MUSIC OF TRUTH

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presents

GUESSTIMATE BOOK 2025-26

HINDU CONSULTING GROUP

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About Us

Hindu Consulting Group

Established in 2019, Hindu Consulting Group is a pro-bono consulting society from Hindu College, University of Delhi aspiring to provide proficient assistance to various clients in designing pitch decks, evaluating highly efficient business plans, performing consumer and competitor analysis, constructing financial projections, helping the organization in its marketing strategy, and other technicalities. It is an inclusive, supportive, and value-driven group aiming to maximize the members' individual learning capacity accompanied by individual responsibility and accountability sustained by each one of us towards the project and clients.

40+
Projects

180+
Consultants Appointed

20+
Events

Established
Indian Consulting Network

Disclaimer

First Edition: August 2025

About the Guesstimate Book

This inaugural edition of the Guesstimate Book, meticulously developed by the Hindu Consulting Group, is a specialised guide devoted to the art and science of guesstimates, a foundational skill highly valued in consulting interviews, analytical roles and strategic decision-making. Unlike traditional casebooks which often cover broad consulting concepts, this volume focuses intently on estimation techniques, offering a deep dive into how to approach and solve guesstimate problems with confidence and logic.

Carefully structured for progressive learning, the book begins with clear, accessible explanations of what guesstimates are and why they matter. It then unfolds a step-by-step methodology for tackling ambiguous questions, teaching readers how to break down complex problems into manageable parts, make reasoned assumptions, and leverage real-world data intelligently.

As a product of focused collaboration and sustained effort, this Guesstimate Book empowers aspiring consultants, analysts and problem-solvers to build, refine, and master critical estimation capabilities. It equips readers with a mental toolkit to approach uncertainty methodically and make informed judgments – skills that thrive not just in competitive interview rooms but in the fast-paced challenges of business and everyday life. Whether you're a student preparing for your first consulting interview or a seasoned professional sharpening your skills, this book will be an indispensable resource on your journey to mastering the art of guesstimation.

20+ Guesstimates → **Structured Approach** → **Brownie Points**

Basics of Guesstimates

What Are Guesstimates?

Guesstimates — a blend of "guess" and "estimate" — are logical, reasoned approximations used in situations where precise data is unavailable. Rather than relying on wild guesses, guesstimates use structured thinking, informed assumptions and stepwise problem decomposition to arrive at a practical answer. Essentially, guesstimation is the analytical art of making informed, defensible approximations for complex and ambiguous problems.

Core Approach to Guesstimates

- **Clarification:** Fully understand the question and scope. Clarify ambiguous terms and confirm assumptions, for example, "Is this estimate for a city or country?" or "Is the timeframe daily, monthly or annual?"

- **Breaking Down the Problem:** Decompose the overarching question into smaller, mutually exclusive and collectively exhaustive (MECE) components, such as population segments, usage rates or frequency factors.

- **Making Assumptions:** Use intelligent, well-founded assumptions, grounding them in demographic data, analogous benchmarks or industry knowledge. Always state assumptions explicitly.

- **Validation**: Perform sanity checks by comparing your result against known industry figures or testing alternative approaches. Ask whether your estimate fits within a believable range and refine if necessary.

- **Calculations**: Combine your assumptions and known data in straightforward mathematical operations to arrive at an estimate.

Basics of Guesstimates

Why Guesstimates Matter?

Guesstimates play a vital role in consulting, finance, analytics, and product roles because they replicate the uncertainty of real-world decision-making. In business, leaders often have to make judgments without perfect information, relying instead on structured reasoning and logical approximations. Strong guesstimate performance signals a candidate's ability to bridge data gaps with structured reasoning, which is exactly what professionals do when creating market entry strategies, forecasting demand, or making investment decisions. Recruiters therefore use guesstimates to test whether candidates can:

- **Demonstrate business intuition** – Make assumptions that are not random but tied to everyday logic, facts, or industry knowledge.
- **Think under pressure** – Showcase clarity of thought even in ambiguous or high-stress settings.
- **Communicate effectively** – Present a step-by-step approach that interviewers can easily follow, highlighting logic over guesswork.

Core Principles of Cracking Guesstimates

To excel in guesstimates, candidates should focus on mastering the core building blocks that make solutions stand out. These building blocks ensure that even if your final number is off, your methodology will be robust, leaving a strong impression

- **Problem Structuring:** Lay out a clear roadmap before diving into calculations.
- **Segmentation:** Break down the population, market, or demand into logical categories.
- **Assumption:** Justification: Base assumptions on logic, experience, or relatable benchmarks.
- **Math Agility:** Be quick and accurate with multiplications, percentages, and scaling.
- **Final Sense-Check:** Always sanity-check whether your number feels realistic.

Guesstimates: How it Works

Demand Side (Customer-Led)

Focus on the consumer. You're asking, *"How many people are using this and how often?"*

How it works:
- Start with the total population.
- Narrow down to target users.
- Estimate their usage per person.
- Multiply to get total demand.

Example questions:
1) Estimating how many coffees are bought each day.
2) Figuring out how many mobile apps are downloaded, etc.

Supply Side (Production-Led)

Zooms on suppliers or producers. You're asking, *"How much is being made or served?"*

How it works:
- Estimate the number of providers.
- Guess their average output per day.
- Multiply to get overall supply.

Example questions:
1) How many pizzas are sold in Delhi? (Use the number of pizza joints × average pizzas sold = pizza supply for Delhi.)

Bottleneck Approach

This one creates **a *limiting factor* — a "*bottleneck*"** that constrains the whole system.

How it works:
- Identify the key constraint — could be capacity, equipment, staff, etc.
- Estimate the limit of that bottleneck.
- Use that as your basis for scaling the estimate.

Example questions:
1) "Estimate the number of planes that take off from Delhi Airport daily." (The bottleneck is **runway capacity**, not total passengers or airlines.)

Guesstimates: How it Works

Top-Down Approach

Think of this like starting from a big picture and peeling away layers until you reach your target number.

How it works:

Start with a known large figure — usually something well-known like a population.

Apply logical filters step by step, using rough percentages based on common sense or general knowledge.

Calculate progressively through each filter until you arrive at a final estimate.

Example:
"How many people take a taxi to work on a weekday in Delhi?"

Bottom-Up Approach

This is the reverse. You start small — with something you can actually imagine — and build your way up.

How it works:

The bottom-up approach starts with small, individual-level estimates — like per person, per store, or per unit behavior — and then scales them up to reach a final number. You build your estimate step by step, multiplying basic assumptions to reflect the larger scenario. It's logical, easy to justify, and especially useful when detailed ground-level understanding is possible but broad data is missing.

Example:
"How many pizzas are sold in Delhi in a day?"

Guesstimate Fact Sheet

Population Snapshot

Population	1.4 Billion
Growth Rate	~0.8%
Density	450/km²
Dependency Ratio	~47%

Gender & Employment

Sex Ratio	940:1000
Workforce Ratio	76 m : 24 f
Median Age	28 years
Unemployment	6% m: 8% f

Age & Literacy Profile

Age Distribution:

0–14 years	30%
15–24 years	20%
25–44 years	25%
45+ years	25%

Literacy Rate:

Overall	75%
Urban	90%
Rural	68%
Enrollment (Age 6–14)	97%

Income Distribution

High Income	5%
Upper Middle Class	10%
Lower Middle Class	25%
Low Income	50%
Below Poverty Line (BPL)	10%

Digital Access Landscape

Smartphone Users	650M+
Internet Access	55%
5G Penetration	250M+
UPI Users	350M+

Rural–Urban Divide

Rural Population	65%
Urban Population	35%

Average Household:

Rural	5
Urban	4

Population Density:

Rural	300/km²
Urban	800/km²
Delhi	11,000/km²

Spend Distribution

Food & Grocery	40%
Housing	30%
Transport	15%
Personal Care	15%

Area

3.28 m km²

1,483 km²

Sector Wise Employment

- Agriculture 45.5%
- Construction 12.6%
- Trade, hotel & restaurant 12.1%
- Other services 11.9%
- Manufacturing 11.6%
- Transport, storage & communications 5.6%
- Electricity, water, etc. 0.6%
- Mining & quarrying 0.3%

Terrain Division

Water 10%
Forest 20%
Land 70%
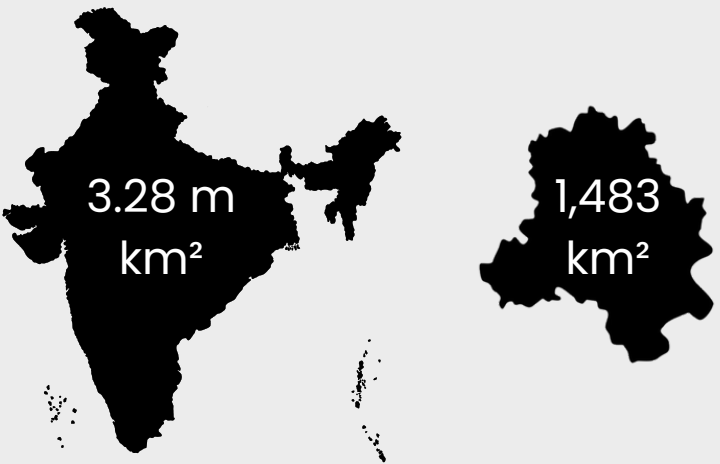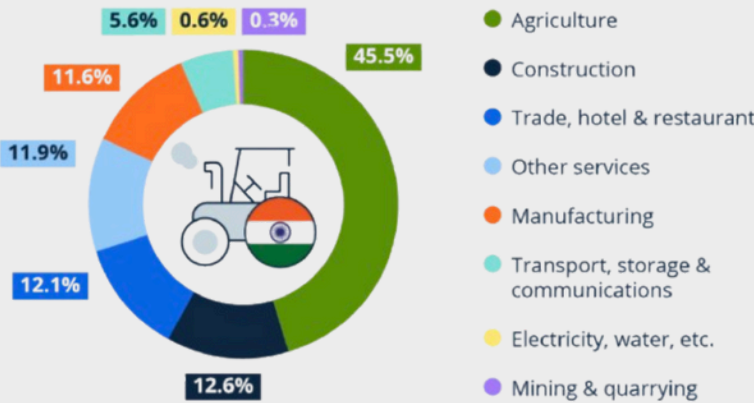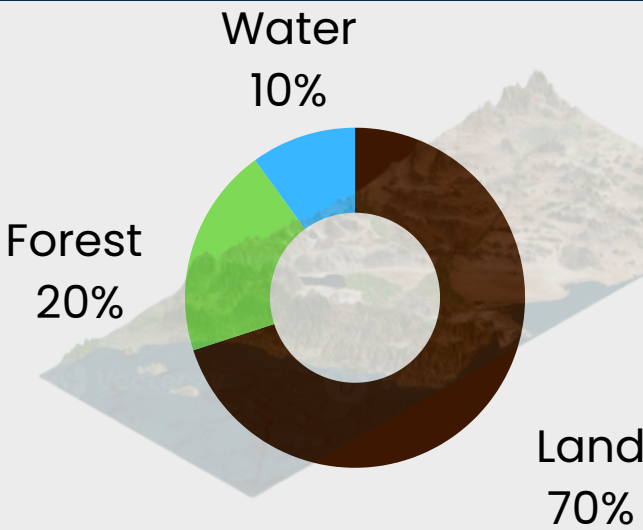
Note: The provided data is only for India. These data-points are approximate figures for the purpose of guestimates and are valid as of 2025.

- What types of EVs are we including, **four wheelers** or two wheelers?
- Should I include **private vehicles** or commercial vehicles as well?

Approach

- Segment the population
- Calculate the number of potential EV buyers
- Apply an estimated penetration rate

Brownie Points

- Mention Adoption Trends by referring to rising EV adoption due to government subsidies, rising fuel costs, and environmental awareness.

