

CAR OWNERS – INDIA

The list consists of Upper Middle, Upper Class and High net worth Individuals with one or more cars. The list can be divided in 3 segments, Small, Medium and High end Cars with purchase value ranging from US\$ 11,000 to 100,000.

The owners of the cars are Educated and are in corporate service/Management, Professionals and owners of Small, Medium and Large Private Business. Based on the finance offered as loan, we can safely assume the individuals annual income to be between US\$ 20,000 to 80,000.

This list is recommended for Auto accessory, Consumer durables Local travel-related offers, opportunity seeker offers, Investment offers and fundraising.

Email & Mobile (SMS) List available as per the counts given.

Data Card Update: September 2015

DM:

Data Count:	634,000
Rental Cost:	US\$190 per 1,000

EDM:

Email Count:	380,000
Email Rental Cost:	US\$50 per 1,000
Mobile Count: SMS	507,000
Mobile Rental Cost:	US\$30 per 1,000

Minimum Quantity: email 10,000 – SMS 25,000

SELECTIONS AVAILABLE: By Nth name, flagging @ US\$5/1,000. By City, Gender, DOB, Car Make & Model, Cost, Date/Year of Purchase, @ US\$10/1,000.

MINIMUM QUANTITY: 5,000 Names

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

DELIVERY: 2 Weeks

LETTERS SHOPPING:

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

Costs and counts are subject to change without notice.