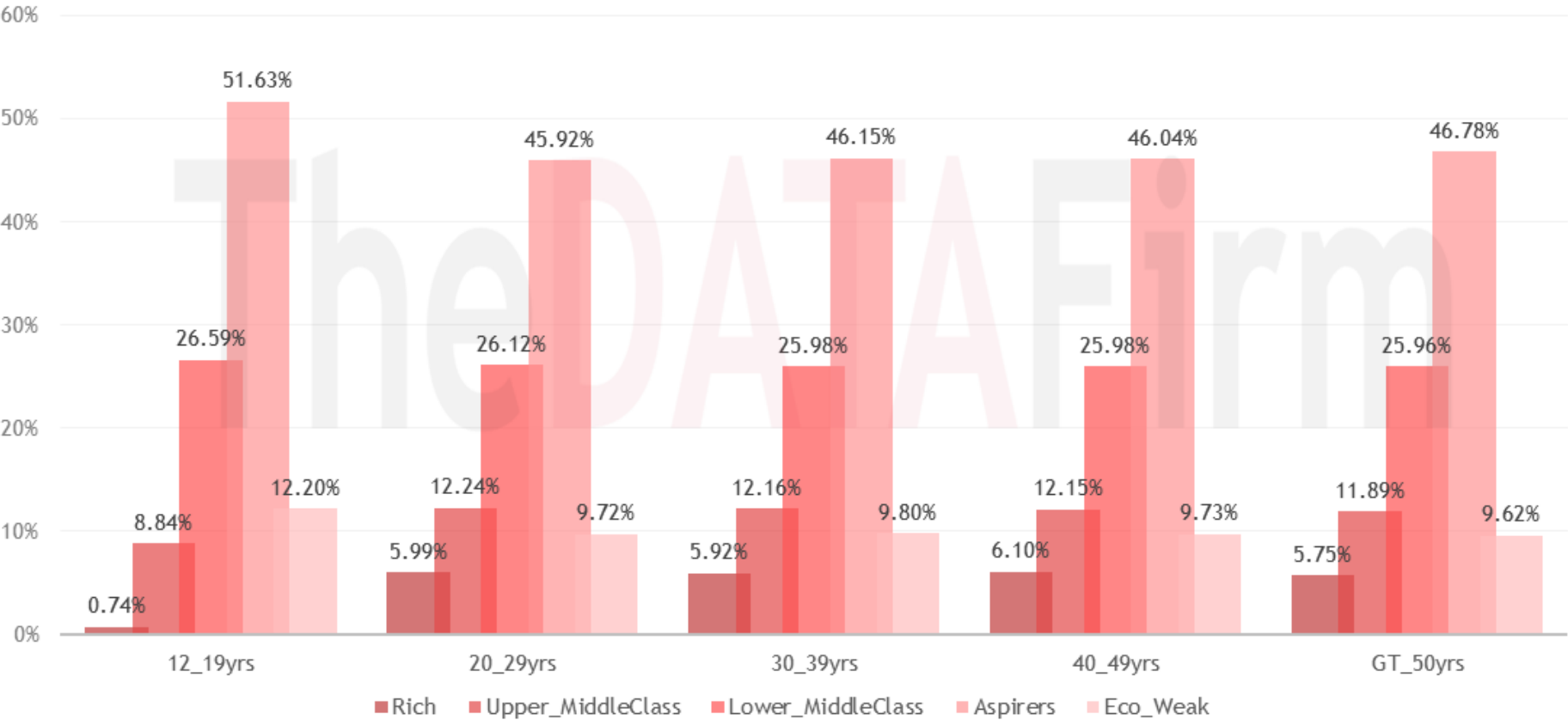
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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India - Consumer Classes - North Region - Age-Group (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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India - Consumer Classes - North Region - Age-Group (Males)



