

# NRI Online 2008 Financial Connectivity Report

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## 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 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 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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