

Reactions to a Pandemic in a Connected World

COVID-19 Consumer Insights: India – Part 1
Jan 1 to Mar 11

Powered by

inMOBI Audience Intelligence

About this Report

The following report is based on a detailed analysis of the data available with the InMobi Audience Intelligence platform that powers our segmentation and targeting for marketers and advertisers across the globe.

- Part-1 of this report analyses aggregated data signals from the first week of January to the 11th of March.
- The analysis unravels location trends across the country through data signals from places of interest or polygons (created by InMobi for over 66,000 locations across India).
- The analysis investigates change in in-app behavior of consumers from the first of January to the 11th of March.

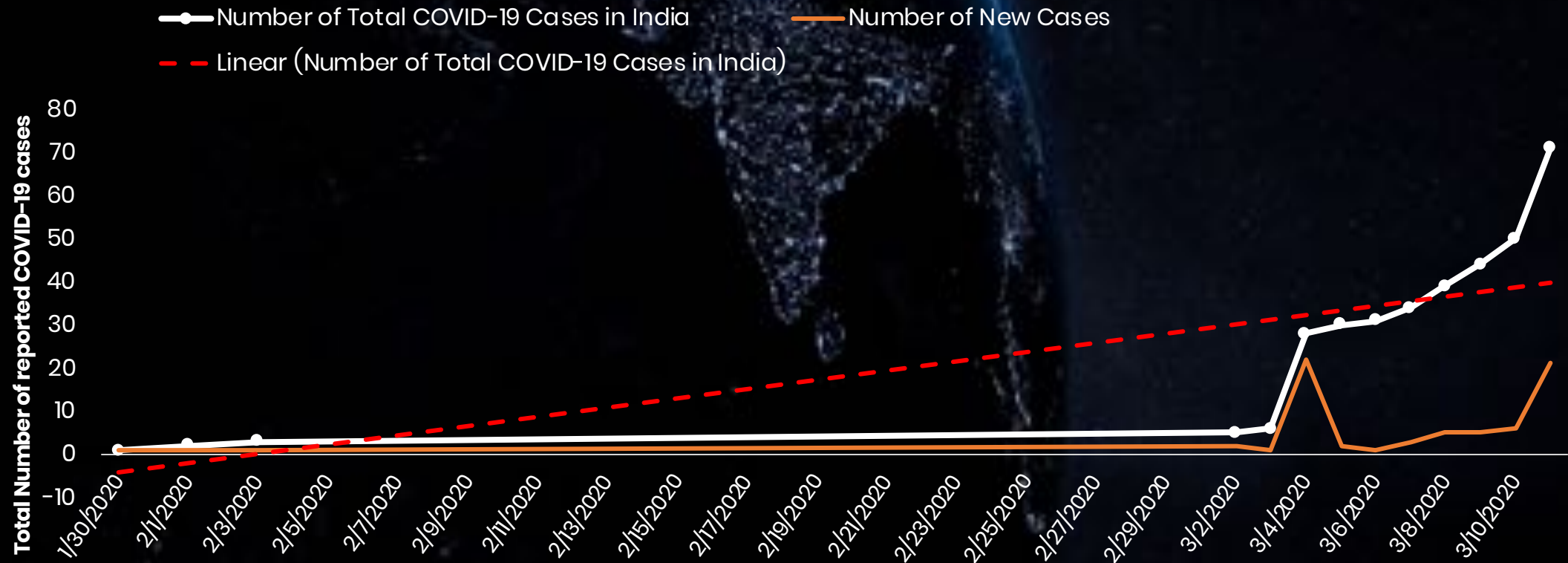
Content

- **The COVID-19 Impact in India**
- **Life in a Metro:** Effects of COVID-19 on the lives of consumers in the top 3 metros
 - Tech Parks
 - Restaurants
 - Fitness Centers
 - Temples
- **The Travel Nosedive:** Consumers alter flight and staycations
- **App Usage Skyrockets:** Apps rule the roost as consumers take to their mobile

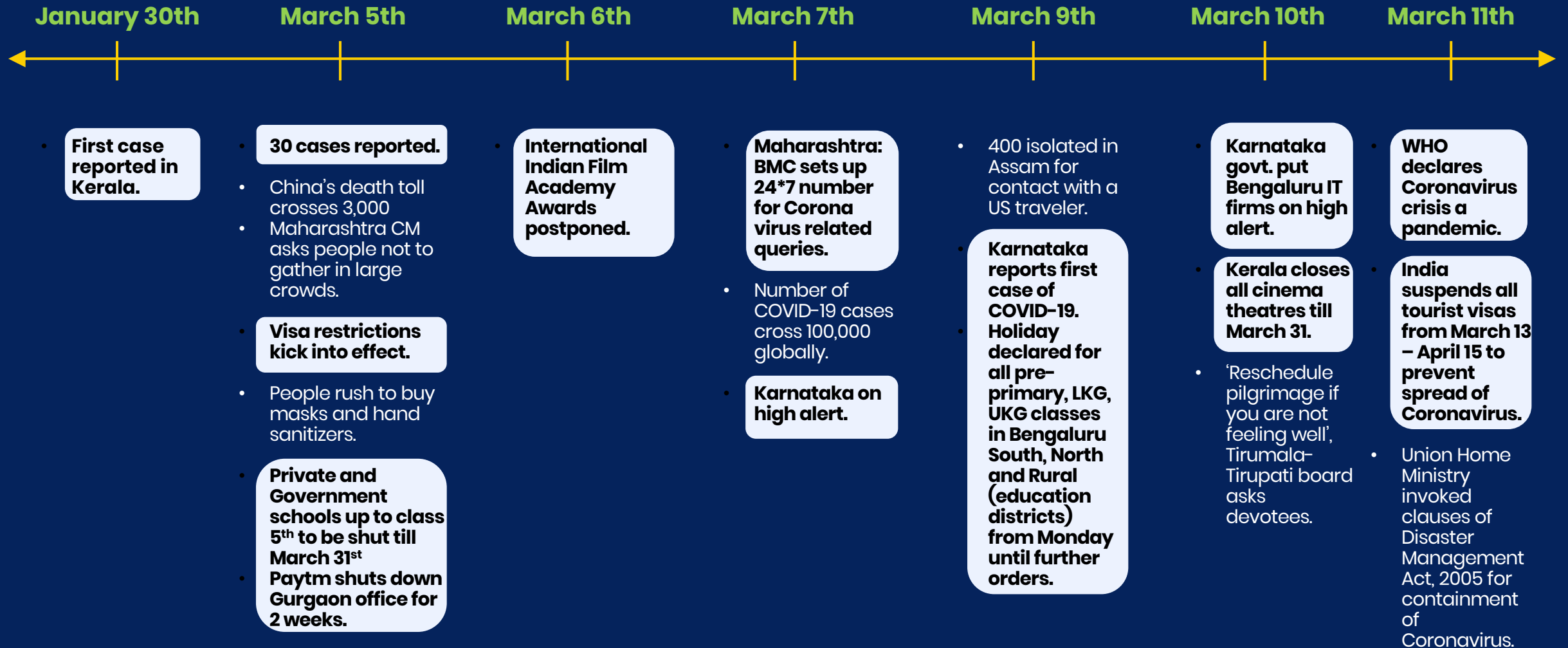
The COVID-19 Impact in India

Since Coronavirus first came to the world's notice in late last year, it has spread to at least 147 countries. In India, the **first case surfaced on January 30** and by February 3, three people in Kerala had tested positive. The spread was contained for the large part in February. However, on March 2, two new cases were reported and **by March 11, India had 71 COVID-19 cases**. That's a growth of less than 2 cases every day since Jan 30th. The spread of the virus has been largely contained due to proactive measures taken by local, state and central governments.

