

## **New Postal code boundaries for India**

### **MB-International extends data offering by 6-digit postcode boundaries**

**Karlsruhe, 11.09.2013: In future growth-oriented companies can carry out their expansion analysis, site planning and market studies for India on the basis of the Indian Postal System. The current digital postcode boundaries are now available at MB-International.**

Michael Bauer International GmbH, a global data provider, manufacturer and reseller of their own map, already offers rich socio-demographic and purchasing power databases for India on administrative level. These include sub district boundaries (5.460 areas) with socio-demographic data such as population, gender, number of households and purchasing power data.

The new digital boundaries of the Indian Post, called Postal Index Number or PIN are now available with 20.509 areas including the zip code and the name. The 6-digit postcode boundaries are structured hierarchically. The first number represents one of the nine postal zones (region). The second describes the sub-region, the third digit indicates the sorting district within the region. The final three digits are assigned to individual post offices.

As most businesses plan their economic activities on postcode level the new dataset has gained a lot of interest. For example analysis on postcode level has established itself for potential analysis or branch network planning.

Postcodes are a unique key in most countries all over the world and are structured hierarchically. This means that analyses on different levels are possible thus allowing for the aggregation of single areas to higher levels.

Often customer database or own company data already exists, such as sales regions or sales figures with the corresponding postal code. This data can be combined with the postal code boundaries and then visualized as a digital map to show spatial relationships and identify problem areas and alternatives.

Further the small-scale segmentation with 20.509 areas allows more detailed analysis in the direct vicinity of a location in comparison to the administrative sub district boundaries with 5.460 areas.

Currently the boundaries are available at MB-International as pure boundaries. Additional data such as population and purchasing power figures will follow in the near future.

The 6-digit postal code boundaries for India provides decisive results for tasks such as visualization of catchment areas, calculation of sales potential, branch network planning and optimization for retailers and service providers, expansion and site analysis and many other market investigations.

Even with declining growth rates the country remains very interesting for international retailers because of currently 1.2 billion people, a demographic structure with a very young population and a high pent-up demand.

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#### **About Michael Bauer International GmbH:**

MB-International, a sister company of MB-Research, offers a wide range of data products for business-critical geospatial analysis. MB-International's products include Population, Households, Age Bands, Unemployment as well as Purchasing Power, Retail Turnover and Consumer Spending on most geographical levels. They also produce and license vector postcode (ZIP) and administrative boundaries for most countries Worldwide.

MB-International is a manufacturer and reseller of their own map, socio-demographics and boundary data that strives to provide businesses who want to make better informed investment with market data. With a team of experienced consultants they have a collective 30 years of experience in the Global GIS and Geo-data industry.

MB-International is committed to supporting their customers to achieve an effective set-up and continuous handling of their geodata. Specialized in providing tailor-made data products according to each customer's individual requirements. MB-International's data is used globally by GIS engineers, Marketing executives, OEMs

and controllers' for sales targeting, expansion planning and site location analysis in a wide range of Geomarketing and Business Intelligence applications.

For more information about Michael Bauer International GmbH, please visit

[www.mbi-geodata.com](http://www.mbi-geodata.com)

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