

Lifestyle Survey of 1,000 Indian Power *Sei-katsu-sha*¹

Around half of households have lavish lives with domestic helpers, but many products have yet to take on.

50.7% of households employ maids. Around 10% have a chauffeur to drive their car.

The air-conditioner take-up rate is 32.1%. Ownership of a family computer is 48.1%.

Tokyo - June 2, 2008

According to an Indian government announcement, 5% of the country's 2005 population belonged to the middle class, defined as persons with household incomes of 200,000 INR (approx. 560,000 yen)–1,000,000 INR (approx. 2,800,000 yen). A think tank last year created a splash by predicting that this will rise to 20% by 2015. It is said that less than 1% of the Indian population currently belongs to the wealthiest category, so middle class consumer trends are watched with great interest. Hakuhodo's Research & Development Division has identified this middle class as the leaders of consumption and dubbed them Indian Power *Sei-katsu-sha* (see definition below). Hakuhodo's R&D Division recently surveyed the lifestyles and values of India's Power *Sei-katsu-sha*. Key findings from analysis of this survey appear below.

Indian Power *Sei-katsu-sha*, as defined by Hakuhodo, have monthly household incomes of at least 20,000 INR (approx. 56,000 yen), but they live a life that is all but unthinkable in Japan: **50.7% employ maids/servants, and 9.4% of those that own passenger cars also employ a chauffeur.**

At the same time, although India is known as a hot country, **the air-conditioner take-up rate is low (32.1%).** In addition, while India is said to be developing on the back of IT, ownership of durable consumer goods still seems to be slow; **ownership of home computer is just 48.1%.**

As the consumption drivers of the go-go Indian economy, Hakuhodo will continue to monitor Indian Power *Sei-katsu-sha* and used its findings in proposals for clients.

¹ *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Indian Power *Sei-katsu-sha*:

Coinciding almost exactly with the upper-middle bracket used by the Indian government, Indian Power *Sei-katsu-sha* are India's consumer leaders as defined by Hakuhodo. They are males and females aged 25–54 with monthly household incomes of at least 20,000 INR (approx. 56,000 yen; annualized to at least 672,000 yen). This equates to the upper 12% of the populations of Delhi and Mumbai, the two cities surveyed.

Key findings

- **50.7% of households employ maids (live-in maids/ servants, 8.8%; day maids /servants,, 41.9%), 9.4% of households that own a passenger car also employ a chauffeur. Theirs is a life of luxury unthinkable in Japan.**
- **Among durable consumer goods, ownership of washing machines (79.2%), air-conditioners (32.1%), microwave ovens (21.8%) and other home appliances is surprisingly low. Also, although India is said to be riding the IT wave, home computer ownership was just 48.1%.**
- **Use of toiletries is rather low, with usage of shampoo 67.6%, hair conditioner/ treatment 14.6% and body shampoo 10.7%.**
- **The most popular sport by a long way is cricket (83.7%). Among hobbies and interests, the arts come out strongly: going to the cinema (33.1%), going to the theater (26.0%), and listening to music (60.8%).**
- **Following routine meals, people feel they spend money on savings (77.3%), medical treatment (73.2%), and children's cultivation and studies (68.7%). Ceremonial occasions (44.7%) was also high, indicating the importance placed on such occasions.**
- **Although Hindi is the national language, 21.2% normally speak English at home. This will likely give India an advantage in global society.**

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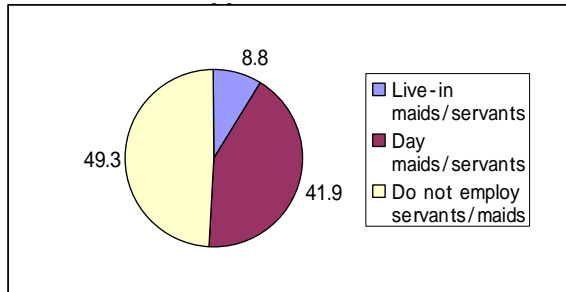
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Appendix: Survey data

- **50.7% of households employ maids/servants (live-in maids/servants, 8.8%; day maids/servants, 41.9%), 9.4% of households that own a passenger car also employ a chauffeur.**

