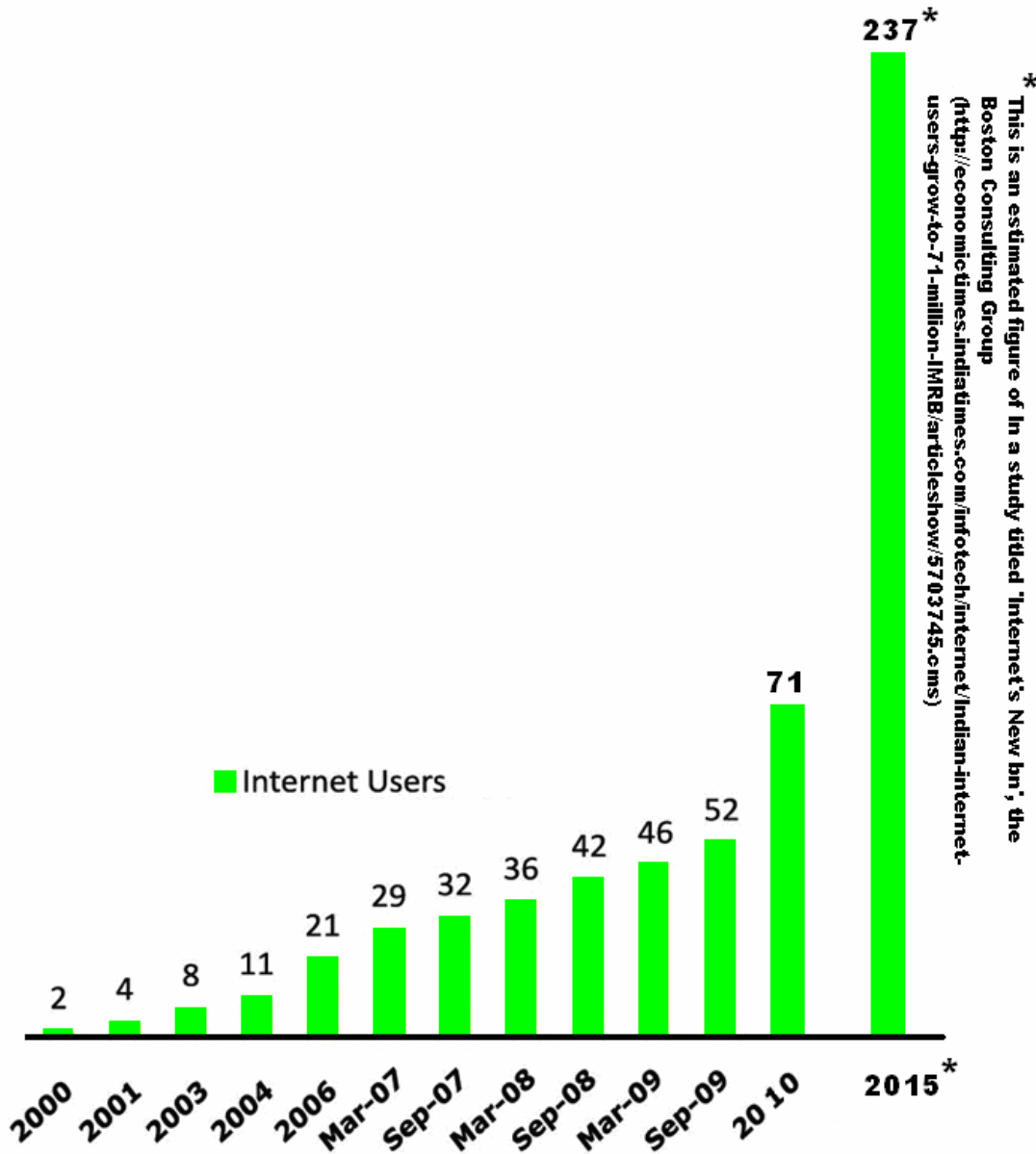




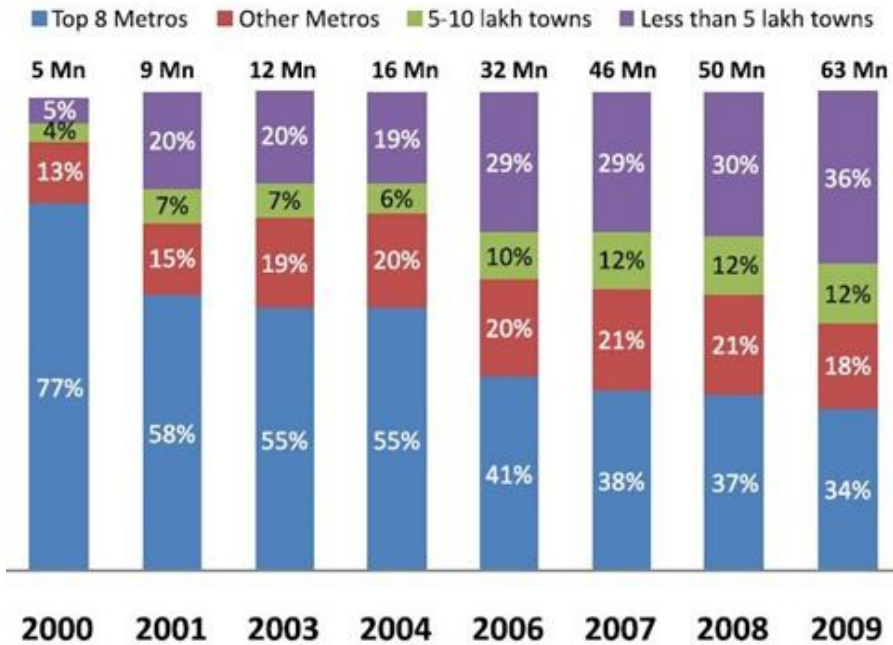
Vedanta Technologies

URL – www.vedantatechnologies.com, E-mail – contact@vedantatechnologies.com

The No. of Internet User in Rural India is exceeding the same in Urban India.



“71 Million Active Internet Users in India – rural India overtakes Urbanites!”



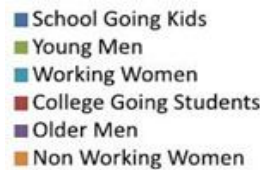
As per a study the internet user in rural side of this country is growing unbelievably fast and within a very short span of time it has crossed the same in the urban India. The study ended in 2009 shows that out of total 63 Million internet users in India 48% (30.24 Million) are from the rural India.

From another study it has been found that in 2010 the total no. of internet users in India is 71 Million and even if we consider no increment in the percentage of internet users in rural India then also the number of internet users in