

## About Indicus Analytics

Indicus Analytics, a Nielsen company since September 2014, was established in December 2000 and has since become India's premier economic research and data analytics firm. We help our clients cut through the maze that is India to unravel the various facets of the Indian economy, markets and consumers.

Our multidisciplinary team follows, analyzes, and reports the latest economic, market and consumption trends. Our data analytics solutions provide insights about the economy and the consumers at extremely granular levels - city, district and neighborhoods. Our methodologies include patent-pending algorithms that are capable of distilling insights from our core data, which is derived from highly authentic public data sources.

Indicus research services and data products have received world-wide recognition. Top-most national and international corporate bodies, industry associations, governments, academia and media houses use our research to understand the Indian economy, consumers and markets better. Indicus soon plans to extend its footprints in the arena of global research and data analytics solutions.

Indicus examines many aspects of the Indian economy both at the national and sub-national level. It conducts monitoring and evaluation studies, indexation and ratings, as well as policy research. Our researches have fed into academic discourse as well as policy and industry outcomes and have been used by many national and international organizations that produce high quality information and analysis. Key among them are Harvard, Stanford and Cambridge Universities, World Bank, UNICEF, UNDP, Reserve Bank of India, Finance Commission, Planning Commission, Microsoft, IKEA, McKinsey, BCG, Ernst & Young, etc. Indicus data and analytics solutions help businesses take the right marketing decisions faster and smarter.

Indicus products help users locate and select their consumer and market segments, prioritize markets and sales efforts, optimally locate their store or branch, test and experiment with new products, ads and sales tactics. The critical USP of Indicus products is that they provide insights about the markets and the consumers through highly robust and credible data. The easy-to-use analytical tools and insightful infographics allow users to compare, prioritize and choose their best markets instantly at the level of a state, district, cities (of various tiers), block, neighbourhood, pin code, and now as finely as a one sq. km. area.

Indicus analytics service is specifically designed to deliver sizes of consumer segments, their asset and expenditure profiles, as well as estimate the overall market potential. The analytical framework also allows for probing and finding solutions on optimization of retail distribution, compete more effectively by mapping catchment and footfall of each competitor's retail location, minimise cannibalisation and understand the characteristics of the consumers within specific retail catchments.

Constant interaction with national and international experts and non-funded research activities are the key factors that enable us to maintain a high quality of output. Our persistent endeavor to keep abreast of new developments in research methodology gives us the ability to bring out fresh insights from otherwise intractable information. Most important factor behind our success has been our ability to triangulate between (i) the objectives and motivations of the sponsor, (ii) information availability and robust methodologies, and (iii) structure of the Indian economy. Apart from quantitative economic research of secondary data, Indicus conducts large scale surveys, qualitative analysis, indexation, forecasting, evaluation and monitoring, publishes white papers and policy briefs.