

The CPI Advantage: Unlocking India's Consumption Hotspots

India's GDP growth has surged to **6.9% in 2024**, cementing its position as the world's fastest-growing major economy with a **\$3.6 trillion GDP**. Yet, the true pulse of economic expansion beats at the **district level**—where businesses, policymakers, and investors must focus to unlock real opportunities.

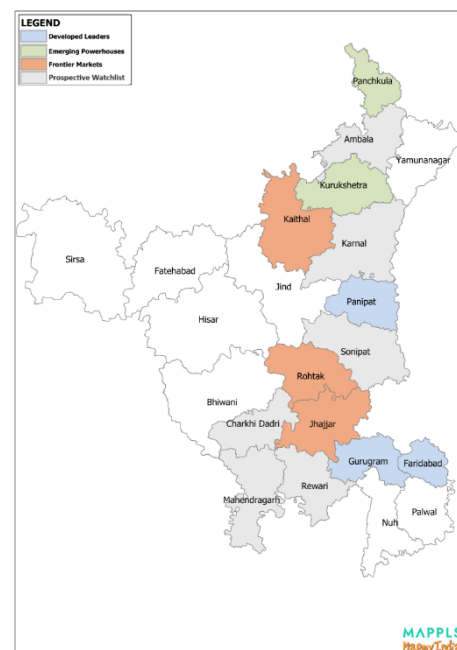
The **Consumption Propensity Index (CPI)** is a cutting-edge analytical tool that dissects India's markets beyond states, identifying **high-growth, high-potential districts**. By assessing **15 key indicators**, including **urbanization, affluence, financial inclusion, infrastructure, and mobility**, CPI offers a **granular view of consumption dynamics**, ensuring businesses make **data-backed decisions** for market expansion. In this ready reckoner, we explore Haryana, a key economic hub, and Jhajjar, one of its fastest-growing districts, to demonstrate CPI's ability to identify emerging consumption hotspots.

Haryana: Powering India's Economic Engine

Strategically positioned as **India's industrial and agricultural stronghold**, Haryana is a key player in India's growth narrative. With an estimated **₹10.95 lakh crore GSDP (2023-24)** and **11% YoY growth**, Haryana boasts a **booming services sector (51% of GSDP)**, robust **industrial infrastructure (33%)** and a thriving **agriculture sector (16%)**¹.

Why Haryana Stands Out

- **CPI Score (2023): 44.5**, well above the median, signalling strong consumption potential.²
- **Banking Penetration:** The state has a substantial banking network, with numerous branches and ATMs facilitating financial inclusion.
- **Infrastructure Boom:** Proximity to Delhi, industrial hubs, expressways, and rapid metro expansion make Haryana a logistics powerhouse.
- **High-Growth Corridors:** Panchkula and Rohtak are surging with **built-up expansion and improved connectivity**, unlocking new business opportunities.



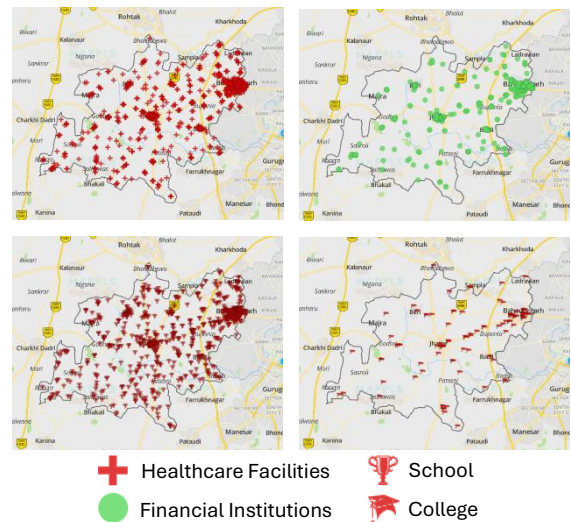
¹ Economic Survey of Haryana 2023-24

² ClarityX Consumption Propensity Index 2024

Jhajjar: The Next Big Consumption Hotspot

Welcome to **Jhajjar** – Haryana’s emerging economic powerhouse and one of India's fastest-growing **frontier markets**, boasting a 2023 CPI score of **41.06** and an impressive **10%**³ growth in score, surpassing the state median. No longer just a peripheral district, **Jhajjar is fast becoming an industrial and consumption powerhouse.**

The illustration on the right depicts the Point of Interest (PoI) spread across Jhajjar as of 2024 depicting infrastructure expansion, financial activity penetration and socio-economic development.



Demographics and Administrative Overview

- **Population (2024 estimate)**⁴: Over **1 million**, with a male-female split of **53% male, 47% female**⁵.
- **Administrative Divisions**: **5 tehsils, 260+ villages**, reflecting a mix of urban expansion and rural connectivity.
- **Urbanization Growth**: Rapid urban expansion driven by **industrial projects and commercial hubs**.

Jhajjar's Competitive Edge in CPI

Jhajjar's rapid development is data-backed by CPI's insights, making it a prime candidate for future investment:

- **Economic Growth Drivers**: CPI analysis shows Jhajjar's built-up area has expanded by **40%** since 2019, fuelling commercial and residential development⁶.
- **Financial & Infrastructure Growth**: Banking penetration up by **7%**, indicating a rise in economic participation⁷.
- **Connectivity**: Paved road density enhanced by more than **100%** improving access and making Jhajjar a key logistics corridor⁸.

³ ClarityX Consumption Propensity Index 2024

⁴ MapmyIndia Data 2023-24

⁵ Based on UIDAI Data 2023-24

⁶ ClarityX Consumption Propensity Index 2024

⁷ ClarityX Consumption Propensity Index 2024

⁸ ClarityX Consumption Propensity Index 2024

The CPI Report You Cannot Ignore

CPI is not just a tool - it is a **business roadmap** to India's **most promising, high-potential markets**. Haryana is already a **thriving economic powerhouse** and Jhajjar is rapidly rising as a **frontier investment destination**. With **CPI's unparalleled insights**, businesses, investors, and policymakers can **stay ahead of the curve** and capitalize on **India's next wave of consumption-driven growth**.

Moreover, while CPI currently provides **district-level insights**, the methodology can be further **refined to a pincode level or even a 1x1 km grid**, offering businesses an **ultra-granular view of hyperlocal consumption patterns**.

This is more than a report—it is the key to unlocking India's future markets. Reach out to contact@clarityx.ai for more information!