*Assumed Delhi for ease of calculation
*Assumed Average Househoholed size in Delhi to be 3.5

Electric Vehicle Market Size

Urban Areas — Rural Areas

Tier I City — Tier II City — Tier III City

Delhi (35M Population)

Can Afford Cars (40%) — Cannot Afford Cars (60%) (Low income and BPL)

EV Inclined (4%) — Prefers Petrol (96%)

Average Households Size: 3.5

Total number of people in Delhi who can afford cars= (3,50,00,000)*40%= 14 Million
Number of EV cars bought= (14*4%)/3.5= **0.16 Million Electric Vehicles**
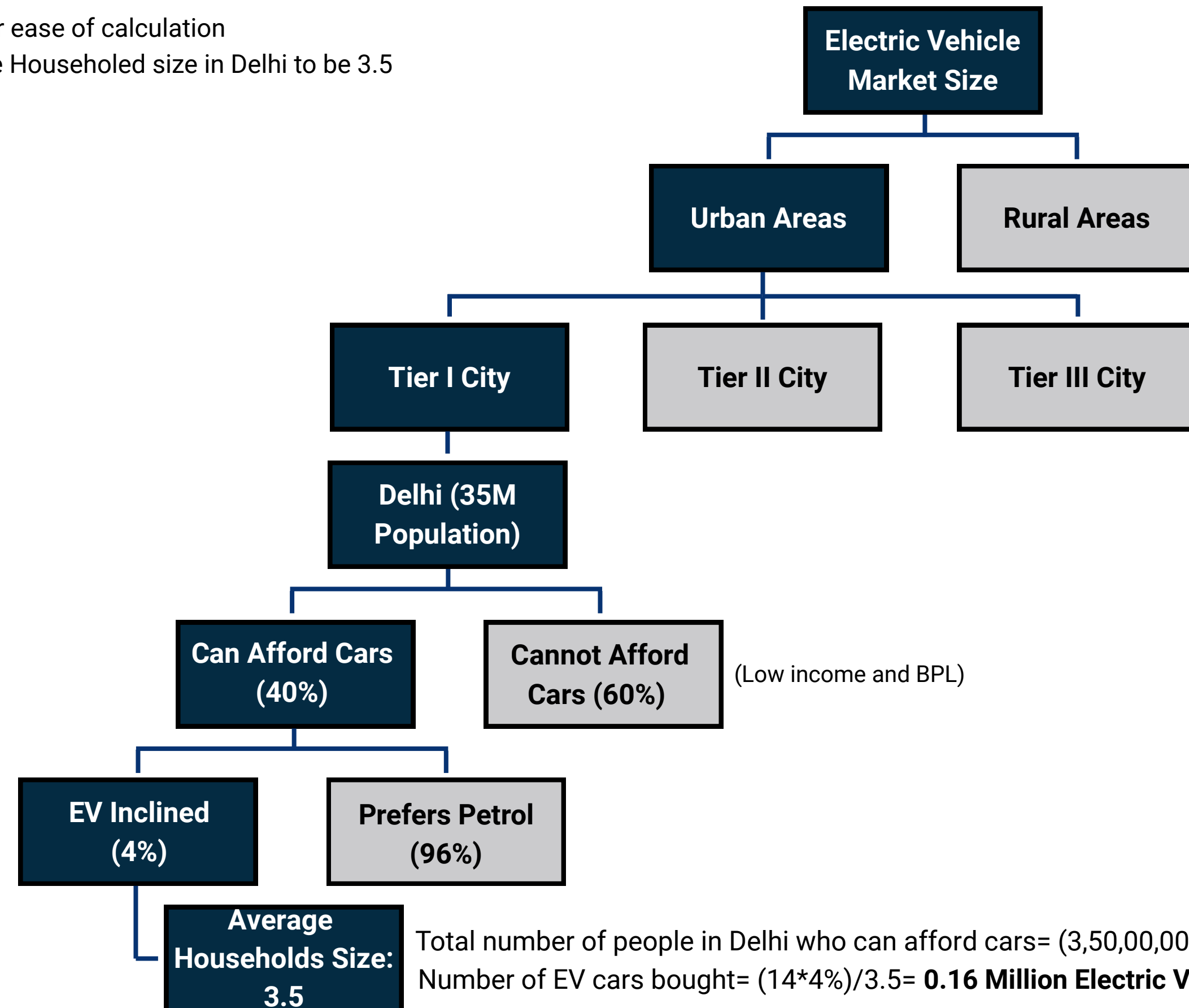
Clarifying Questions

- Should we account for variations on weekdays vs. weekends? **No**

Approach

- Segment total student population in North Campus
- Estimate Maggi vendor's daily serving capacity
- Divide total Maggi demand by vendor output

Brownie Points

- Mention seasonal spikes (fests, exams)
- Consider vendor clustering around high-footfall colleges like Hindu, SRCC, Stephens

*Assumed all vendors operate at full capacity
*Assumed 1 batch = 5 packets

Number of Maggi Vendors

Demand Side

Supply Side

Number of Colleges (10)

Time to Serve 1 Batch (10 min) — 30 Plates served per hour

Average Students (4000)

Total Students comes out to 10 x 4000 = 40,000

Working Hours (6) — 180 plates per day

Attendence (75%)

Students in a day in Campus
40,000 x 0.75 = 30,000

Canteen/Tiffin (60%)

Others (20%)

Maggi Eaters (20%)

0.60 x 30,000 = 18,000

0.2 x 30,000 = 6000

0.2 x 30,000 = 6000

Total number of vendors in North Campus who can sell maggi = Demand / Capacity of 1 Vendor
Number of Vendors in North Campus = 6000/180 = 34 Vendors

Clarifying Questions

- Should we estimate for **daily**, monthly, or annual consumption?

Approach

- Segment population by age and working status groups.
- Estimate number of tea drinkers and average daily tea consumption rates
- Add across all segments to get the total daily cups consumed.

Points to Remember

- Consumption habits may vary across regions, age, income and urban vs. rural settings
- Multiple cups per person per day should be considered

*Assumed 70% of population drinks tea daily

Total Population of India 1.4 Billion

Age Group 1-14 30%

Age Group 15-55 60%

Age Group >55 10%

Non-working population 45% = 378 million

Working population 55%= 462 million

Tea Drinkers 98 Million

Tea Drinkers 265 Million

Tea Drinkers 323 Million

Cups of tea consumed 245 Million

Consumes 2-3 cups/day Frequency factor = 2.5

Cups of tea consumed 397 Million

Cups of tea consumed 1130 Million

Consumes 1-2 cups/day Frequency factor = 1.5

Consumes 3-4 cups/day Frequency factor = 3.5

Thus, the total cups of tea consumed = 397M + 1130M + 245M = **1.77B**

Clarifying Questions

- Are we assuming **all screens are active** daily?
- Are we assuming a **normal day -** not any **special movie release**, **weekend or weekday**

Approach

- Calculating **no. of shows**
- **Segmenting** into mass shows and niche shows
- Estimating **popcorn uptake**

Brownie Pointers

- Many customers buy popcorn as part of combos (popcorn + drink), so estimate based on **combo penetration** rather than just standalone sales.

*Assuming the number of screens to be 5
*Assuming maximum occupancy to be 150
*Assuming the size of the popcorn tub as constant

No. of Screens
5

No. of Shows
5*4 = 20

Blockbuster Show
12

Low-Reach Show
8

Peak
6

Non-peak
6

Peak
4

Non-Peak
4

Occupancy
6*150*90%= 810

Occupancy
6*150*60%= 540

Occupancy
4*150*50%= 300

Occupancy
4*150*30%= 180

Popcorn uptake
810*60%= 486

Popcorn uptake
540*60%= 324

Popcorn uptake
300*40%= 120

Popcorn uptake
180*40%= 72

No. of popcorns
1002/day
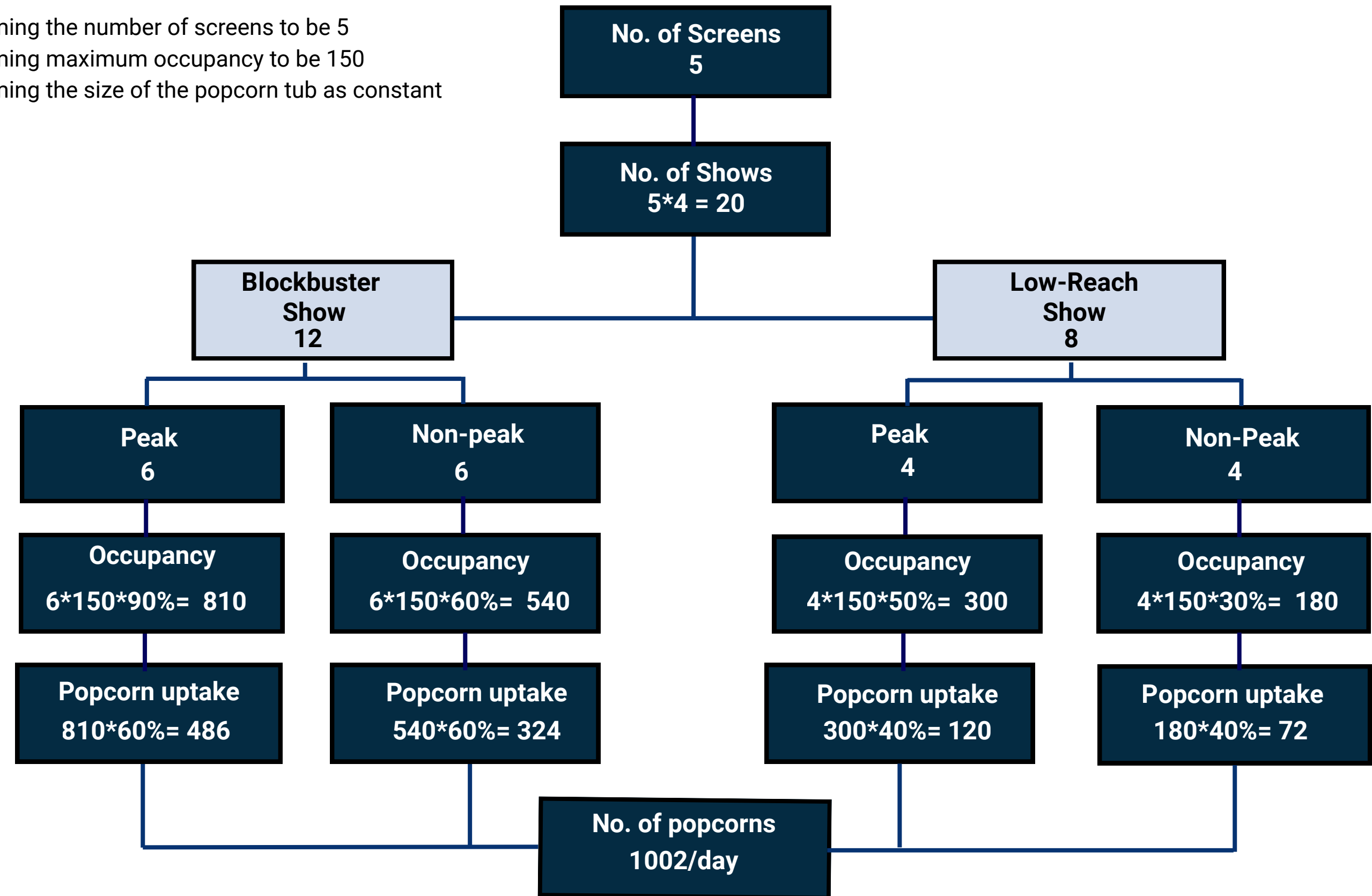
Total number of popcorns sold in a day in a PVR in Delhi would be **1002**

Clarifying Questions

- Are we estimating for an **average day** across the year, or a specific type of day (e.g., weekday, holiday, end of month)?

Approach

- Estimate the number of toothpaste users in India
- Apply Colgate's market share to find its user base
- Calculate daily tube openings based on usage frequency

Brownie Pointers

- Pointing out that some consumers brush only once a day while others brush twice affects overall consumption.

