



HOW YOUNG IS INDIA?

Below 35 years
About **65%**
over 700 million people



Below 25 years
About **50%**
over 550 million people



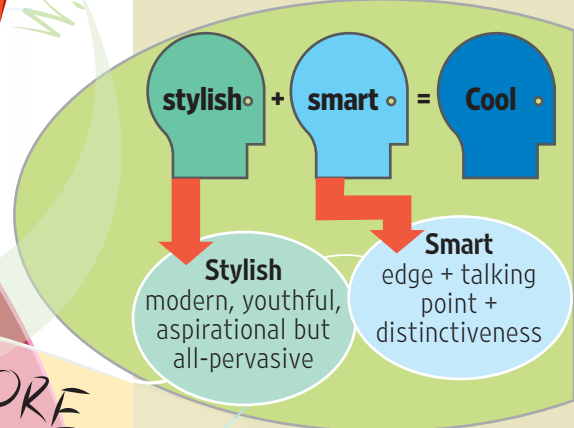
The new definition of cool

The Indian youth are almost contradictory in their choice. They are comfortable with both

- Armani and Fabindia
- McDonald's and Haldiram's
- Harry Potter and Hanuman
- MTV and Aastha

The cool equation

- Being cool is a **24/7** and **360 degree** experience
- Cool is beyond physical manifestations, it is about the mind



Growing purchasing power

- **The earning age** has gone down by 10 years
- **New job** opportunities and avenues have emerged
- People have a high **disposable income** at a young age
- **More women** are working
- **54%** of youngsters earn money while studying
- More people are going in for **part-time jobs** (8-29 hours per week); an estimated 80 million in 2006-07*
- **Youth are wealthier**, with no baggage of the past, and have been born into a 'consumption' society
- Companies are unleashing a spate of Generation Next products and services aimed at **15- to 30-year-olds**

Source: MindShare Insights
* Government estimate