



Case
Library



180Degrees
CONSULTING
SRCC

180 DEGREES CONSULTING, SRCC

PRESENTS

GUESSTIMATE BOOK

VOLUME 1

INDEX

PARTICULARS	LEVEL	PAGE
THEORY	--	1
CHEATSHEET	--	6
ACCENTURE		
Market size of healthy biscuit industry		10
Number of Ola and Uber cabs running in Delhi NCR in a day		11
Number of flights taking off from Delhi in a week		12
Number of teacups consumed in Delhi in one day		13
BAIN CAPABILITY NETWORK		
Estimating the revenue of a salon		15
Market size of fantasy sports		16
Number of orders placed on Swiggy in Delhi in a day		17
Revenue of a Delhi - Gurgaon toll plaza in a day		18
Number of credit cards in India		19
Amount of paint required to paint your car		21
Bollywood movies released in India in a year		22
Market size of the tyre industry in India in a particular year in terms of revenue		23
BOSTON CONSULTING GROUP		
Number of outstanding education loans in India		25
INDUS INSIGHTS		
Revenue of a dentist in a day		27
Annual revenue of a laundry service in Delhi		28
Weekly revenue from the food stalls in a food court in a mall in Delhi		29
Number of books read by an Indian during their lifetime		30
Weekly commute time for office-goers in Delhi		31
Expenditure incurred by the Government of India in the Lok Sabha elections 2024		32

INDEX

PARTICULARS	LEVEL	PAGE
KEPLER CANNON		
Market size for an Alco-beverage firm in Mumbai		34
NATION WITH NAMO		
Number of red cars in Delhi		36
Number of chairs in households of Delhi		37
Number of students in SRCC who travel by metro everyday		38
Number of wine bottles sold in India		39
Number of people that visit India Gate		40
Number of students that use the metro to commute to North Campus colleges of Delhi University		41
Number of flights at Delhi airport in a day		42
Monthly revenue of Sarvana Bhavana		43
REDSEER STRATEGY CONSULTANTS		
Market size of quick commerce in India		46
Size of the advertising market on platforms other than the traditional advertising platforms		47
Size for Animation/VFX market in India		48
TRINITY LIFE SCIENCES		
Volume of paint required to paint an Airbus 620		50
Milk required by each coffee shop in Connaught place		51
Number of pens bought in a day in India		54
Number of Spotify premium subscribers in India		55

ACKNOWLEDGEMENTS

We would like to thank all our mentors and seniors who have helped us immensely by sharing their cases, guesstimates and interview experiences, which has enabled us to put together 'Guesstimate Guide' a comprehensive guesstimate and consulting interview preparation resource for the incoming batches.

We are deeply grateful to Aditi Maheshwari, Aditya Goel, Aditya Rathi, Amolpreet Singh, Ansh Goyal, Arnav Agarwal, Arshiya Gupta, Aryan Garg, Bhavya Bansal, Chirag Inani, Garv Vijhani, Gunn Wadhwa, Guneesha Khanna, Janisha Kukreja, Kashish Bansal, Kirtana Chadha, Koel Jain, Lakshya Agarwal, Mitul Kaul, Mayank Aggarwal, Nikhil Jain, Parth Arora, Prakash Jain, Pratiksha Satapathy, Pranav Gupta, Prisha Gupta, Radhika Gupta, Shivang Malik, Siya Gupta, and Sanchit Singhal for helping and providing us the much-needed support to put together the first edition of 'Guesstimate Book'.

They were always there to help us and have ensured minute and in-depth details in every case and guesstimate to ensure the best preparation for those who will be going through it.

We would like to appreciate the sincere efforts of the entire Case Library and Resources Team who worked day and night on this initiative. We would also like to thank Aakriti Goel (President), Vrinda Gupta (Co-President), and Arshiya Gupta (Chief Secretary) to look after the overall functioning of 180DC SRCC and to allow us to go ahead with this initiative.

Last but not least we would like to extend a warm gratitude towards our family and friends, who kept us supporting constantly, erased all our self doubts and were there for us every time we needed them. Without them the Guesstimate Guide would only have been a dream.

Thank you everyone for supporting and contributing to our initiative.

THEORY

INTRODUCTION TO A GUESSTIMATE

WHAT ARE GUESSTIMATES?

Guesstimates are questions which involve estimation of a number based on very limited information using a combination of guess work and reasonable assumptions.

WHAT PURPOSE DO THEY SERVE IN AN INTERVIEW?

Guesstimates are used to gauge a candidate’s number crunching skills, ability to think on their feet and approach problems in a systematic and structured manner.

STRUCTURE & APPROACH



CLARIFICATION

The first step in the guesstimate solving process is to ensure that you understand the question in its true essence. Hence it is quintessential to clarify any ambiguous terms in the question.

DECIDING THE RIGHT APPROACH

Although there are a multitude of approaches to solve such problems, they can broadly be classified into 2 types: Demand side approach & Supply side approach

SEGMENTATION

Having decided to embark upon a demand-side approach, the next step is to build an issue tree and divide the problem into MECE (Mutually Exclusive and Collectively Exhaustive) segments.

ESTIMATION

After deciding on the approach and identifying filters, the next step is to assume appropriate values using key demographic factors like age, gender, and income distribution.

VALIDATION

The penultimate step is to compile the estimates into a final figure, followed by validation using another approach or a ballpark benchmark.

PRO TIPS/FRAMEWORKS

PRO TIPS

ASK QUESTIONS

"Are we estimating the global or local market?" or "Is this annual or monthly?"

LEVERAGE BENCHMARKS

Use known stats (e.g., India's population = 140Cr, global population = 8B).

ANALOGIES

Compare to similar problems (e.g., "If the US has X cars, India might have Y based on population and income").

ROUND OFF NUMBERS

Use 100M instead of 103M for quick math.

THINK IN LAYERS

Primary Drivers: Identify the biggest factors (e.g., population, income, usage frequency).

Secondary Factors: Adjust for nuances (e.g., seasonality, regional differences).

Sanity Test: Does your answer make sense? (e.g., "Are there really 1B cars in a city? Probably not.")

FRAMEWORKS

TOP DOWN APPROACH

Start with a high-level estimate and break it down into smaller components.

Example: Estimating the total revenue of the coffee industry by starting with global coffee consumption and working down to per-cup pricing.

BOTTOM UP APPROACH

Start with small, measurable components and aggregate them to form a larger estimate.

Example: Estimating the total number of cars in a city by calculating the number of cars per household and multiplying by the number of households.

PARETO PRINCIPLE

The 80/20 rule states that 20% of activities drive 80% of results, enabling efficient estimation with accuracy.

Example: In a city's restaurant revenue, 80% likely comes from the top 20% of restaurants, as suggested by the Pareto Principle.

MECE

A method for breaking down problems into mutually exclusive, collectively exhaustive categories to ensure completeness and prevent overlap.

Example: Estimating the effectiveness of marketing campaigns as total impressions × conversion rate.

UNIT ECONOMICS

Break down the problem into individual units (e.g., per customer, per product) and scale up.

Example: Estimating the total cost of running a delivery service by calculating the cost per delivery and multiplying by the number of deliveries.

EXTRAPOLATION

Use existing data trends to project future estimates, when variable grow at a percentage rate.

Formula: $Y = Y' \times (1 + r)^t$
Y = Estimated future value, Y' = Current known value, r = Growth rate, t = time period

DEMAND SIDE APPROACH



APPROACH

Break down demand by identifying the target population, usage frequency, and average consumption.



WHEN TO USE?

When estimating market size, revenue, or consumption patterns.



EXAMPLES

- Market Size for Sanitary Pads in India
- Estimate daily metro passengers in Delhi.

PARAMETERS TO CONSIDER

AGE	INCOME	LOCATION
GENDER	OCCUPATION	COUNTRY
LITERACY RATE	MOBILE PENETRATION	INTERNET PENETRATION

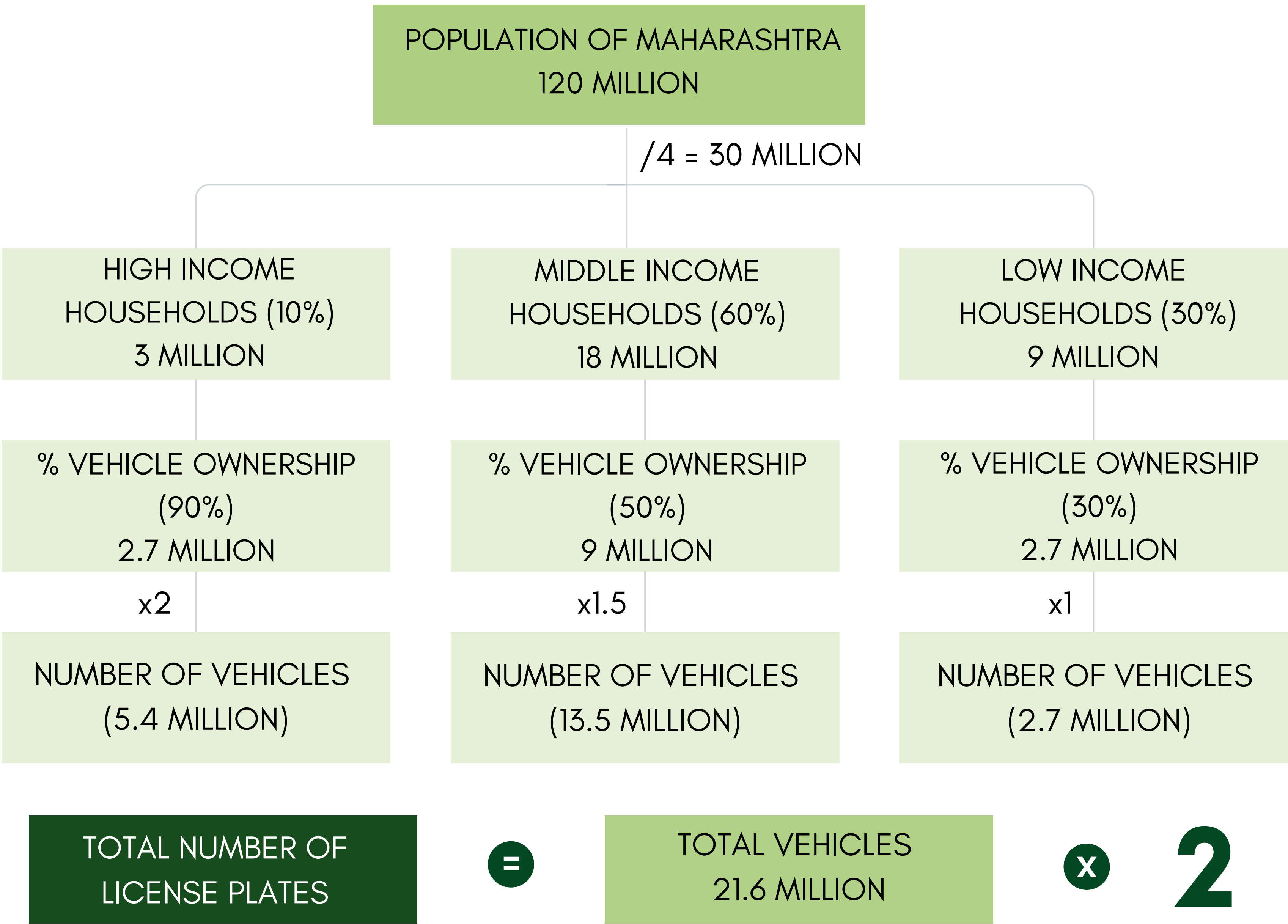
EXAMPLE: GUESSTIMATE THE NUMBER OF LICENSE PLATES IN THE STATE OF MAHARASHTRA



ASSUMPTIONS

Average people per household – 4

of license plates per vehicle – 2



THE NUMBER OF LICENSE PLATES IN MAHARASHTRA IS **43.2 MILLION**

SUPPLY SIDE APPROACH



APPROACH

It estimates market size based on the production capacity, supply constraints, or distribution reach, of a business rather than customer demand.



