

NRI Online 2008 Financial Connectivity Report

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Date: July 2009

Pages: 0

Price: US\$ 810.00 (Single User License)

ID: NF194F1E905EN

Abstracts

The NRI Online Financial 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 a 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 financial connectivity with India - key financial assets owned in India, most used brands for these investments, likely financial and real estate investments in India in next 1 year, frequency of making financial remittance to India, preferred modes of remitting money and the most used brands in doing so.

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