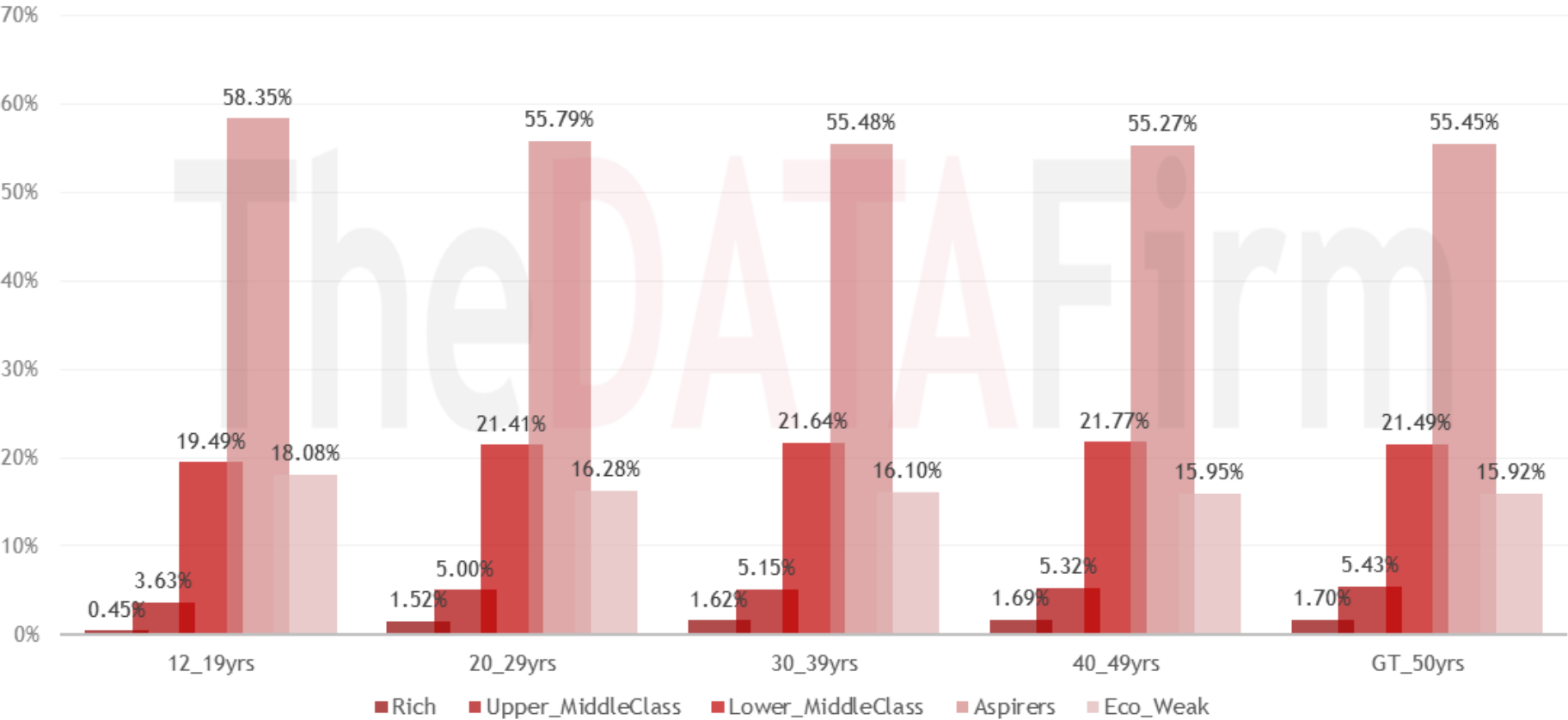
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
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NORTH EAST REGION