*Assuming India's population: 1.4 Bn
*Assuming 1 Tube: 45 Days
*Assuming Household Size: 4 people = 1 tube
*Assuming **'opened'** only refers to **new tubes**

India's Population

├─ 70% (980 M) → **Using Toothpaste Daily**
│   ├─ 50% (490 M) → **Colgate's Market Share**
│   │   ├─ 490 M/4: 122.5 M → **Tubes in use**
│   │   │   ├─ 122.5 M/ 45 Days: 2.72 M → **Tubes opened daily**
│   │   │   └─ **Tubes not opened daily**
│   │   └─ **Tubes not in use**
│   └─ **Other Companies**
└─ **Not using Toothpaste Daily**
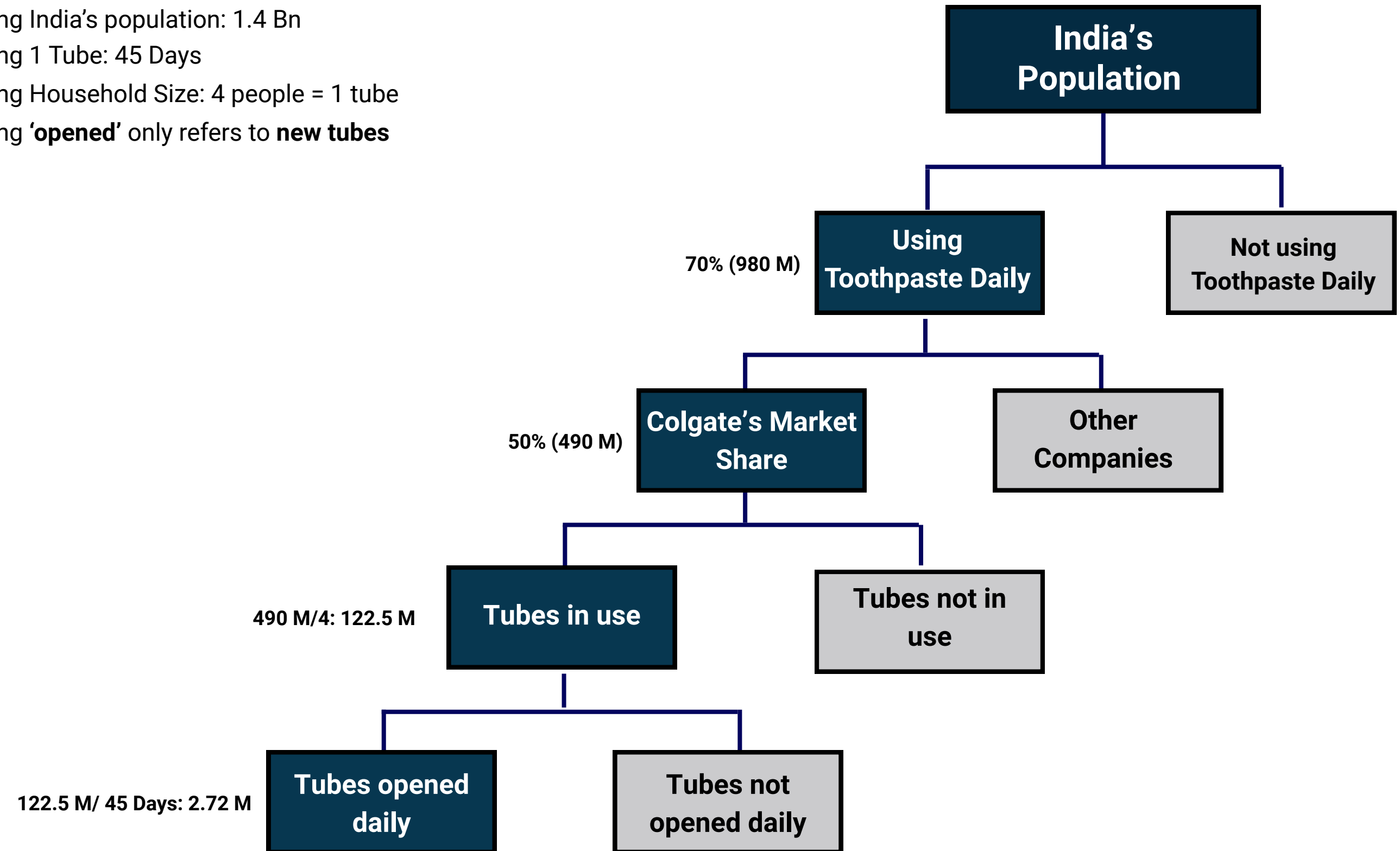
Thus, approximately **2.72 Million** Colgate toothpaste tubes are opened each day in India.

Clarifying Questions

- Do we consider **only physical standalone** ATMs or also ATMs inside bank branches/malls/airports?
- Are we estimating currently **operational ATMs or total installed historically?**

Approach

- Start with Delhi's population and filter by **ATM usage.** (Bottom-Up)
- Estimate **average visit** per customer.
- Apply **transaction rate per ATM** and divide it by visits per month.

Brownie Points

- **Per capita usage** in Delhi is higher than rural India
- Digital payments growth may slightly reduce ATM demand, but cash demand still exists
- **Tourist spots** & transport hubs have higher ATM densities

Population of Delhi
3.2 Cr

Heavy Users (cash-dependent)
20%

Moderate Users
30%

Light Users / Digital-first
50%

3 visit per month

2 visit per month

1 visit per month

1.7 visits per month (Weighted Average)

5.44 Cr visits visits per month
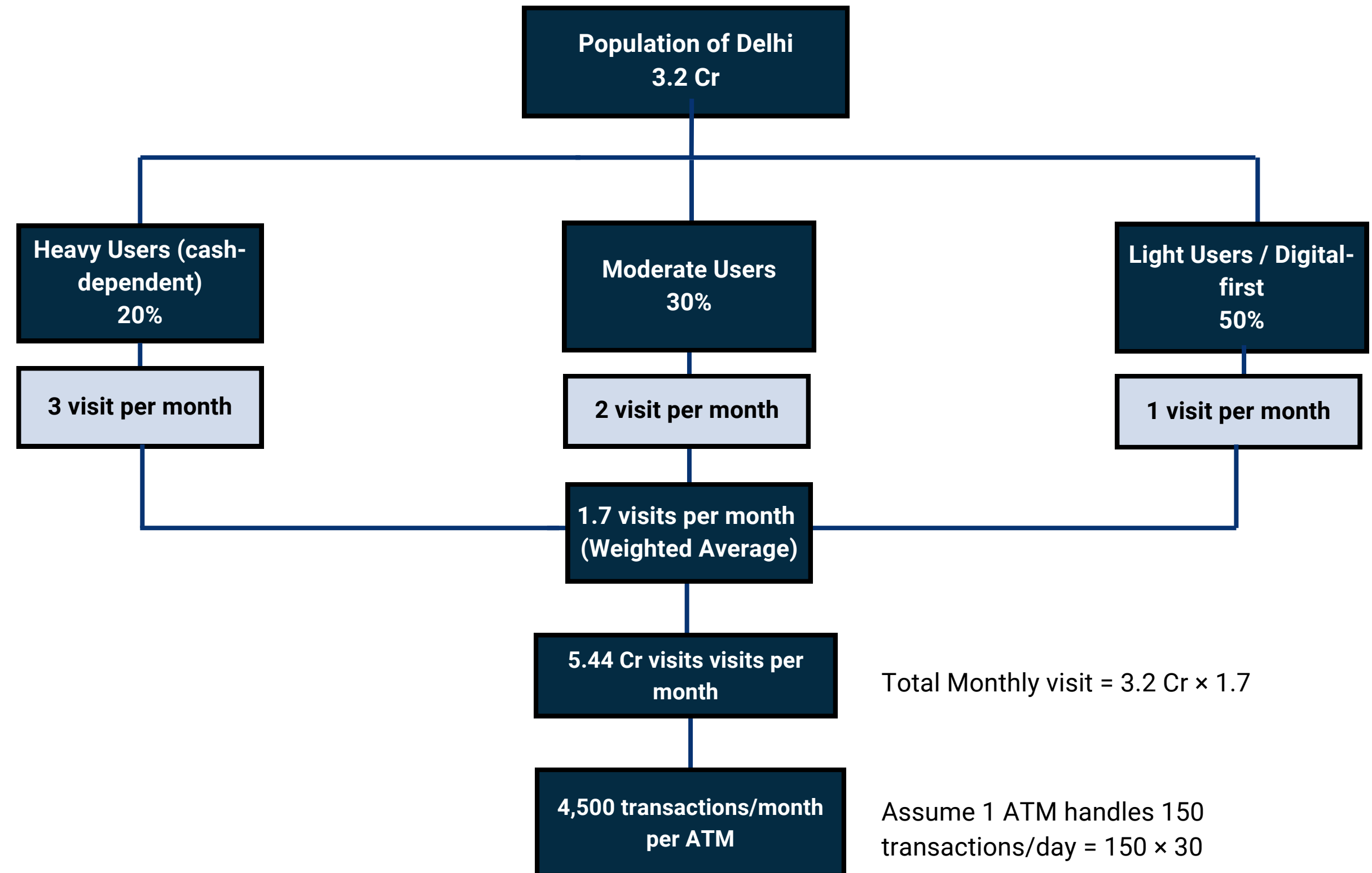
Total Monthly visit = 3.2 Cr × 1.7

4,500 transactions/month per ATM

Assume 1 ATM handles 150 transactions/day = 150 × 30

Therefore, Total ATMs = 5.44 Cr ATM visits / 4500 Transactions
12,089 ATMs are there in Delhi

Clarifying Questions

- Are we counting **both Saturday and Sunday** combined or per day?
- Do we count repeat visitors on the same weekend? **No**

Approach

- Segment the number of shops in delhi as per footfall
- Divide the footfall expectation into peak hours and non peak hours
- Applying visitor penetration rate to find out total number of visitors

Brownie Points

- Mention that Sarojini Nagar is easily accessible via metro and is a budget-friendly hotspot, especially attracting students that boosts weekend footfall.

**No. of shops
400**

**High Footfall Shops
400*30%= 120**

**Mid Footfall Shops
400*40%= 160**

**Low Footfall Shops
400*30%= 120**

**Peak Hours
10*50%=5**

**Non-Peak Hours
10*50%=5**

**Peak Hours
10*50%=5**

**Non-Peak Hours
10*50%=5**

**Peak Hours
10*50%=5**

**Non-Peak Hours
10*50%=5**

**Visitor Penetration
120*5*15*90%**
8100

**Visitor Penetration
120*5*15*60%**
5400

**Visitor Penetration
120*5*10*90%**
5400

**Visitor Penetration
120*5*10*60%**
3600

**Visitor Penetration
120*5*8*90%**
4320

**Visitor Penetration
120*5*8*60%**
2880

29700

=29700*2 = 59400 (assuming same number of crowd on both weekend)
Approx **59,400** visitors on weekend

*Assuming number of shops to be 400
*Assuming division of peak and non-peak hours to be same
*Assuming maximum visitors per high footfall shop per hour be 15,
Medium footfall shop per hour be 10, Low footfall shop per hour be 8

Clarifying Questions

- Should we only consider selfies taken on **smartphones**, or include other devices like tablets?

Approach

- Segment the population by smartphone ownership and relevant age groups.
- Categorize users by selfie-taking behavior and assign frequency rates.
- Multiply and aggregate to estimate total daily selfies.

Brownie Points

- We can mention that on festivals, movie releases, or cricket match days, selfie numbers spike significantly.

