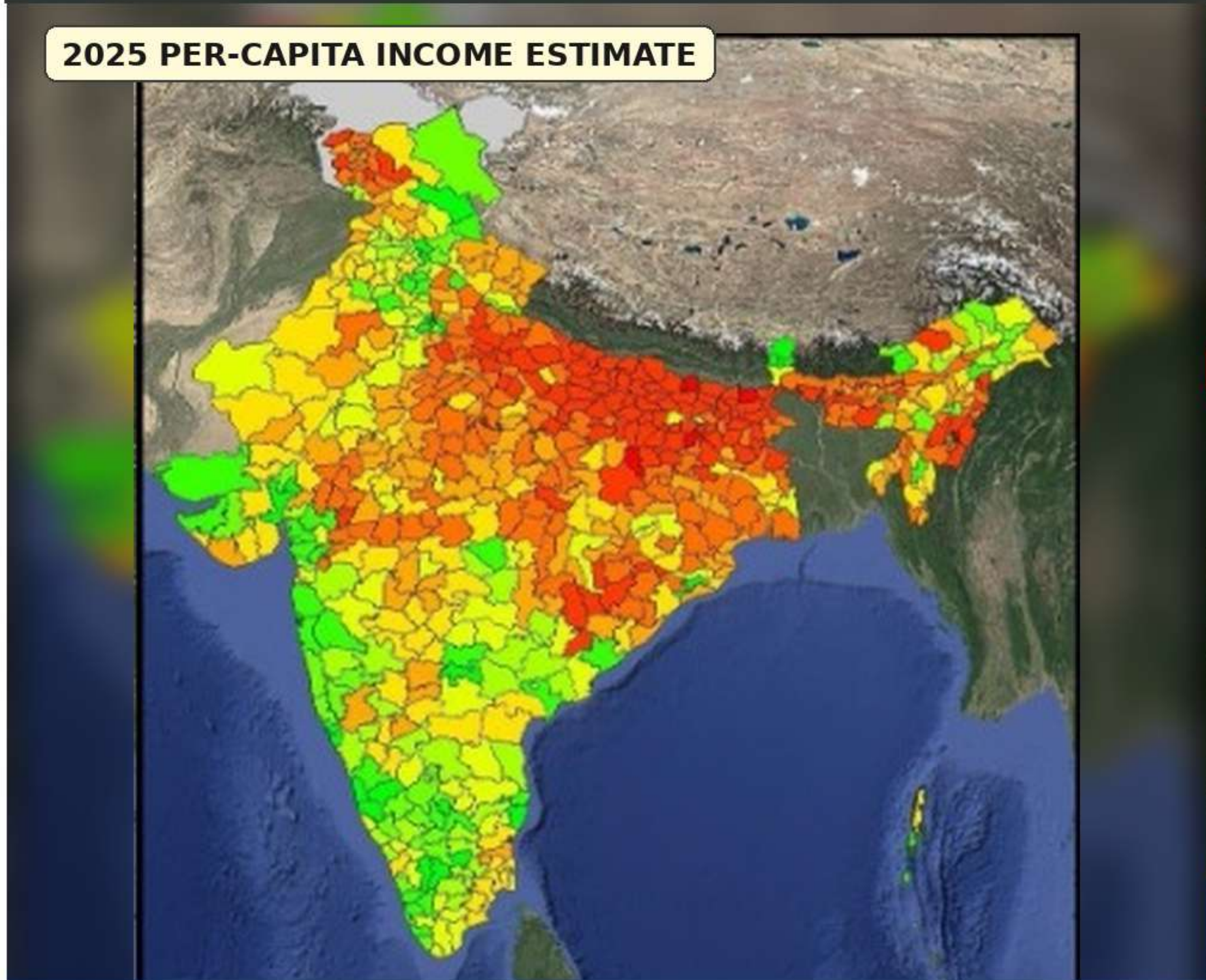
StrateGISt DISTRICT MAP WITH PROSPERITY INDEX

INDIA DISTRICT PROSPERITY VARIATION



MAIN ATTRIBUTES

- Total Households(HH)
- Total Population
- Total Male
- Total Female
- Sex ratio
- Literacy
- Male Literacy
- Female Literacy
- % HH - Electricity
- % HH - LPG
- % HH - Banking
- % HH - Radio
- % HH - Television
- % HH - Total Computers
- % HH - Computer with Internet
- % HH - Teledensity
- % HH - Bicycle
- % HH - 2 Wheeler
- % HH - 4 Wheeler
- % HH - all assets
- % HH - none of the assets
- Prosperity Index
- Population Estimated 2025
- Per Capita Income Estimated 2025

Analyze Sales Data With Market Demographics

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StrateGISt Technologies

➢ Methodology: Current Population + Income

Historical and official data provide the anchor; current local signals keep every estimate relevant.