WHEN TO USE?

When there are supply constraints, including fixed production capacity, delivery lead times, regulatory restrictions, and transportation limitations.



EXAMPLES

- Number of parcels delivered by Amazon in India in a day.
- Number of limited edition sneakers resold each year.

TAM-SAM-SOM FRAMEWORK

TAM-SAM-SOM is a framework used in business that helps businesses understand the size of their market and identify their revenue potential.

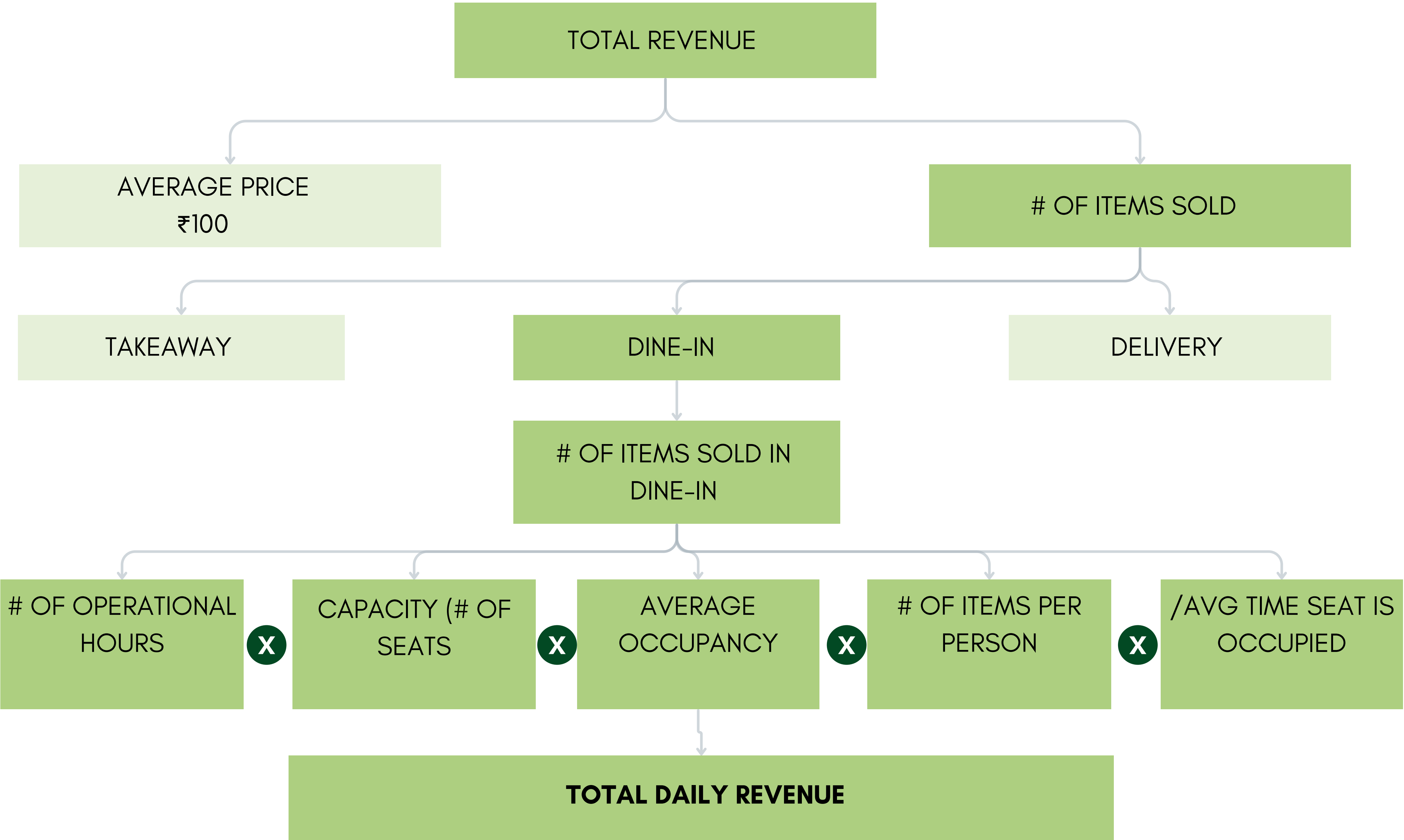
- **TAM (Total Addressable Market)** – It represents the maximum market opportunity.
- **SAM (Serviceable Available Market)** – It denotes that portion of TAM that a company can serve based on its capabilities and the demographics it operates in.
- **SOM (Serviceable Obtainable Market)** – It denotes that portion of SAM that a company can capture given its current resources, competition, etc.

EXAMPLE: ESTIMATE DAILY REVENUE OF A FAST FOOD CHAIN IN NEW DELHI



ASSUMPTIONS

Focus on Dine-in orders only

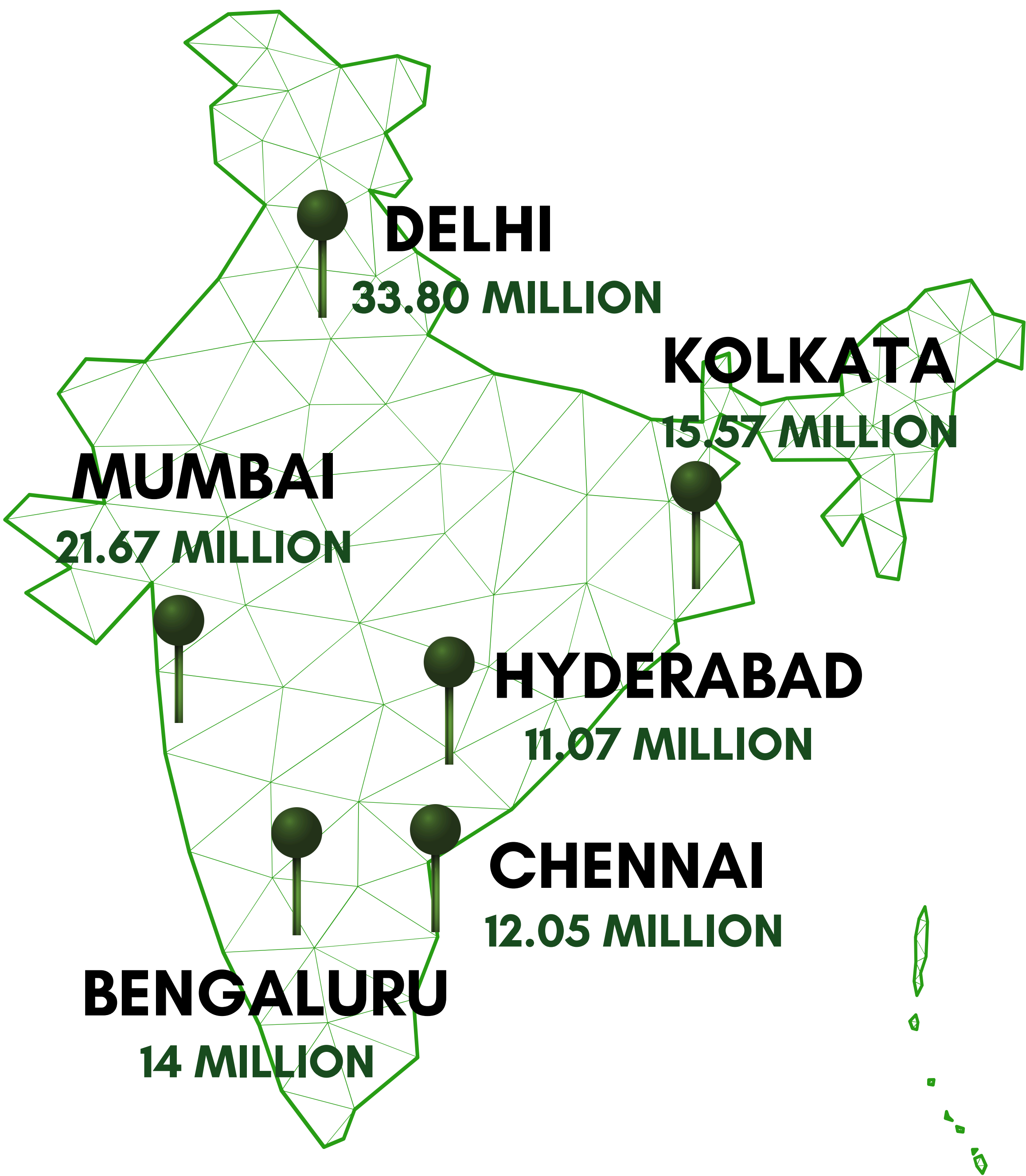


CHEATSHEET

GUESSTIMATES CHEAT SHEET

DEMOGRAPHIC VARIABLES

POPULATION OF MAJOR CITIES



POPULATION

GLOBAL: 8 billion

INDIA: 1.40 billion

MALE FEMALE



50%



50%

LIFE EXPECTANCY



70 Years

AGE DIVIDE

0-15
(30%)

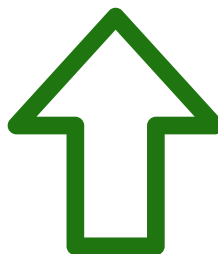
15-35
(40%)

35-60
(25%)

60+
(5%);

