

## Teleshoppers India

**Multi Buyers** **123,550**  
**Total Universe** **235,313 / \$210.00/M**

Mail Order Buyers and Home TV Shoppers  
**176,484 Email Addresses**  
**70,594 Mobile Phones**

This list consists of upscale consumers in the major cities of India who have purchased various products from home TV channel shopping or mail order catalogues. The range of product includes slimming and fitness equipment, household, personal care products and other high value consumer products. Teleshoppers Network and Asian Sky Shop has been in operation for well over 9 years in India, successfully providing consumers with the comforts and benefits of home shopping advertising through leading TV channels and direct response print media. Individuals on this list have purchased various products ranging from US \$7 to US\$200. Each month, approximately 8,500 new customers are added to these lists. In addition, a number of current clients are multiple buyers of various other products, proving their spending capacity and responsiveness to direct marketing.

Min. Qty: 10,000 Email; 25,000 SMS

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:

Jennifer Cowden [jennifercowden@jrdirect.com](mailto:jennifercowden@jrdirect.com)  
 Tel +1 604 940 0277 (ext 143)

## ► Exclusive!

INDIA

**Date Recommended:** 2/28/11

**Recommended By:**

Jennifer Cowden  
[jennifercowden@jrdirect.com](mailto:jennifercowden@jrdirect.com)

**Datacard updated:** 8/15/2010

**Update Frequency:** Frequently

**Gender:**

60% Males  
 40% Females

**Unit of Sale:**

US \$7 to \$130

**Source:**

50% Direct Mail  
 50% Television

**Language:**

100% English Speaking

**Selections:**

Email Addresses	\$70.00 / M
Mobile Phones	\$50.00 / M
N'th/Flagging	\$5.00 / M
Credit Card Users	\$10.00 / M
City/Gender	\$10.00 / M
Recency	\$15.00 / M
Order Value	\$15.00 / M
Multi Buyers	\$15.00 / M
Keycoding	\$5.00 / M

**Addressing:**

E-Mail \$20.00 / F

**Minimum Order:**

10,000 records

**Sample required**

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