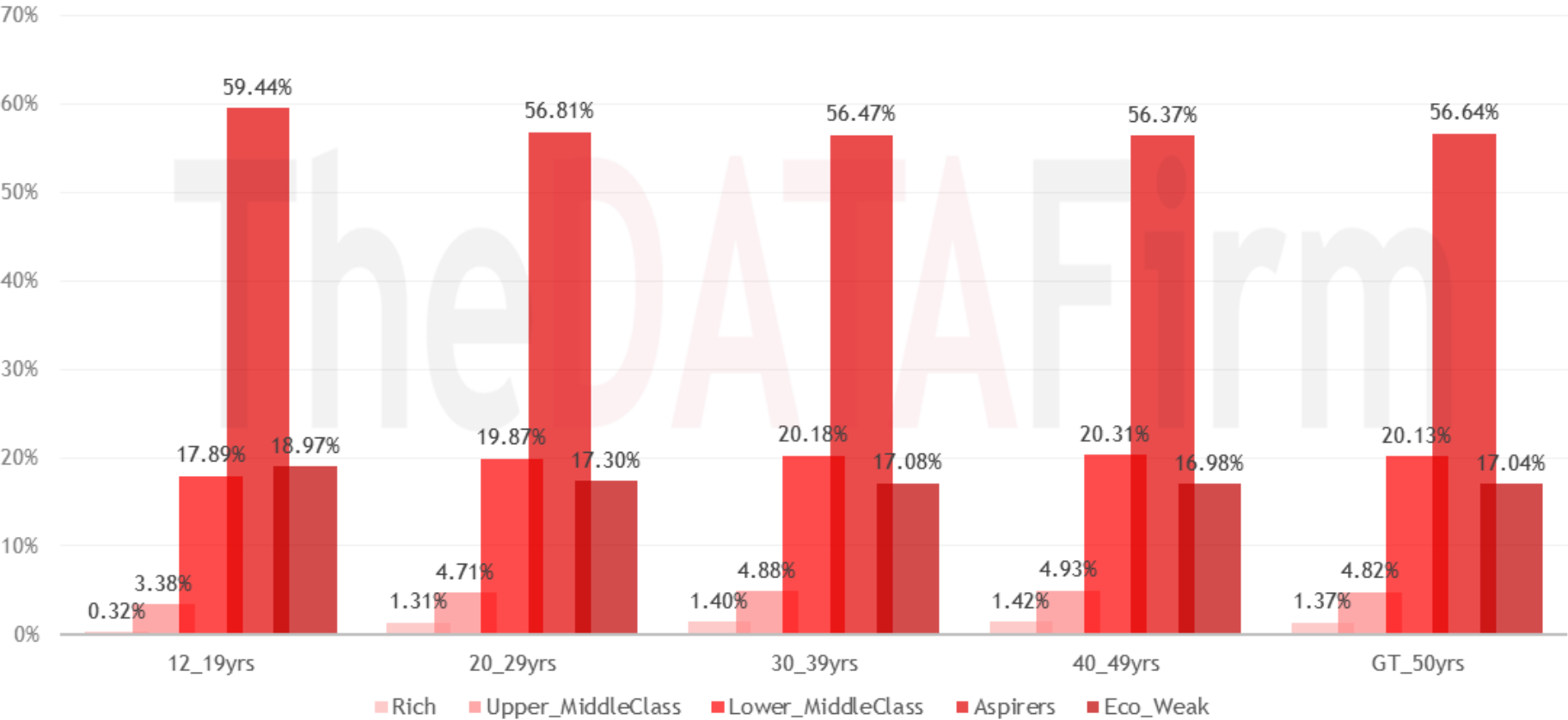
Affluence by AGE - GROUPS

India - Consumer Classes - NorthEast Region - Age-Group



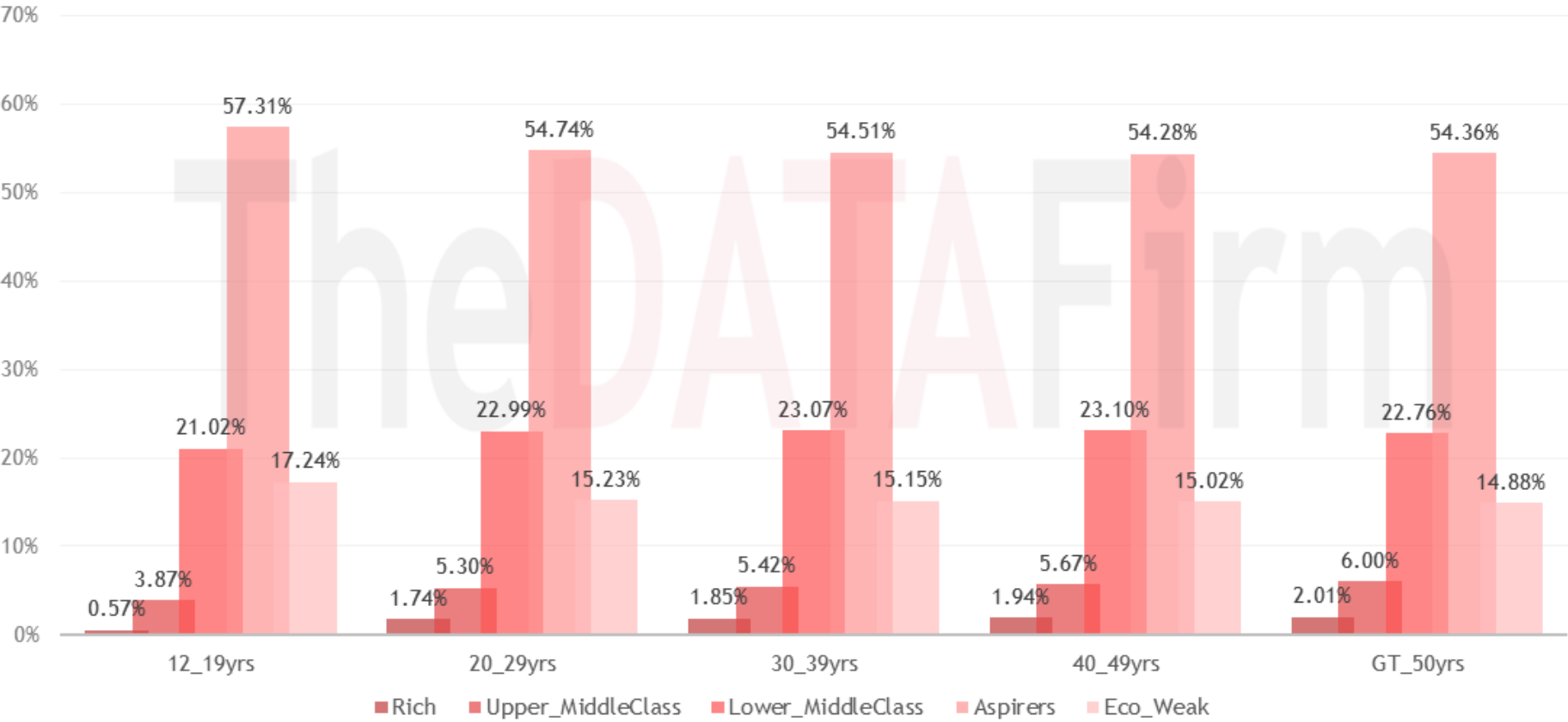
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - NorthEast Region - Age-Group (Females)