BIRTH & DEATH RATE

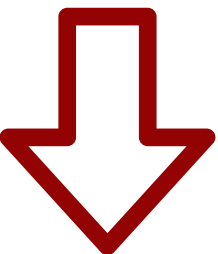
BIRTH RATE



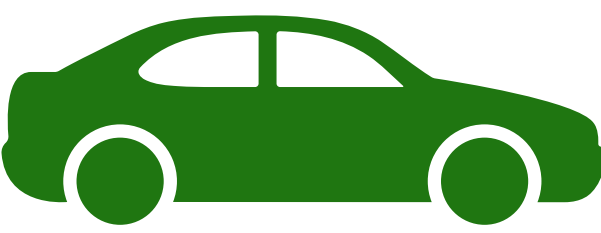
16/1000
PEOPLE

DEATH RATE

7/1000
PEOPLE



VEHICULAR DISTRIBUTION

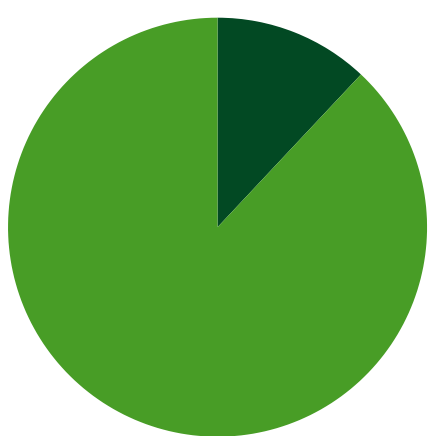


260 Million



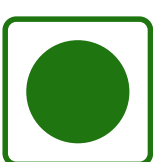
50 Million

COMMERCIALLY OWNED
12%

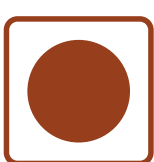


PRIVATELY OWNED
88%

VEGETARIAN/NON-VEGETARIAN



40%

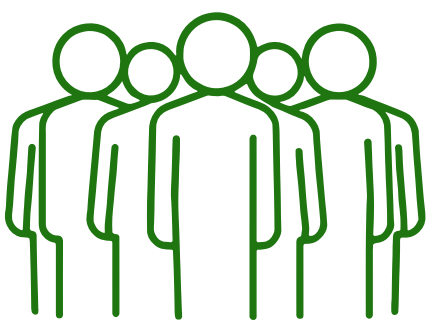


60%

MARITAL STATUS

MARRIED 45%
UNMARRIED 55%

RURAL URBAN



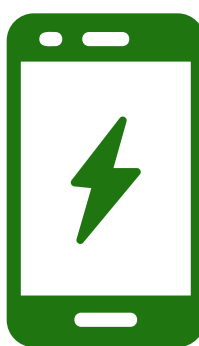
Division



Literacy Rate



Average
Family Size



Smart Phone
Penetration



Internet
Penetration



Urban

30%

90%

4

70%

70%



Rural

70%

77%

5

30%

50%

ECONOMIC VARIABLES

GDP OF INDIA

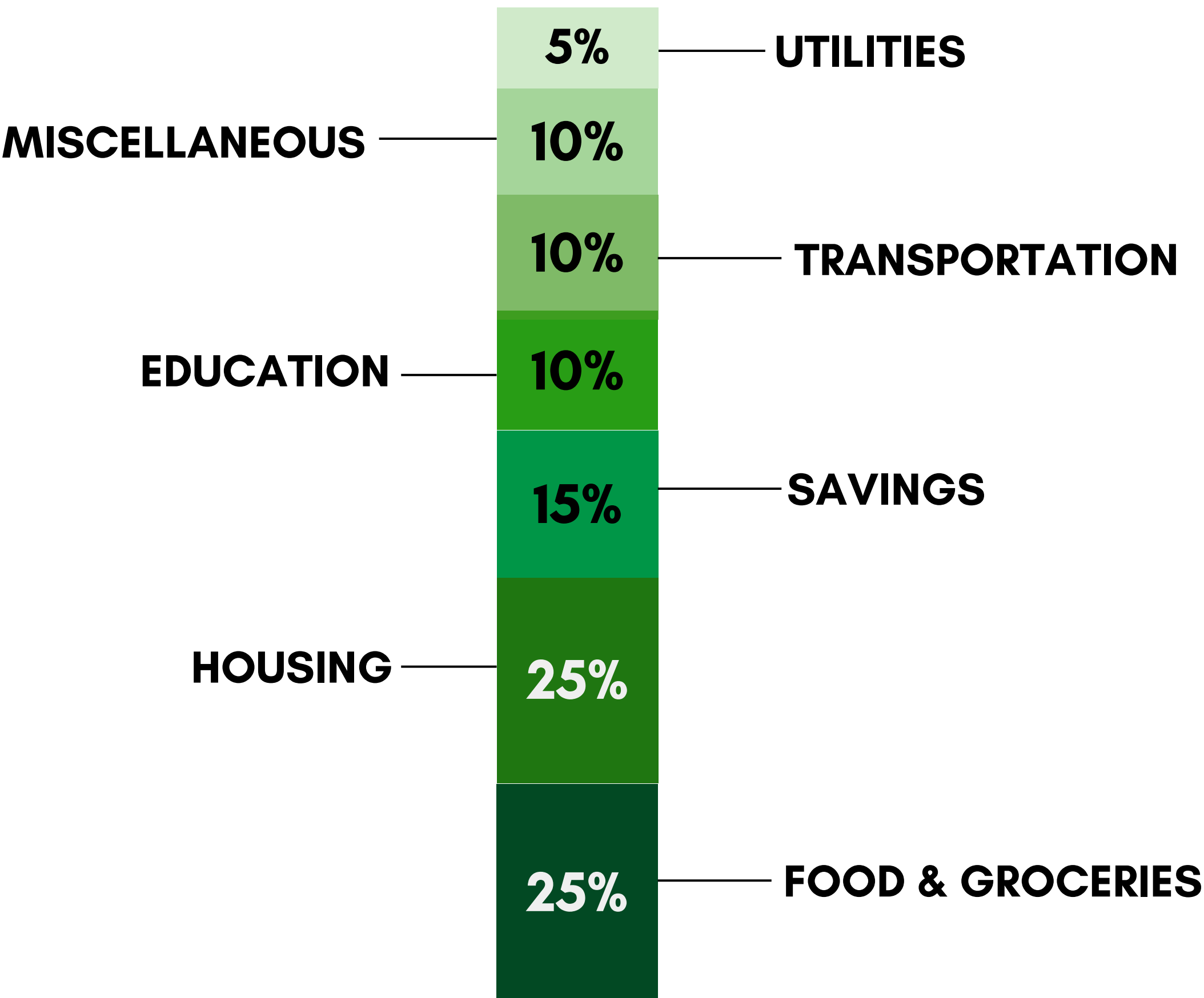
NOMINAL 324.11 lakh
crores

REAL 184.88 lakh
crores

GDP GROWTH RATE



HOUSEHOLD EXPENDITURE



INDIA'S SECTOR WISE DISTRIBUTION

AGRICULTURE
20%

INDUSTRY
26%

SERVICE
54%

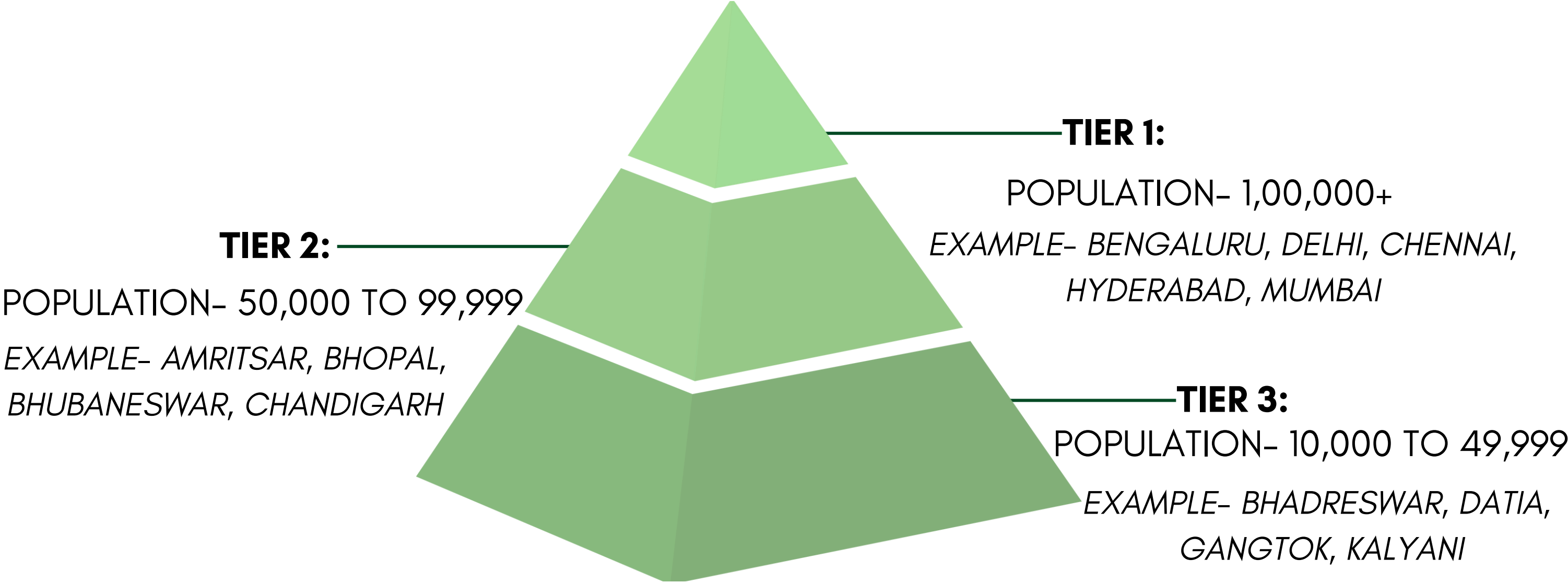
DIGITAL INSIGHTS

E-COMMERCE PENETRATION 120BN

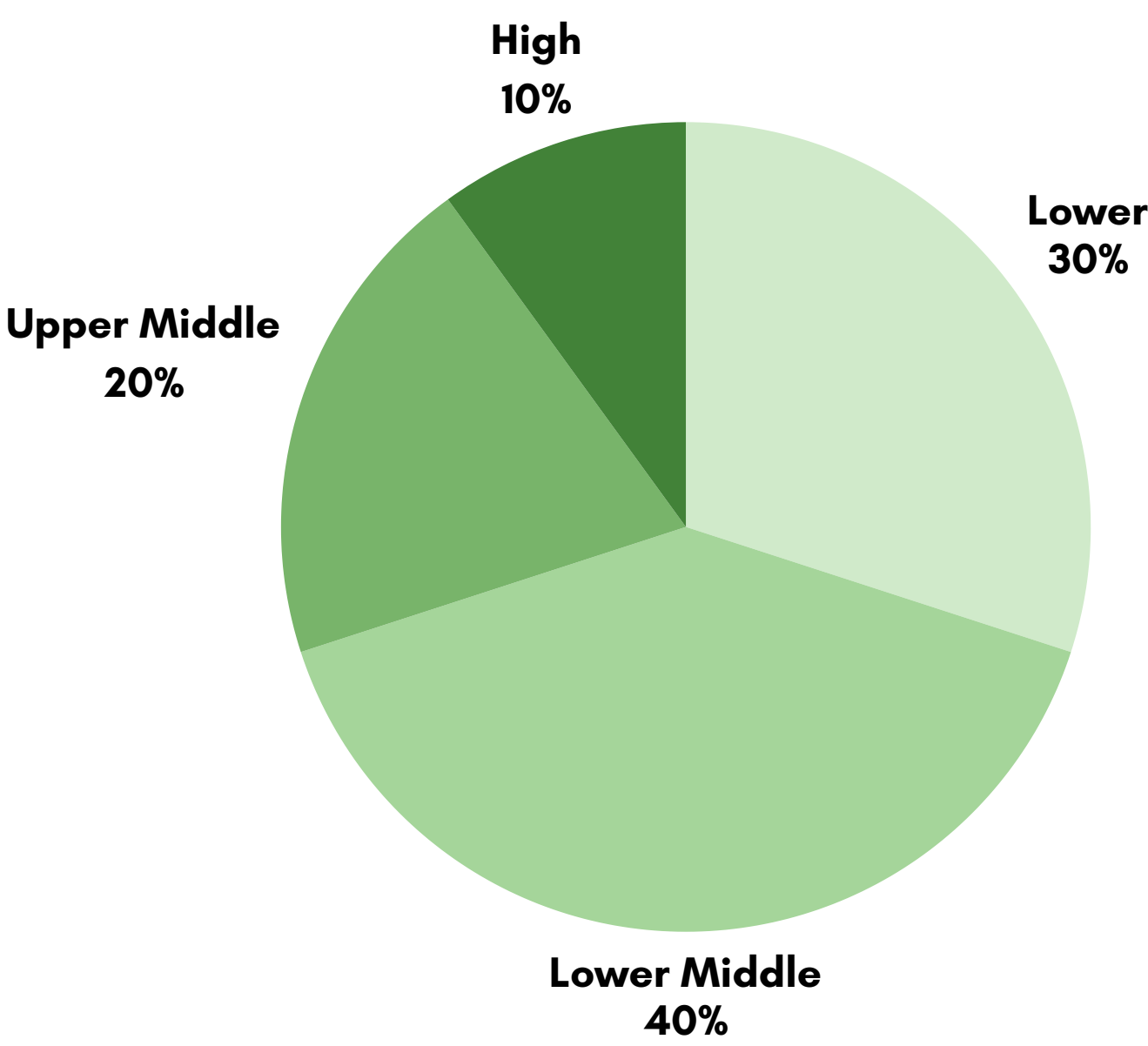
SOCIAL MEDIA PENETRATION 460MN

OTT SUBSCRIBERS 100MN

TIER DIVISION



INCOME BRACKETS



MISCELLANEOUS

CONVERSION FACTORS

1 mile = 1.6 kilometres

1 foot = 0.3 meters

1 cubic meter = 1,000 liters

1 hectare = 10,000 m²

1 gallon (US) = 3.8 liters

°C to °F = (°C × 9/5) + 32

1 m/s = 3.6 km/h

FORMULAE

MARKET SIZE*MARKET SHARE = REVENUE =
PROFIT + FIXED COST+ VARIABLE COST

PROFIT = REVENUE - COGS -
(SGA+LISCENCING) - (INTEREST+TAX+A&D)

VEHICLES OWNED

FOR EVERY 1000 PEOPLE, 185 OWN
2-WHEELERS.

