

## About PRICE

The People Research on India's Consumer Economy (PRICE), branded as ICE 360°, was founded in 2012 as an independent, not-for-profit 'think tank' and 'facts tank' engaged in building and disseminating data-based knowledge and insights about India's Consumer Economy and Citizen's Environment, for use in formulating public policy and in shaping business strategy.

The core activities of PRICE is aimed to generate integrated longitudinal data (Interconnected, Consistent and up-to-date) on "How India earns, spends, saves, lives, thinks, accesses public goods and amenities and many more..."

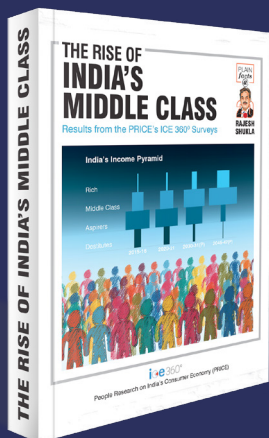
### People Research on India's Consumer Economy (PRICE)

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