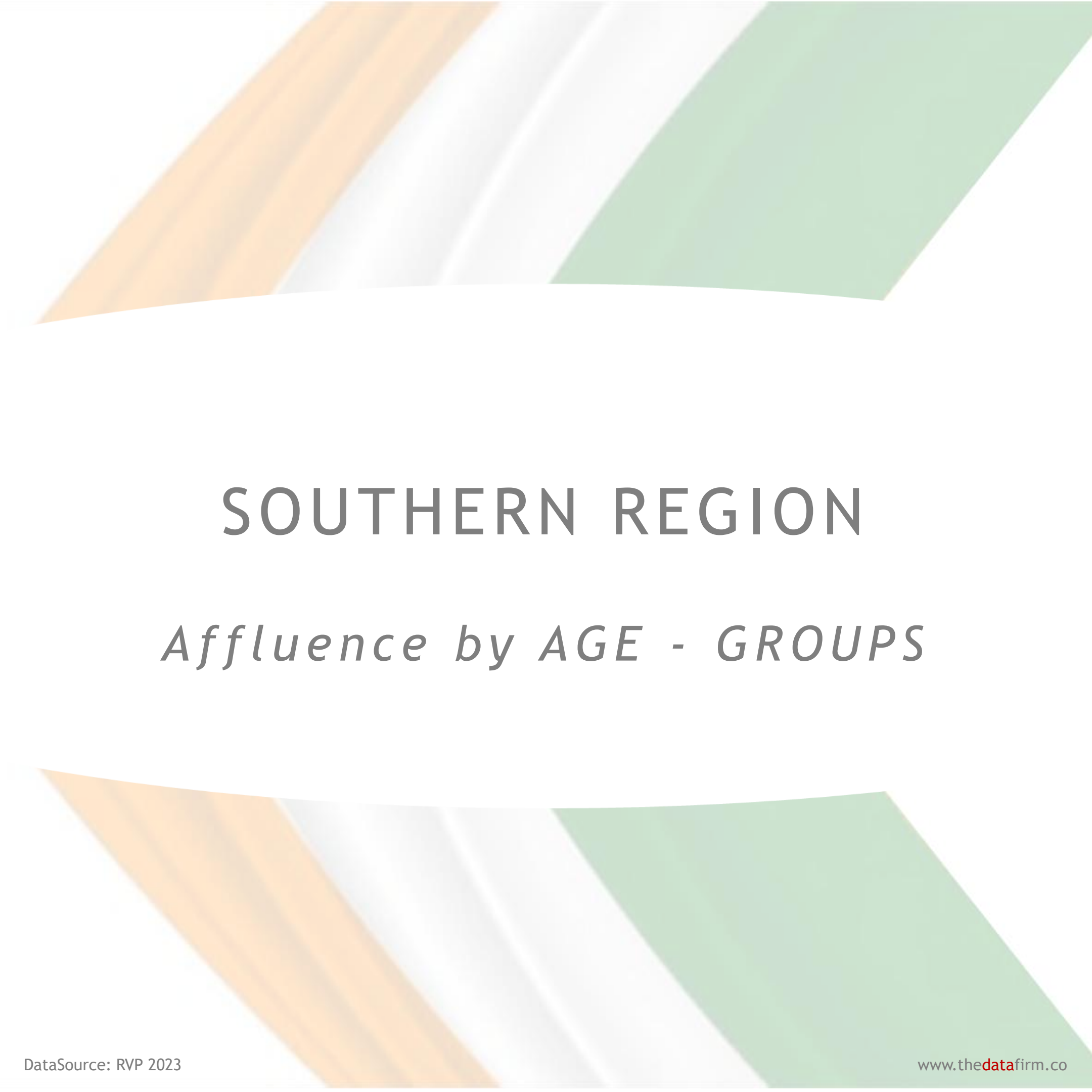


UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
 2 0 2 3

India - Consumer Classes - NorthEast Region - Age-Group *(Males)*



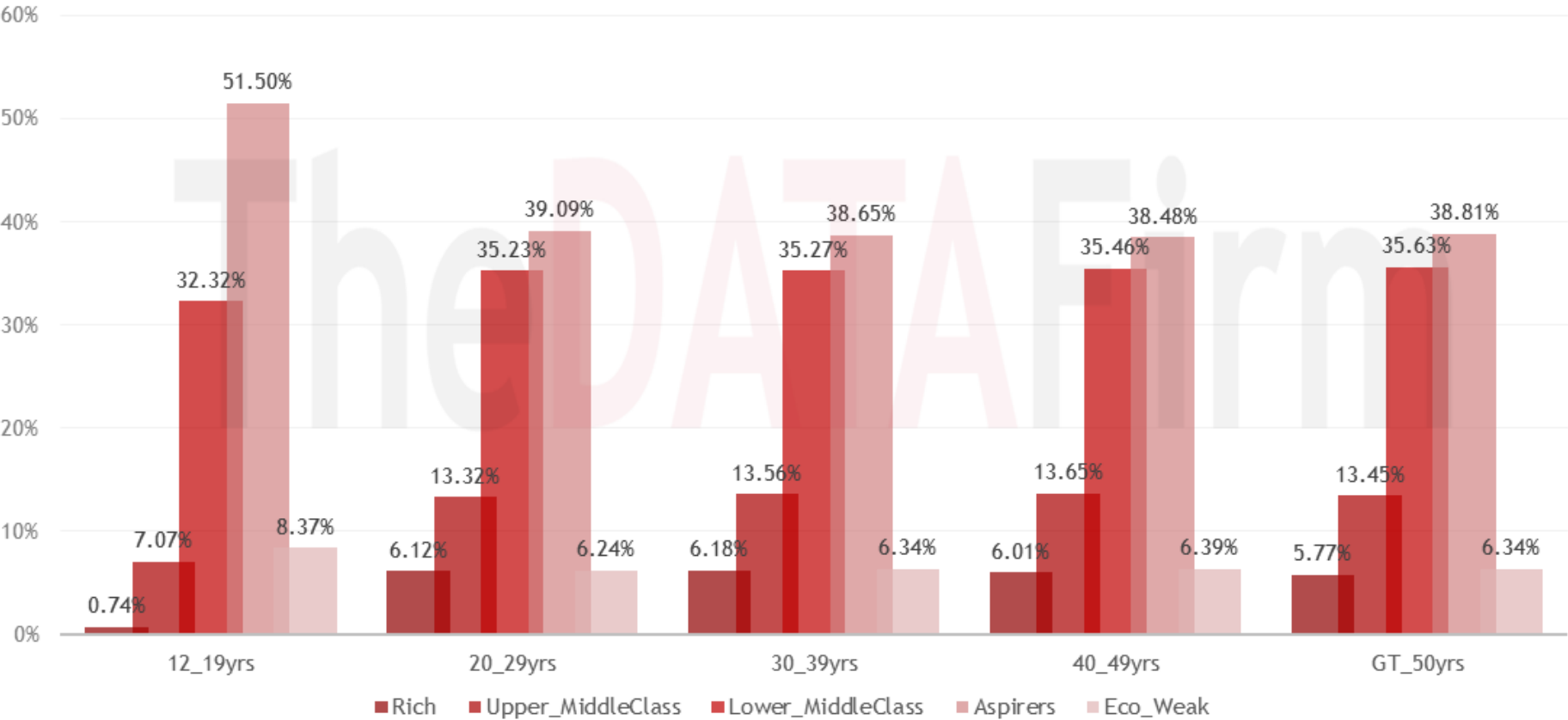
U N D E R S T A N D I N G - I N D I A ' S C O N S U M E R L A N D S C A P E
2 0 2 3