FOR EVERY 1000 PEOPLE, 34 OWN
4-WHEELERS.

AREA OF INDIA



RELIGION WISE SPLIT

HINDU
(80%)

MUSLIM
(15%)

CHRISTIAN
(2%)

OTHERS
(3%)

BRAND DIVISION OF CELL PHONE USERS

APPLE
29%

ANDROID
70%

OTHERS
1%

GUESSTIMATES

ACCENTURE

MARKET SIZE OF HEALTHY BISCUIT INDUSTRY

Accenture |

[Click here to view detailed spreadsheet](#)



ASSUMPTIONS

- 1

Healthy biscuits primarily appeal to urban consumers due to awareness and affordability.
- 2

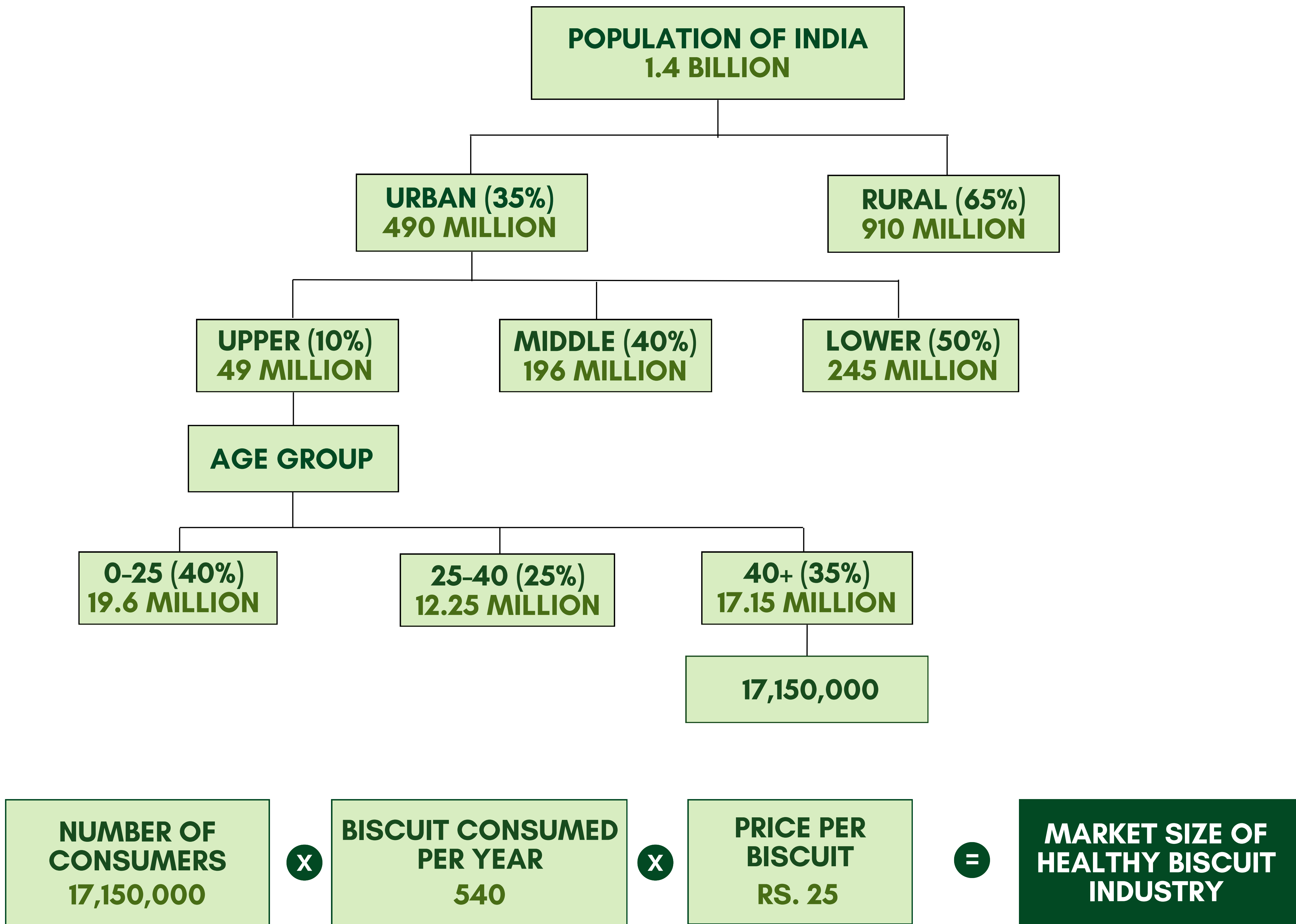
Consumption is skewed towards upper-income groups since healthy biscuits are relatively expensive.
- 3

Healthy biscuits are priced at ₹25 per biscuit (based on market estimates of ₹50 per 2-pack).
- 4

Older individuals (40+ years) are more likely to consume such biscuits due to health concerns and preferences.
- 5

On an average, a person consumes 1.5 biscuit a day which makes it 3 in every 2 days and for easier calculation we take 180 days in a year.
- 6

India's population is approximately 1.4 Billion.



Market size or Revenue of healthy biscuit industry is equal to ₹231,525,000,000.

NUMBER OF OLA AND UBER CABS RUNNING IN DELHI NCR IN A DAY

[Click here to view
detailed spreadsheet](#)



Accenture |

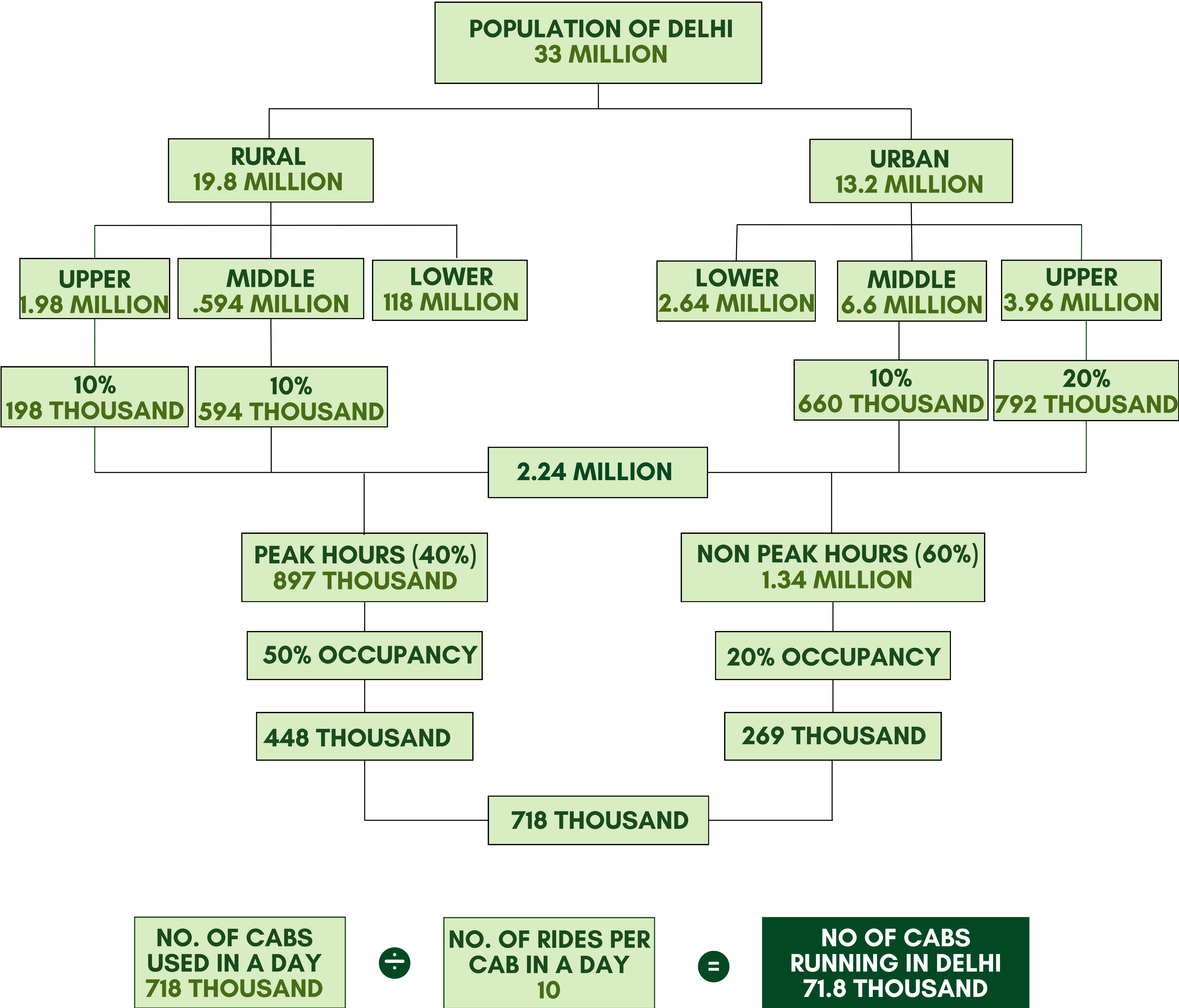
ASSUMPTIONS

- 1

Since Ola and Uber are the primary cab service providers so the demand of cabs in general is estimated and no company wise split is made.
- 2

Since cabs run full fay, demand will be calculated for all 24 hours.
- 3

To estimate the market share of cabs, the types of transportation can be categorised as—public, personal, and commercial, with cabs coming under the category of commercial vehicles.