- Assumed the daily selfie frequency to be 2, 0.5 & 0.1 for the high, medium & low frequency cohort

Total Population (1400 Million)

Population with Smartphone (40%) (560 Million)

Population without Smartphone (60%) (840 Million)

Ages 13-25 30% of users = 168M

Ages 26-45 45% of users = 252M

Ages 0-12 & 46+ 25% of users = 140M

High-Frequency Cohort Avg. 2 Selfies/Day (336M Selfies)

Mid-Frequency Cohort Avg. 0.5 Selfies/Day (126M Selfies)

Low-Frequency Cohort Avg. 0.1 Selfies/Day (14M Selfies)
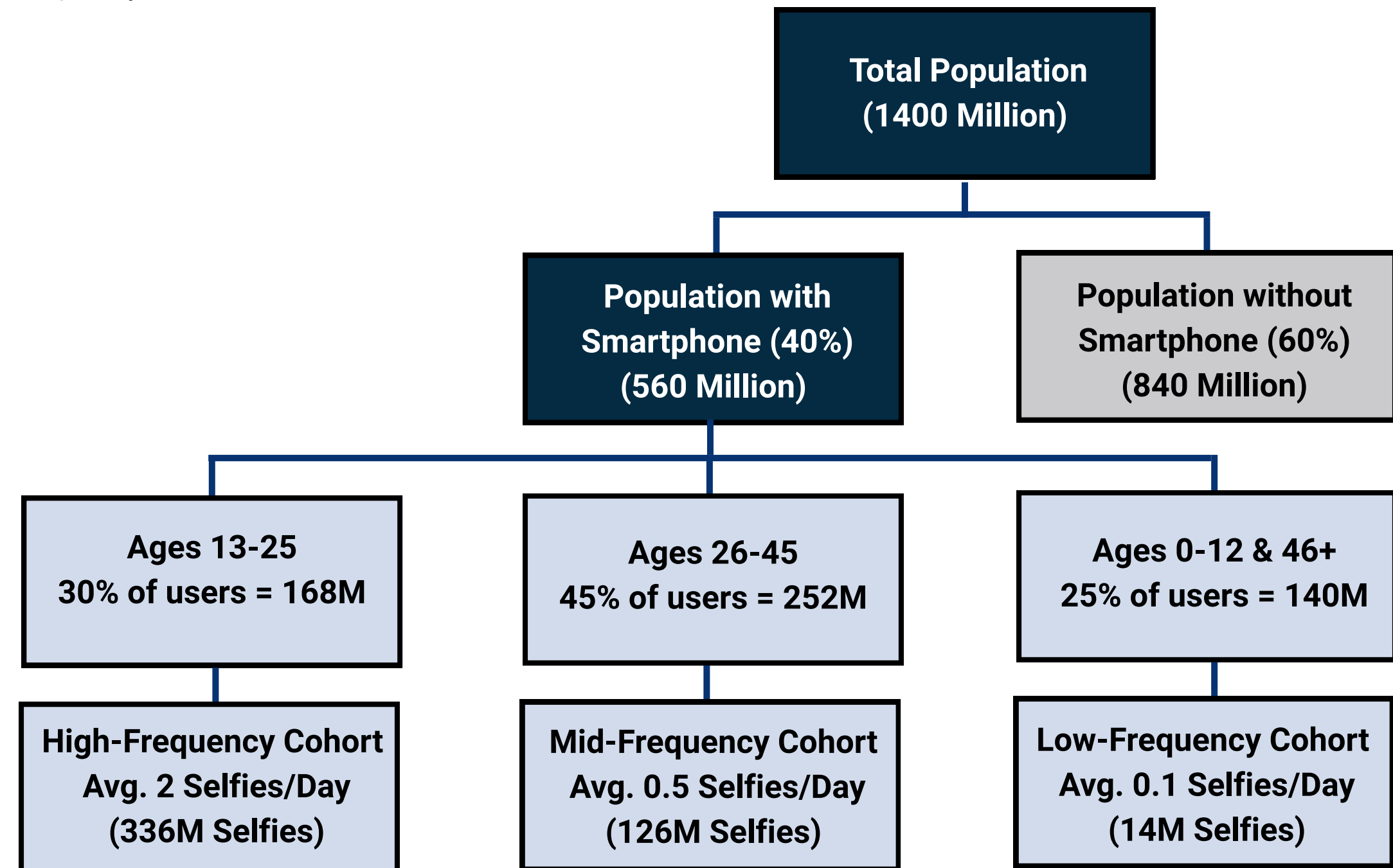
Total number of selfies = 336 million+126 million+ 14 million= **476 million**

Clarifying Questions

- Are we estimating domestic or int flights or **both**?
- Are we talking about only the **passengers** or the airport staff also?
- Are we taking daily/**monthly**/yearly estimate?

Approach

- Estimate the seating capacity in domestic and international flights.
- Estimate max occupancy in both flights.
- Apply add-on filter for layovers.

Brownie Points

*Assuming seating capacity: Domestic180 seats & International 300 seats

| **Total Domestic Flights** 600 |
| **Total International Flights** 258 |

| **Seating Capacity** 180 |
| **Seating Capacity** 300 |

| **Average Occupancy Rate** 85% |
| **Average Occupancy Rate** 75% |

*Additional Filter

| **Connecting Passengers** 20% |
| **Connecting Passengers** 30% |

| **Total Passengers** |
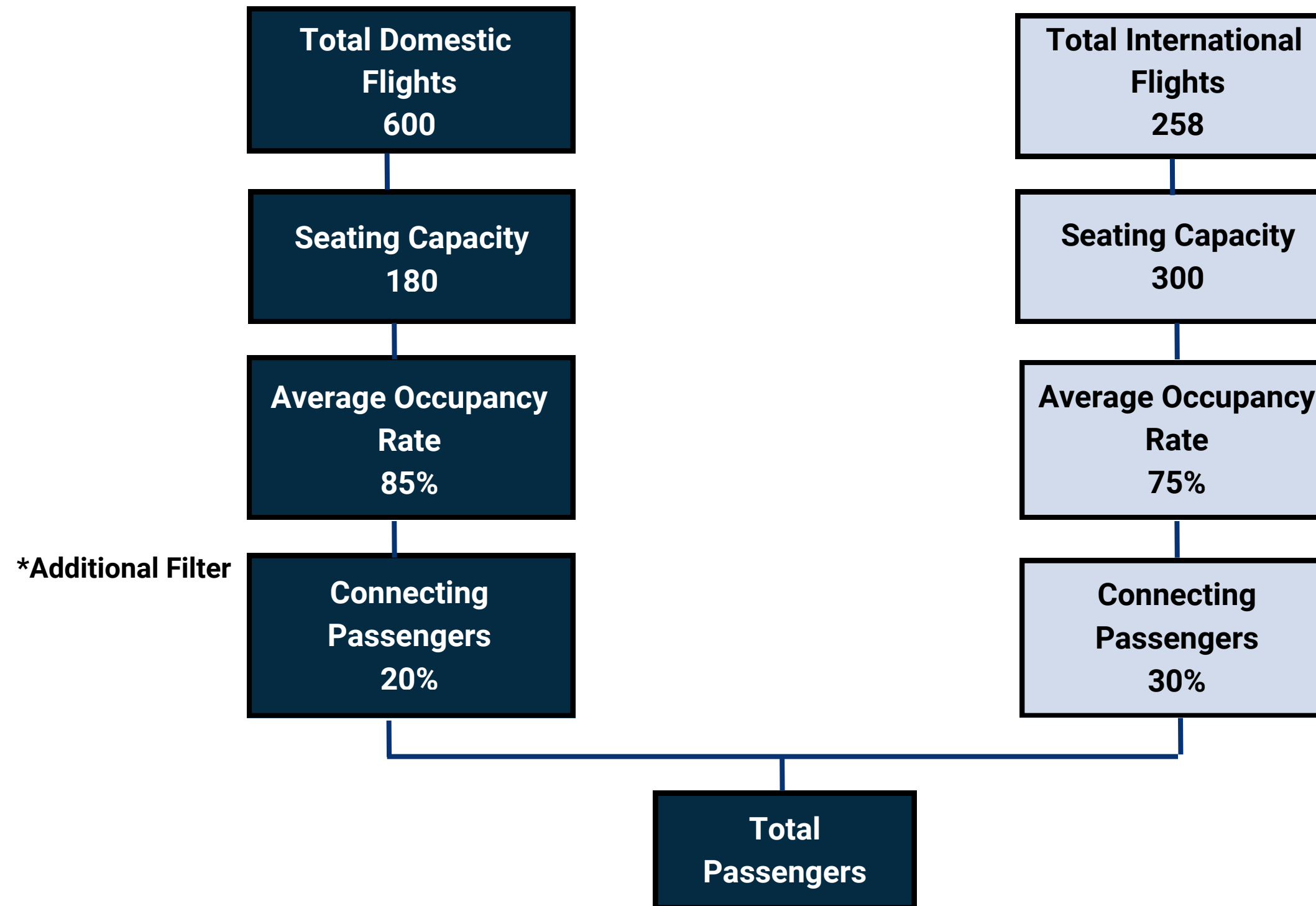
Total no. of people crossing the Airport = Total Domestic Passengers + Total International Passengers:
[600*(180*85%)]*120% + [258*(300*75%)]*130% = 1,33,515 passengers/-day. So, 1,33,515*30 = **40,05,450** passengers in a month.

Clarifying Questions

- Should I count total matches formed (each pair counted once) or **total individual** swipes leading to matches?

Approach

- Start with Delhi's population and filter by age, smartphones, and Tinder users. (Bottom-Up)
- Estimate daily active users and average swipes per user
- Apply match rate and mutual swipe logic to calculate total daily matches

Brownie Points

- Weekend traffic likely higher

*Assumed 30% of Tinder users are active daily, each making 40 swipes.
*Assumed match rate at 10%

Population of Delhi

Prime Dating Age (18-35) 35%

Non - Prime Dating Age (65%)

Dating App Users 15%

Tinder Users 50%

Other Dating App Users (50%)

Daily Active User (DAUs) 30%

Swipes per Day (40/User)

Total Number of Swipes per day = 40*2,40,000 = 96,00,000

Match Rate 10%

Approximately **9.6 lakh** Tinder matches happen daily in Delhi NCR, based on estimated user base, swipe volume, and match rates.
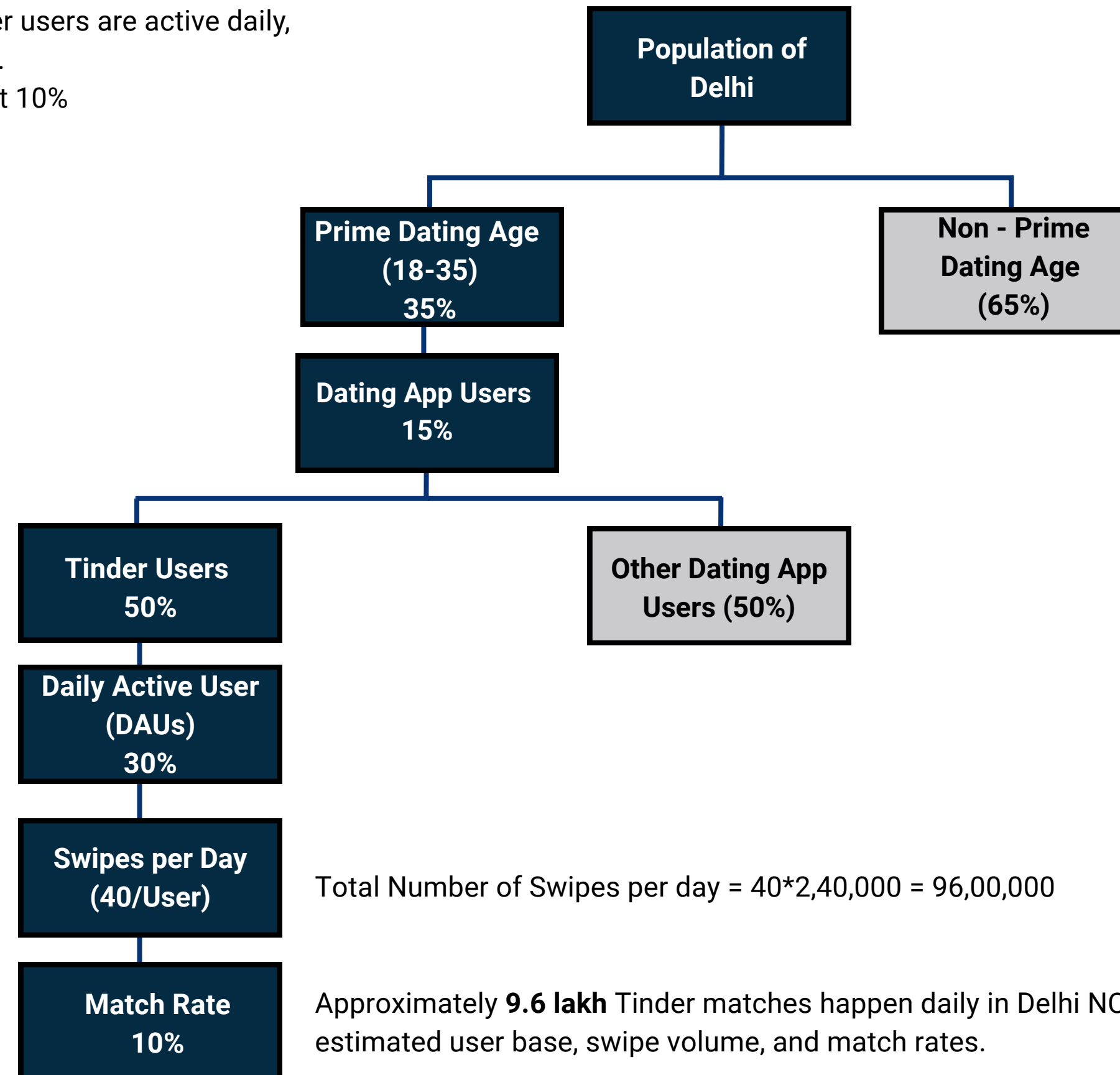
Clarifying Questions

- Should we include **only food deliveries** or grocery, pharma, etc.?
- Are we estimating for an **average day**, peak day, or weekend?
- Are we assuming one rider per delivery or **multi-order** batching?
- What is the average working hours per rider?