Rise of COVID-19 Cases in India



Key Events in the Timeline of COVID-19 in India¹



1. and across the Globe in a few cases

Life in a Metro

How has life in the top metropolitan cities changed in this period?

The metros – most importantly Delhi, Mumbai and Bengaluru, have witnessed a steep decline in footfall across major places of interest since the first case was reported in India.



Footfall across major places of interest in top 3 metros



↓ 36%

Tech Parks and Business Complexes



↓ 58%

Arcades and Amusement Parks



↓ 57%

Restaurants and Eateries



↓ 74%

Schools, Colleges and Universities

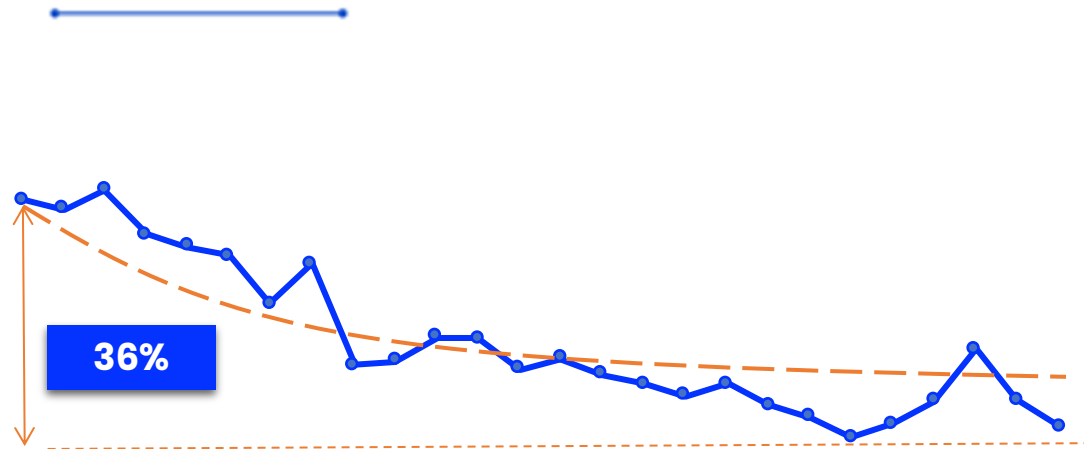


↓ 40%

Gyms, Parks and Fitness Centres

The decline in footfall is calculated for the time period between Feb 14 to Mar 11

Tech Parks



Footfall trend in tech parks

14-Feb 18-Feb 22-Feb 26-Feb 01-Mar 05-Mar 09-Mar

Summary Report

Tech parks see a gradual decrease in footfall as employees slowly adopt remote working.

Highlights

COVID-19 outbreak

1

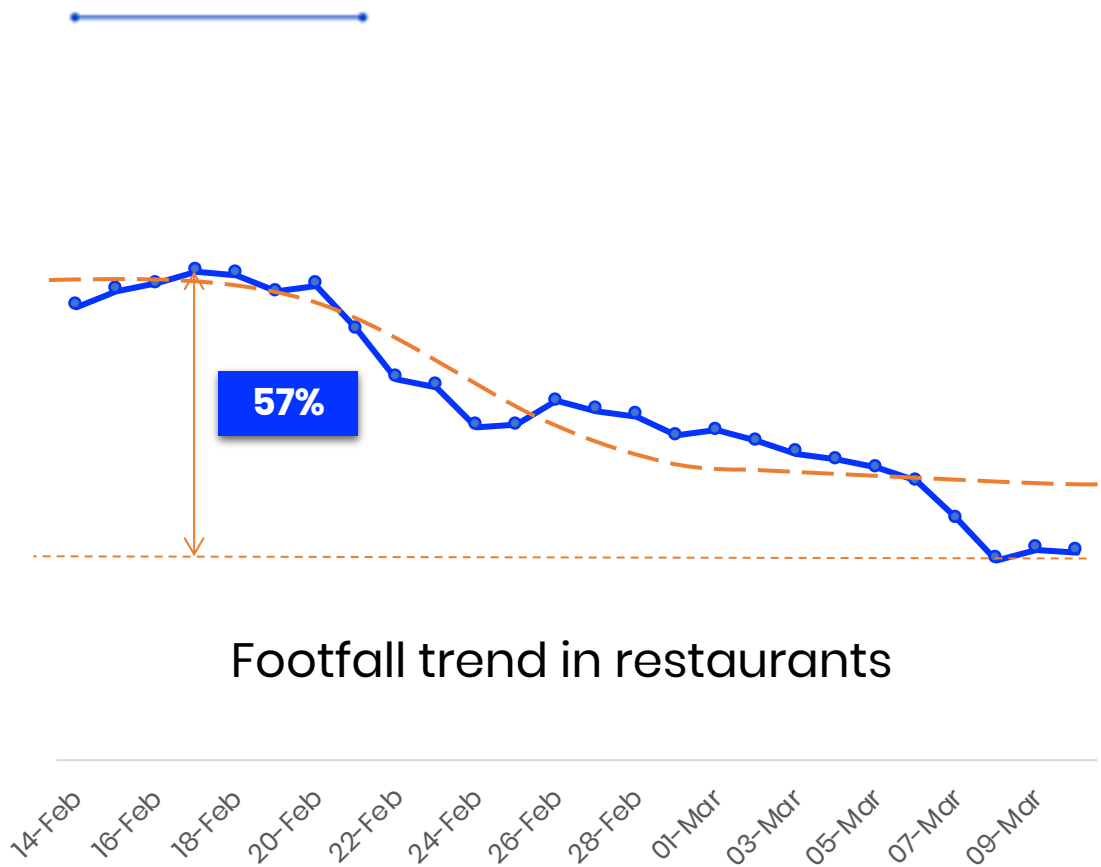
Post the initial news breakout of COVID-19, tech parks see a steady decrease in the number of people working from their offices.

COVID-19 response

2

Tech parks and central business districts evaluate mandatory work from home as number of reported cases rise.

