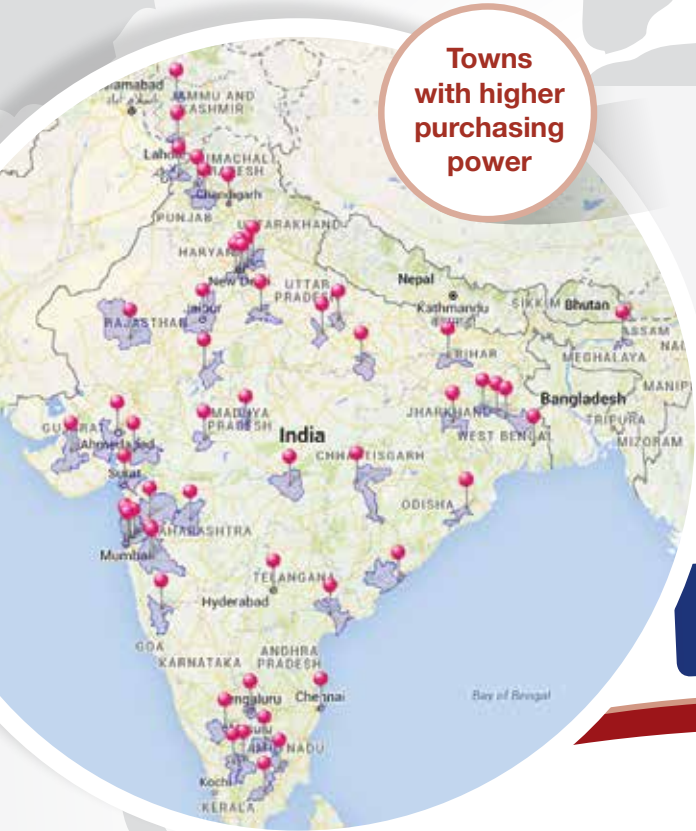


DISTRICT METRICS

Visual insights for decision-makers in Enterprises & policy-makers in Government

Unravel India's household market potential through demographics, robust estimates on income, business activity & interactive maps



Towns with higher purchasing power

www.districtmetrics.com (DM) is a web-delivered subscription based service, that provides Demographics, Household purchasing power and Economic activity for 634 districts & 537 towns in India, enabling you to locate the markets for your products and services. Visualise the markets of your choice through dynamic map views, powered by advanced query tools and a Dashboard.

Identify and locate market geographies and households that can be prioritised.