The number of cabs running in Delhi is equal to 71.8 thousand

NUMBER OF FLIGHTS TAKING-OFF FROM DELHI IN A WEEK

[Click here to view detailed spreadsheet](#)



Accenture |

ASSUMPTIONS

- 1

From Monday - Friday, the Peak hours and Non-Peak hours are of 8 and 6 hours respectively
- 2

From Saturday - Sunday, the Peak and Non-Peak hours are of 10 and 6 hours respectively
- 3

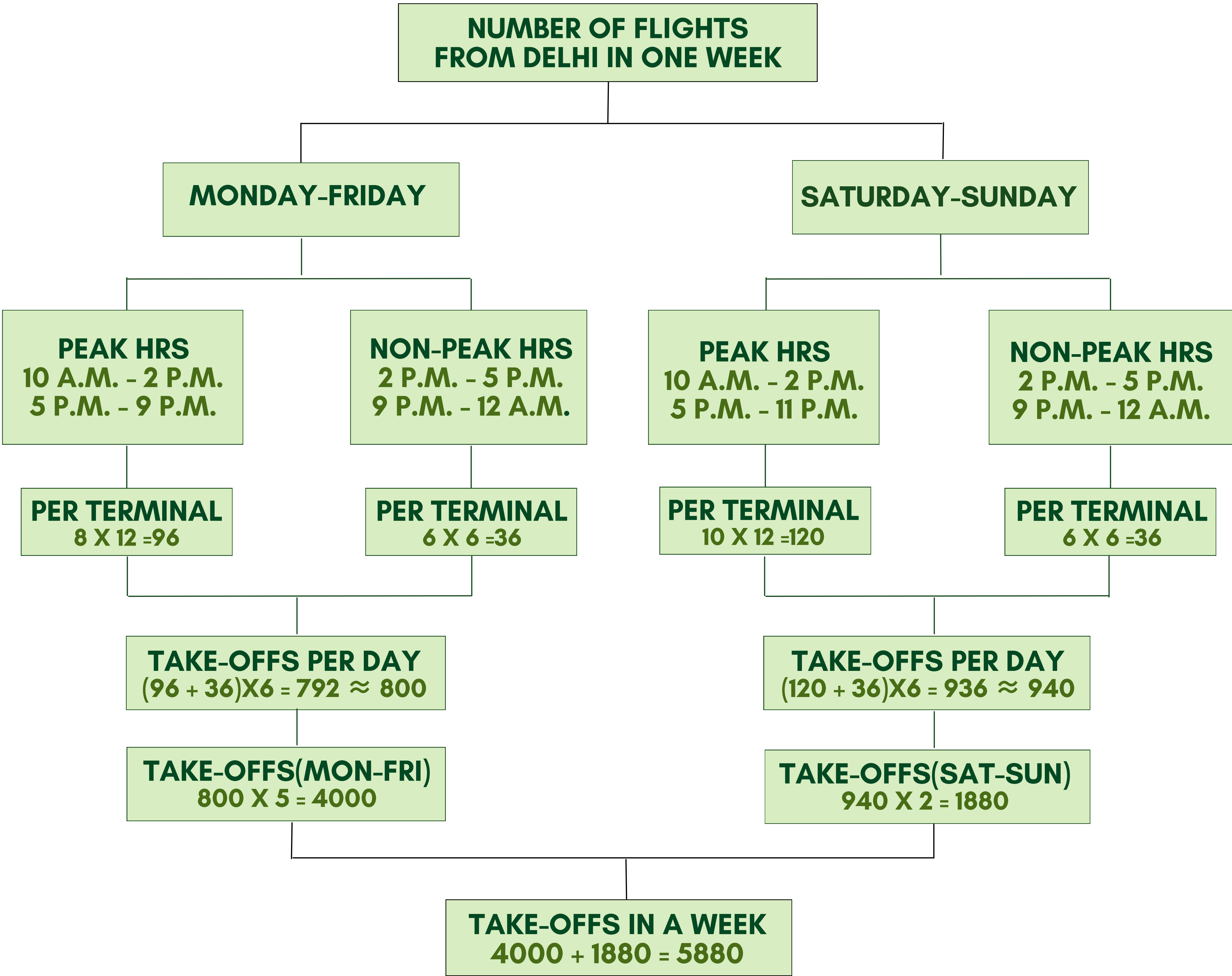
During the peak hours, 1 plane takes off every 5 minutes
- 4

During the non-peak hours, 1 plane takes off every 10 minutes
- 5

There are 6 terminals at Delhi Airport
- 6

No. of planes taking off per day = Peak/Non-Peak hour time X Planes per hour
- 7

12 planes take-off during peak and 6 during non-peak hours



NUMBER OF TEACUPS CONSUMED IN DELHI IN ONE DAY

[Click here to view detailed spreadsheet](#)



Accenture |

ASSUMPTIONS

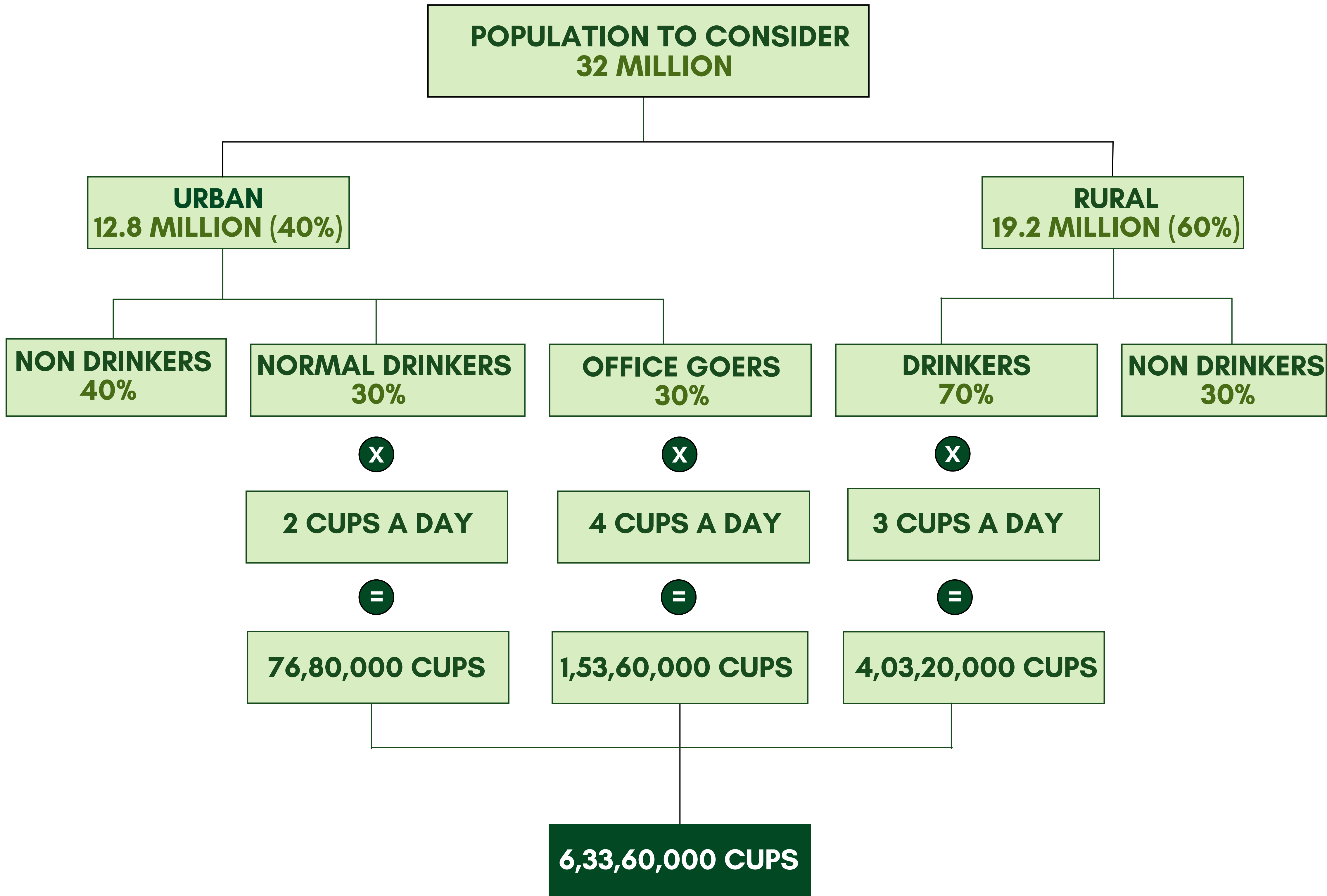
- 1

Population of Delhi is 40 million.
- 2

70% of rural people who drink tea have an average consumption of 3 cups/day per person and 60% of urban people drink tea have an average consumption of 2 cups/day per person, plus 2 additional cup/day for office-goers.
- 3

Office Goers from Urban Delhi is assumed to be 30% of the urban population. Office-goers consume 4 cups/day (2 regular + 2 office cup)
- 4

Exclude Young children (0-15 years), assumed to be 20% of the population, will not consume tea.



Total Number of Cups Consumed per day is 6,33,60,000

GUESSTIMATES

BAIN CAPABILITY NETWORK

ESTIMATING THE REVENUE OF A SALON



ASSUMPTIONS

- 1

The salon opens for 11 hours and has 20 chairs. This means it hosts 220 hours worth of customers in a single day.
- 2

Male customers spend around 30 minutes and pay ₹ 250.
- 3

Female customers spend 2 hours in the salon and pay ₹ 2000.
- 4

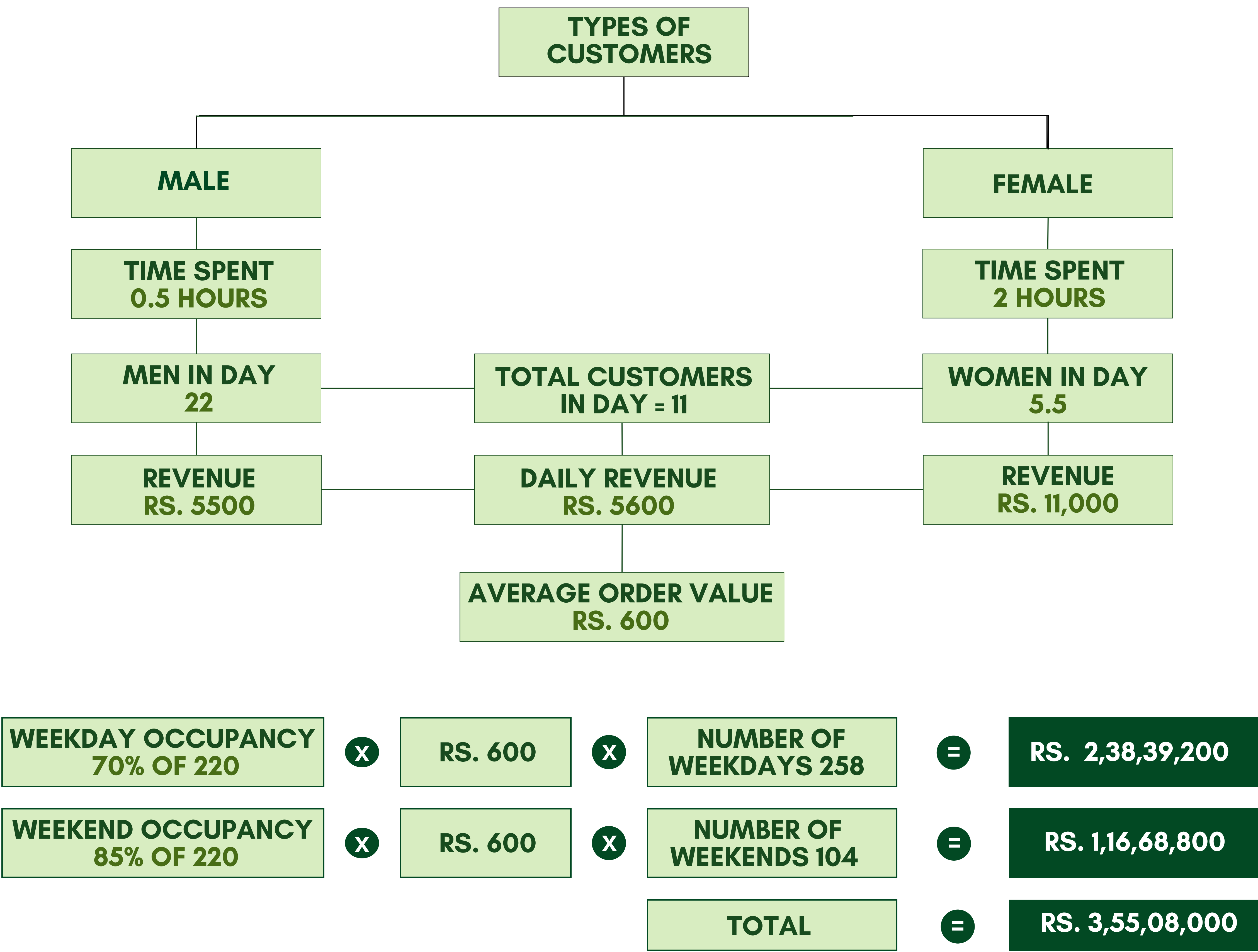
Average order value is total revenue divide by total customers.
- 5

