



Case Study

Market Research - South Asia's Wealthy Diaspora

South Asia has been the region of major outward migration since the mid-1800s. After the Partition in 1947, the movement accelerated as migrants from India, Pakistan and Bangladesh travelled to the West. The Indian Diaspora is the biggest among the South Asians followed by Pakistanis and Bangladeshis. It is estimated that the wealth of Non-Resident South Asians (NRSA) is in excess of \$1 trillion as of end 2010. It is also estimated that by end of 2010, Non-resident Indians (NRI) own more than \$500 billion in assets onshore in India, just in gold, real estate and art. Non-Resident Indians contribute the major portion of the NRSA wealth management market with an 86% share. Non Resident Pakistanis account for the second largest share with 8%, followed by non-resident Bangladeshis and non-resident Sri Lankans.

Problems

The client, a market intelligence firm, wanted DART to prepare a report that analyzed the wealth of Non Resident South Asians. This client wanted to focus on the non-resident South Asians from India, Pakistan, Bangladesh and Sri Lanka who have migrated elsewhere in Asia, to the Middle-East, to Europe and to America, in search for better work opportunities.

Methodologies

DART Analysts prepared a report focusing on the population and

other demographics of India, Pakistan, Bangladesh and Sri Lanka. The report gives the latest data on how much wealth has been accumulated by the NRSA and in what forms (gold, real estate, shares, or other forms). It elaborates the reasons that led to the migration of people from these countries. The report includes an analysis of the NRSA Wealth Management market, and provides a list of banks that manage the wealth of NRSA. It gives a list of NRSA billionaires in the world. Though the report talks about NRSA, the primary focus is on NRIs. The report also discusses the remittances to South Asia by these NRSA. North America and the Persian Gulf remit the most wealth to South Asia. These remittances are used for household consumption. The report also analyzes the heads of investments made by the NRSA, with a focus on NRIs. It also analyzes the RBI norms that govern the investments made by NRIs. The report identifies the most preferred investment location of NRIs, the efforts by the Indian government to attract NRIs, NRI support to entrepreneurship in India, growth drivers of NRI wealth, impact of the 2008 financial crisis, leading Indian banks serving the NRIs, exciting opportunities for NRI wealth management, and strategies for market penetration. The report gives a large number of graphical representation tools in the form of tables and charts.



DART's Market Research Services

DART Analysts customize the research report based on client's requirement. The DART team possesses a strong analytical mind, market knowledge, and business acumen. The team strives to deliver projects on or before time. Data collection is done from market research reports, news, press releases, and the internet in addition to the direct interviews. The information collected is then collated into a report.