

Lifestyle Consumers - India

Total Universe **293,356 / \$175.00/M**

The list consists of individuals who have purchased Life Style products from exhibitions, large department stores and shopping malls across India. The products purchased range in value from Rs. 2,000 to Rs. 18,000. All individuals on this list have purchased products multiple times and are in the members of the royalty programmers. This list is therefore of tremendous value.

In addition, the fact that individuals are in the mailing programme of the Department Stores & Shopping Malls proves that these individuals are comfortable with the concept of receiving and responding to mail, their spending capacity and responsiveness to direct marketing is of high value. This list represents affluent individuals who are credit cardholders.

Selectable By:

City, gender, age, marital status, double income, children, assets such as house, vehicle, profession, income/salary such as type of business, self-employed and retired.

Reciprocation is not required.

Prices are quoted in US Dollar

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 15%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Sheri Tanner
Tel +1 604 940 0277

sheritanner@jrdirect.com
(ext 146)

► Exclusive!

INDIA

Date Recommended: 4/28/10

Recommended By:

Sheri Tanner
sheritanner@jrdirect.com

Datacard updated: 4/15/2010

Update Frequency: Frequently

Unit of Sale:

Rs. 2,000 up to Rs. 18,000

Source:

100% Direct Mail

Language:

100% English Speaking

Selections:

Flagging	\$5.00 / M
Keycoding	\$5.00 / M
City/Gender	\$10.00 / M
Age/Marital Status	\$10.00 / M
Occupation	\$10.00 / M
Income	\$10.00 / M

Addressing:

E-Mail \$20.00 / F

Minimum Order:

5,000 records

Sample required

Members of: ADMA, BCAIM, CMA, DMA, DMAI, FEDMA