

TELESHOPPERS INDIA - Mail Order Buyers & Home TV Shoppers

LIST DESCRIPTION:

This list consists of upscale consumers in the major cities of India who have purchased various products from home TV channel shopping or Mail order catalogues. The range of product includes slimming & fitness equipments, household, Personal Care products and other high value consumer products.

TVC Sky Shop & Asian Sky Shop & ZEE Tele shopping has been in operation for many years in India, successfully providing Indian consumers with the comforts and benefits of home shopping advertising through leading TV channels and direct response print media. Individuals on this list have purchased various products with prices ranging from US\$7 to US\$200.

Each month, approximately 8,500 new customers are added to these lists. In addition, a number of current clients are multiple buyers of other products, proving their spending capacity and responsiveness to direct marketing.

All names in this list are at home addresses consisting of 60% male and 40% female. 80% have telephone numbers. Over 40% of purchase paid by Credit Card. This list is updated regularly.

<u>QUANTITY:</u>	235,313	Multi Buyers 123,550
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<u>RENTAL COST:</u>	US\$210 per 1,000
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SELECTIONS AVAILABLE: Nth name, flagging @ US\$5/1,000. By Source, Credit Card Users, City, Gender, @ US\$10/1,000. Recency, Order Value, Multiple Buyers, @ US\$15/1,000.

MINIMUM QUANTITY: 10,000 Names

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

DELIVERY: 2 Weeks

LETTERS SHOPPING: Addresses 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.