SOUTHERN REGION

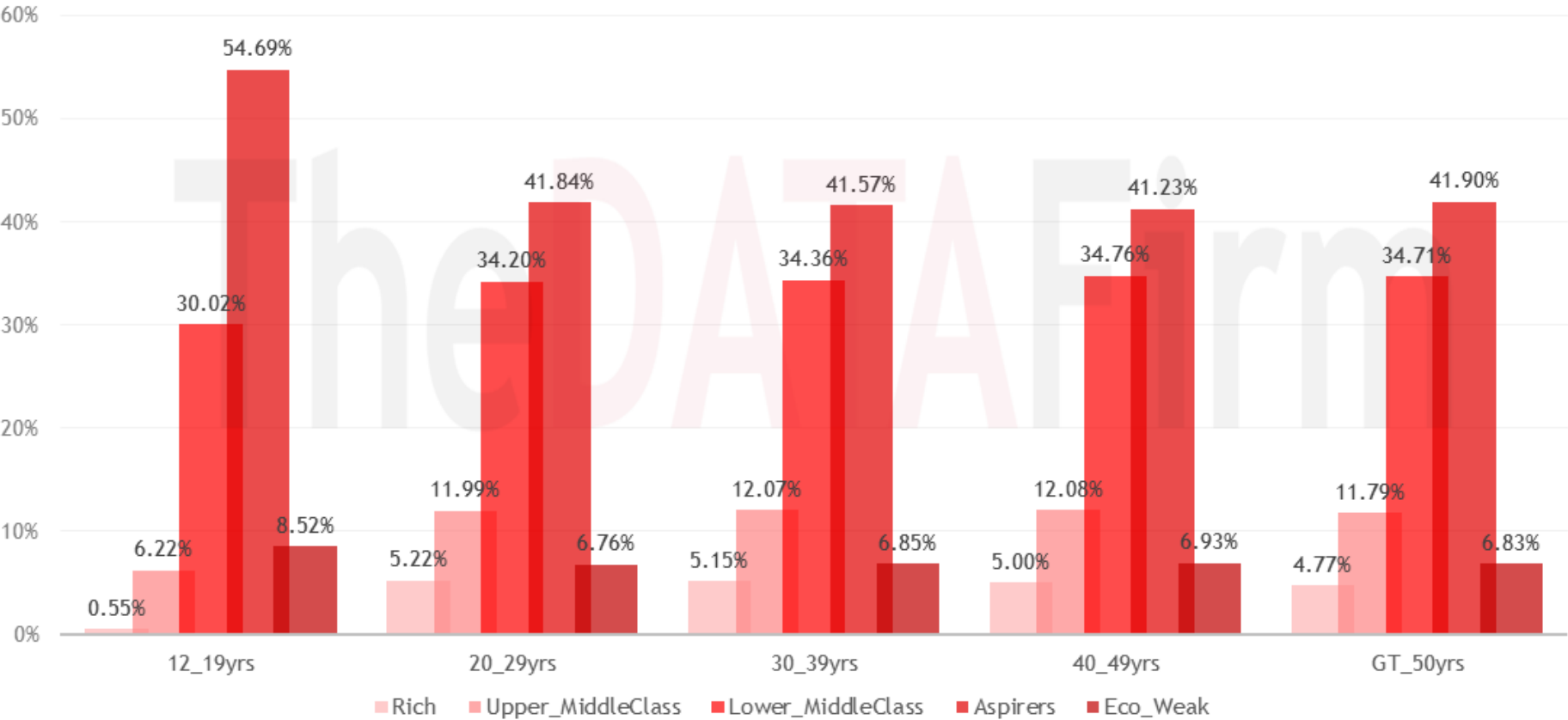
Affluence by AGE - GROUPS

India - Consumer Classes - South Region - Age-Group



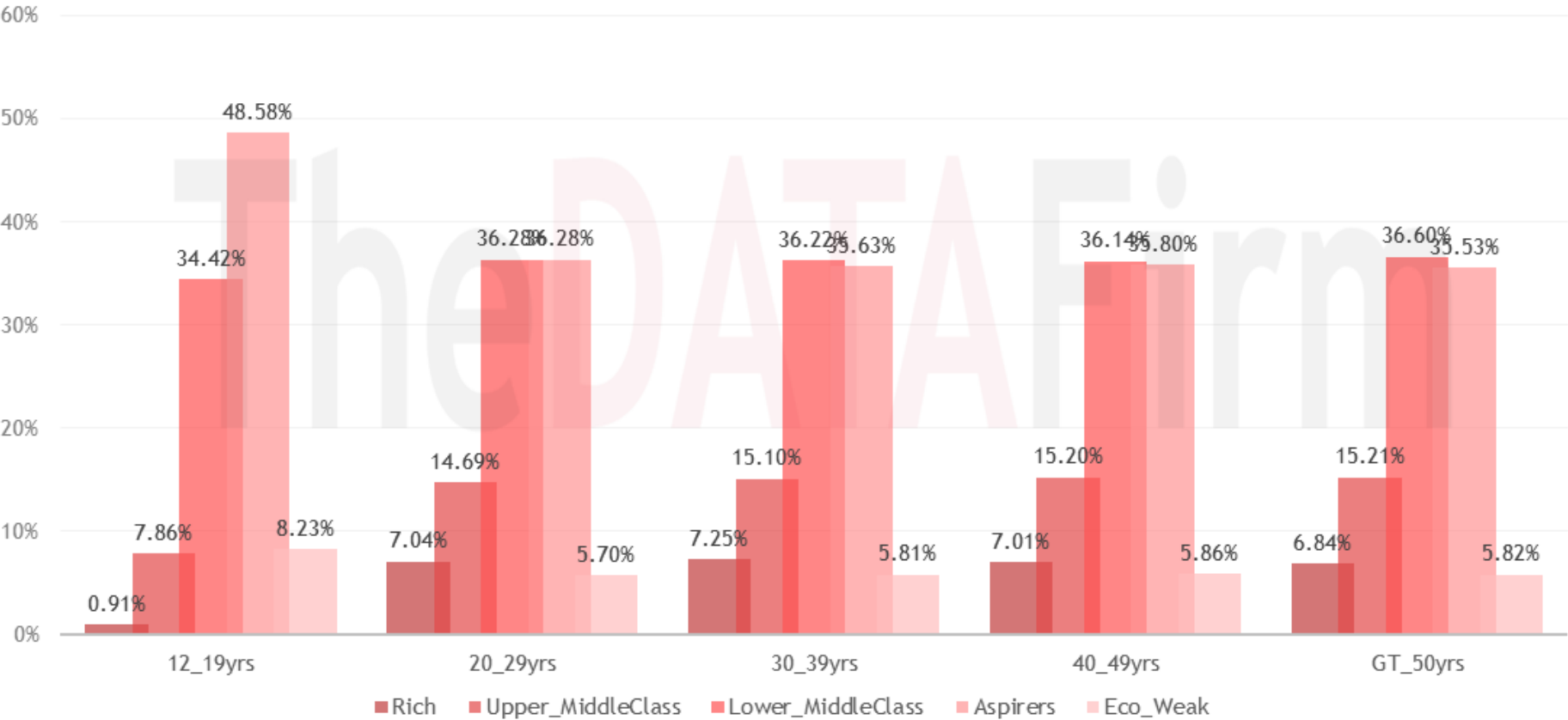
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - South Region - Age-Group (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - South Region - Age-Group (Males)