Restaurants



Summary Report

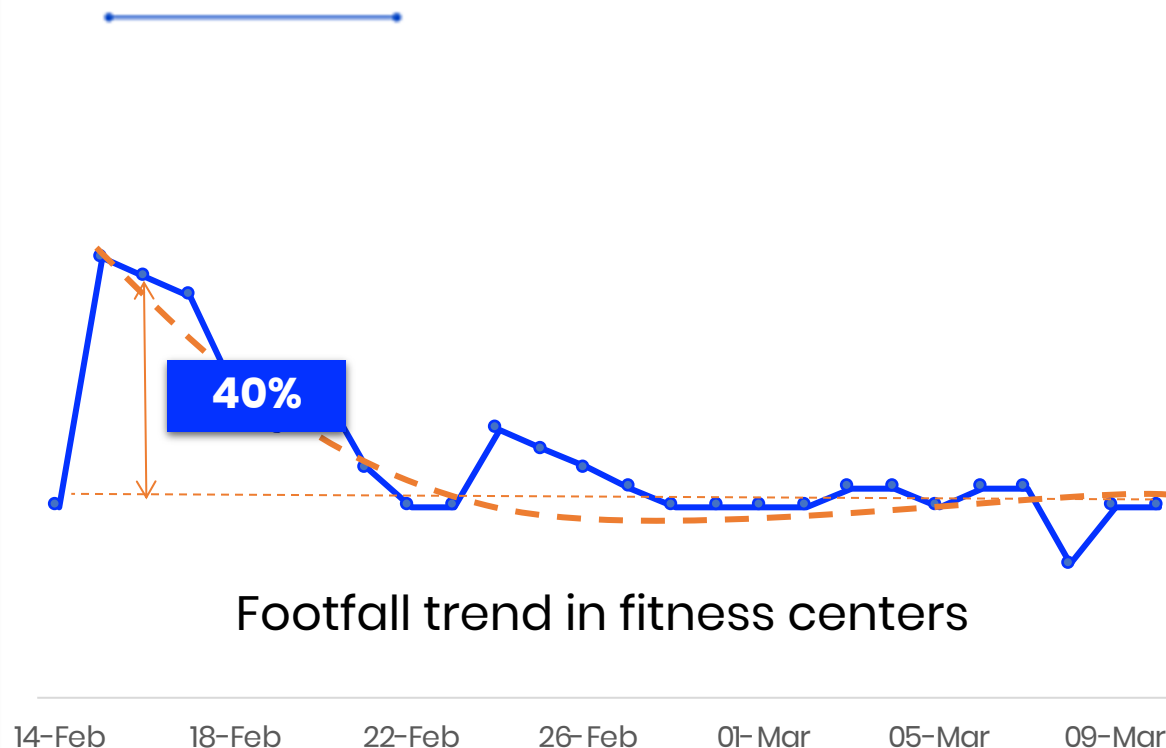
Eating out loses flavor amidst Coronavirus concerns. Restaurant visits dip consistently from 18th Feb as consumers take to ordering or cooking at home.

Highlights

COVID-19 Response

- 1 Restaurants see a drastic dip as consumers avoid crowded spaces and take to ordering or cooking at home.
- 2 With the panic spreading across the world and rise in reported cases, Maharashtra and Karnataka governments take preventive measures to enforce social distancing.

Fitness Centres



Footfall trend in fitness centers

Summary Report

Gyms and fitness centers see a 40% decline in footfall after the week of Valentine's Day as consumers avoid crowded and high-risk places.

Highlights

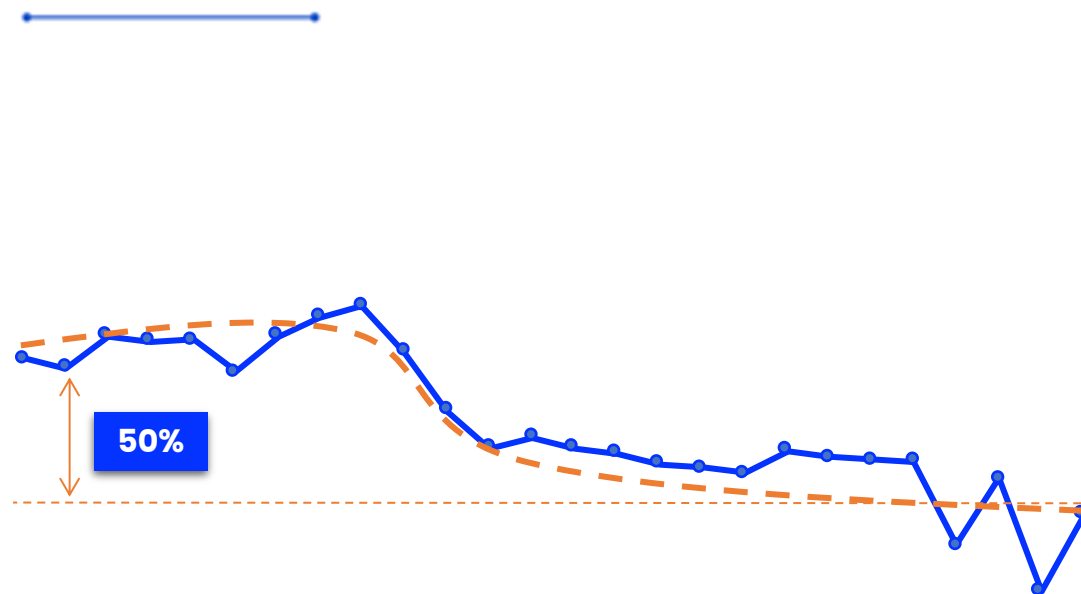
COVID-19 outbreak

- 1 There has been a slight decline in no. of people going to gym and fitness centers. Despite repeated precautionary warnings, people however continue to visit these centers.

COVID-19 response

- 2 As social distancing measures were encouraged, non-essential activities such as fitness center visits began to drop.

Temple Visits (Maharashtra)



Footfall trend in temples across Maharashtra

14-Feb 18-Feb 22-Feb 26-Feb 01-Mar 05-Mar 09-Mar

Summary Report

Praying takes on a new meaning in a socially distancing/distanced Maharashtra. Citizens refrain from religious visits and pray from the safety of their homes.

Highlights

COVID-19

1

As gathering in crowds larger than 10 people are discouraged, temple visits see a dip.

2

Since 6th March, with major temples closing, the trend shows further decline in visitors.

The Travel Nosedive

How has flight travel been affected by COVID-19?

Footfall across the metro airports has seen a considerable decline while airports in cities such as Lucknow, Patna, Guwahati, Chandigarh have not seen any significant difference.

Chennai, however, has shown a slight increase.