Approach

- Estimate Delhi's potential Zomato user base
- Estimate **% who place daily** orders
- Estimate total **daily orders**
- Calculate **average orders per rider per day**
- Divide to get bike requirement, then add buffer

Points To Remember

- Factor in working shifts and batch deliveries
- Use India's **smartphone & internet penetration stats**

Total Population of Delhi ~35 Million

Urban Areas 28M (80%)

Rural Areas 7M (20%)

Smartphone Penetration Rate (85%) 28M × 0.85 = 23.8M

Total Smartphone Users = 23.8M

Zomato Users (30% of smartphone users) 23.8M × 0.30 = 7.14M

% who order daily (20%) 7.14M × 0.20 = 1.43M orders/day

Avg. Rider Deliveries = 25/day

Bikes Needed = 1.43M ÷ (25) = 0.057

Add Buffer Final = 0.06 million
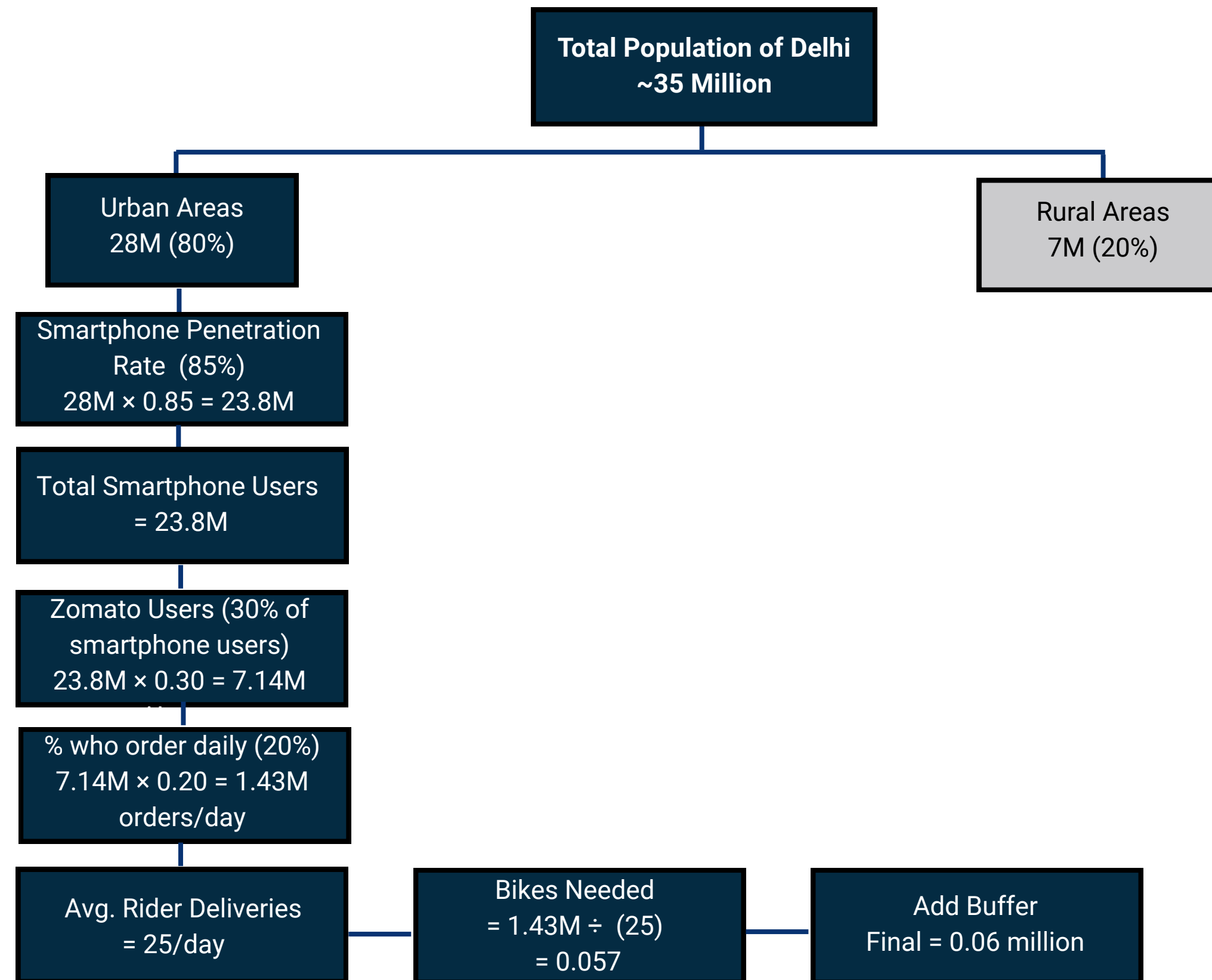
Zomato would need around **0.06M** delivery bikes to serve Delhi, based on refined smartphone penetration (85% urban, 55% rural), app usage rate, delivery load, and a buffer.

Clarifying Questions

- Are we considering only **residential consumption** or also commercial and **industrial**?
- Should we account for peak seasonal consumption (e.g., summer AC loads)?

Approach

- Segment the population
- Calculate the number of households.
- Calculate household consumption
- Add commercial & industrial load

Brownie Points

- Highlight policy impacts like rooftop solar or energy-efficiency drives

*Assumed Average Househoheld size in Delhi to be 4
*Assumed Average Urban Consumption to be 6kwh due to AC loads
*Scaled Industrial Consumption to 1.5 times of Residential Consumption

Daily Electricity Consumption

Residential Usage (40%)

Industrial Usage (60%)
(1.5) * Residential Consumption = 74.81M kwh

No. of Households 8.75M (35M/4)

Urban Population 90% (7.875M)

Rural Population 10% (0.875M)

Average Usage per day (6kwh/day)

Average Usage per day (3kwh/day)

Daily Residential Electricity Consumption: 49.875 kwh
(7.875M x 6kwh) + (0.875M x 3kwh)
= 47.25M kwh + 2.625M kwh
= 49.875M kwh
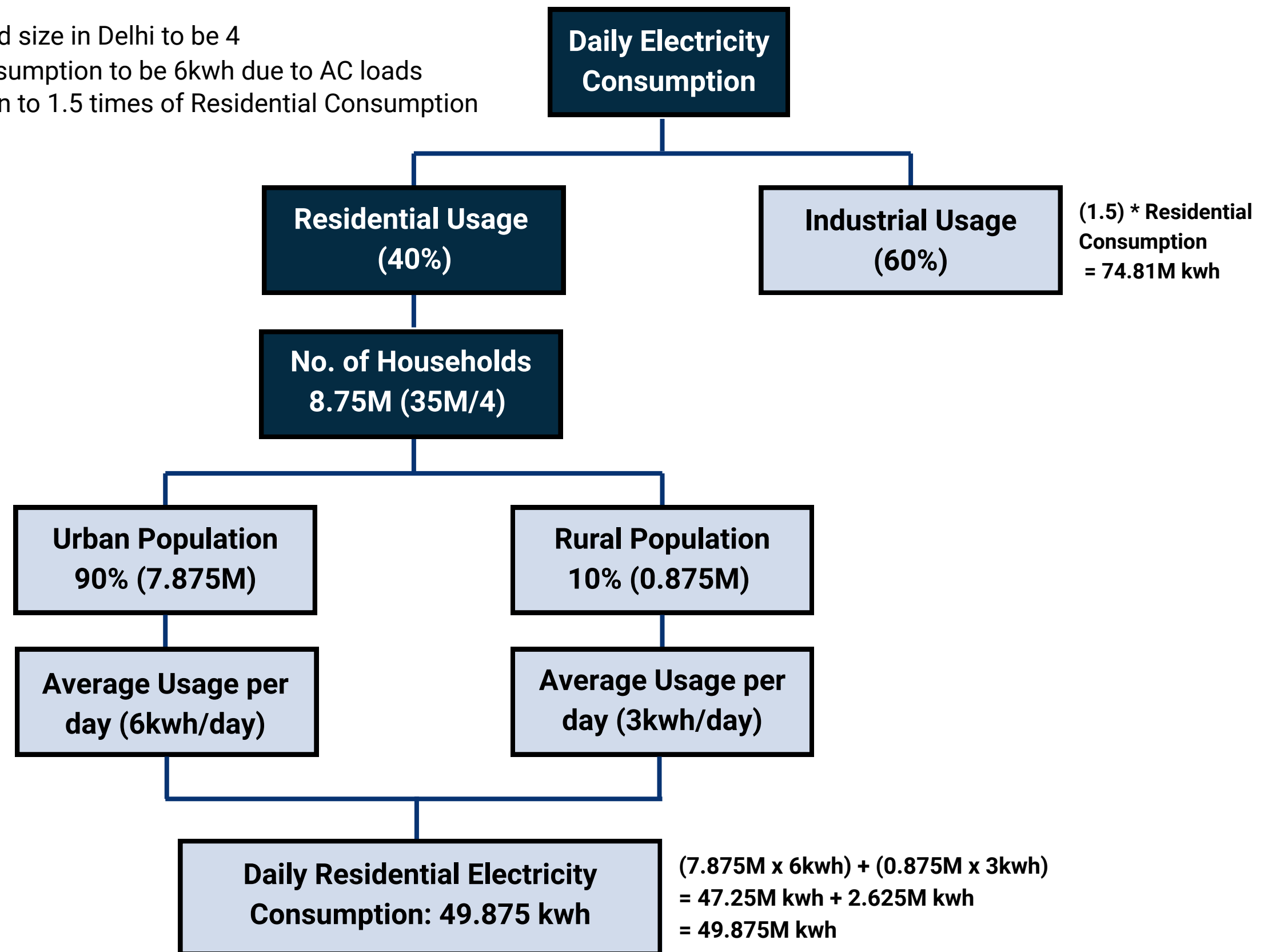
Thus, the Daily Electricity Consumption of Delhi = Residential Load + Industrial Load = 49.875M kwh + 74.81 kwh = **124.68M kwh**

Clarifying Questions

- Are we counting both internship and **full-time job** applications?
- Are repeat applications (to multiple roles) by the same student counted once or **multiple times**?

Approach

- **Use funnel analysis:** Start with India's population and filter stepwise by age, education level, and final-year status.
- Further filter by awareness, interest and eligibility .

Brownie Points

- Major sourcing from Tier 1 colleges
- The majority of applicants belong to engineering, commerce and economics courses.