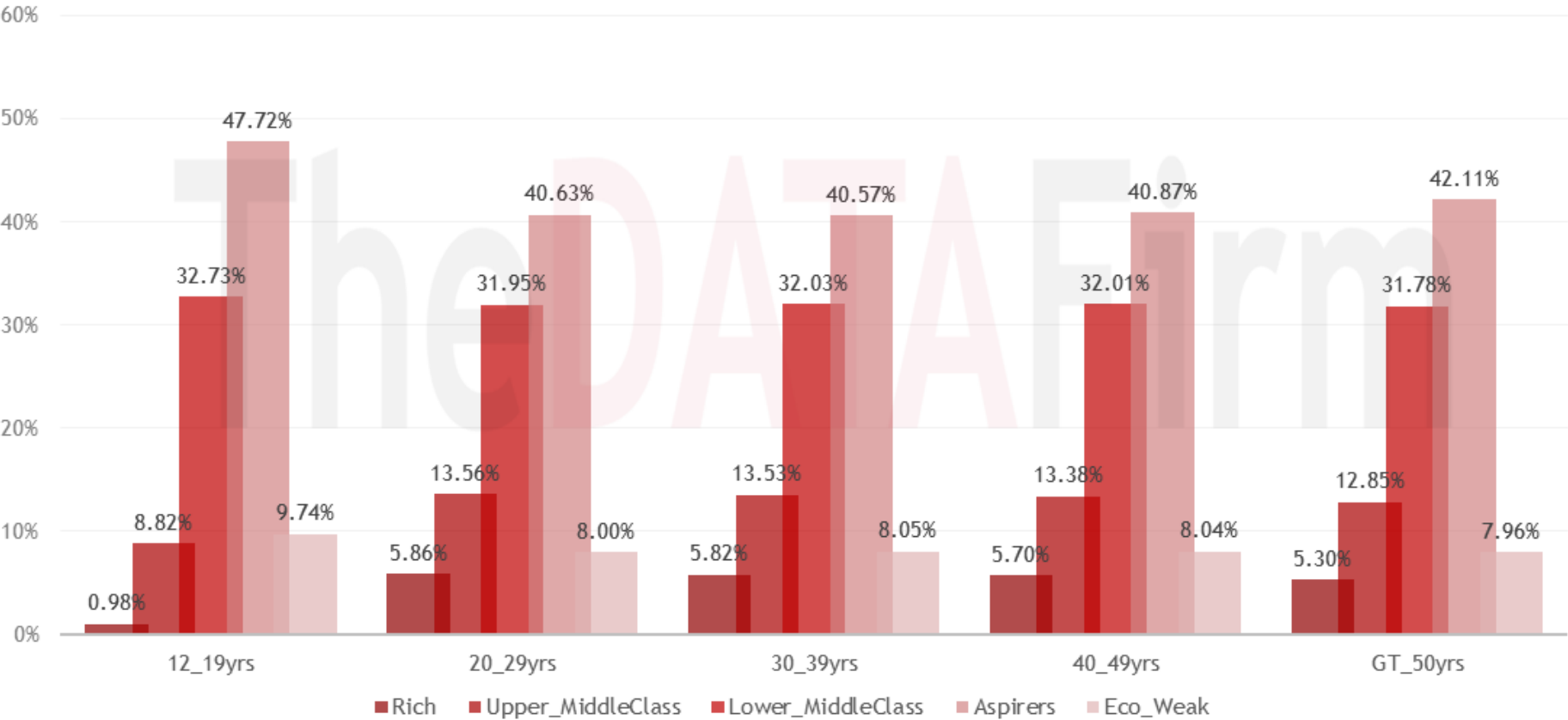
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
 2 0 2 3