Footfall across metro airports and rental stays have seen a considerable decline since March 1



25% ↓

Decline in visits at the Bengaluru, Mumbai and Delhi airports combined



↑ 400%

Growth in activity in flight tracker apps



40% ↓

Decline in visitation to **Lodges and Vacation** rentals across India

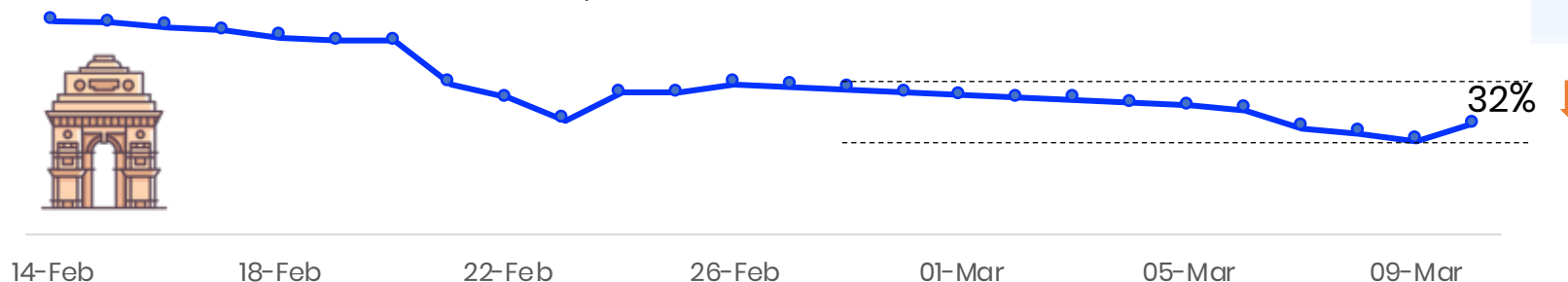
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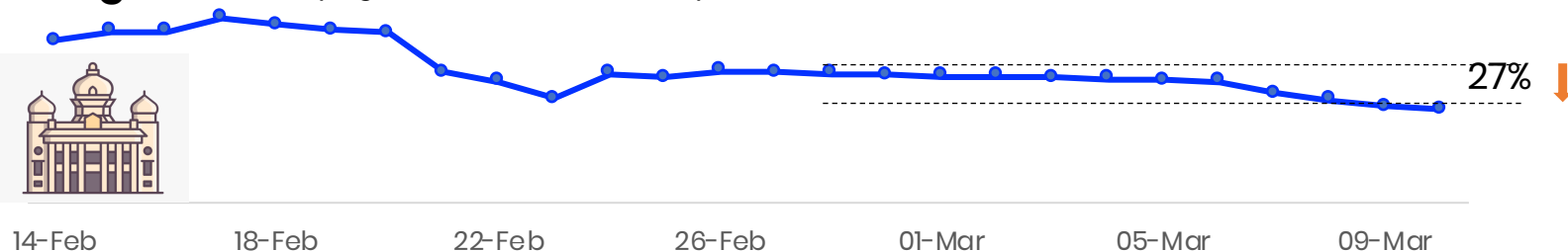
Major Indian airports witness gradual decline from March 1



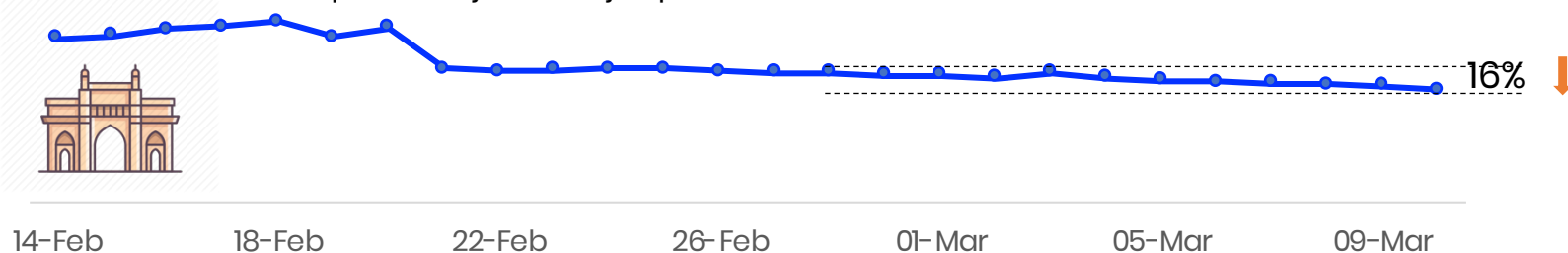
Delhi Indira Gandhi International Airport