Total Indian Population 1.4B

Age Group (19-21) 8%

Gross Higher Education Enrollment Ratio (25%)

Undergraduates 90%

Postgraduates 7%

Others 3%

Final-Year UG Students (30%)

Other-Year UG Students (70%)

Aware of GS 15%

Unaware of GS 85%

Interested to Apply 50%

Not Interested 50%

Eligible 70%

Ineligible 30%

Actually Submit Application 85%

Withdrawn Application 15%

Total number of Final-Year Student: 1.4B * 8% * 25% * 90% * 30% = 7.56M
Total number Submissions: 7.56M * 15% * 50% * 70% * 85% = 0.33 M
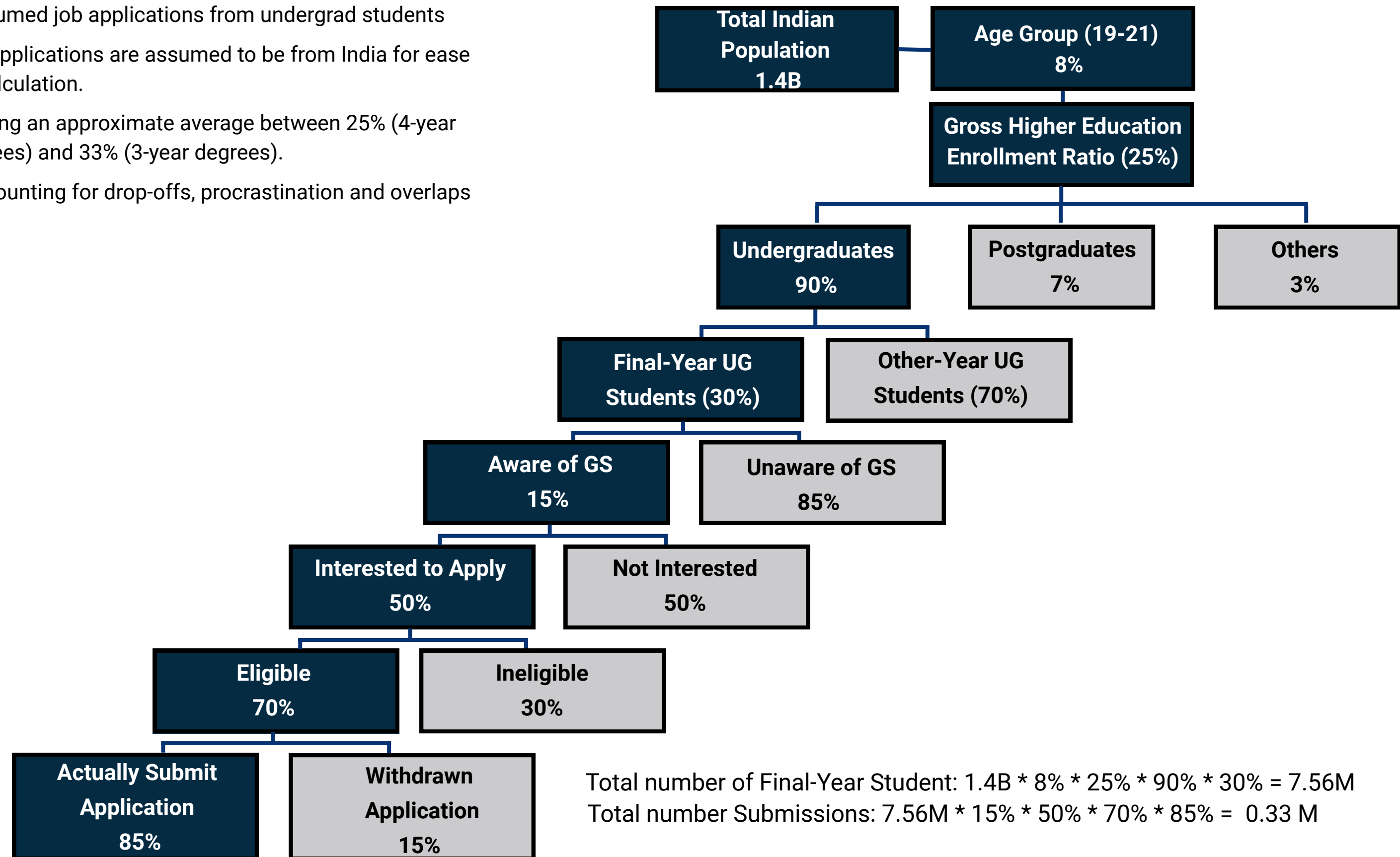
Goldman Sachs is likely to receive around **330,000** job applications annually from Indian undergraduates.

Estimate the number of flights taking off from Delhi

★ ★ ★ ★

Clarifying Questions

- Are we estimating only domestic flights or int flights or **both**?
- Are we talking about **IGI** or any other airport?
- Are we taking **daily**/monthly/yearly estimate?

Approach

- Estimate max flights per terminal.
- Estimate max flights across all terminals.
- Apply realistic utilization rates for different times of day

Brownie Points

- On festivals, long weekends, or major events, flight numbers can spike significantly due to higher travel demand of day

*Assumed airport doesn't operate at max utilization
*Assumed turnaround time- Domestic-1.5 hours, International- 3 hours
*Assumed terminals at IGI- 30 each
*Assumed each terminals has 2 hanger

Maximum Operating Flights

Domestic Flights

Max no. of flights taking off from 1 terminal
$2*(24/1.5)=32$

Max no. of flights taking off from 30 terminals
$32*30=960$

International Flights

Max no. of flights taking off from 1 terminal
$2*(24/3)=16$

Max no. of flights taking off from 30 terminals
$16*30=480$

Domestic Flight Rush

Hours of the day

| 6:00am-9:00am (100%) | 9:00am-12:00pm (80%) | 12:00pm-6:00pm (50%) | 6:00pm-9:00pm (100%) | 9:00pm-6:00am (40%) |

Avg. utilization=(6*100+3*80+6*50+9*40)/24=62.5%

International Flight Rush

Hours of the day

| 6:00am-9:00am (40%) | 9:00am-12:00pm (50%) | 12:00pm-6:00pm (50%) | 6:00pm-9:00pm (60%) | 9:00pm-6:00am (60%) |

Avg. utilization=(3*40+9*50+12*60)/24=53.75%

Total no. of flights taking off= Operating Domestic Flight+Operatimg Int Flight=
$0.625*960+0.5375*480=$ **858 flights/day**
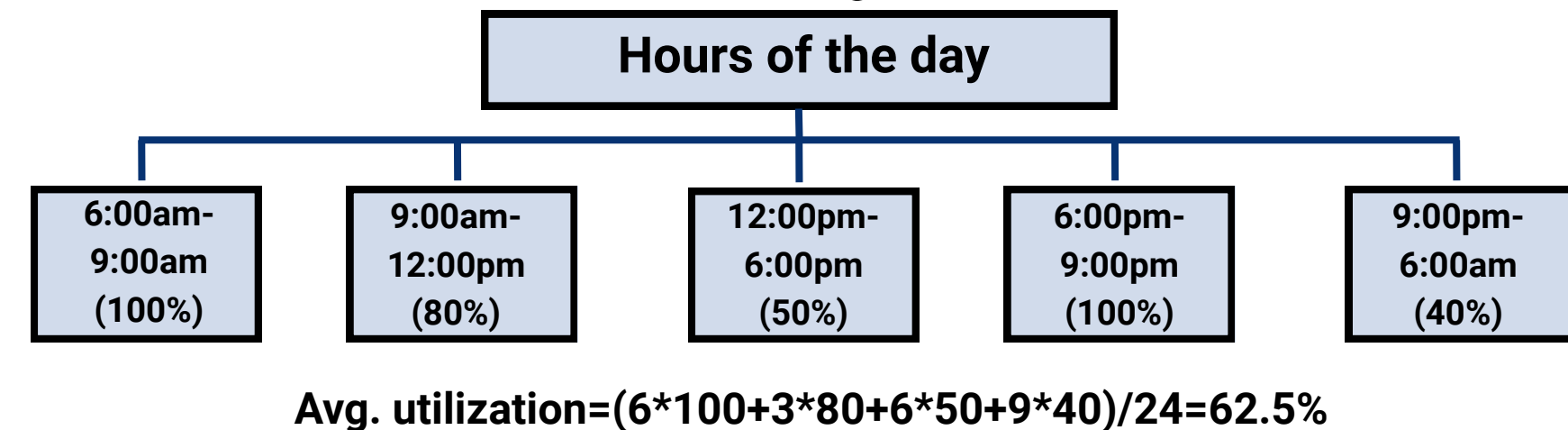
Clarifying Questions

- Are we estimating only **within the Hindu College** campus, or does this include **any surrounding** areas like adjacent facilities?

Approach

- Estimate **total area** of Hindu College.
- Divide the **area into zones** like buildings, parks and misc etc.
- Assume the street light illuminates the road in a **radius of 4 m** around it.

Brownie Points

- Not all lights may be working, so a **buffer for non-functional or spare lights**, which the college may install in anticipation of breakdowns can be included

*Assuming a street light illuminates the road in a 4m radius
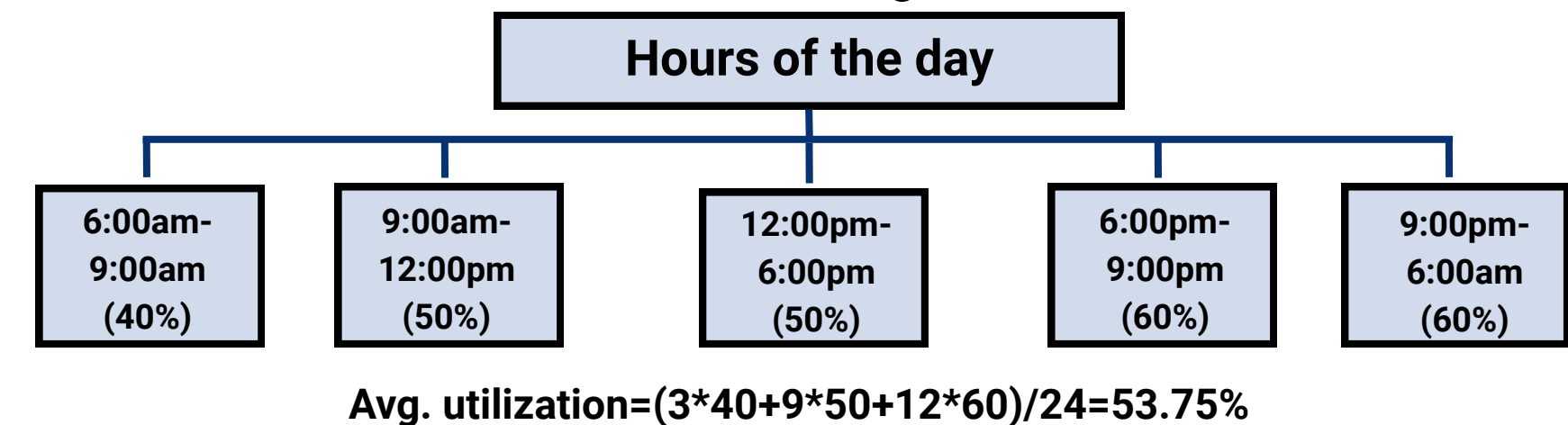Hence two Consecutive Street Lights would be placed at 8m distance from each other.

**Total Area of Hindu College
(100,000 sq.m)**

**Buildings 50%
(50,000 sq.m)**

**Parks and misc
40% (40,000 sq.m)**

**Roads
10% (10,000 sq.m)**

**Area of Road= Length × Width
10,000= L × 4
Length of Road = 2500 m**
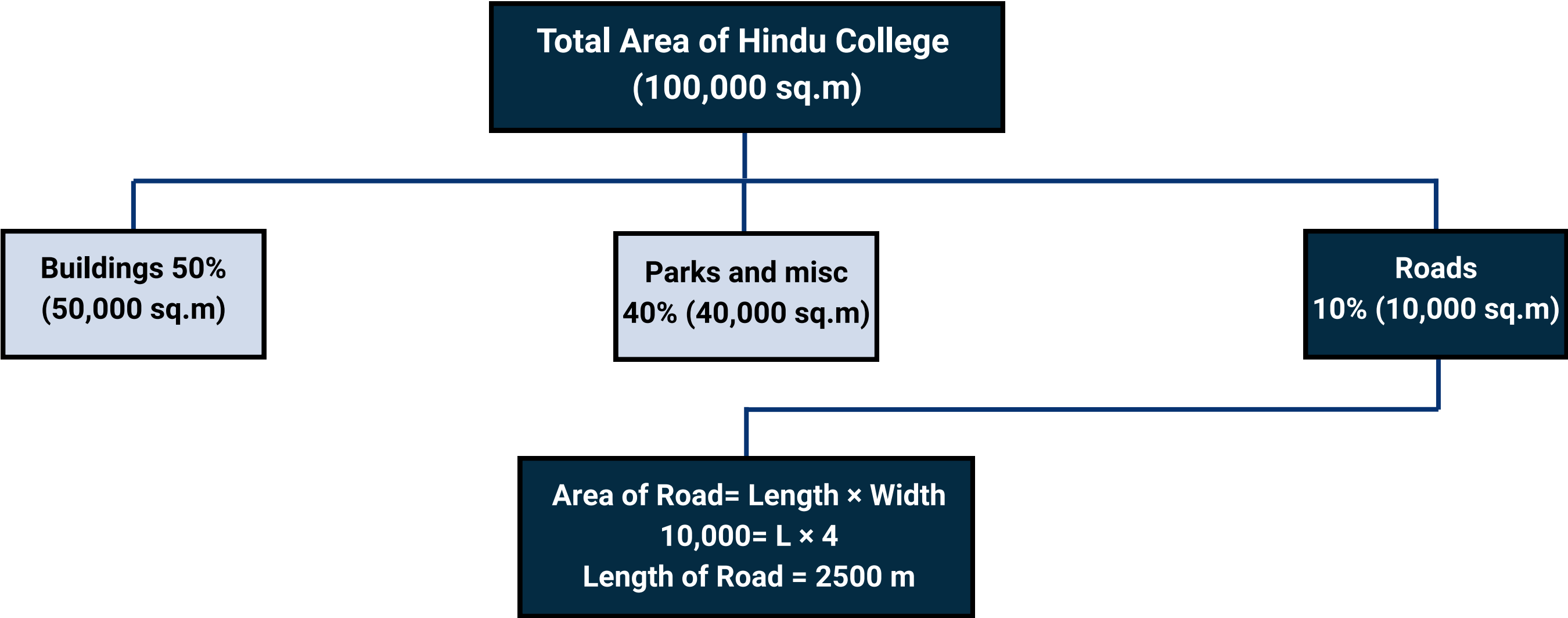
No. of street lights = (Length of Road)/(Distance between two consecutive street lights)
No. of street lights in one row= 2500/8 = 312 Street Lights in one Row.
Since street lights are there on single side of the roads in Hindu college
Total no. Of street Lights in Hindu College = 312 *1 = **312 Street Lights**

Clarifying Questions

- Is AI usage limited to **Generative AIs and Chatbots** or beyond?

