



BARC INDIA UNIVERSE UPDATE (AS ON 01ST MARCH 2015)

BARC India Universe Update for 1Lakh+ CS HH's as on 01st March 2015				
State	Town Class	NCCS	Universe (000s)	
ANDHRA PRADESH	10-75L	A	270	
		B	200	
		C	298	
		D/E	135	
		10-75L Total		903
	1-10L	A	427	
		B	635	
		C	869	
		D/E	606	
		1-10L Total		2537
	Metro	A	681	
		B	437	
		C	478	
		D/E	249	
		Metro Total		1845
ANDHRA PRADESH Total			5285	
BIHAR	10-75L	A	106	
		B	61	
		C	53	
		D/E	24	
		10-75L Total		244
	1-10L	A	167	
		B	166	
C		149		
	D/E	106		



	1-10L Total		588
BIHAR Total			832
CHHATTISGARH	10-75L	A	167
		B	87
		C	95
		D/E	78
	10-75L Total		427
	1-10L	A	74
		B	37
		C	72
		D/E	73
	1-10L Total		256
CHHATTISGARH Total			683
DELHI	Metro	A	2525
		B	1059
		C	902
		D/E	246
	Metro Total		4732
DELHI Total			4732
GUJRAT/DNH	10-75L	A	929
		B	845
		C	691
		D/E	262
	10-75L Total		2727
	1-10L	A	215
		B	364
		C	263
		D/E	188
	1-10L Total		1030
GUJRAT/DNH Total			3757
JHARKHAND	10-75L	A	212
		B	142
		C	137



		D/E	142
	10-75L Total		633
	1-10L	A	82
		B	60
		C	50
		D/E	52
	1-10L Total		244
JHARKHAND Total			877
KARNATAKA	1-10L	A	371
		B	402
		C	460
		D/E	320
	1-10L Total		1553
	Metro	A	1007
		B	476
		C	439
		D/E	414
	Metro Total		2336
KARNATAKA Total			3889
KERALA	10-75L	A	1053
		B	1086
		C	1064
		D/E	329
	10-75L Total		3532
	1-10L	A	309
		B	257
		C	208
		D/E	87
	1-10L Total		861
KERALA Total			4393
MADHYA PRADESH	10-75L	A	434
		B	238
		C	252



		D/E	113
	10-75L Total		1037
	1-10L	A	220
		B	223
		C	225
		D/E	138
	1-10L Total		806
MADHYA PRADESH Total			1843
MAHARASHTRA/GOA	10-75L	A	801
		B	594
		C	576
		D/E	179
	10-75L Total		2150
	1-10L	A	488
		B	473
		C	494
		D/E	256
	1-10L Total		1711
	Metro	A	1813
		B	1351
		C	1056
		D/E	250
	Metro Total		4470
MAHARASHTRA/GOA Total			8331
NORTH EAST/SIKKIM	1-10L	A	232
		B	217
		C	226
		D/E	121
	1-10L Total		796
NORTH EAST/SIKKIM Total			796
ODISHA	1-10L	A	257
		B	133
		C	135



		D/E	105
	1-10L Total		630
ODISHA Total			630
PB/HR/CH/HP/JK	10-75L	A	399
		B	200
		C	143
		D/E	48
	10-75L Total		790
	1-10L	A	976
		B	430
		C	326
		D/E	125
	1-10L Total		1857
PB/HR/CH/HP/JK Total			2647
RAJASTHAN	10-75L	A	459
		B	273
		C	200
		D/E	56
	10-75L Total		988
	1-10L	A	350
		B	238
		C	202
		D/E	103
	1-10L Total		893
RAJASTHAN Total			1881
TAMILNADU/PUDHUCHERRY	10-75L	A	365
		B	433
		C	429
		D/E	151
	10-75L Total		1378
	1-10L	A	511
		B	737
		C	801
		D/E	347
	1-10L Total		2396



	Metro	A	1006
		B	642
		C	628
		D/E	315
	Metro Total		2591
TAMILNADU/PUDHUCHERRY Total			6365
UP/UTTARAKHAND	10-75L	A	805
		B	383
		C	403
		D/E	205
	10-75L Total		1796
	1-10L	A	833
		B	580
		C	529
		D/E	338
	1-10L Total		2280
UP/UTTARAKHAND Total			4076
WEST BENGAL	10-75L	A	40
		B	38
		C	42
		D/E	48
	10-75L Total		168
	1-10L	A	168
		B	267
		C	410
		D/E	266
	1-10L Total		1111
	Metro	A	815
		B	597
		C	824
		D/E	467
	Metro Total		2703
WEST BENGAL Total			3982
Grand Total			54999

Definition of Town/Village for reporting in the BARC India System

All UAs, towns and villages are being reported as per their Census definitions, with two exceptions - Mumbai and Delhi. In these two cities, mofussil towns that have in reality become an extended part of the respective UAs are added to them. Hence, Mumbai and Delhi are not really UAs, but 'Market Areas' considering present-day reality. The reporting units defined for these cities are-

- Delhi - Delhi UA, Noida, Ghaziabad, Faridabad, Gurgaon
- Mumbai - Mumbai UA, Vasai-Virar, Panvel

The process applied for such merger of towns to create 'Market Areas' is mentioned below.

- Check the availability of the Urban Transport System linking the city to the mofussil town. If the connectivity of the Urban Transport System is high, consider it positively.

e.g., there is a local train service to Vasai-Virar every 10-15 minutes, but the connectivity to Karjat (which is also a part of Mumbai MMR) is limited, and at certain timings.

- Check which edition of the city's major newspapers across languages service that town. If the town is serviced by the city / extended edition, consider it positively.

e.g., Gurgaon is serviced by the main edition of the major newspapers, but Meerut (which is also a part of Delhi NCR) has its own independent edition

- Check for local retail advertising on radio and city editions of newspapers. If the mofussil towns are mentioned in those local ads, this is a clear indication that such towns are considered part of the main city's 'Market Areas', and hence, consider it positively

e.g., local retail ads in Delhi Times mention the address of the store in Noida along with the ones in the city

If a mofussil town is positive on all three criteria, include it in the 'Market Area' of the main city.

If it is positive on the Urban Transport System and Local Retail Advertising criteria, include it in the 'Market Area' of the main city.



If it is negative on any one of the above two, but positive on the other two criteria, drop it for the present, but keep a watch on it for changes.

This process has been applied for Mumbai and Delhi at present. Considering the market dynamics, in case other large UAs (5 mn+ cities) need to be redefined any time in future, the same process will be followed.