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India City Insights:  
An introduction to six cities  
December 8 2016

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## India activity 2016

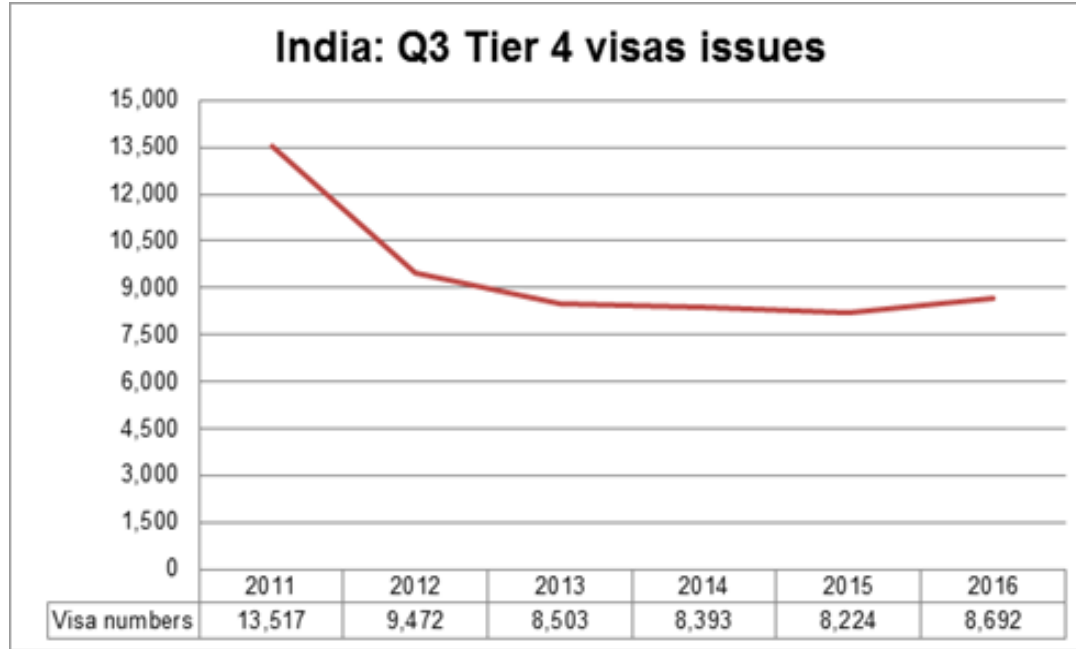
- Year campaign
- Two rounds of exhibitions
- Alumni engagement
- Careers fairs
- GREAT Talks
- Study UK: Discover You launch
- 198 new scholarships
- New research
- SWAYAM promotion



**UK-India** 2016: Year of Education  
Research and Innovation

# India market update

1 Dec 2016



# City Insights:

Latest in series of market intelligence reports:

2013: Inside India

2014: Understanding India

2015: Indian States Vol. 1 and 2

2015: Transnational Education

2016: Art and Design Education

**2016: City Insights**

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## CITY INSIGHTS

An introduction to the characteristics and opportunities of six Indian cities

December 2016  
[www.britishcouncil.in](http://www.britishcouncil.in)



## Target: 98m in 8 tier 1 and 90 tier 2 cities in India

	Targeted Population (m)			Regional Literacy %	Potential target audience (m)		
	8-17	18-40	Total		8-17	18-40	Total
East	6	13	19	75%	4.5	9.75	14.25
North	14	27	41	76%	10.6	20.5	31.1
South	11	23	34	83%	9	19	28
West	10	21	31	82%	8	17	25
Total	42	84	126				<b>98m</b>

	Ahmedabad	Bengaluru	Bhubaneswar	Chandigarh	Hyderabad	Pune
Region	West	South	East	North	South	West
State	Gujarat	Karnataka	Odisha	Union Territory**	Telangana	Maharashtra
Population (in million)	5.6	8.4	1	1	6.7	3.1
Size (sq. km)	466	709	146	114	650	244
State Capital	No	Yes	Yes	Yes <sup>d</sup>	Yes <sup>d</sup>	No
Smart Cities Mission	Yes	No	Yes	Yes	No	Yes
IT Sector	Mid-Range	Strong	Strong	Mid-Range	Strong	Strong
Enterprise & Innovation	Strong	Strong	Strong	Mid-Range	Strong	Strong
Education Sector	Strong	Strong	Mid-Range	Strong	Strong	Strong

# VAC Data

