

**Elite International Credit Card Holders - INDIA**

This list consists of the most affluent and privileged individuals. These International credit cards allow them to spend in any currency and pay their purchase back in rupee.

This list represents the most ELITE credit card holders in India enjoying much higher income than owners of standard or premium local credit cards. This list includes businessmen, top-level management individuals as well as self-employed professionals who travel overseas for business and leisure.

The list consists of 80% male and 20% female. List is highly recommended for mailers targeting high-income individuals who travel frequently. This list is updated regularly.

Data Card Update: September 2015

**DM:**

<b>Data Count:</b>	<b>320,000</b>
<b>RENTAL COST:</b>	US\$210 per 1,000

**EDM:**

<b>Email Count:</b>	<b>241,000</b>
<b>Email Rental Cost:</b>	US\$50 per 1,000
<b>Mobile Count: SMS</b>	<b>288,000</b>
<b>Mobile Rental Cost:</b>	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 @ US\$10/1,000. Recency, @ US\$15/1,000.

**MINIMUM QUANTITY:** 5,000 Names

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

**DELIVERY:** 2 Weeks

**LETTERS HOPPING:** Addresses supplied to approved lettershops for one-time use only. Copying is forbidden. List is seeded to detect unauthorized use.

*Costs and counts are subject to change without notice.*