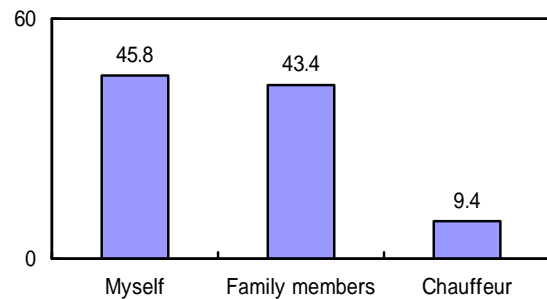
< Employment of maids / servants >

(%)



< In your households, who drives a passenger car? >

(%)



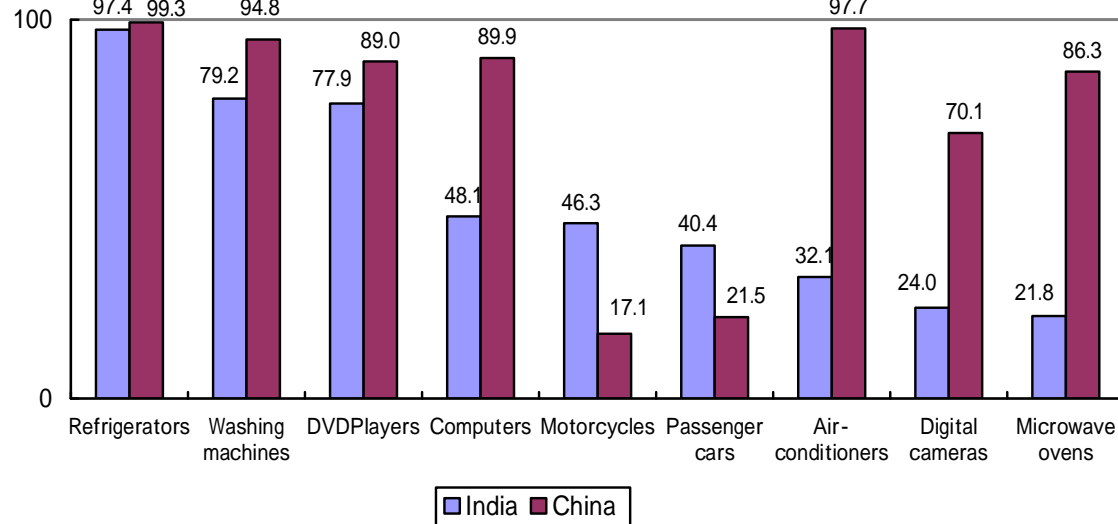
- **Among durable consumer goods, ownership of washing machines (79.2%), air-conditioners (32.1%), microwave ovens (21.8%) and other home appliances is surprisingly low. Also, although India is said to be riding the IT wave, home computer ownership was just 48.1%.**

India is known to be a hot country, but ownership of air-conditioners among Power *Sei-katsu-sha* is still a low 32.1%. Ownership of washing machines (79.2%) and microwave ovens (21.3%) are still relatively low compared to ownership among Chinese Power *Sei-katsu-sha*². With employed help, perhaps these appliances are not felt to be necessary.

Household computer ownership is also surprisingly low (48.1%). However, from the speed with which China, another of the BRICs (Brazil, Russia, India and China) economies, reached its high ownership rate, it seems likely that the take-up speed will be similarly rapid in India.

< Ownership of durable consumer goods compared with Chinese Power *Sei-katsu-sha* >

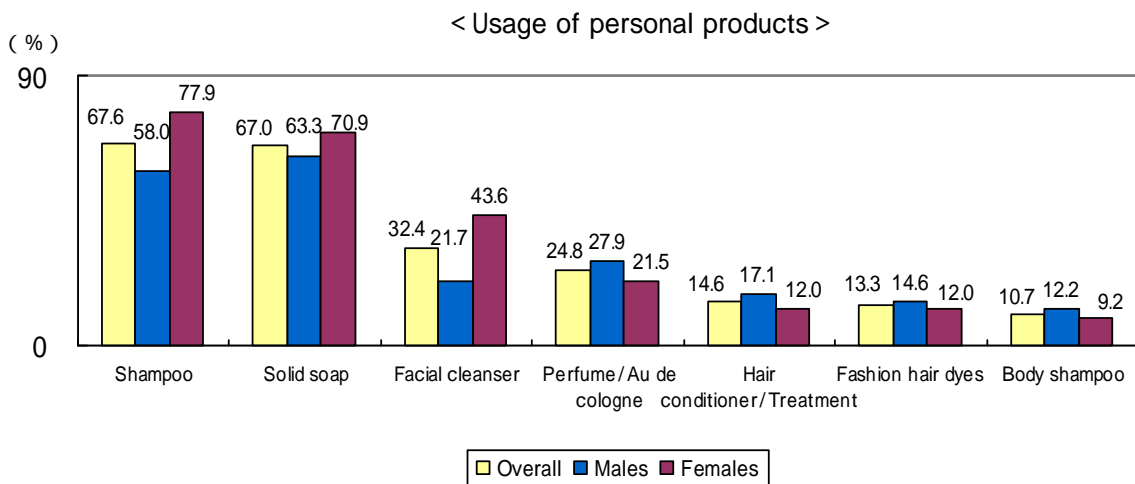
(%)