Occupancy is calculated as a percentage of maximum capacity, 220.
- 6

Weekday's occupancy 70% and weekends' occupancy 85%.
- 7

After subtracting national holidays, there are 362 revenue days in which 104 weekends and 258 are weekdays.
- 8

Revenue = Occupancy * Average order value * number of days



Total revenue of the salon is estimated to be Rs. 3,55,08,000

MARKET SIZE OF FANTASY SPORTS

ASSUMPTIONS

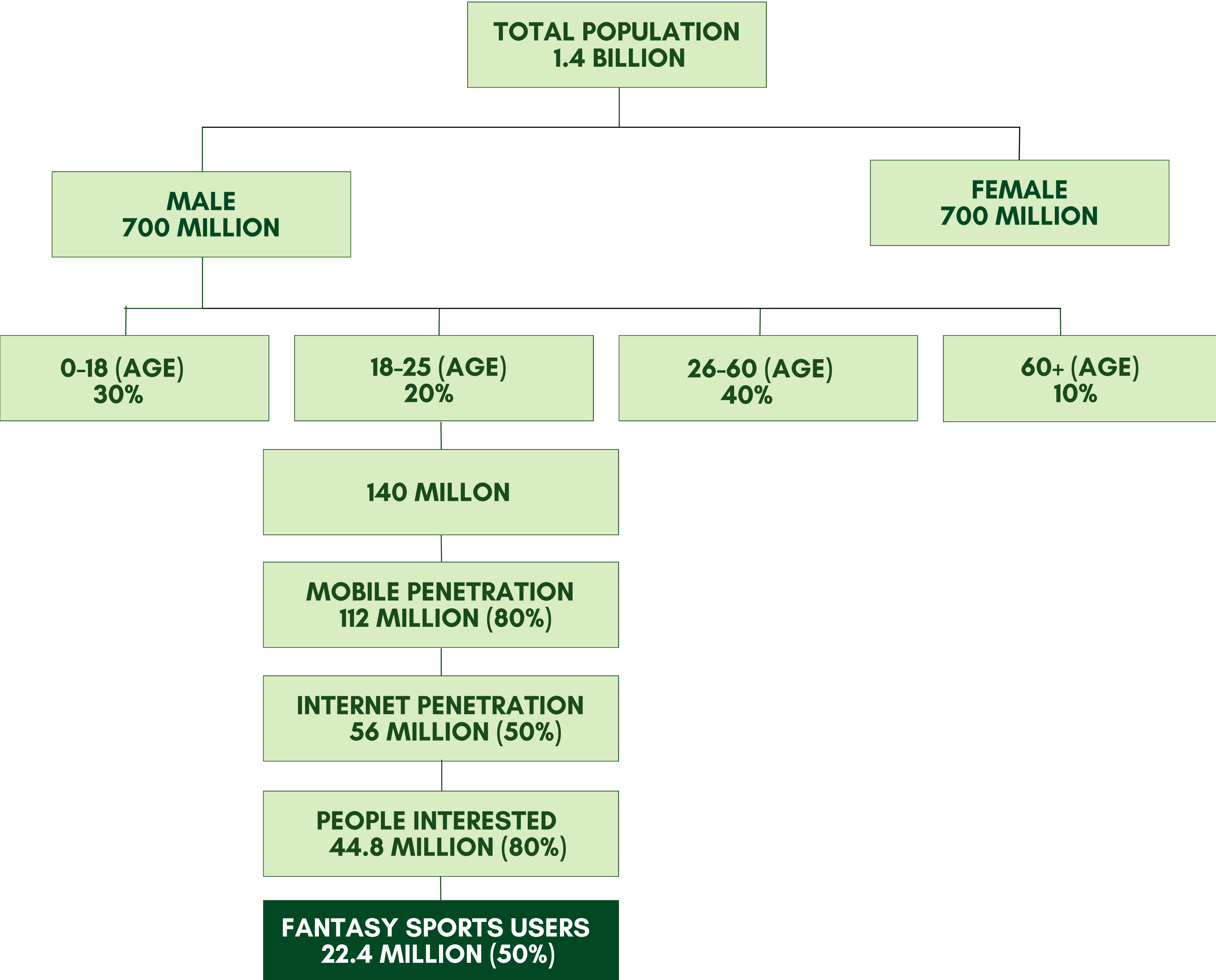
- 1

Only men will be using fantasy sports apps.
- 2

Assume that age group of 18-25 (20%) will be majorly using these apps as they have access to payment services and are also most active in watching sports
- 3

80% of men aged 18-25 will be interested in sports.
- 4

50% of the above number would be using fantasy sports apps.



Current Market Size of Fantasy Sports in India is 22.4 Million people

NUMBER OF ORDERS PLACED ON SWIGGY IN DELHI IN A DAY

[Click here to view detailed spreadsheet](#)



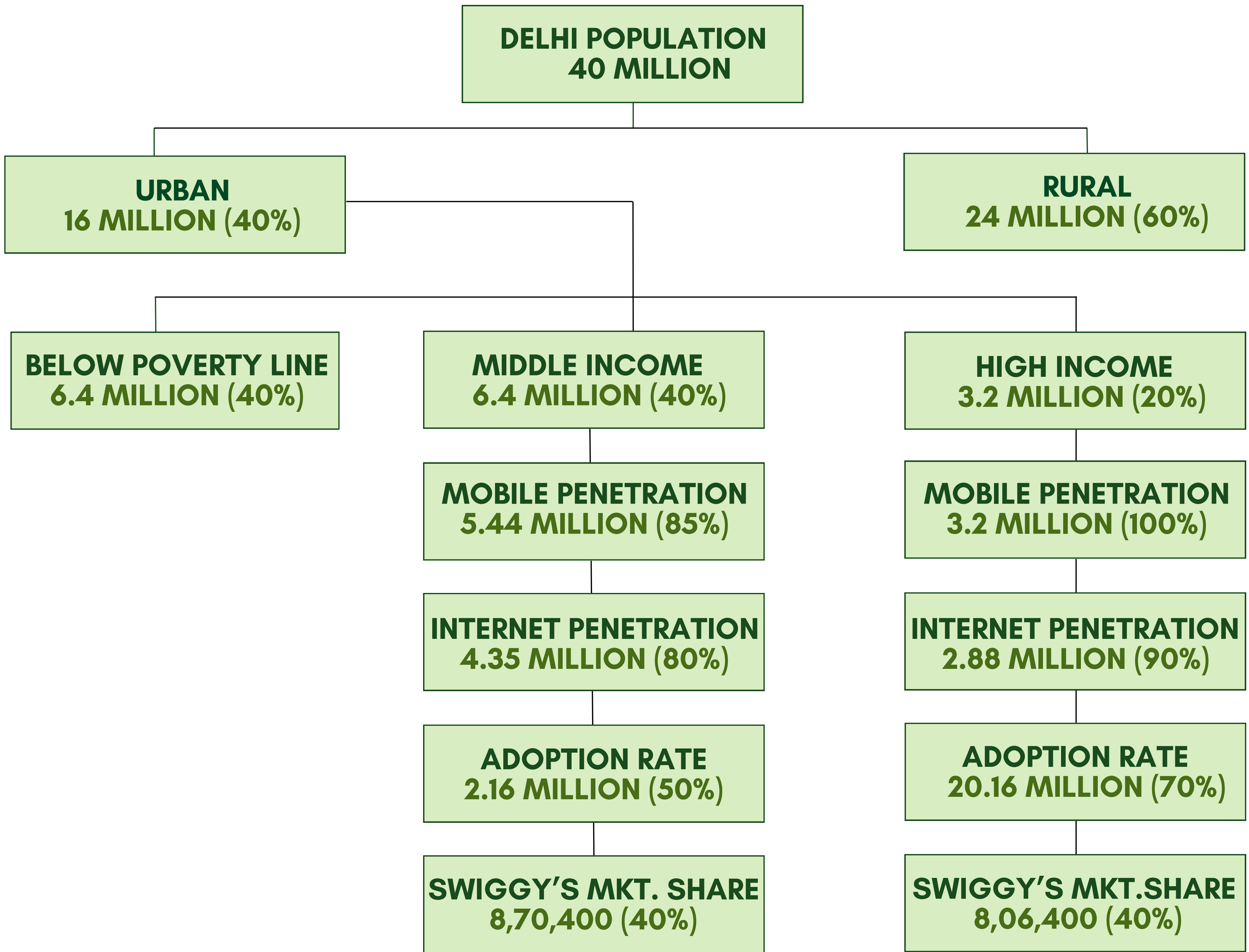
Bain Capability Network |

ASSUMPTIONS

- ❶ Rural part of Delhi population will not prefer food delivery platforms

❷ BPL population in the urban areas will not use food delivery platforms
- ❸ Middle Income class population will place only 1 order and High Income class population will place 2 orders in a day.

❹ Market Share of Swiggy is 40%



MIDDLE INCOME MARKET SHARE	x	1 ORDER PER DAY	=	870,400 ORDERS
HIGH INCOME MARKET SHARE	x	2 ORDERS PER DAY	=	1,612,800 ORDERS

Number of orders placed on Swiggy in Delhi in a day is 24,83,200

REVENUE OF A DELHI-GURGAON TOLL PLAZA IN A DAY

[Click here to view detailed spreadsheet](#)



Bain Capability Network |

ASSUMPTIONS

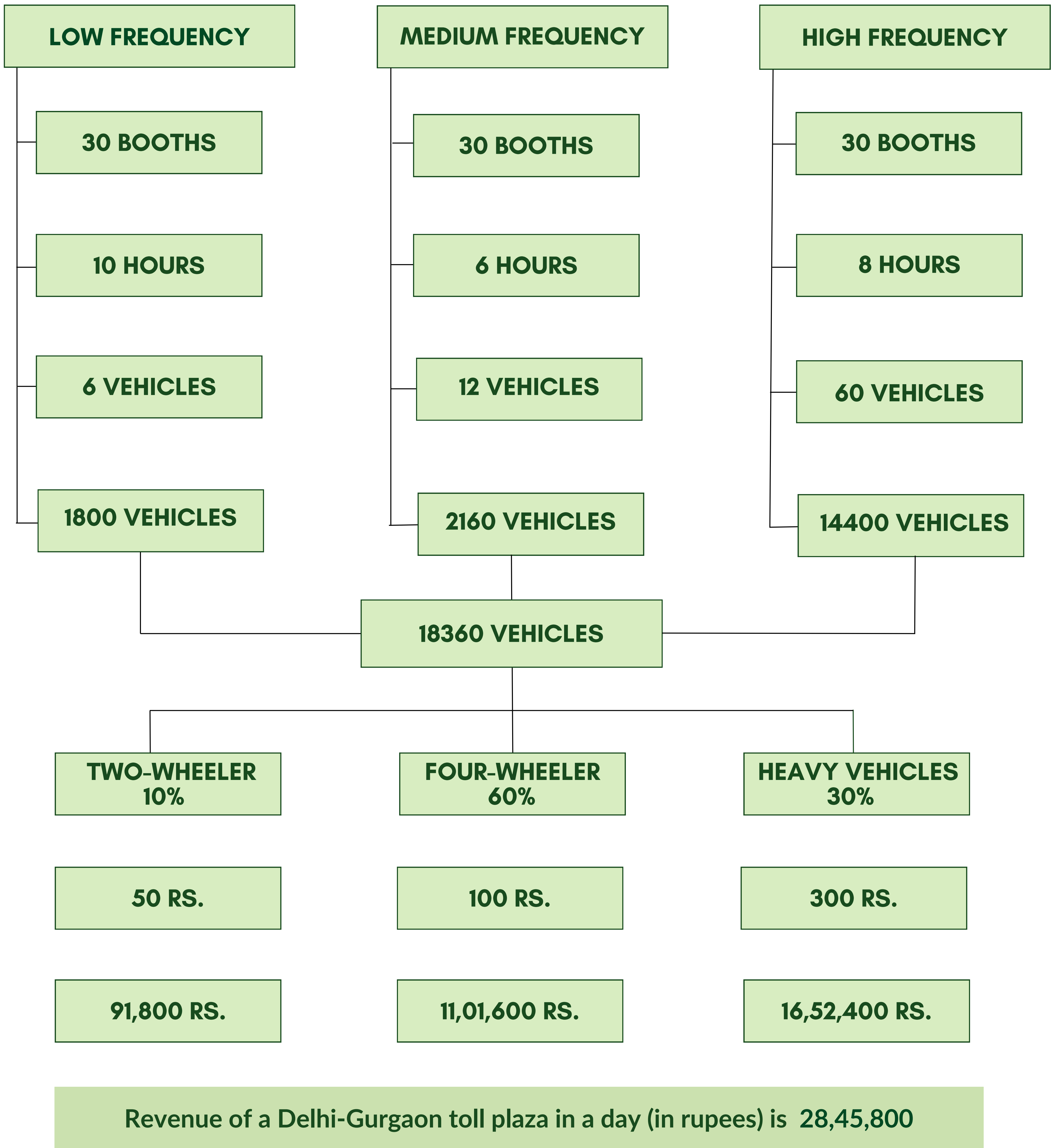
- 1

Toll is operational 24 hours a day.
- 2

A vehicle passes by every 10 minutes, 5 minutes, and every minute through one of the booths in low, medium and high frequency hours respectively
- 3

