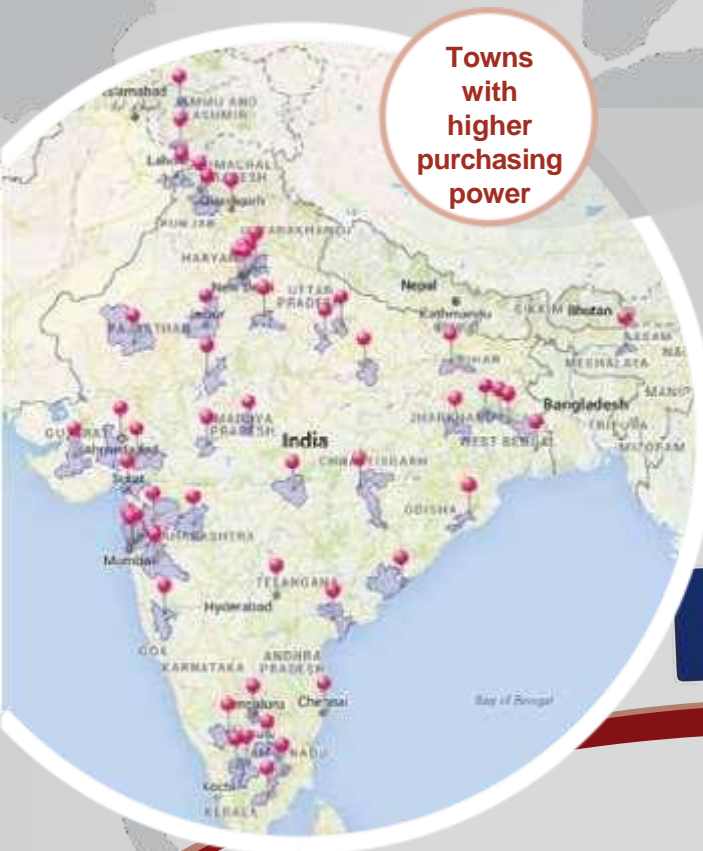


# DISTRICTMETRICS

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



www.districtmetrics.com is a web-delivered service, provides demographics, household purchasing power or income and economic activity for– districts,& towns enabling you to locate the markets for your products and services. The reliable data and robust estimates in DM are powered with querying tools, supported by dynamic map-views.

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

**QUERY**

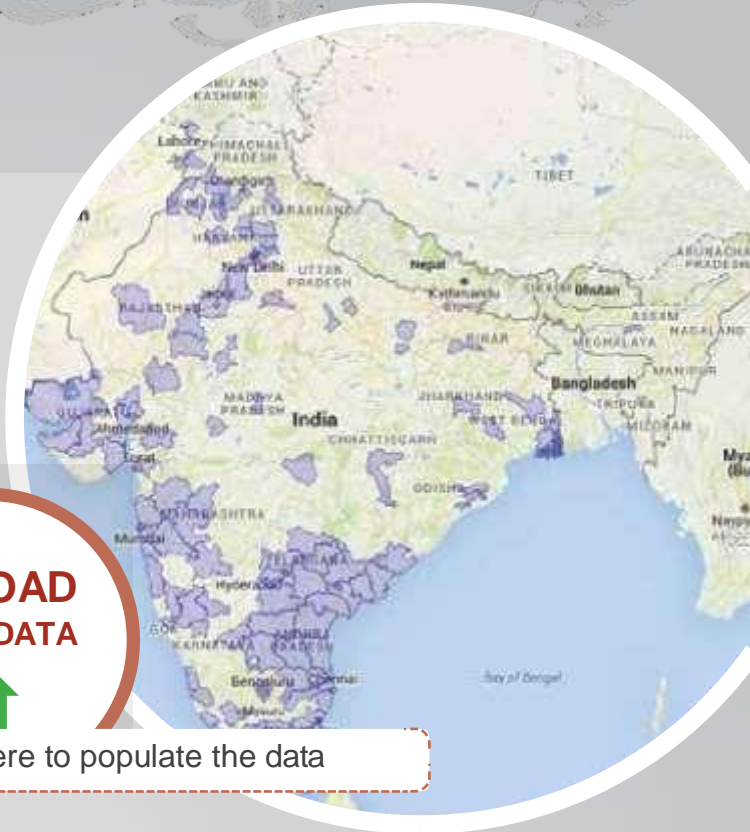
  
  
  
  
  
  
  
  


Estimates of Purchasing power of HHs based on RBI release  
 Index of Economic Activity (IEA) based on RBI release

“Juxtapose & visualise your internal data on the map along with DM datasets”...

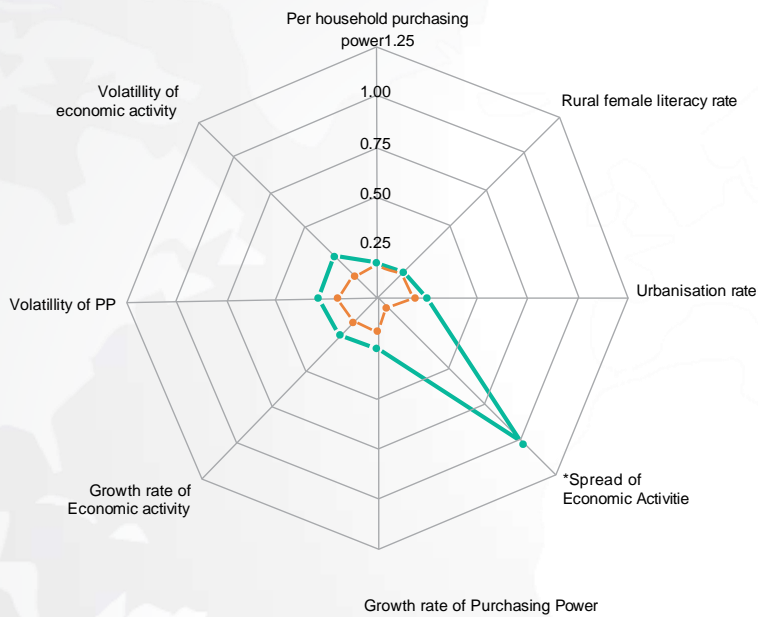
“Your internal data is completely secure, when viewed, in DM. Neither Akara nor any third party gets access to your data.”



**UPLOAD  
YOUR DATA**

Drop a XLSX/XLS file here to populate the data

**Dashboard-District-Anand(Gujarat)**



— Gujarat- Anand  
— Best Value

Description	Gujarat-Anand	Best Value
Per house hold 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 top 100 in India

**Why should you use DM?**

- Visualisation through maps simplifies decision-making
- Juxtaposing your internal data on the map, adds tremendous value by combining internal and external DM data-sets, visually on a map
- Robust estimates on Purchasing Power & Index of Economic Activity Based on RBI release
- Dashboard enables quick assimilation of the information based on myriad sources to understand the growth potential across district and towns.

AKARA RESEARCH & TECHNOLOGIES PVT.

R. Solapur  
9840132888

LTD.  
info@akara.co.in

Rohit Solapur  
9820313663

**For any queries, Contact:**



## **Bharat Book Bureau**

808, Real Tech Park, Sector -30A, Vashi, Navi Mumbai, India -400703.

Website: [www.bharatbook.com](http://www.bharatbook.com)

Email: [info@bharatbook.com](mailto:info@bharatbook.com)

Phone: +91 22 68327185

Mobile: +91 92237 67111