

DAILY PAGER

GUESTIMATE CHEATSHEET (INDIA)

Population (mid 2025)	1.45 billion	RETAIL	
Divide	40% Urban – 60% Rural	Organised Retail	10%
No. of Households	300 million	Kiran stores	15 Mn
GDP Growth	6%	Supermarkets	60k
Avg household size	4	FINANCIAL	
Working age population (15-64 yrs)	67% of total	Financial inclusion	82%
GDP per capita (\$)	2700	Bank branches	60k(urban) & 1 lac (rural)
GDP	\$4.2 Trillion (4 th rank)	Debit + Credit Card	1 Bn
GDP (PPP)	\$17.5 Trillion (3 rd Rank)	UPI users	500 million
CONNECTIVITY		SECTORAL DISRIBUTION	%Population Eco. Share
Internet Subscribers	950 million	Agriculture	45% 20%
Smartphone users	720 million	Industry	30% 26%
Telephone subscribers	1.2 billion	Service	25% 54%
DEMOGRAPHICS		HEALTH	
Mean (Median)	28.5 (29)	Life Expectancy	70 years
0-14 yrs	24%	Hospitals	25000 in Govt & 45000 Pvt
65+ years	10%	Public Vs Private Health Expenditure	~1.3% vs 3% of GDP
Literacy Rate	78%	Beds per hospital	20 in Govt & 100 in Pvt
Population Density (/km ²)	488	Allopathic Doctors	1.3 lakhs
MOBILITY		Patients per doctor	810
Cars per 1,000 people	35	ENERGY	
2-wheelers per 1,000	200	Power Capacity	475 GW
Annual new vehicle registrations	25 million	Power consumption	1400 kWh per capita
Air passengers	325 million	Renewable energy	227 GW
Train passenger (trips)	7 billion	LPG Connections	330 Mn
EMPLOYMENT		DIGITAL PENETRATION	
Unemployment Rate	8% (25% in youth)	E-COM Penetration	120 Bn
Unorganised Workforce	90%	OTT Subscribers	100 Mn
Poverty rate	16%	Social Media Subscribers	460 Mn
INCOME SPENDING		HYDERABAD SPECIFIC	
Monthly per-capita income	~₹18,000	Area	650 km ²
Urban disposable income	1.5-2 x National Avg.	Population	10 mn
Avg monthly household consumption	~₹25,000	GDP	\$90 Bn
INCOME DISTRIBUTION		RURAL-URBAN DIVIDE	Urban Rural
Lower Income	10%	Literacy Rate	90 77
Lower Middle	40%	Internet Penetration	70 50
Middle	40%	Family Size	3.5 4.8
Upper Middle	7%		
Upper	3%		

IMPORTANT TEMPLATES

Daily consumption: Population × penetration% × frequency/day × serving size

Market value: Users × annual consumption × price/unit

Store-based: Stores × customers/day × spend × 365

Service adoption: Base × penetration × growth/year

Vehicle fleet & fuel: Vehicles × km/year × efficiency

Workforce & hiring: Employed × %sector × attrition rate