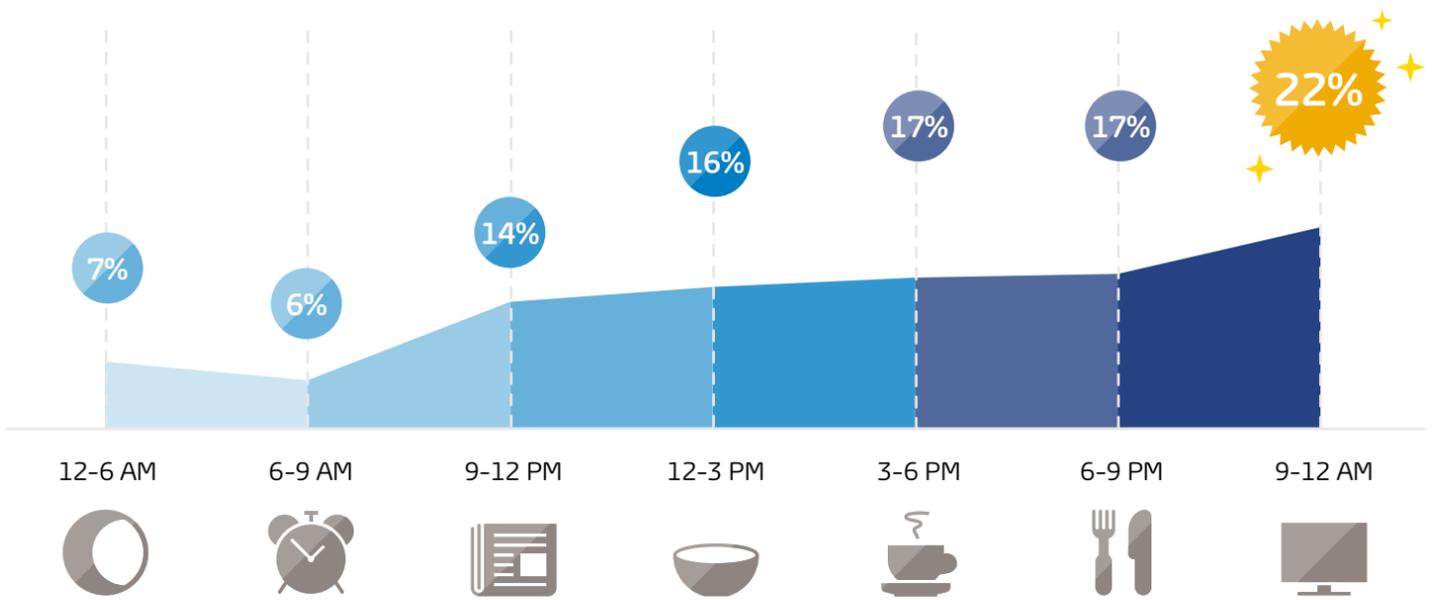


A DAY IN THE LIFE OF HYPERCONNECTED CONSUMERS IN INDIA



WHEN DO THEY USE THEIR SMARTPHONES?



Share of smartphone usage throughout different day parts

WHAT DO THEY DO ON THEIR SMARTPHONES?

WhatsApp
36%

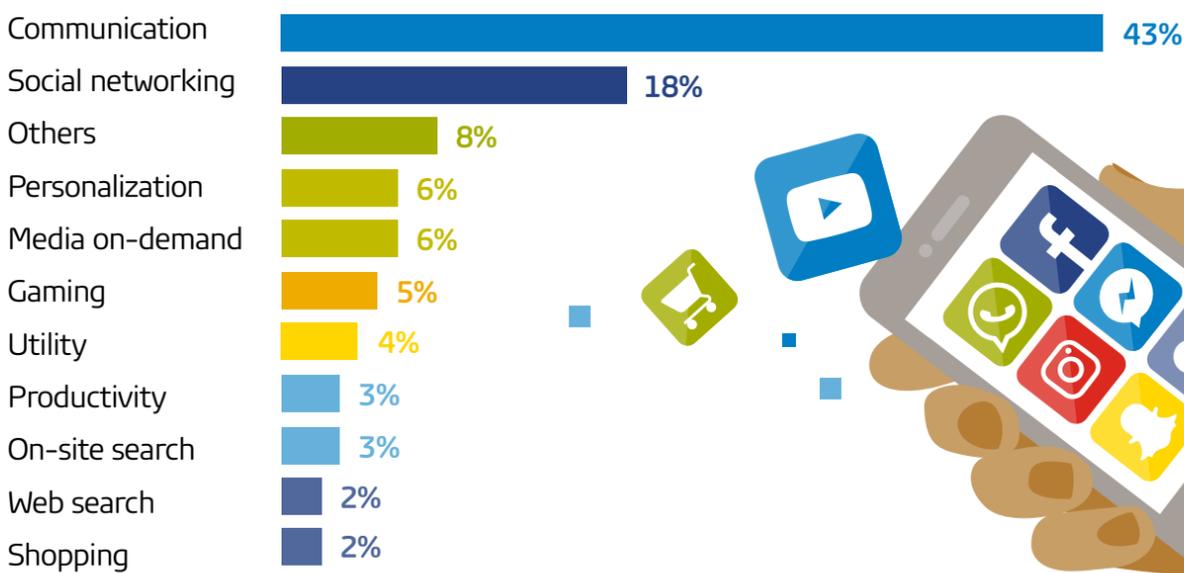


Facebook Messenger
3%

Instagram
3%



Facebook
16%



Share of time spent on different activities on smartphone

HOW DO THEY ENGAGE WITH BRANDS ONLINE?



80% like/follow brands on Facebook (1.1X).



65% forwarded brands content to others (1.5X).



63% received brands content from others (1.5X).



63% read emails from brands (1.5X).



61% searched for coupons/vouchers from a particular brand (1.7X).



% of respondents who are engaged online with brands by doing different online activities at least once a month; data indexed with all consumers

Source: The Hyperconnected Consumer Study in India. GfK conducted The Hyperconnected Consumer Survey in India between June and August 2017. The face-to-face survey was done across nine cities among n=2,500 respondents, and a subset sample of n=750 respondents were also tracked on their Android smartphones for 5-6 weeks to generate behavioral insights.