



Village Hitlist - VHL

Unlocking the Potential of Rural India

Rural is Big & Widespread



6 Lac Villages



Only 41% of the villages account for 80% of the FMCG sales



High throughput villages have ~2x avg. stores and avg. sales vs. other villages

NIQ

HOW WE DO IT?

CUSTOM INDEX CREATED BASIS RELEVANT VARIABLES



Sales Potential



Affluence Index



Accessibility Index

SOLUTION HIGHLIGHTS & DELIVERABLES

- ❖ Rank order all village population in respective states based on their FMCG / Food / Non-Food sales
- ❖ Village population, Total FMCG sales, No. of Households, Retail Stores, District & Sub-District names
- ❖ Village Prosperity, Accessibility Index and Distance from district HQ & National Highway

		Identify Potential target villages Identify Potential FMCG stores Understand consumer potential to spend Identify ease of distribution based on proximity from highway									
District	Village	Village class	No. of Households	Population	FMCG Sales Rank	FMCG Sales (INR 000's)	FMCG Stores	Prosperity Tier	Accessibility Tier	Distance from district HQ (Kms)	Distance from Highway (Kms)
Jyotiba Phule Nagar	Aajampuri&li	A	2,288	11,685	Top 50%	1.5k - 5k	50 - 150	High	High	37	More than 10 Km.
Mahrajganj	Chhitauna	C	733	3,726	Top 50%	300 - 500	25 - 50	Mid	Mid	32	1 to 5 Km.
Lalitpur	Bairwara	D	420	2,127	Top 50%	300 - 500	25 - 50	Mid	High	23	More than 10 Km.
Sultanpur	Aalahaadadpur	D	321	1,529	Next 30%	200 - 300	< 25	Mid	High	9	1 to 5 Km.
Ambedkar Nagar	Aalapur	E	19	126	Bottom 20%	25 - 50	< 25	Low	Low	30	More than 10 Km.
Basti	Kate Khaira	E	61	481	Bottom 20%	100 - 200	< 25	Mid	Mid	47	5 to 10 Km.

Investment: INR 5,20,000 per state (Economies of Scale with multiple state buy-in)