rural India now in 2010 is 34.08 Million and as per the trends shown in the study in 2015 the total number of internet users in India will be 237 Million and with the same percentage the total number of internet users in rural India will be 113.76 Million.

Internet Users in India –Areas, Towns and Metros

for the business and markets in India. Even before 3/4 years which was a day dream of Advertising your Business, selling your products, developing a niche market for your service etc. through internet in rural India will not a be a very long waiting queue.

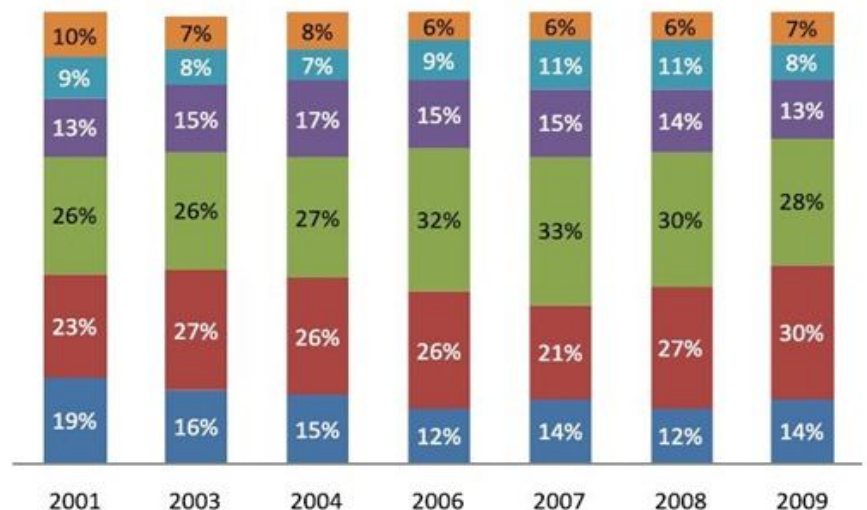
Now if we look at the adjacent graph which is the result of study on Indians in different profession to find out the trends of internet usage in India, it has been found that the number of internet users in India – depending on Profession has attracted significant amount of attention of the marketers and business people.