Approach

- **Segment** the population on the basis of internet penetration, rural and urban areas.
- Calculate the **age groups and the AI Bot use.**
- Calculate **average prompts** and visits.
- Calculate **Chat GPT's share** in the Generative AI Market.

Brownie Points

- Calculation of **internet penetration**, utilisation of internet by various age groups and chat bot use.

*Assumed Negligible Utilisation in Rural India

Total Population of the World
8 Billion

Urban Areas (60%)
4.8 Billion

Rural Areas (40%)
3.2 Billion

Internet Penetrartion (55%)
2.64 Billion

Age 0-18 (25%)	**Age 19-35 (35%)**	**Age 36-60 (30%)**	**Age 60+ (10%)**
660 Million	**924 Million**	**792 Million**	**264 Million**
AI Bot Use (25%)	**AI Bot Use (60%)**	**AI Bot Use (40%)**	**AI Bot Use (25%)**
165 Million	**554.4 Million**	**316.8 Million**	**66 Million**

Total AI Bot Use
1.1 Billion

Average Visit (1)
1.1 Billion

Avg Prompts (4)
4.4 Billion

ChatGPT has 70% market share in the Generative AI & Chatbot Segment.
Therefore, 70% x 4.4 Billion
Approximately **3.08 Billion times** Chat GPT is used globally in a day.

Clarifying Questions

- Should we estimate for both **organized (branded)** and unorganized (local) market segments, or just organized retail?
- Are we estimating the **annual maternity wear** demand or the existing market?
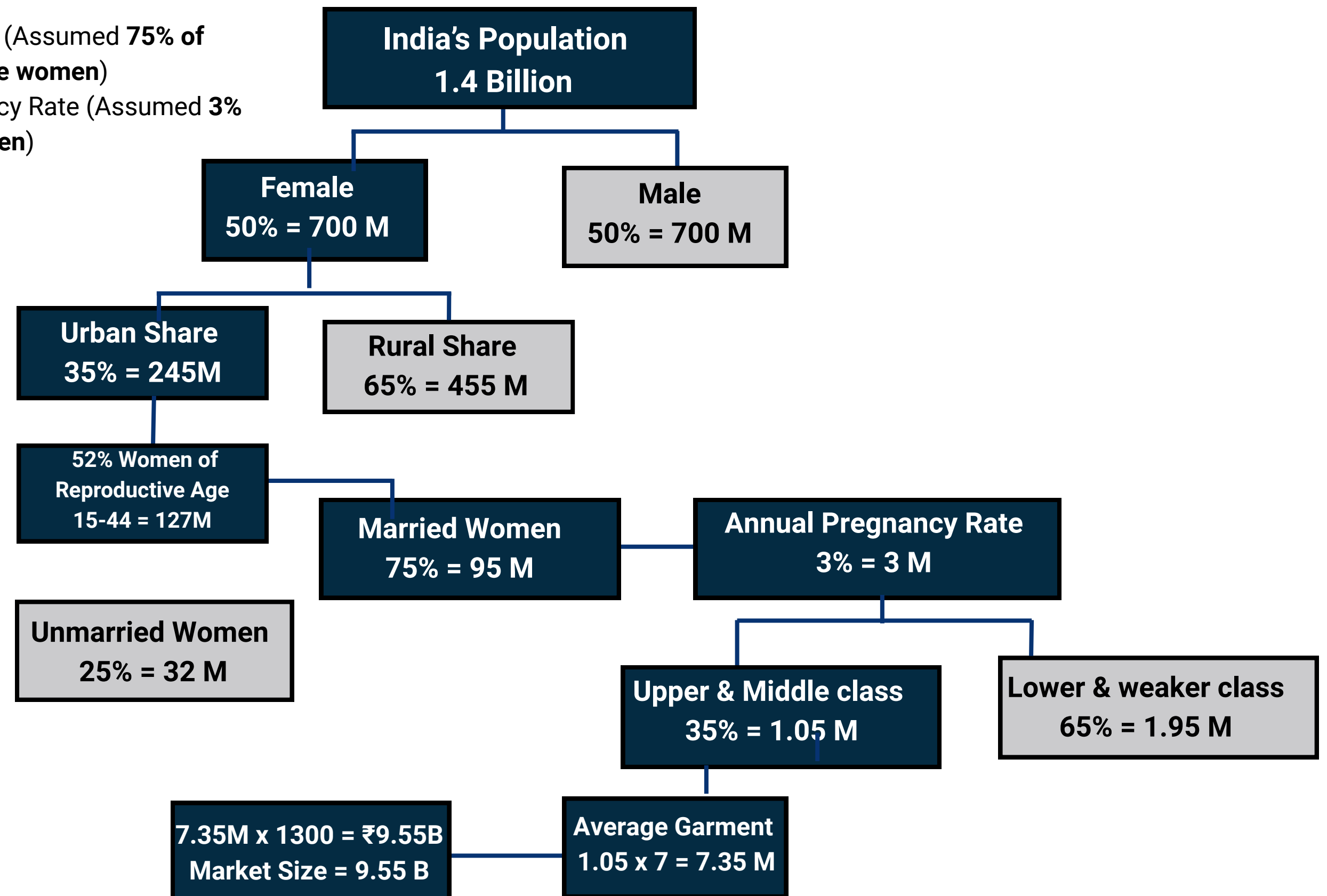
Approach

- Segment by **gender** → female population
- Identify relevant **age group** and fertility segment
- Filter by **married women** (assumed proxy for maternity)
- Apply **fertility rate** and average maternity wear usage per pregnancy

Brownie Points

- Consider cultural, economic, and fashion **preferences**
- Include **maternity events** like baby showers and workwear needs

- Married Women (Assumed **75% of reproductive age women**)
- Annual Pregnancy Rate (Assumed **3% of married women**)

India's Population
1.4 Billion

Female
50% = 700 M

Male
50% = 700 M

Urban Share
35% = 245M

Rural Share
65% = 455 M

52% Women of Reproductive Age
15-44 = 127M

Married Women
75% = 95 M

Annual Pregnancy Rate
3% = 3 M

Unmarried Women
25% = 32 M

Upper & Middle class
35% = 1.05 M

Lower & weaker class
65% = 1.95 M

7.35M x 1300 = ₹9.55B
Market Size = 9.55 B

Average Garment
1.05 x 7 = 7.35 M

- Average Garment per Pregnancy = 7
- Weighted Avg of Mass Market & Premium Market Segment = **₹1300**

Featuring the Future Consultants

Palak Modi

Miranda House'26 | Botany Major

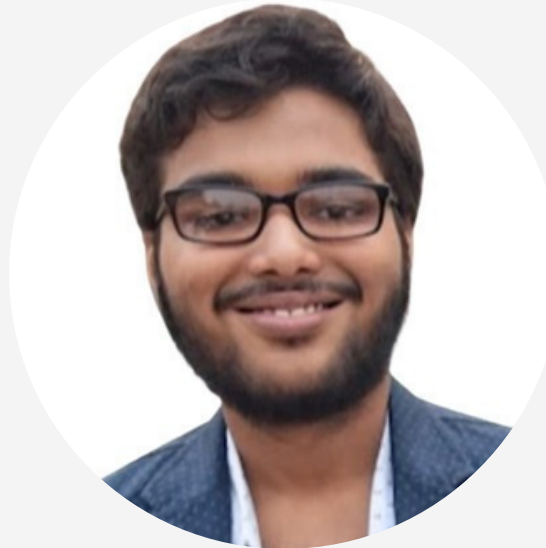*"How many weddings happen each year in India?"*

Vanshika Agarwal

Kamla Nehru College'27 | B.Com.

"Estimate the market size of a food delivery app in India"

Sashank Khemka

St. Xavier's College, Kolkata'29 | B.Com.

"Estimate the number of hours of watchtime on Netflix in a day"

We thank all the participants for sharing their solutions and contributing to the compilation of our Guesstimate Book!

Clarifying Questions

- Should I include only **first-time** marriages or remarriages as well?
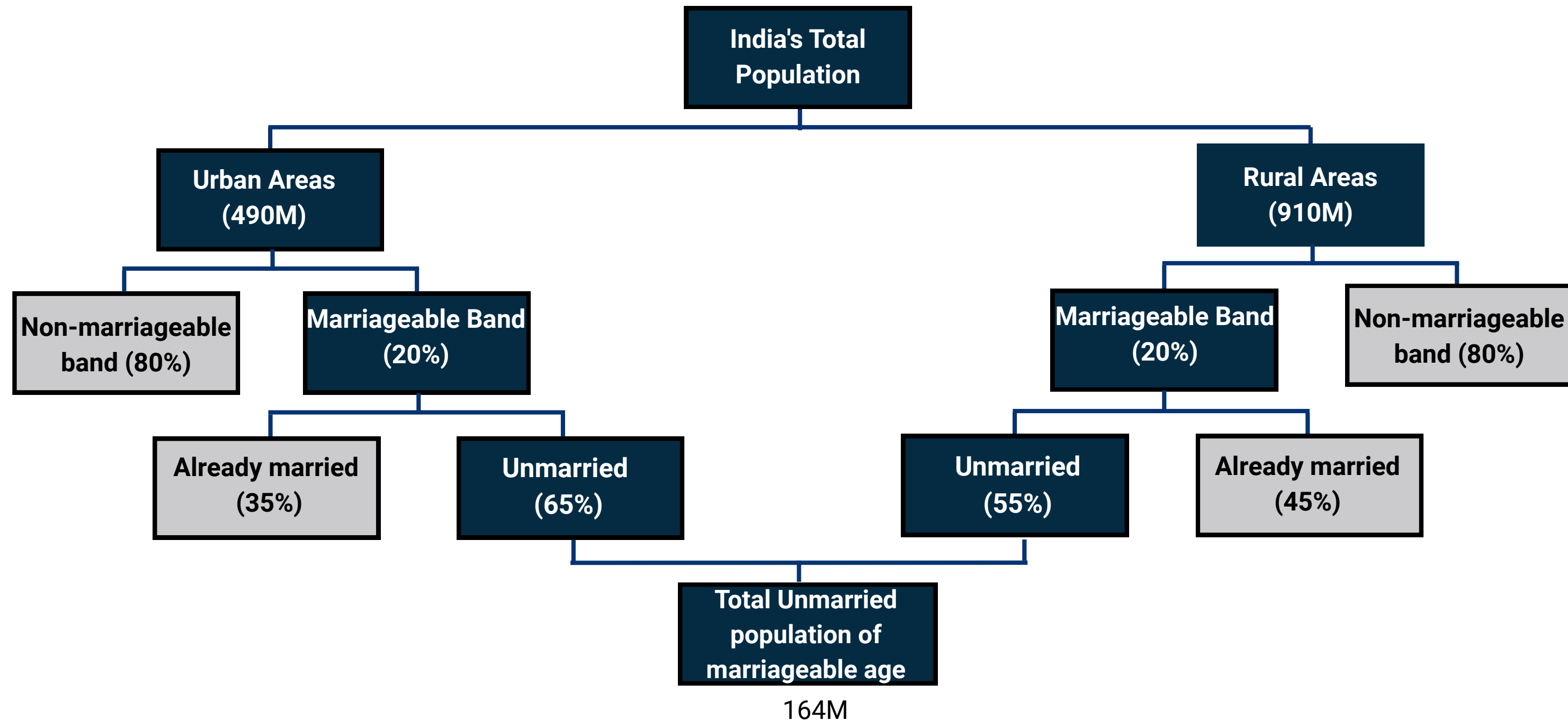- Should I count only **ceremonies** or **legal marriages** as well?

