



Urban Hitlist (UHL) Next Avenues of Urban Growth Centers

Top Towns Outside of Key Metros



7799 Urban Towns with
19,892 PIN Codes



Affluence, Expenditure Patterns,
Asset Penetration, Demographics
& POI data at town level to help
prioritize top towns.



HOW WE DO IT? (Ranking of Towns)

CUSTOM INDEX CREATED BASIS RELEVANT VARIABLES



Sales Potential



Affluence Index



Accessibility Index

SOLUTION HIGHLIGHTS & DELIVERABLES

- ❖ Rank order all urban towns in respective states
- ❖ No of Households and Population with FMCG Sales and Stores at each individual town level

						Identify Potential target villages		Identify Potential FMCG stores	Understand consumer potential to spend		
Country	State	District	Town	Town_code	Town Class	FMCG Retail Sales Basket (All India)	FMCG Retail Sales (INR Lacs)	FMCG Retail Stores	Prosperity Index Tier	Accessibility Index Tier	
India	Andhra Pradesh	Anantapur	Dharmavaram	IND028553803010	TC3	Top 50	>350	>1K	High	High	
India	Andhra Pradesh	Anantapur	Guntakal	IND028553803007	TC3	Top 50	>350	500 to 1K	High	High	
India	Andhra Pradesh	Chittoor	Tirupati	IND028554803014	TC3	Top 50	>350	>1K	High	High	

Investment: INR 3,50,000 per state (Economies of Scale with multiple state buy-in)