

NRI Online 2008 Report

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Abstracts

The NRI Online 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 markets – Travel companies, Banks and financial companies, Telecom companies, Real estate players, Websites owners targeting NRI customer base.

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