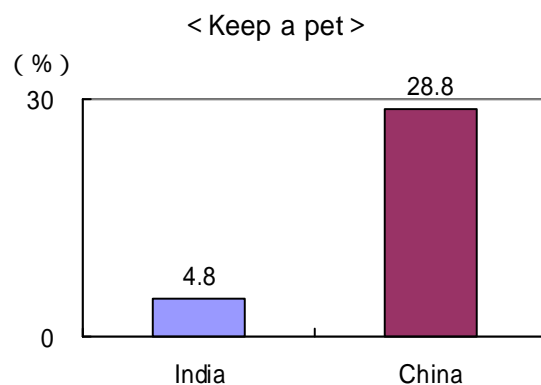
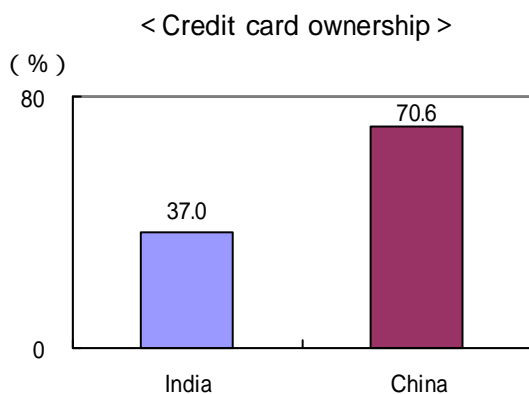
² China's consumer leaders as identified by HakuHodo. Specifically defined as males and females aged 25–44 with monthly household incomes of at least 6,000 RMB.

- Usage of shampoo is 67.6%. Use of perfume and au de cologne is higher than that of body shampoo.

In toiletries, usage of shampoo is 67.6% overall (males 58.0%, females 77.7%), hair conditioner/treatment 14.6% overall, and body shampoo just 10.7% overall. Conversely, use of perfume and au de cologne is a high 24.8% overall. In addition, use of body shampoo is higher among males (12.2%) than females (9.2%). Use of perfume and au de cologne is also higher among males (27.9%) than females (21.5%). Use of perfume and au de cologne is also higher amongst males (27.9%) than females (21.5%).



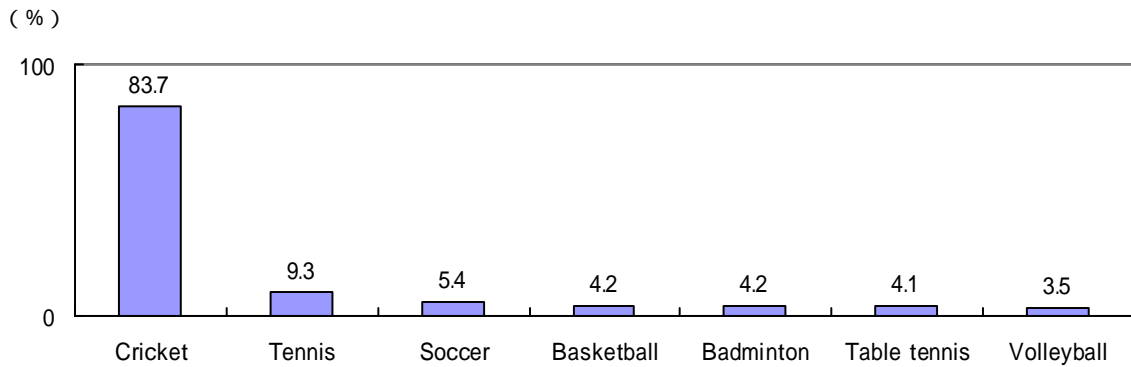
Meanwhile, credit card ownership, at 37.0%, is around half the level of Chinese Power *Sei-katsu-sha*. Pet ownership, at 4.8%, is also very low compared to China, and it appears that keeping animals as pets has yet to take on.