Approach

- Segment the population
- Incorporate marital trends, survivorship, and age eligibility.
- Account for atypical cases.

Brownie Points

- We can account for remarriages, above the age bracket marriage, child marriage etc.

*Assuming Rural marriageable age is 18–24 and Urban marriageable age is 24–30 (20% population each)

```
                        India's Total
                         Population
        ┌──────────────────────┴──────────────────────┐
   Urban Areas                                    Rural Areas
    (490M)                                          (910M)
  ┌────┴────┐                                    ┌────┴────┐
Non-marriageable  Marriageable Band      Marriageable Band   Non-marriageable
band (80%)          (20%)                   (20%)              band (80%)
              ┌──────┴──────┐          ┌──────┴──────┐
         Already married  Unmarried   Unmarried   Already married
           (35%)           (65%)       (55%)        (45%)
                      └──────┬──────────┘
                    Total Unmarried
                    population of
                    marriageable age
                         164M
```

Assuming 80% of these people get married in the next 5 years i.e 164*0.8/2= 65.6 Million Marriages
On average, the number of marriages per year: 65.6/5= **13.12 Million**

Clarifying Questions

- Should we estimate only **paid subscribers** or include free trials?
- Should this estimate be global or limited to a specific regions like USA or **India**?

Approach

- Apply smartphone & internet penetration to estimate netflix user base.
- Estimate % of daily active users and multiply by average watch time per active user.

Brownie Points

- The actual number of users can be calculated using household approach.
- A separate filter to account for **Binge watch users** and **casual users** can also be included.

*Assumed India for ease of calculation
*Assumed average watchtime per user: 1.2 hours/day
*Assumed Daily active users: 65%

Population of India
1.4 billion

Urban Population 35% → **Internet Penetration 80%** → **OTT Adoption 70%** → **Netflix Adoption 20%**

Rural Population 65% → **Internet Penetration 40%** → **OTT Adoption 20%** → **Netflix Adoption 5%**

Total Netflix users 58.5M

Daily Active Users 65%

Average Watchtime 1.2 hours

Number of hours of watch time on Netflix in a day
= 58.5M * 65 % * 1.2 hours
=**45.63 million hours**
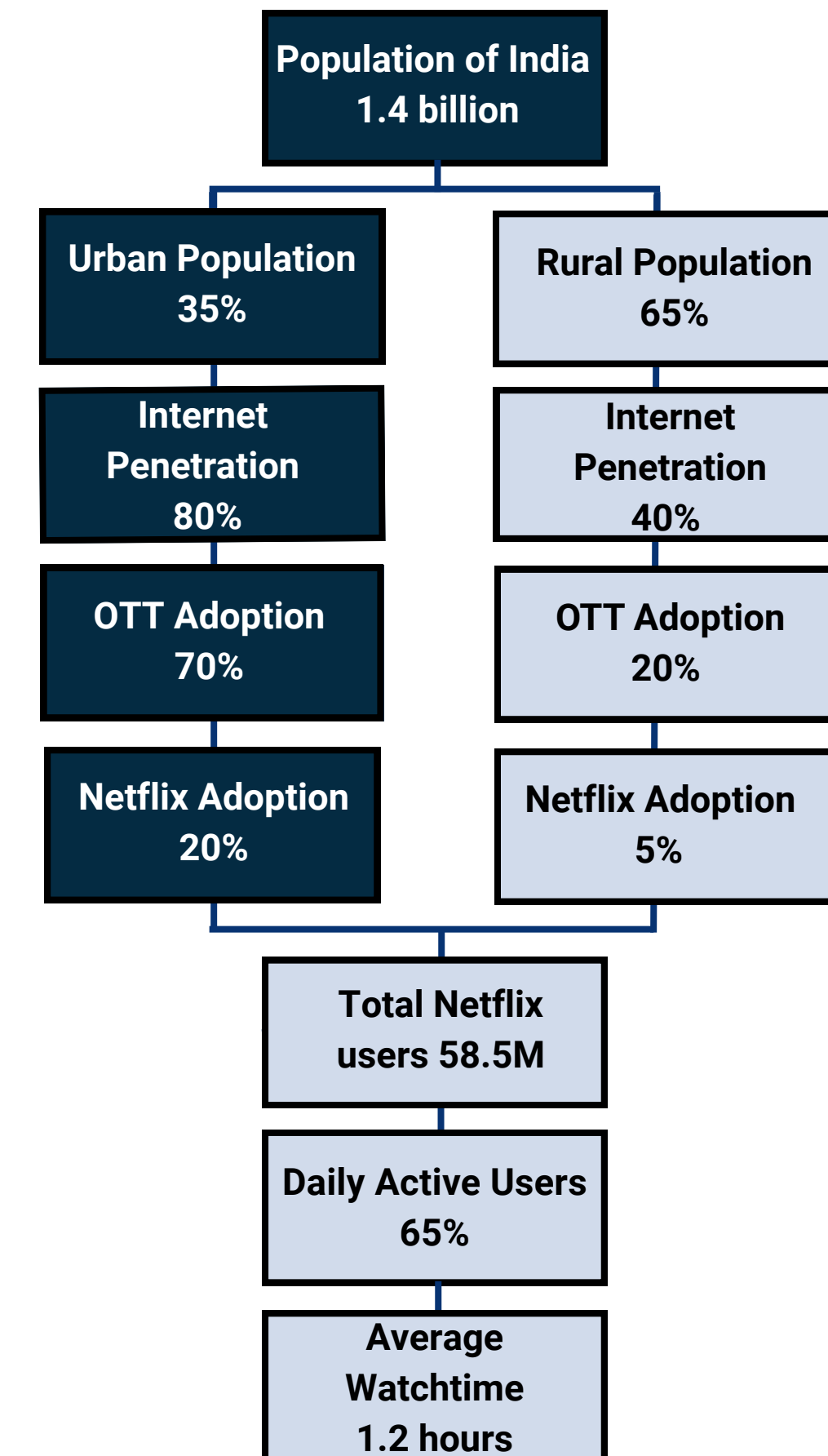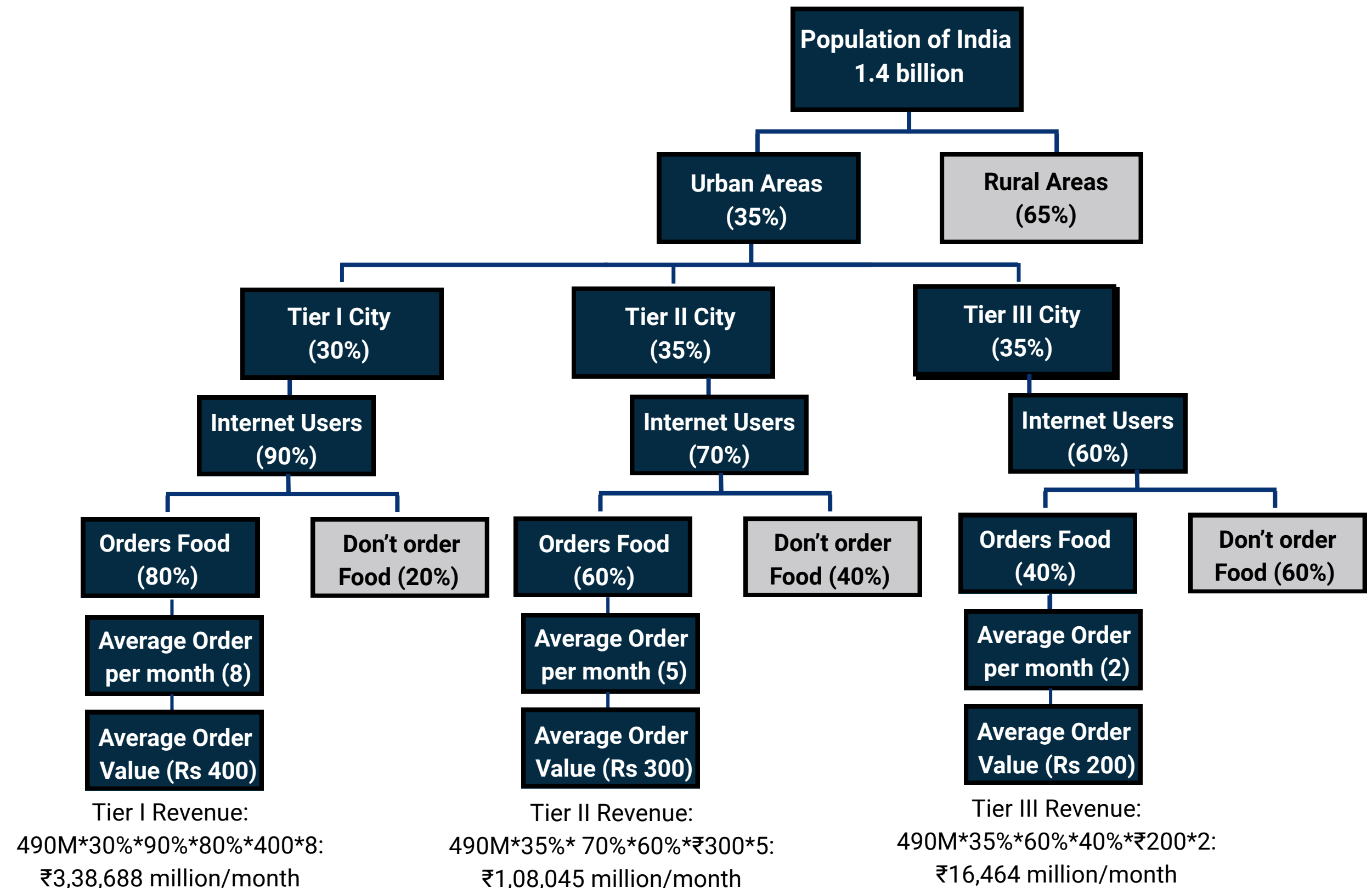
Clarifying Questions

- Are we estimating **total industry market size** or the market size for one specific app?
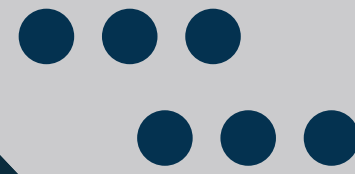- Should we measure in **revenue**, number of orders or active users?

Approach

- Segmented urban population into Tier I, Tier II, and Tier III cities.
- Estimated revenue using: Avg. Orders/Month × Avg. Order Value × No. of Ordering Users

Brownie Points

- An additional filter for **Festive seasons** like Diwali bringing surges and Navratri bringing dips can also be incorporated.

Population of India 1.4 billion

Urban Areas (35%)

Rural Areas (65%)

Tier I City (30%)

Tier II City (35%)

Tier III City (35%)

Internet Users (90%)

Internet Users (70%)

Internet Users (60%)

Orders Food (80%)

Don't order Food (20%)

Orders Food (60%)

Don't order Food (40%)

Orders Food (40%)

Don't order Food (60%)

Average Order per month (8)

Average Order per month (5)

Average Order per month (2)

Average Order Value (Rs 400)

Average Order Value (Rs 300)

Average Order Value (Rs 200)

Tier I Revenue:
490M*30%*90%*80%*400*8:
₹3,38,688 million/month

Tier II Revenue:
490M*35%* 70%*60%*₹300*5:
₹1,08,045 million/month

Tier III Revenue:
490M*35%*60%*40%*₹200*2:
₹16,464 million/month

Total market size of a Food Delivery app in India: **₹4,65,000 million/month**

THANK YOU!

MUSIC OF TRUTH

HCG

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