Assume there are 15 booths for Delhi-Gurgaon and 15 booths for Gurgaon-Delhi.
- 4

Assume Low, Medium & High frequency hours as 10, 6, 8 respectively.



NUMBER OF CREDIT CARDS IN INDIA



ASSUMPTIONS

- 1

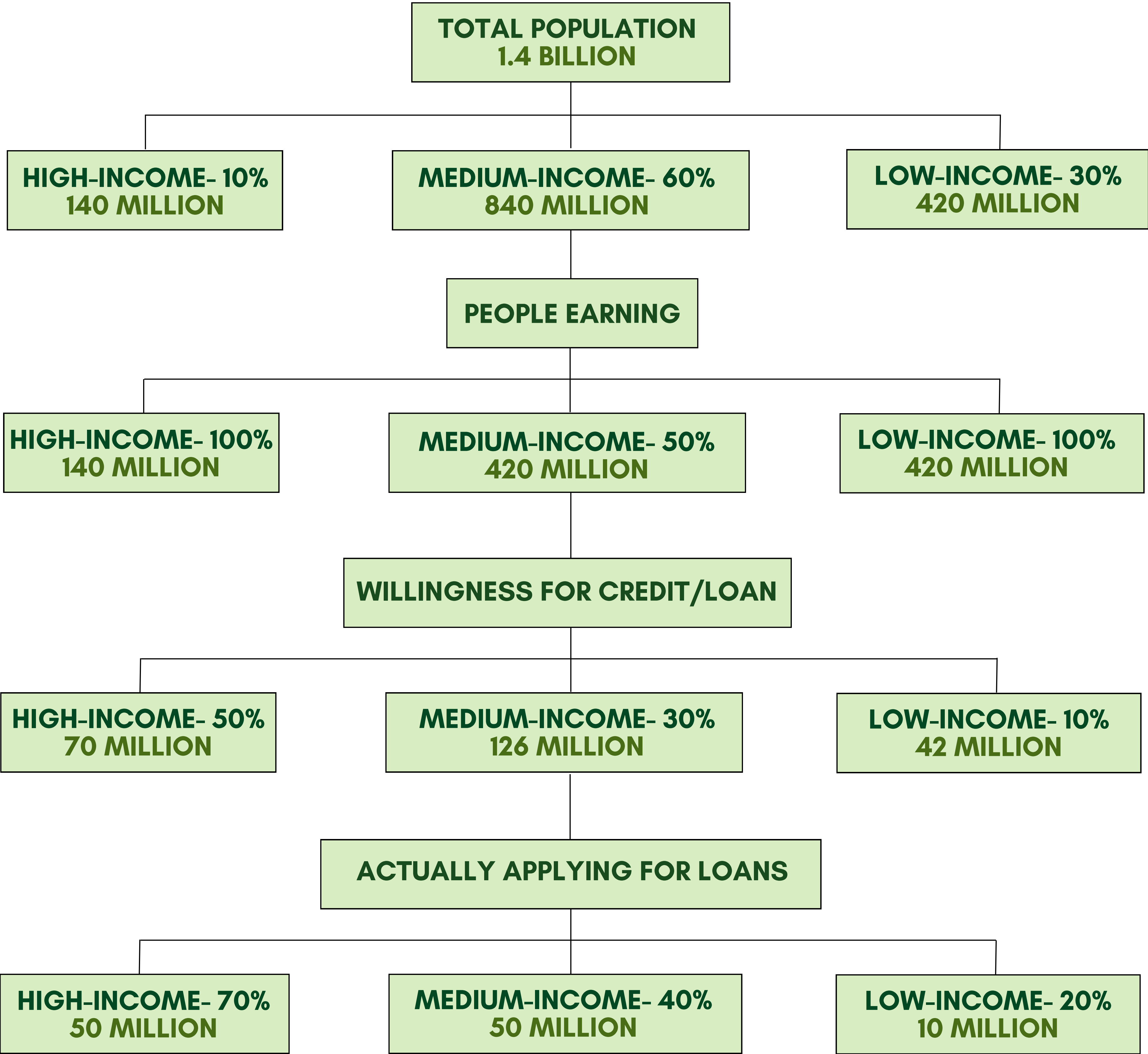
Includes all the credit cards taken by Indians, not just the active ones.
- 2

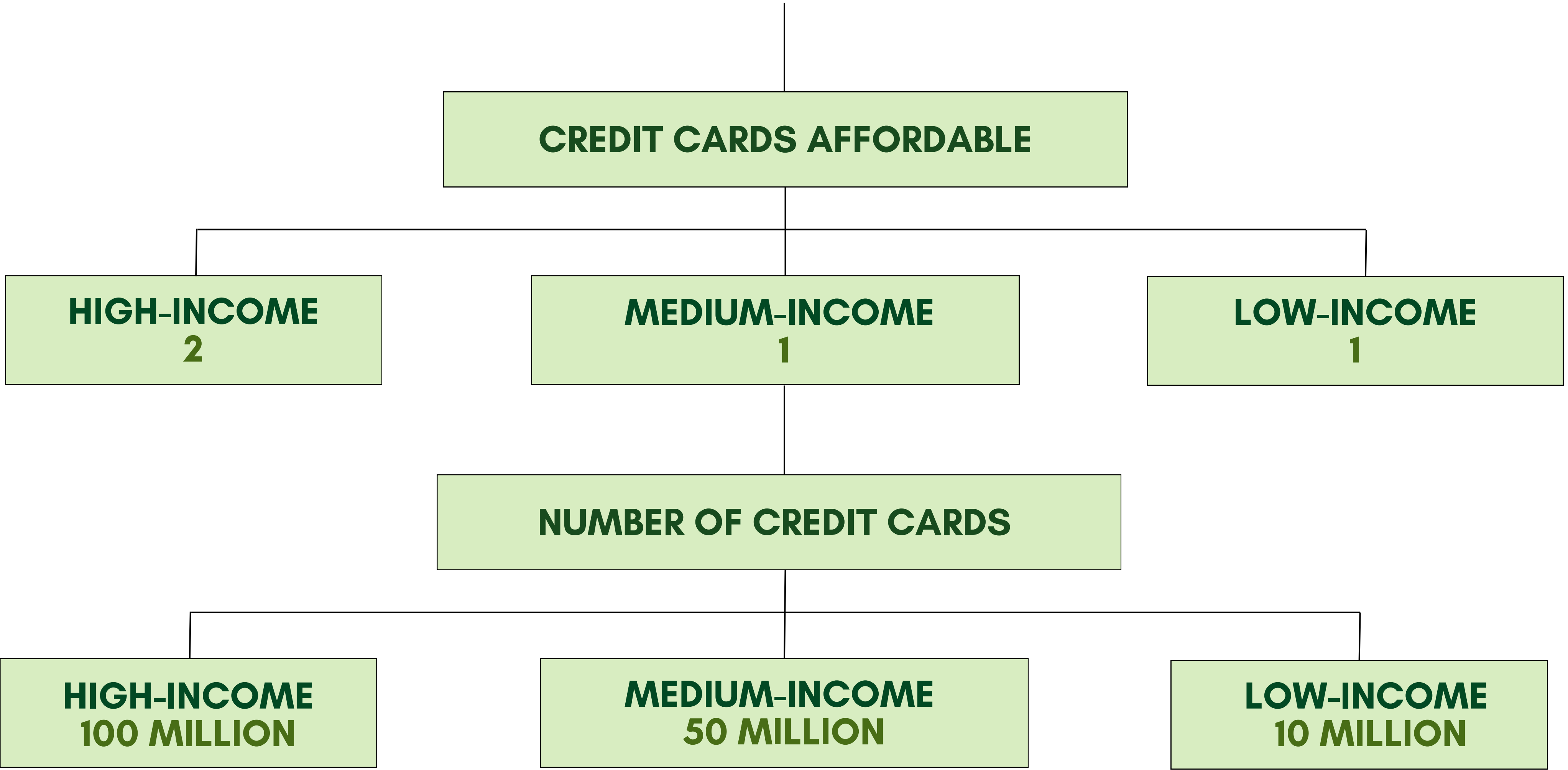
India is a low to middle-income earning country and hence the low percentage of high-income earners.
- 3

The percentage of working women in the high and low-income categories is higher compared to the middle-income category.
- 4

Low-income earners would prefer informal loans over credit cards.
- 5

Middle-income earners are a growing population with growing credit needs.





100 MILLION

+

50 MILLION

+

10 MILLION

=

160 MILLION

Total number of credit cards in India is 160 Million.