- The most popular sport by a long way is cricket (83.7%). Among hobbies and interests, the arts come out strongly: going to the cinema (33.1%), going to the theater (26.0%), and listening to music (60.8%).

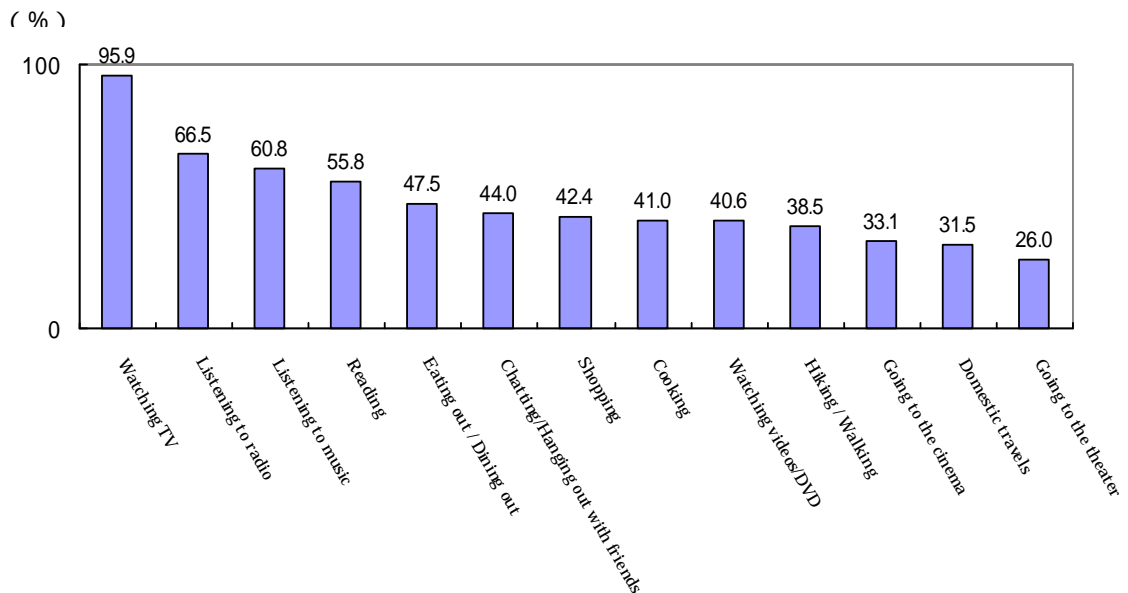
The No. 1 sport by a significant margin is cricket, a vestige of the days of British colonial rule. No. 2 is tennis, at 9.3%. The world's favorite sport, soccer, is No. 3, but liked by just 5.4%.

< Sports liked >



Among hobbies and interests, the arts, like listening to music (60.8%), reading (55.8%), going to the cinema (33.1%) and going to the theater (26.0%) came out strongly, while in sports that can be done alone, hiking/walking (38.5%) was popular. India is the home of yoga but, surprisingly, just 8.4% described yoga as an interest.