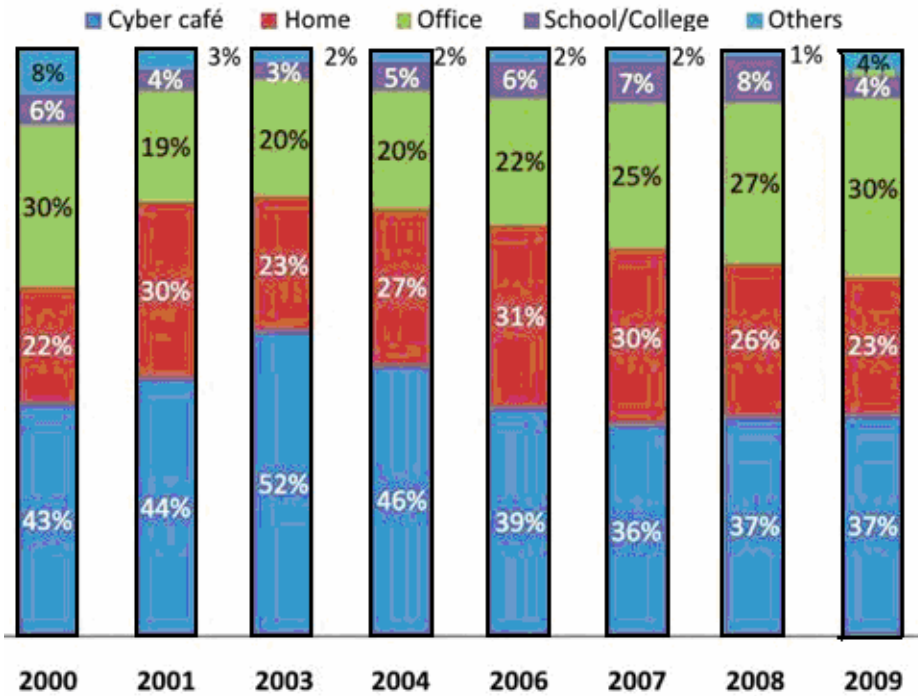
Base: Active Internet User(Urban)
 2009:31 Cities
 2008:30 Cities
 2006: 26 Cities
 2004 :22 Cities
 2000-2003 :16 Cities

The number has steadily increased for “Young Men” and “College going Students” who are not only a considerable percentage of current customer base for products and services like – Education, Tourism, Life Style, Electronic Gadgets, Automobile etc. but also in coming 4/5 years these portion is going to be the major percentage of the customer base for companies and service providers.

So we can highly expect people from rural India will order items and services through the internet portal of your company and paying through Net Payment might be 1/2 years down the line.



Internet Users in India – as per Profession



Now let us have look at the facilities from where the Indians access and use internet –

From the attached Bar chart it is very clear that most of the people access internet from three main sources –

1. Café
2. Home
3. Office.

So it also depicts that the penetration of Internet Service in the Indian Market, both Rural and Urban areas is quite good and fast.

Now the fact is that the internet penetrate the market and become an unavoidable aspect of Indian's life the more will be the opportunity for the business houses, be it a home based small business or a large corporate

Where from People accessing Internet in India?

house to reach the market and interact or impress the prospective customers by spending an amount so little that could be considered as Negligible.

Let us now check the Rate of Increment in the usage of Internet in India.

India has crossed the countries like UK, France, Canada and Australia in internet usage and only behind USA.

The way Indian youth are accepting the internet and it is becoming the Forth in the row as – **“Roti, Kapra, Makan aur Internet”**. So this is the time for the Indian as well as Global business houses to focus on the Indian rural market through the Cyber path.

Internet users

People with access to the Internet. [More info >](#)

