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The Great Indian Market stems from an annual all-India NCAER survey of 300,000 households over 515 cities and 400 districts. It gives pertinent, credible information on consumer purchasing patterns, ownership and product preferences of 20 odd consumer durables. ` 1 lakh
6. The Great Indian Middle Class by Rajesh Shukla, S.K. Dwivedi and Asha Sharma with assistance from Sunil Jain, Business Standard (2004)
The report includes study of over 300,000 urban and rural households has broadly discussed for eight income categories, ranging from the 'deprived' (those with a family income of under ` 90,000 a year) to the 'super rich' (family income of over ` 1 crore a year) with the middle class (income between ` 2 lakh and ` 10 lakh per year) in between. It also shows the growth in income class over past 5 years and predictions for the next 10 years. ` 2.5 lakh (available with 10% discount at ` 2.25 lakh)
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