WESTERN REGION

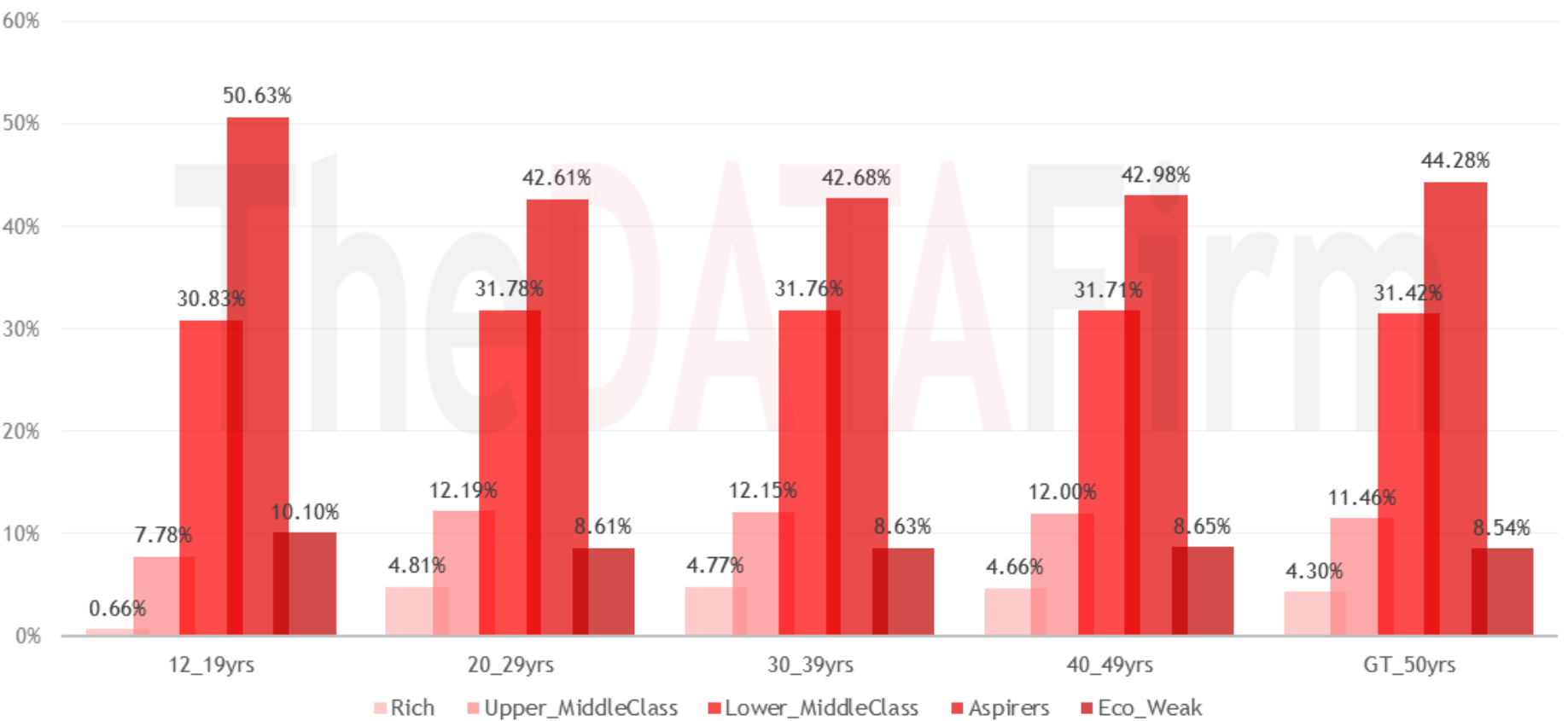
Affluence by AGE - GROUPS

India - Consumer Classes - West Region - Age-Group



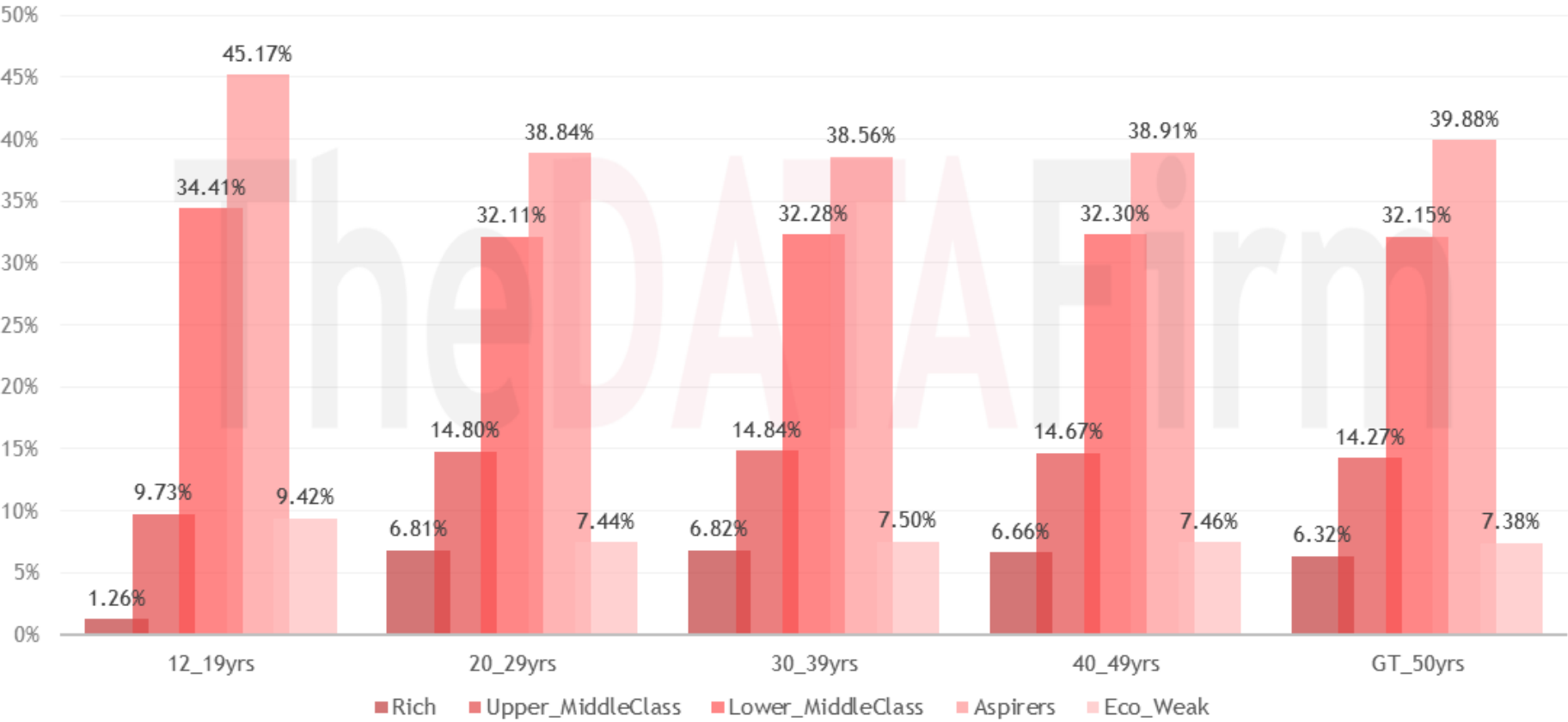
UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - West Region - Age-Group (Females)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

India - Consumer Classes - West Region - Age-Group (Males)



UNDERSTANDING - INDIA'S CONSUMER LANDSCAPE
2 0 2 3

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