Bengaluru Kempegowda International Airport



Mumbai Chhatrapati Shivaji Maharaj Airport



Highlights

1 News about exponential rise in reported cases in Italy and Iran trickles in by the first week of March.

2 Companies issue advisory against international travel for their employees.

3 Airports with international operations see significant drop starting first week of March.

Domestic travel remains largely unaffected

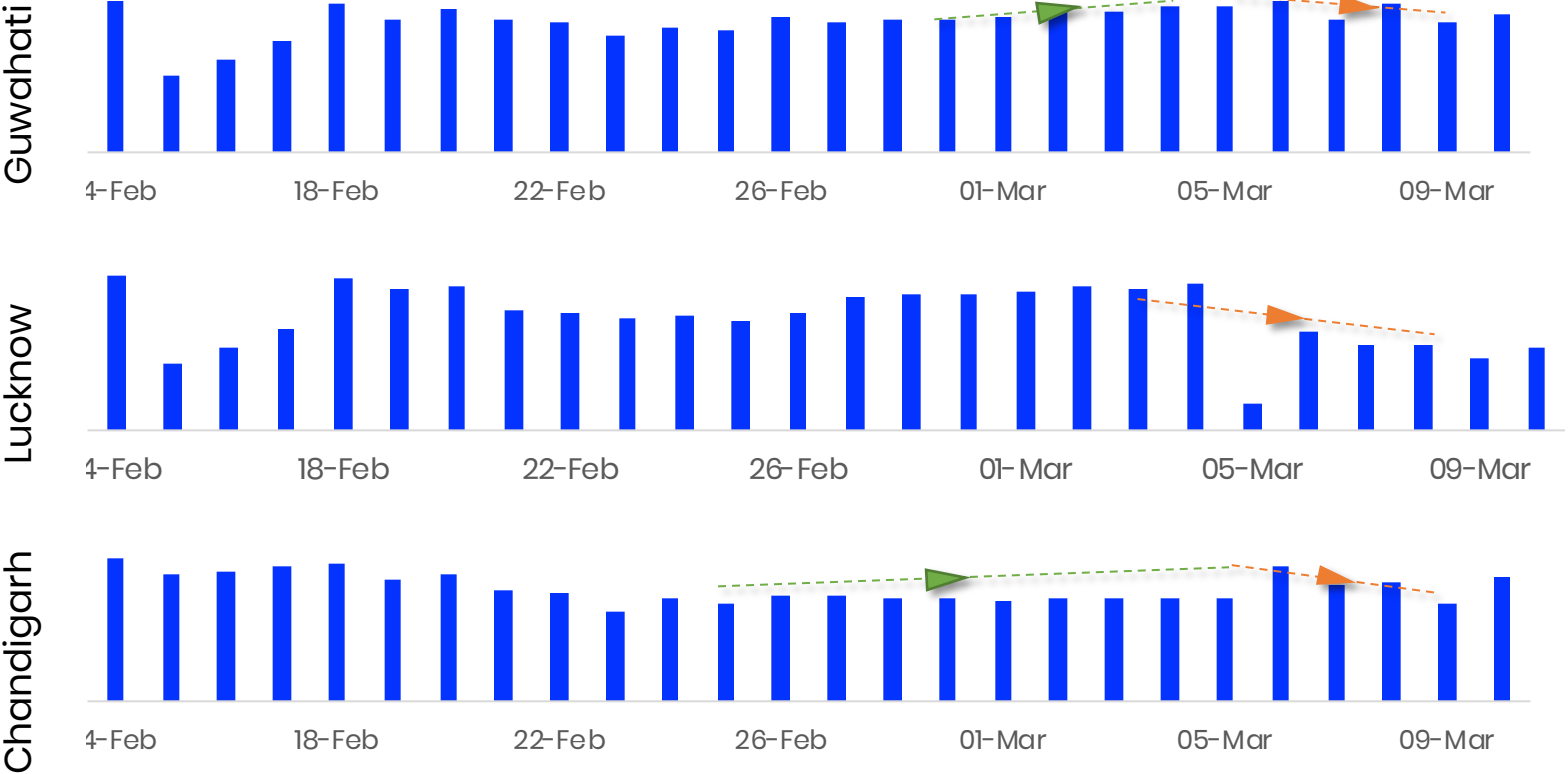


Highlights

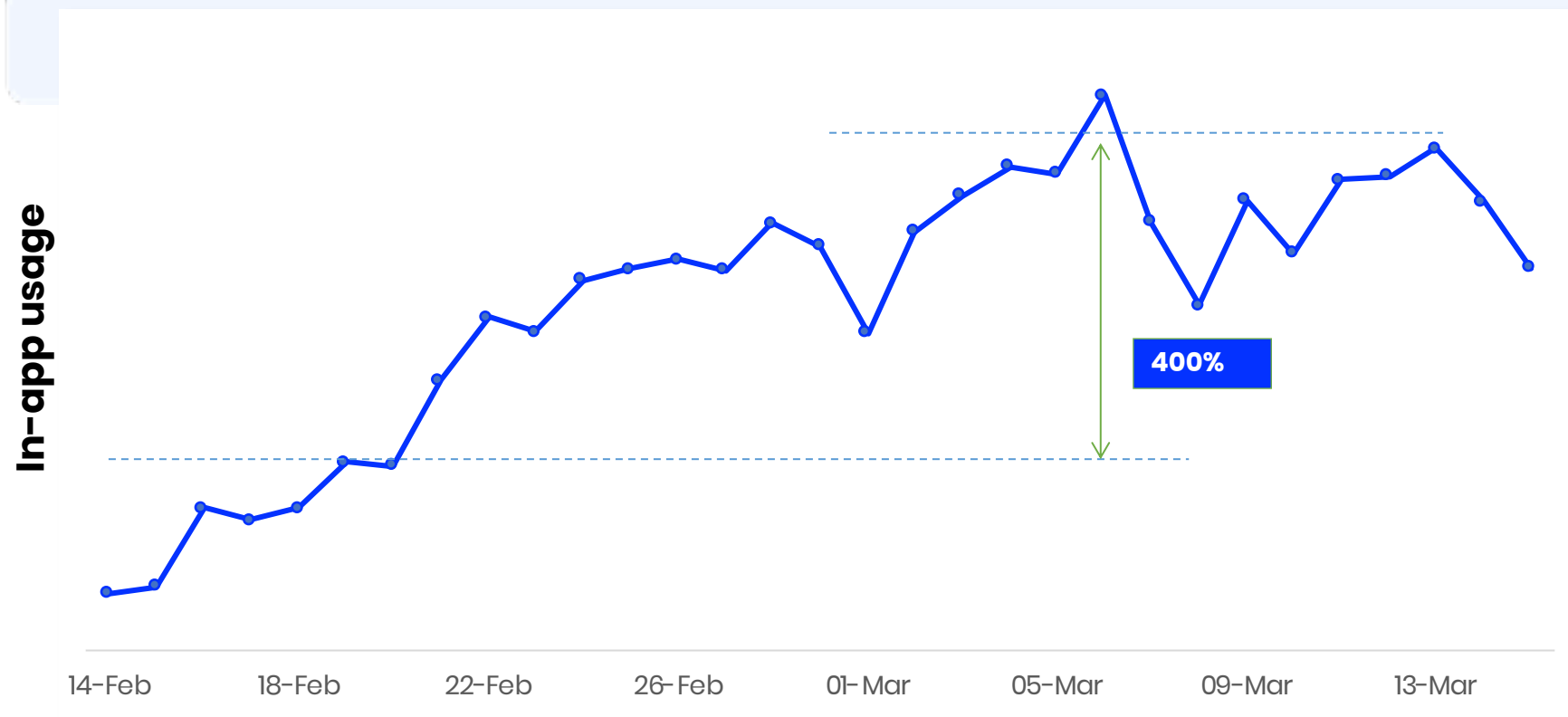
1 Airports with largely domestic flights see little change in footfall.

2 With focus on international travelers, domestic travel remains largely affected by the Corona virus scare.

3 Amidst flight delays and cancellations, many take flights to travel back home.



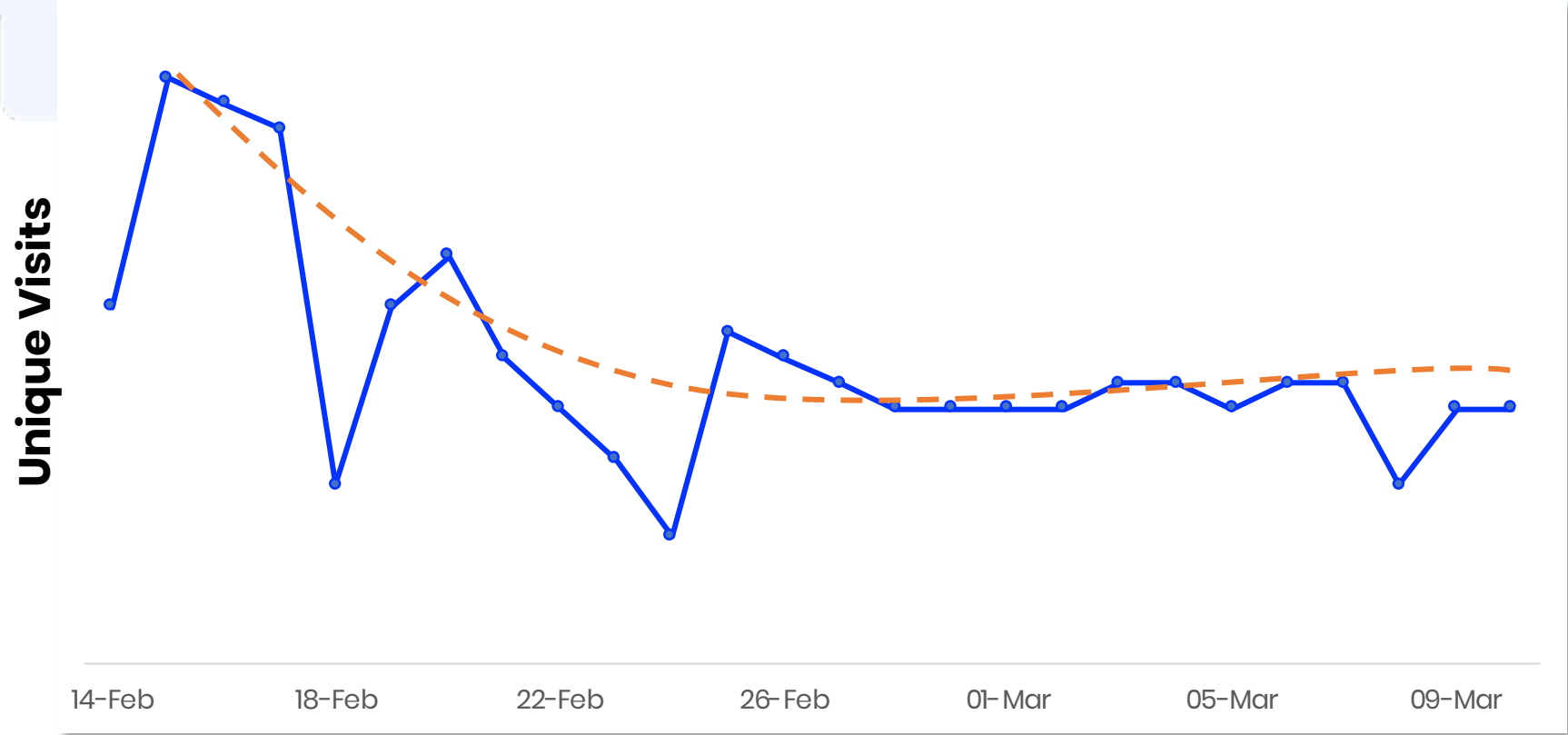
Flight tracking and booking app usage hits the roof



