

CONSUMER BOOM: Then & now

Numbers don't quite capture the profound psychographic change that the Indian consumer has gone through the last decade and a half. But they sure do tell the story of the consumption boom, be it in mobile phones or passenger cars.

50.18 mn



PC penetration
per 1000

1996 0.7

2006

PC sales

1991-92: 0.1 mn

2005-06: **4.6 mn**

18

2006 (Oct) ▶
136 mn

2006 (May)
100 mn

2005 (Feb)
50 mn

12 mn

1995 2006 (Mar)

Telecom
(landline subscribers)

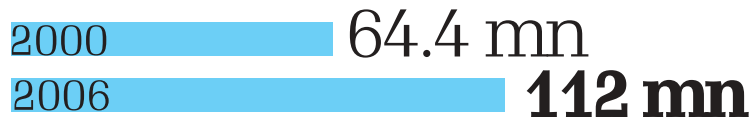


Telecom
(mobile subscribers)

1995
0.03 mn



TV homes



Internet subscribers

1997
25,000
June 2006
7.71 mn

37 mn

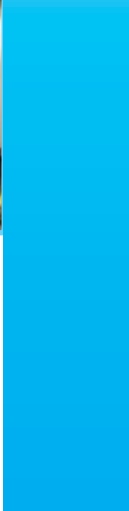
people &
broadband:
1.56 mn
(June 2006)



1.4 mn



1998

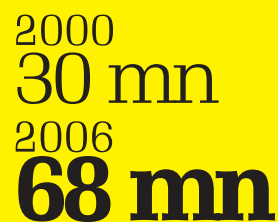


2006

Internet users



Cable & Satellite



5.3 mn



2006
0.68 mn
(Apr-Nov)

1.6 mn



1991

(Apr-Nov)

2006

Two-Wheeler sales



1991
0.15 mn

Passenger Car sales(domestic)