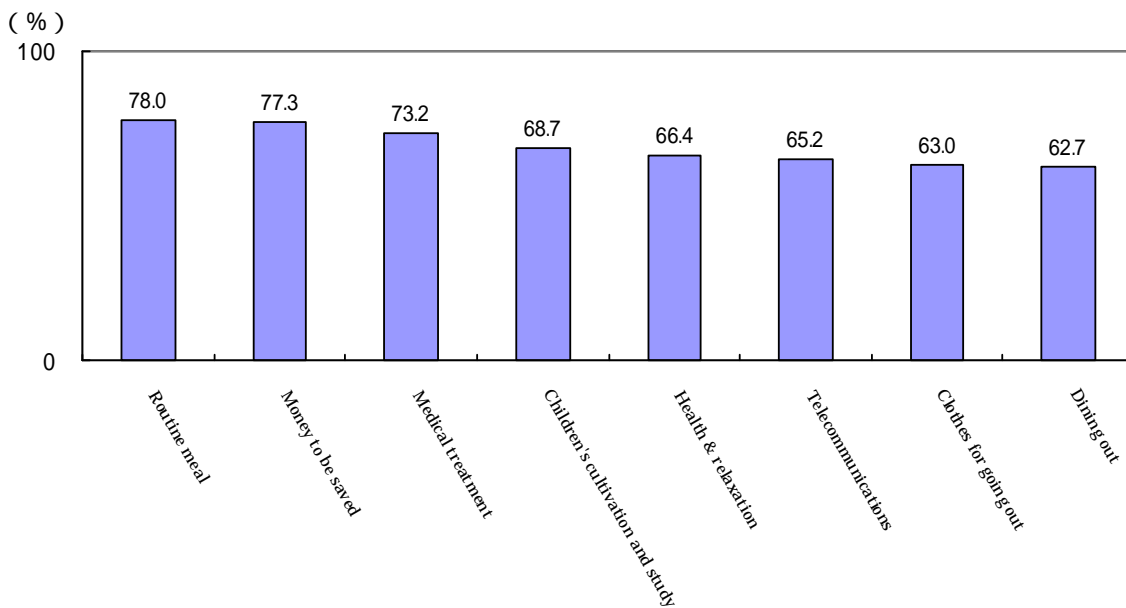
< Hobbies & interests >



- Indian Power *Sei-katsu-sha* feel that they spend money on routine meals (78.0%), savings (77.3%), medical treatment (73.2%), and children’s cultivation and studies (68.7%). Ceremonial occasions (44.7%) was also high, indicating that these are still important occasions

Indian Power *Sei-katsu-sha* look to be comfortably well-off, feeling that aside from routine meals, they spend money of medical treatment (73.2%), their children’s cultivation and studies (68.7%), and the like. In addition, 44.7% think they spend on ceremonial occasions, indicating that weddings, funerals and other such occasions are still important to India’s solicitous Power *Sei-katsu-sha*.

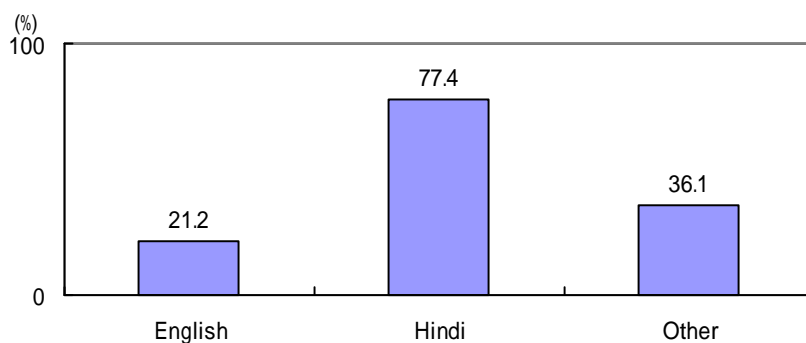
< Feel spend money on >



- **21.2% normally speak English at home**

While Hindi is the national language of India, 21.2% of India’s Power *Sei-katsu-sha* normally speak English at home. This gives India an advantage as English continues to grow more important in the global society.

< Language used in the household >



Overview of Indian Power *Sei-katsu-sha* Survey

Cities surveyed: Delhi, Mumbai

Survey respondents: Males and females aged 25–54 of socio-economic class A1 or above, with monthly household incomes of at least 20,000 INR (at least approx. 46,000 yen)
n = 1,028 (526 males, 502 females)

Survey method: Home visit interview survey

Survey period: July–August 2007

Note: Survey was conducted as part of Hakuodo Global HABIT 2007.

Data for comparison: Overview of Chinese Power *Sei-katsu-sha* Survey

Cities surveyed: Shanghai, Beijing, Guangzhou

Survey respondents: Males and females aged 25–44 with monthly household incomes of at least 6,000 RMB (at least approx. 96,000 yen)
n = 1,213 (405 in Shanghai, 406 in Beijing, 402 in Guangzhou; roughly equal numbers of males and females in each city)

Survey method: Home visit interview survey

Survey period: July–August 2007

Note: This survey also conducted as part of Hakuodo Global HABIT 2007.