Highlights

- 1 The growing panic leads to continuous monitoring of flight operations by concerned citizens.
- 2 With a spike in number of reported cases in India, consumers take to cancelling or delaying their flight plans.

Lodges and vacation rentals see huge drop in visitors



Highlights

1

Lodges and vacation rental visits see a steady decline as people alter travel plans.

Observation: The visitation pattern to Lodges and vacation rental has been on decline since last week of February. But hasn't picked up in March when usually children's exams are over.



App Usage Skyrockets

How has content consumption changed in this period?

Consumers have taken to their mobiles as they seek entertainment, information, news and scourge for unique ways to engage themselves in times of social distancing.

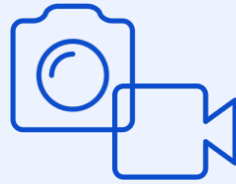


Image and Video Editing apps see a **60% surge** in usage



Gaming app usage **grows by 110%**, especially Strategy



Books and Comic apps see **200% growth**



Mobile browsing app activity **shoots up by 37%**

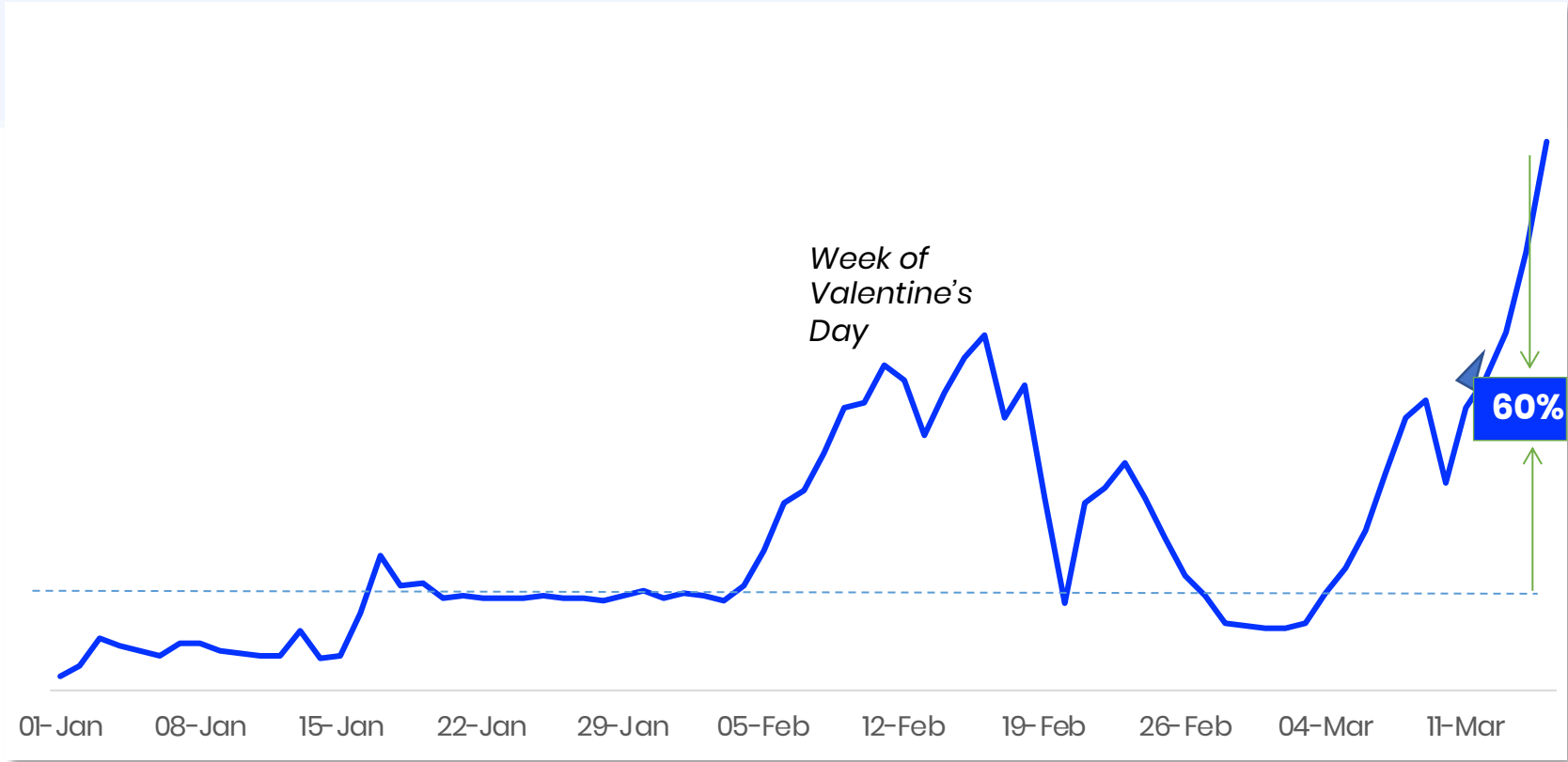
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Image and Video editor app usage peaks due to remote working



