

NRI Online 2008 Communication Connectivity Report

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Abstracts

The NRI Online Communication Connectivity study helps in understanding the status and net usage behavior and preferences of the Non Resident Indians. It gives a highly 'insightful' understanding of the current net usage behavior and preferences of various types of Non Resident Indians. The report is an useful guide to all those who would like to understand and use Internet to market to NRI consumers, Marketers targeting NRI sector with respect to communicational connectivity with India - frequency of calling India, purpose of call, cities called, mode of calling, preferred telecom brands used in doing so.

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