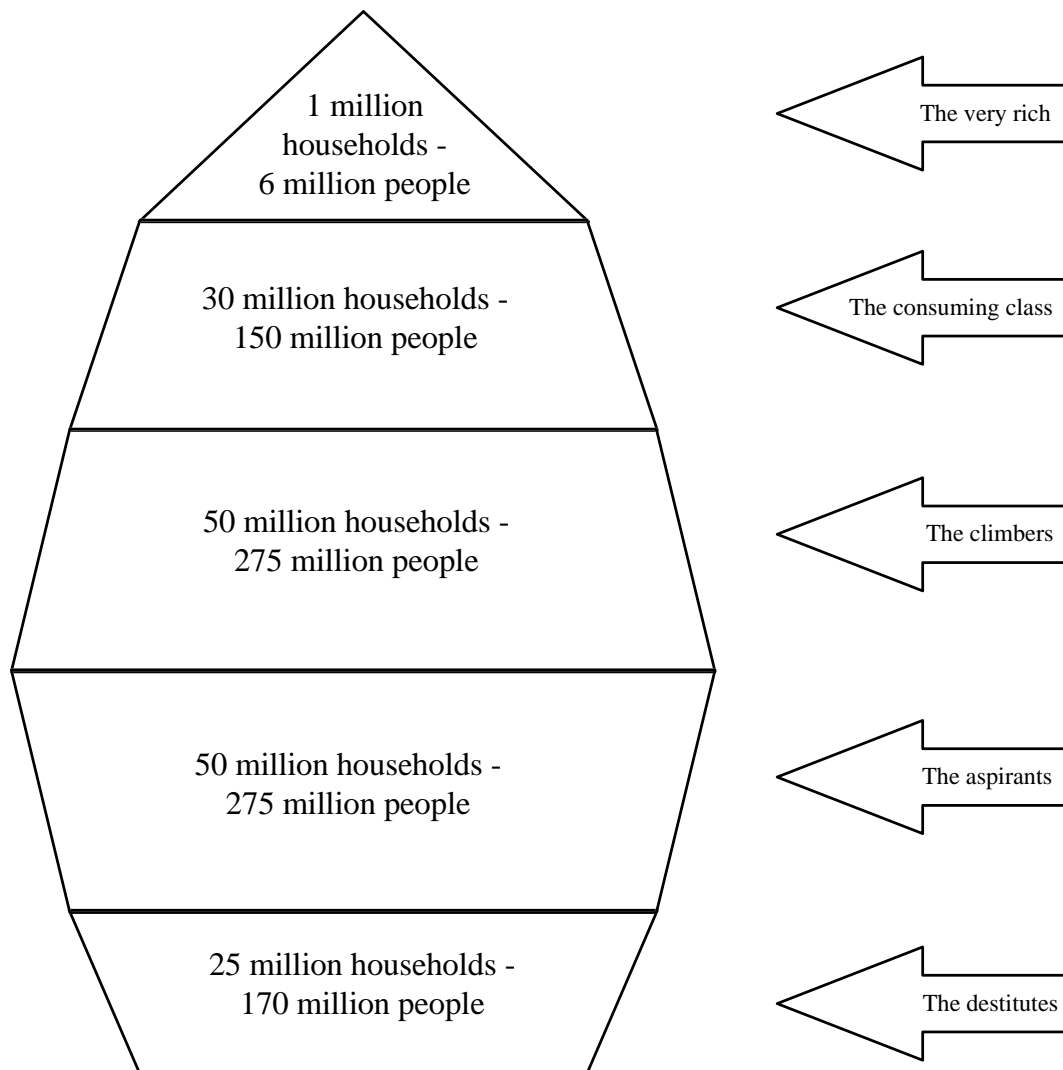


Figure 3.3 The Structure of the Market 1994-95



1. In this and the next figure, Dr Rao projects the market structure in the year 2001-02. He points out that the shape is moving towards a diamond, with an expanding number of the very rich, a fast expanding consuming class and hence a mass market, and the remaining destitute and aspirants of the bottom.

2. Dr Rao says the market for most products, except the most expensive ones, would be made up of the top two sections - 156 million people or so. The mass market would have an additional 275 million people or so.