In-app Usage



Summary Report

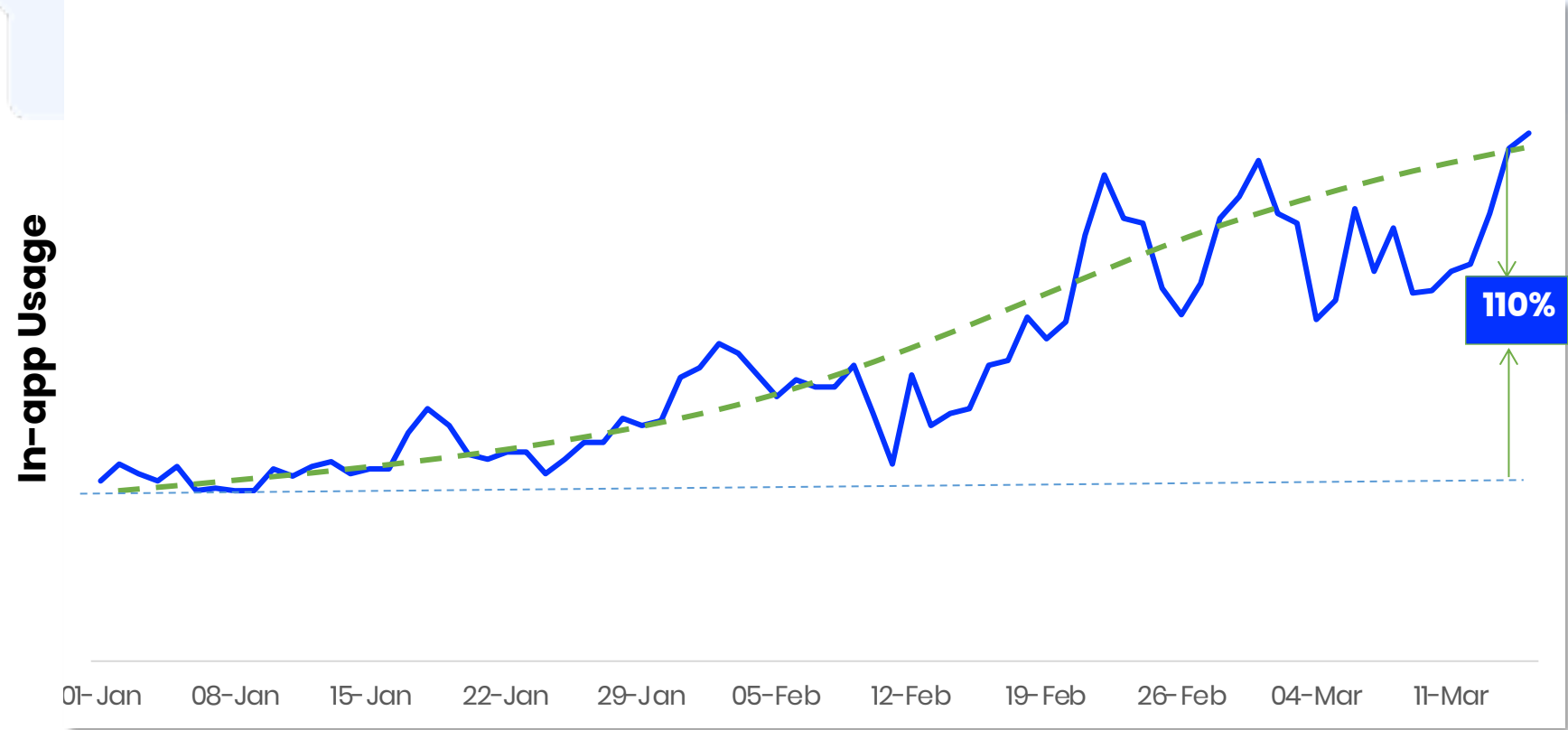
Since 5th March, there has been a steep increase in the usage of Image and Video editing apps



Highlights

- Valentine's week**
Before people started isolating themselves, the usage of editing apps had seen a spike, during the popular week of Valentine's Day.
- Holi**
The festival of colors triggered a surge in the usage of editing apps despite the silent nature of Holi this time around.

Arcade, Strategy and Trivia apps see growth in adoption



Summary Report

Since 12th Feb, there has been a steep increase in the usage of Gaming apps.



Highlights

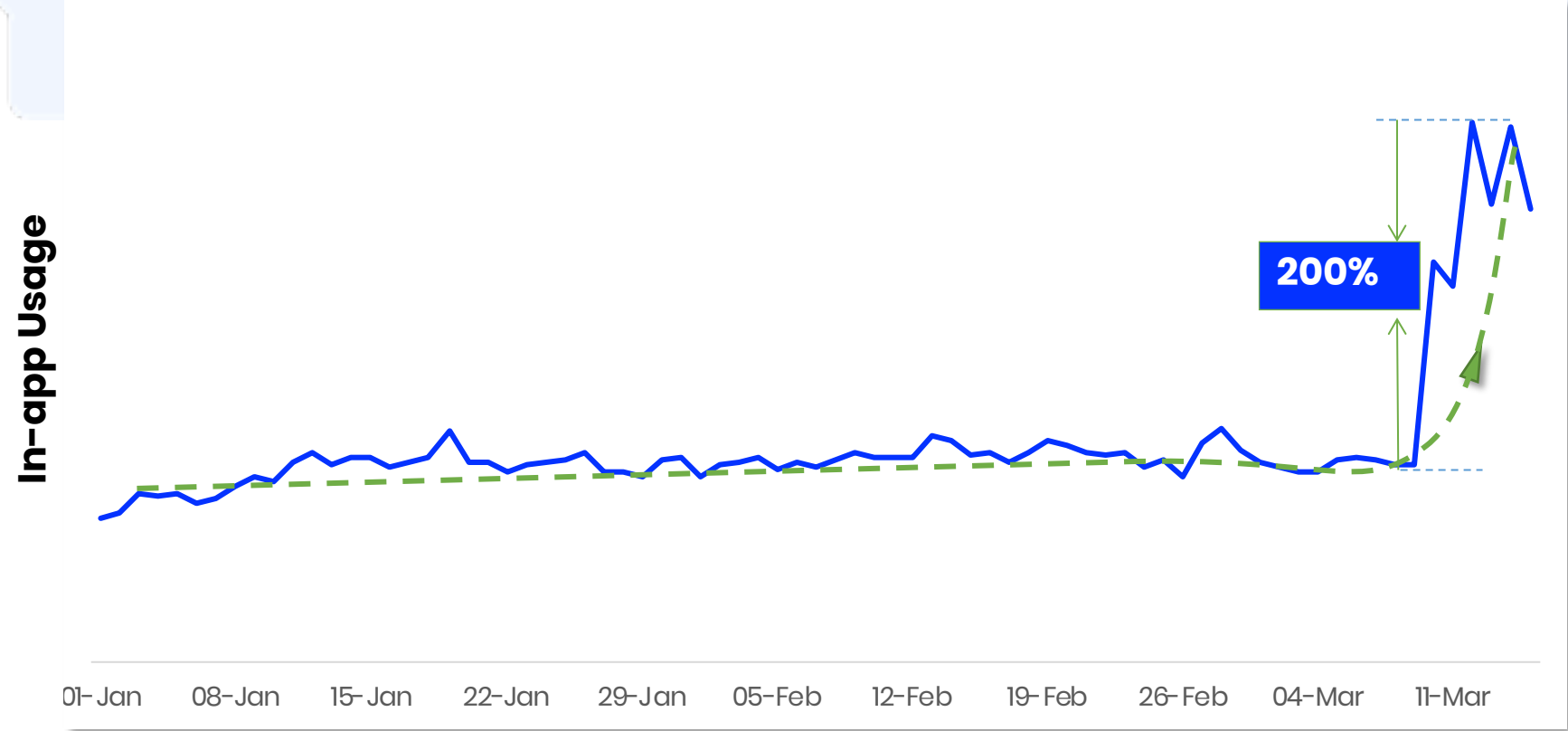
1 COVID-19 breakout

Post the initial news breakout on COVID-19, there has been a gradual increase in the usage of Gaming apps.