POPULATION

Census history + official state projections form the baseline. Built-up area, school enrollment and household-size change re-anchor districts, towns and villages to post-2011 reality.

PER-CAPITA INCOME

Prosperity Index + district income create the micro baseline. District GDP drives growth; urban/rural split and recent bank-credit growth differentiate local markets. VIIRS is used only where validated.

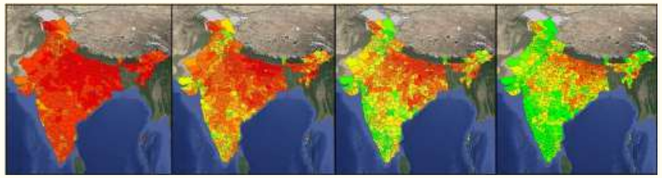
QUALITY CONTROLS

Micro estimates are reconciled to district and state totals. Multiple signals are combined, recent momentum is balanced with history, and the forward GDP horizon is kept short to 2030.

History gives the anchor. Current local signals move the estimate.

➢ Affluence in Motion: 2012 -> 2030

INDIA



2012 2021 2025 2030

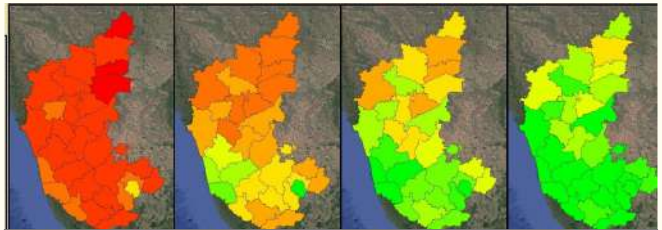
Income band	2012	2021	2025	2030
0-50k	269	60	5	0
50-100k	254	187	105	24
100-150k	87	156	125	76
150-200k	16	111	96	84
200-250k	9	55	95	84
250-300k	4	30	68	62
300-350k	1	15	43	66
350-400k	0	9	32	50
400-500k	0	12	34	74
500k-2m	0	5	37	120

MAHARASHTRA

2012 2021 2025 2030

Income band	2012	2021	2025	2030
0-50k	0	0	0	0
50-100k	25	1	0	0
100-150k	6	17	1	0
150-200k	4	8	5	0
200-250k	0	4	10	2
250-300k	0	3	4	5
300-350k	0	0	5	5
350-400k	0	1	4	6
400-500k	0	1	4	5
500k-2m	0	0	2	12

KARNATAKA



2012 2021 2025 2030

Income band	2012	2021	2025	2030
0-50k	3	0	0	0
50-100k	20	0	0	0
100-150k	6	9	0	0
150-200k	0	10	4	0
200-250k	1	6	6	1
250-300k	0	1	3	3
300-350k	0	2	5	1
350-400k	0	1	6	6
400-500k	0	0	2	5
500k-2m	0	1	4	14

Districts above Rs 500,000 PCI: India 37 -> 120 | Maharashtra 2 -> 12 | Karnataka 4 -> 14 (2025 -> 2030)

2030 values are model estimates. Annual population and per-capita-income estimates are available from 2012 onward.

See where purchasing power is moving - before the next census tells you.

➢ Market Segmentation:

Districts are grouped into ten prosperity classes using clustering. Asset ownership rises consistently with prosperity, turning the map into a practical 80-20 territory tool for prioritizing high-potential markets and tailoring offers by segment.

Prosperity Class	No. of Districts	% Households	Prosperity Range	% Car Ownership	% Car Market	% Bike Ownership	% Bike Market	% TV Ownership	% TV Market	% Comp. Ownership	% Comp. Market
1	95	12.18	0 - 438	1.23	3.19	7.17	4.14	14.06	3.62	5.20	6.66
2	128	17.63	439 - 600	1.86	7.01	11.42	9.55	23.18	8.63	5.63	10.43
3	104	13.96	601 - 770	2.46	7.33	16.57	10.97	35.14	10.36	6.01	8.82
4	108	18.38	771 - 962	2.79	10.93	19.44	16.95	52.31	20.30	6.80	13.14
5	66	10.93	962 - 1165	4.38	10.22	24.62	12.77	62.31	14.39	8.96	10.29
6	46	7.73	1166 - 1393	6.27	10.33	32.10	11.76	66.30	10.82	10.58	8.59
7	38	5.16	1394 - 1706	8.99	9.89	34.73	8.49	71.17	7.75	12.62	6.84
8	27	7.18	1707 - 2101	10.34	15.85	36.46	12.42	78.48	11.90	19.30	14.56
9	11	3.32	2102 - 2560	14.56	10.33	35.33	5.57	82.25	5.77	25.58	8.94
10	17	3.53	2561 - 3737	19.80	14.92	44.02	7.37	86.54	6.45	31.65	11.74

From national market potential to district-level action: prioritize territories, size opportunity and align distribution with purchasing power.