



Local Economic Analysis Platform

A PwC Product

Get village- and city-level
economic intelligence on India



The challenges



Limited availability of data at the sub-national level: While we have reasonably good statistical estimates at the national level, as we move down the ladder, data becomes scarce.



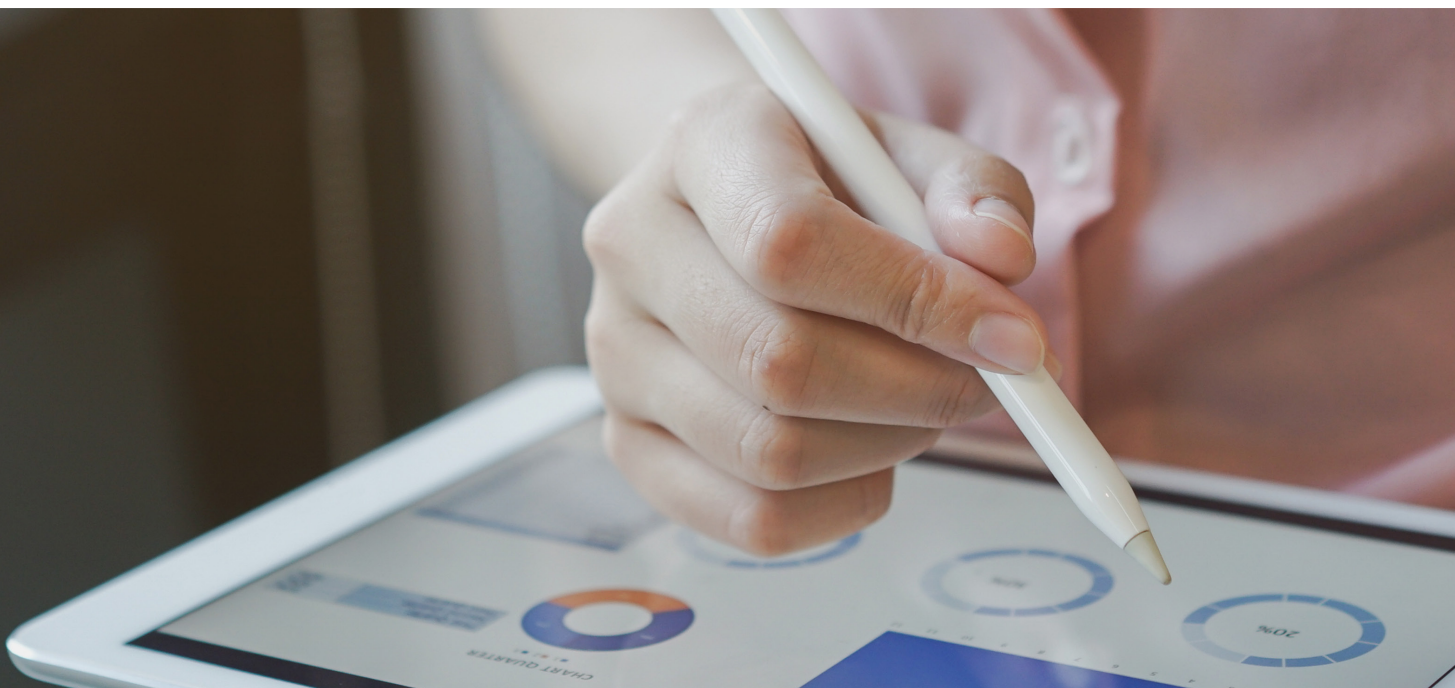
Limited estimates of economic size at the local level: Any estimate of economic size at the sub-state level, such as district GDP, is available after considerable time. Moreover, there's a lack of access to in-depth estimates of economic size at the village/town or city level in India.

About LocalEconomic Analysis Platform

PwC's Local Economic Analysis Platform is a paid subscription-based online tool that provides economic information up to the local level, i.e. Local Area Economic Product. The platform offers ancillary socioeconomic datasets that can be used to contextualise and analyse local economic development. The platform facilitates easy visualisation, conducts analysis and provides insights for business decision making. The core offering of the Local Economic Analysis platform is the Local Area Economic Product. This product estimates the size of the economy at the village and town level using proprietary models and latest economic and geospatial datasets.

Why do clients need Local Economic Analysis platform?

1. Why do clients need Local Economic Analysis platform?
2. Target and prioritise outreach programmers existing markets.
3. Validate if sales are commensurate with local buying power.
4. Identify areas of operation based on availability of local infrastructure and workforce.
5. Track economic development in the country.



Key uses

New companies with niche offerings (such as diagnostic labs and e-commerce) will be able to identify their next frontier of growth.

Established companies will be able to target outreach merchants in relatively prosperous villages and towns.

Companies in retail, electronics, etc., will be able to validate if their sales are commensurate with local buying power.

Service companies will be able to identify emerging hubs of workforce to expand their offices.

Manufacturing companies will be able to decide on potential factory locations based on the availability of local infrastructure and workforce.

Value proposition

Features



Analytics and decision-making support



Local data – aggregated and uniquely estimated



Professional perspective on the Indian economy



Periodic updates on Local Area Economic Product and other indicators



Track macroeconomic developments

Benefits



Make sharper investment decisions by identifying the next growth hotspots.



Locate emerging hubs of high per capita incomes to decide product stocking and targeting of financial products.



Leverage comprehensive data on districts for quick local analysis.



Access insights on latest economic developments and policies from PwC's economists, as part of our value-added services.



Track economic progress in existing areas of operations to aid micro planning.

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 155 countries with over 327,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

© 2022 PwC. All rights reserved.

pwc.in

Data Classification: DC0 (Public)

In this document, PwC refers to PricewaterhouseCoopers Private Limited (a limited liability company in India having Corporate Identity Number or CIN : U74140WB1983PTC036093), which is a member firm of PricewaterhouseCoopers International Limited (PwCIL), each member firm of which is a separate legal entity.

This document does not constitute professional advice. The information in this document has been obtained or derived from sources believed by PricewaterhouseCoopers Private Limited (PwCPL) to be reliable but PwCPL does not represent that this information is accurate or complete. Any opinions or estimates contained in this document represent the judgment of PwCPL at this time and are subject to change without notice. Readers of this publication are advised to seek their own professional advice before taking any course of action or decision, for which they are entirely responsible, based on the contents of this publication. PwCPL neither accepts or assumes any responsibility or liability to any reader of this publication in respect of the information contained within it or for any decisions readers may take or decide not to or fail to take.

© 2022 PricewaterhouseCoopers Private Limited. All rights reserved.

SG/August 2022/21562