2 Top Contributors

Spike in traffic is primarily seen for Arcade, Strategy and trivia apps.

Books & Comic apps gain popularity as schools shut down



Summary Report

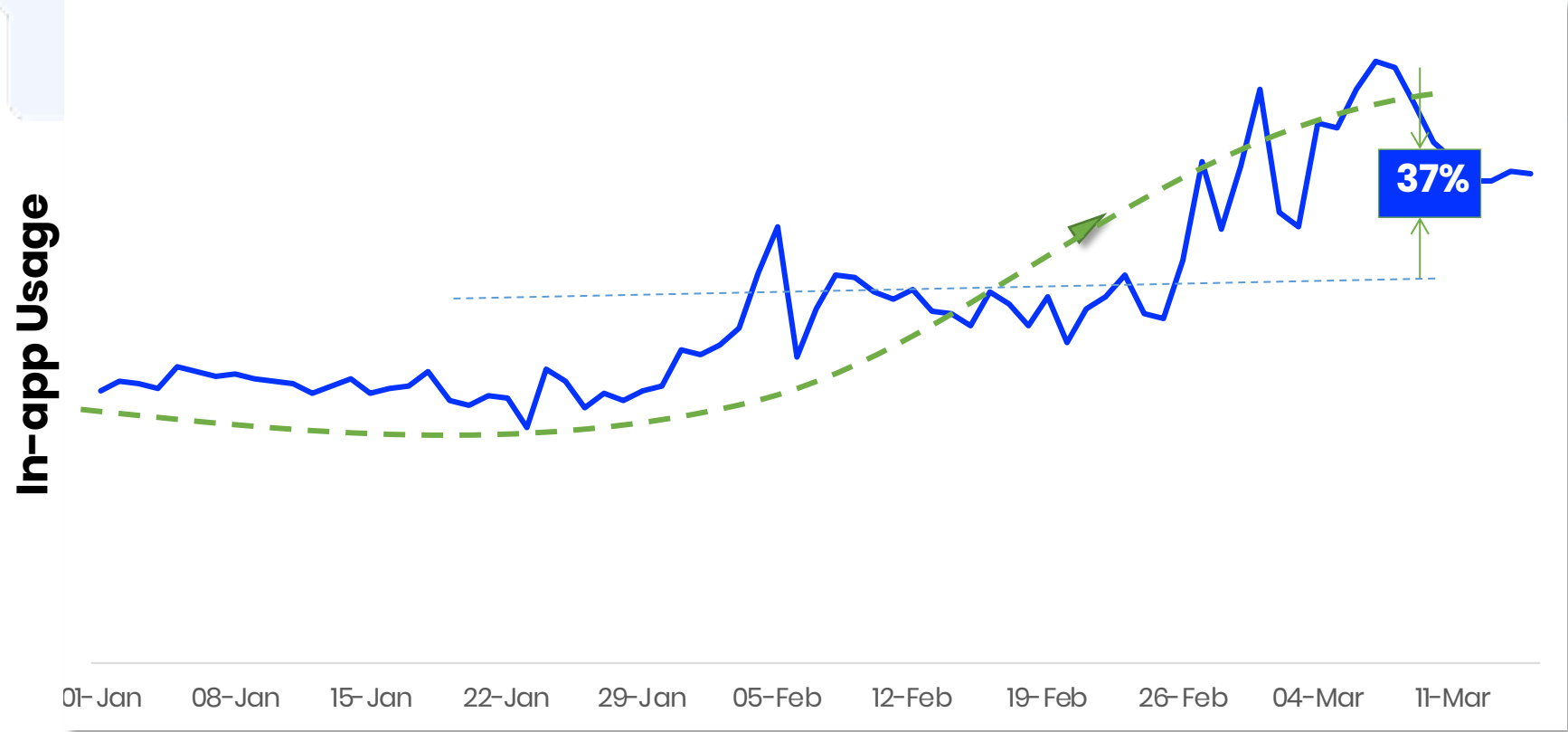
Since 12th March, there has been a steep increase in the usage of Books and Comic apps.



Highlights

- 1 App Usage Trend**
Usage of Books and Comics were constant until the first week of March, post which there is a steep increase in usage.
- 2 Schools and Colleges shut down**
Online learning and reading becomes popular as state governments including Maharashtra and Karnataka announce closure of schools. In addition, leading Indian comics make their archives available for free for a month.

Web browsing apps are the biggest source of information



Summary Report

Since 12th Feb, there has been a gradual increase in the usage of Web Browsing apps.



Highlights

1 App Usage Trend

By the end of Jan, web browsing app usage decreases but immediately surges after the first case is reported.

2 Mobile-first Searches

Mobile becomes the go-to-device and destination for consumers seeking the latest news, information and updates.



Unique Data Signals

SDK data from over 200 million users deliver richest “truth-set” of consumers (location, app level data, and offline and online behavior).



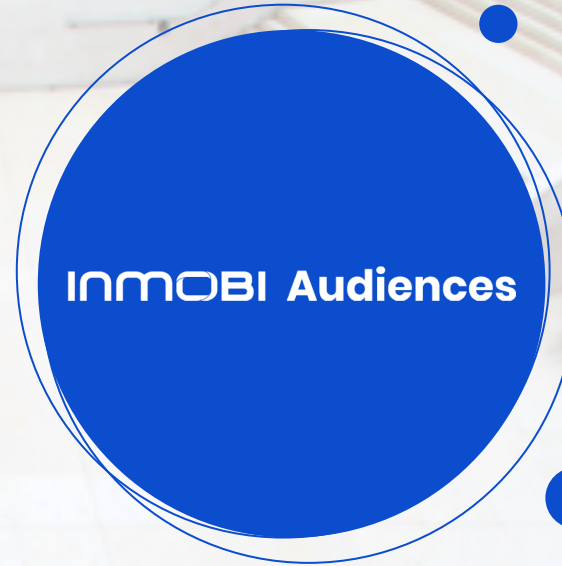
Accuracy at Scale

Audiences created using advanced AI that preserves quality of data while delivering global scale.



Always-on

500+ ready to use audiences, relevant and reflective of changing consumer behavior



InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

Powered by

- Mobile Intelligence
- Transparent
- Always On
- Integrated

InMobi Marketing Cloud



About InMobi Group

InMobi Group's mission is to power intelligent, mobile-first experiences for enterprises and consumers. Its businesses across advertising, marketing, data and content platforms are shaping consumer experience in a world of connected devices. The group's portfolio companies include InMobi Marketing Cloud, TruFactor – a Secure Data Platform for businesses, and Glance – the world's first Screen Zero. InMobi Group has been recognized on both the 2018 and 2019 CNBC Disruptor 50 list and as one of Fast Company's 2018 World's Most Innovative Companies. For more information, visit inmobi.com



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