

LIFESTYLE CONSUMERS – INDIA

LIST DESCRIPTION

The list consists of individuals who have Purchased Life style products from large department stores & shopping malls, across India. The products purchased range in value from Rs. 2,000 to Rs. 18,000. All individuals on this list have purchased products multiple times and are the member of the Customer loyalty programmes. This list is therefore of tremendous value.

The fact that individuals are in the mailing programme of the Departmental Stores & Shopping Malls proves that these individuals are comfortable with the concept of receiving & responding to mail and their spending capacity and responsiveness to direct marketing. This list represents affluent individuals who are credit cardholders.

This list is recommended for publishers, Pharmaceuticals, Airlines for travel-related offers, conference & exhibition organisers, opportunity seeker offers, Investment offers, fundraising and many others. The lists are updated regularly.

<u>QUANTITY:</u>	2,47,000
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<u>RENTAL COST:</u>	US\$175 per 1,000
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SELECTIONS AVAILABLE:

By Nth name, flagging @ US\$5/1,000. By City, Gender, Age, Marital Status, Children, Income, By state/city @ US\$10/1,000.

MINIMUM QUANTITY: **10,000 Names**

ADDRESSING:

Email at US\$20 Per List. Keycoding @ US\$5 per 1,000.

DELIVERY: 2 - 3 Weeks

LETTERS SHOPPING:

List supplied to approved lettershops for one-time use only. Copying is forbidden. List is seeded to detect unauthorised use.

Note:- Costs and counts are subject to change.