QUERY

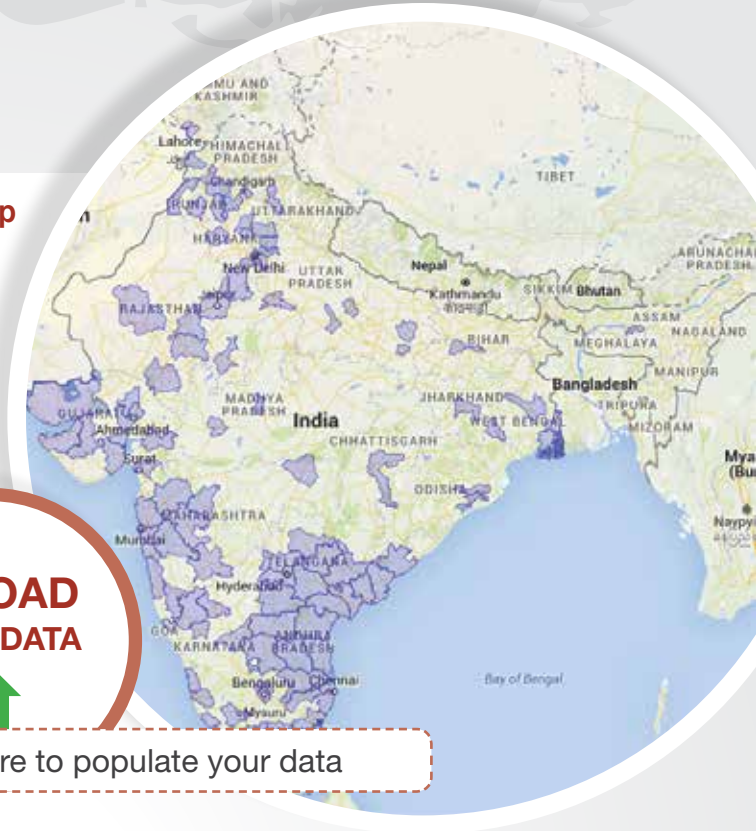
State

| | | | |
|--|--|--|---|
| <input type="checkbox"/> All States | <input type="checkbox"/> Andhra Pradesh | <input type="checkbox"/> Arunachal Pradesh | <input type="checkbox"/> Assam |
| <input type="checkbox"/> Andaman & Nicobar Islands | <input type="checkbox"/> Chandigarh | <input type="checkbox"/> Chhattisgarh | <input type="checkbox"/> Dadra & Nagar Haveli |
| <input type="checkbox"/> Bihar | <input type="checkbox"/> Goa | <input type="checkbox"/> Gujarat | <input type="checkbox"/> Haryana |
| <input type="checkbox"/> Daman & Diu | <input type="checkbox"/> Jammu & Kashmir | <input type="checkbox"/> Jharkhand | <input type="checkbox"/> Karnataka |
| <input type="checkbox"/> Himachal Pradesh | <input type="checkbox"/> Lakshadweep | <input type="checkbox"/> Madhya Pradesh | <input type="checkbox"/> Maharashtra |
| <input type="checkbox"/> Kerala | <input type="checkbox"/> Meghalaya | <input type="checkbox"/> Mizoram | <input type="checkbox"/> Magaland |
| <input type="checkbox"/> Manipur | <input type="checkbox"/> Odisha | <input type="checkbox"/> Puducherry | <input type="checkbox"/> Pujab |
| <input type="checkbox"/> NCR of Delhi | <input type="checkbox"/> Sikkim | <input type="checkbox"/> Tamil Nadu | <input type="checkbox"/> Telangana |
| <input type="checkbox"/> Rajasthan | <input type="checkbox"/> Uttarakhand | <input type="checkbox"/> Uttar Pradesh | <input type="checkbox"/> West Bengal |
| <input type="checkbox"/> Tripura | | | |

| | Rural / Urban | Gender | Condition | Value | Range |
|----------------------------|---------------|--------|-----------|--------|-------------------------------|
| Total Population Age (0-6) | Select | Select | >= | | Min : 1,084 Max : 13,27,146 |
| Total Population | Select | Select | >= | | Min : 8,004 Max : 1,10,60,148 |
| Literates | Select | Select | >= | | Min : 4,436 Max : 82,27,161 |
| Literacy Rate (%) | Select | Select | >= | Select | Min : 28,77 Max : 88,74 |
| Child Gender Ratio | Select | | >= | | Min : 774,98 Max : 1,033,18 |
| Gender Ratio | Select | | >= | | Min : 533,57 Max : 1,184,40 |
| Family Size | Select | | | | Min : 3 Max : 8 |
| No of Household | Select | | | | Min : 1,952 Max : 25,29,165 |
| Urbanization Rate (%) | Select | | | Select | Min : 0.00 Max : 100.00 |

Juxtapose & visualise your internal data on the map

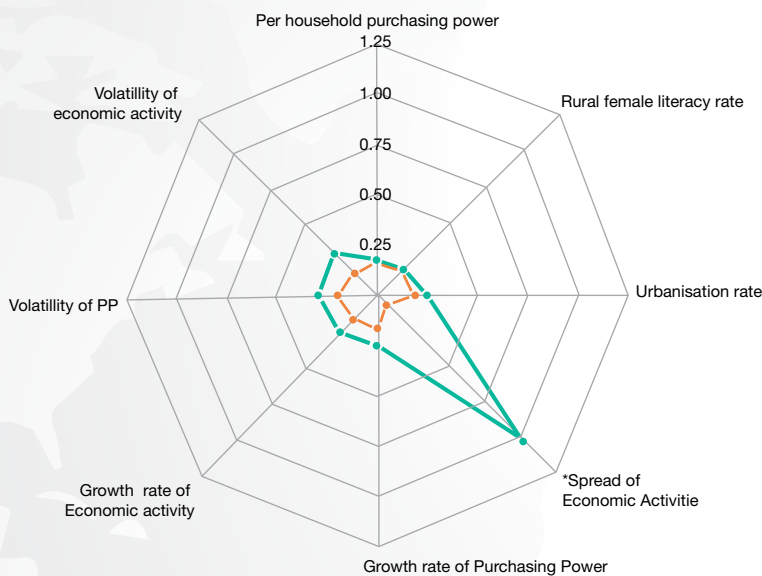
You can super-impose your internal data along with DM data. Our technology enables that your data will be completely secure, and neither Akara nor any third-party has access to your data.



**UPLOAD
YOUR DATA**

Drop a XLSX / XLS file here to populate your data

Dashboard - District - Anand (Gujarat)



— Gujarat - Anand
— Best Value

| Description | Gujarat - Anand | Best Value |
|----------------------------------|-----------------|------------|
| Per household purchasing power | 0.166 | 0.175 |
| Rural female literacy rate | 0.171 | 0.184 |
| Urbanisation rate | 0.184 | 0.249 |
| *Spread of Economic Activities | 0.068 | 1.019 |
| Growth rate of Purchasing Power | 0.161 | 0.246 |
| Growth rate of Economic activity | 0.162 | 0.260 |
| Volatility of PP | 0.194 | 0.289 |
| Volatility of economic activity | 0.155 | 0.295 |
| Composite scorecard | 0.294 | 0.802 |

* Number of economic activities where the district ranks in top 100 in India

Why should you use DM?

- Visualisation through maps helps in comprehending information quickly and simplifies decision-making
- Juxtaposing your internal data on the map along with DM data helps in pin-pointing emerging trends
- Identify and make geographic interventions in your business & public-policy
- Visualise and build on the growth potential across districts and towns



AKARA RESEARCH & TECHNOLOGIES PVT. LTD

R. Sethuraman

☎ 98401 32888

✉ info@akara.co.in

Rohit Sabherwal

☎ 98203 13663

🌐 www.akara.co.in