AMOUNT OF PAINT REQUIRED TO PAINT YOUR CAR

Bain Capability Network |

[Click here to view detailed spreadsheet](#)



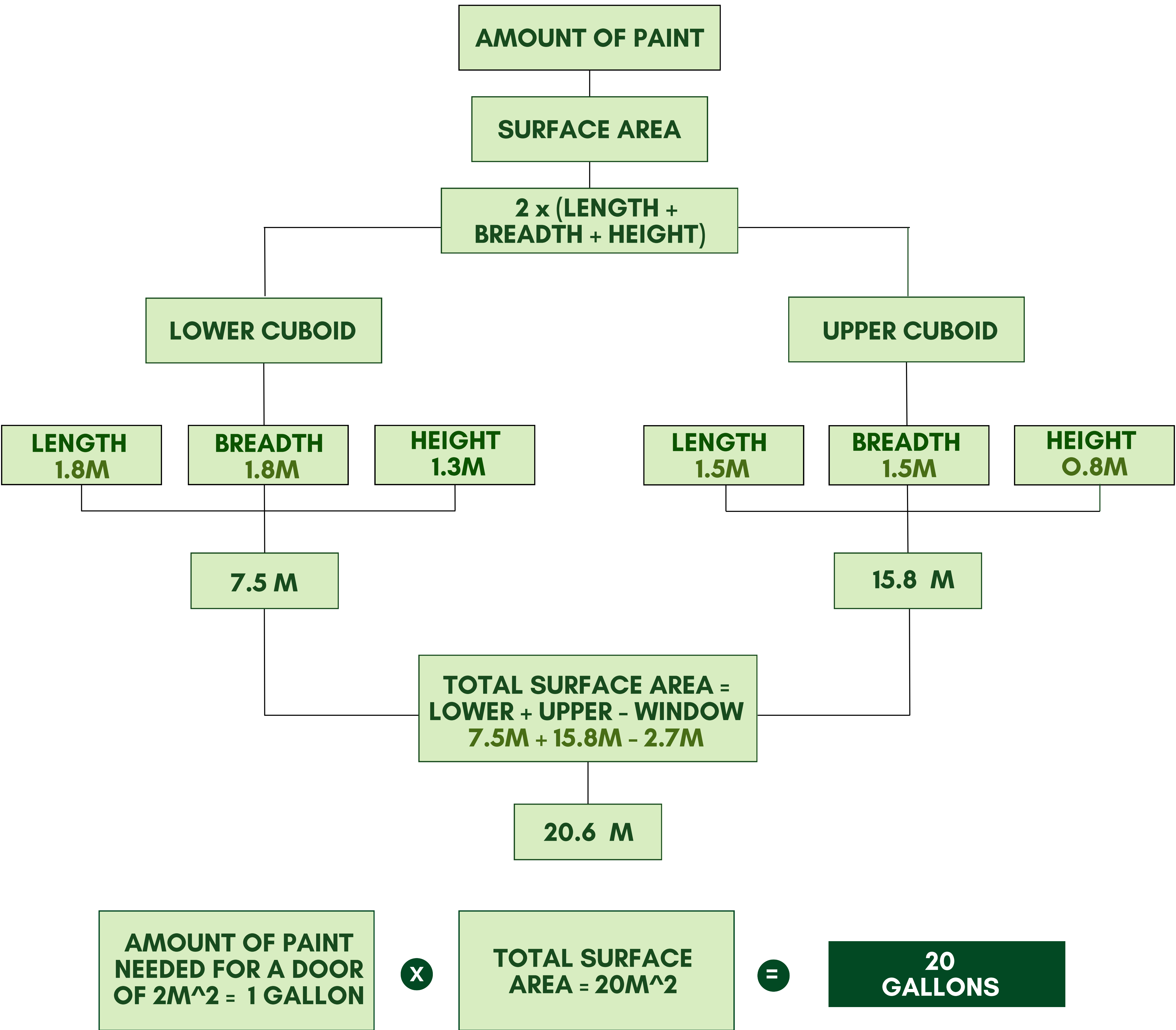
ASSUMPTIONS

- 1

The car is assumed to be a standard hatchback car.
- 2

The amount of paint required to paint a standard door has been taken as a proxy to estimate the amount of paint needed to paint the car.
- 3

To estimate the surface area of the car, we have divided it into 2 cuboids.



Total amount of paint required to paint a steel car = 20 gallons

BOLLYWOOD MOVIES RELEASED IN INDIA IN A YEAR

[Click here to view detailed spreadsheet](#)



Bain Capability Network |

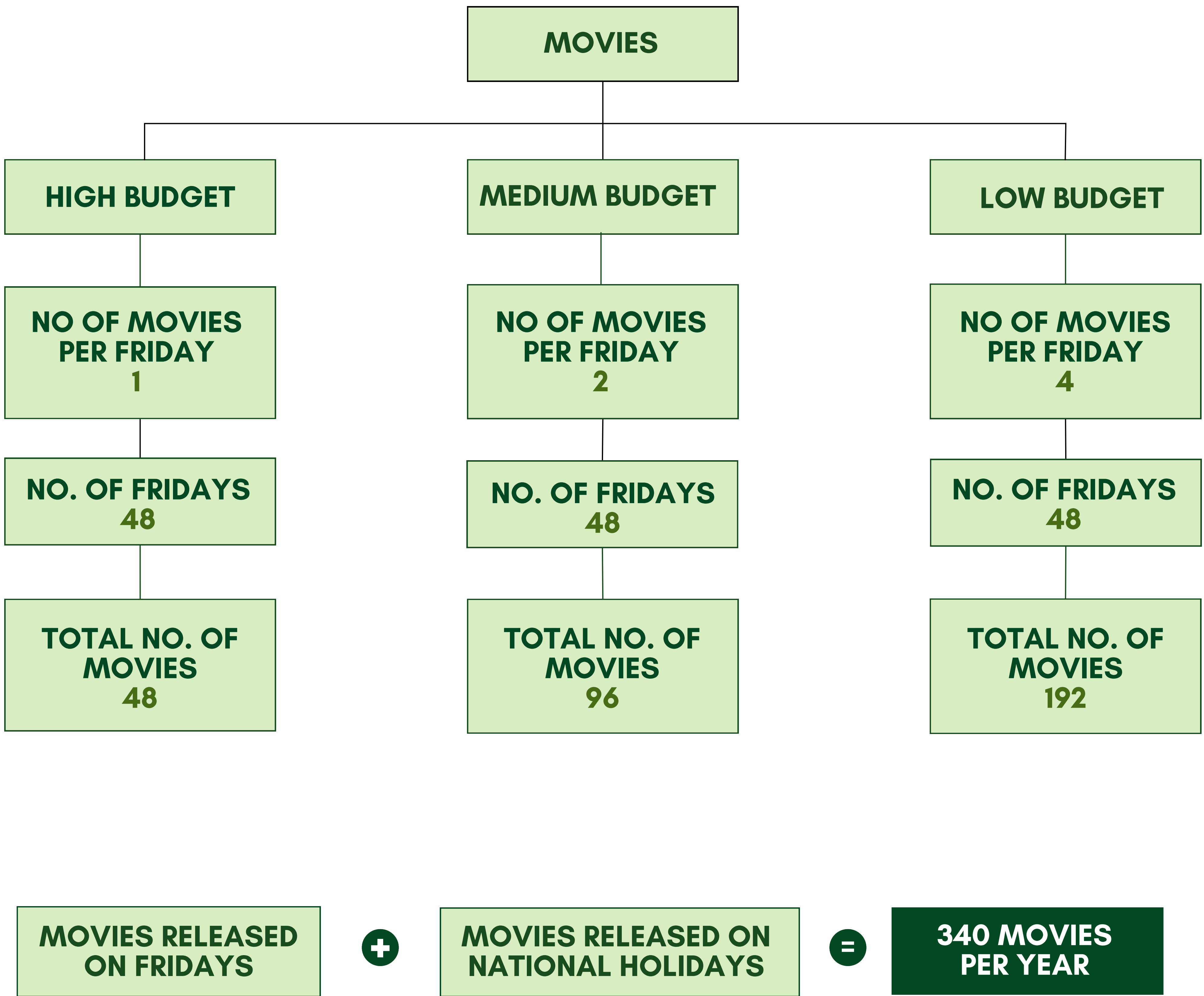
ASSUMPTIONS

- 1

Movies are also released on national holidays like republic day.
- 2

Movies in India are released on Fridays.
- 3

An average of 4 movies are specially released by media houses on National Holidays.



Number of bollywood movies that are released in India in a year is 340.

MARKET SIZE OF THE TYRE INDUSTRY IN INDIA IN A PARTICULAR YEAR IN TERMS OF REVENUE

[Click here to view detailed spreadsheet](#)



Bain Capability Network |

ASSUMPTIONS

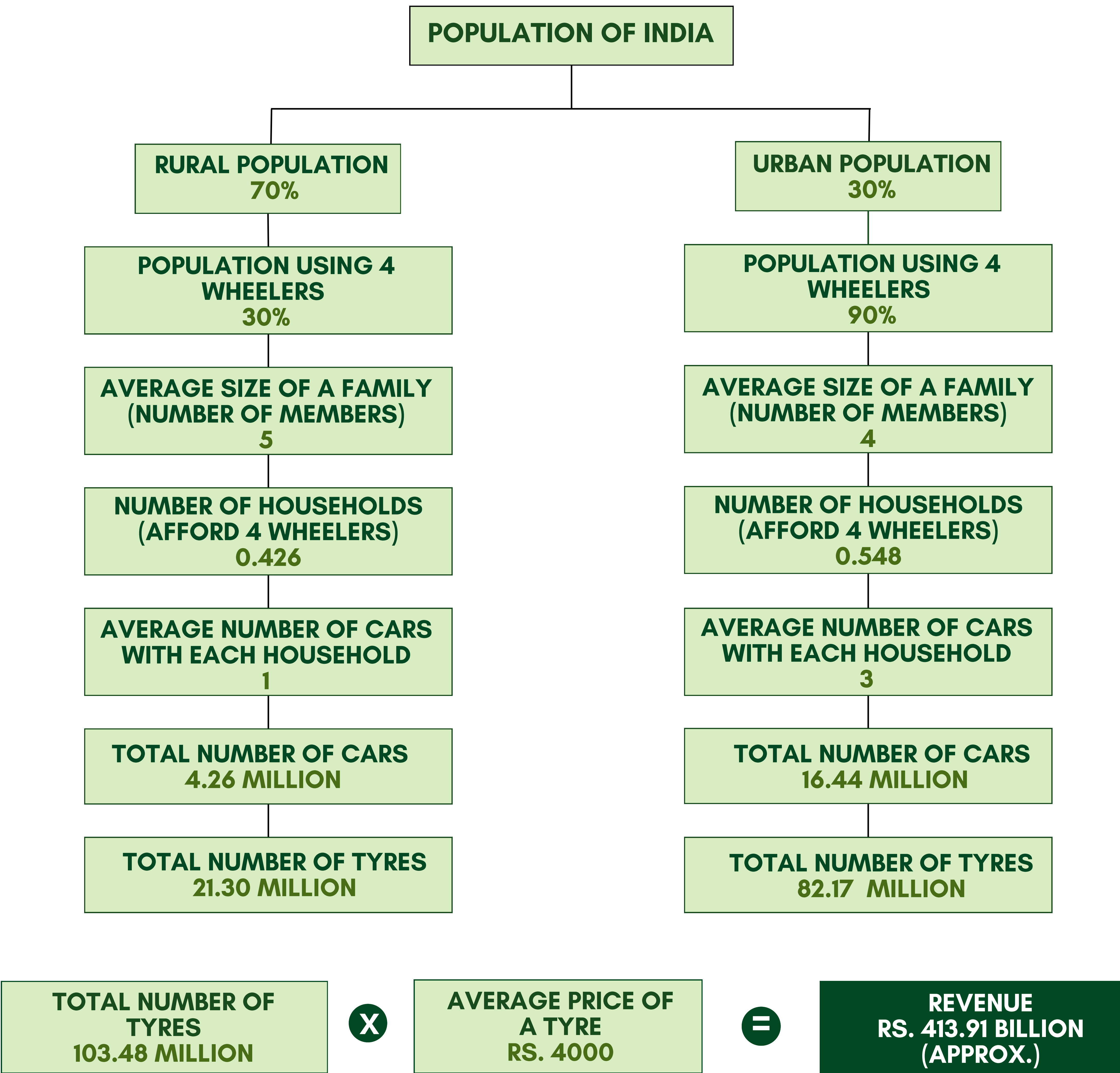
- 1

The approach has to be based on the residential aspect.
- 2

Only four wheelers are to be taken into consideration.
- 3

The population of India is 1.4 Billion.
- 4

70% of the population of India resides in Rural India. 30% of the population of India resides in Urban India.



The market size of the tyre industry in India in a particular year in terms of revenue is Rs. 410 Billion.

GUESSTIMATES

BOSTON CONSULTING GROUP

NUMBER OF OUTSTANDING EDUCATION LOANS IN INDIA

[Click here to view detailed spreadsheet](#)



Boston Consulting Group |

ASSUMPTIONS

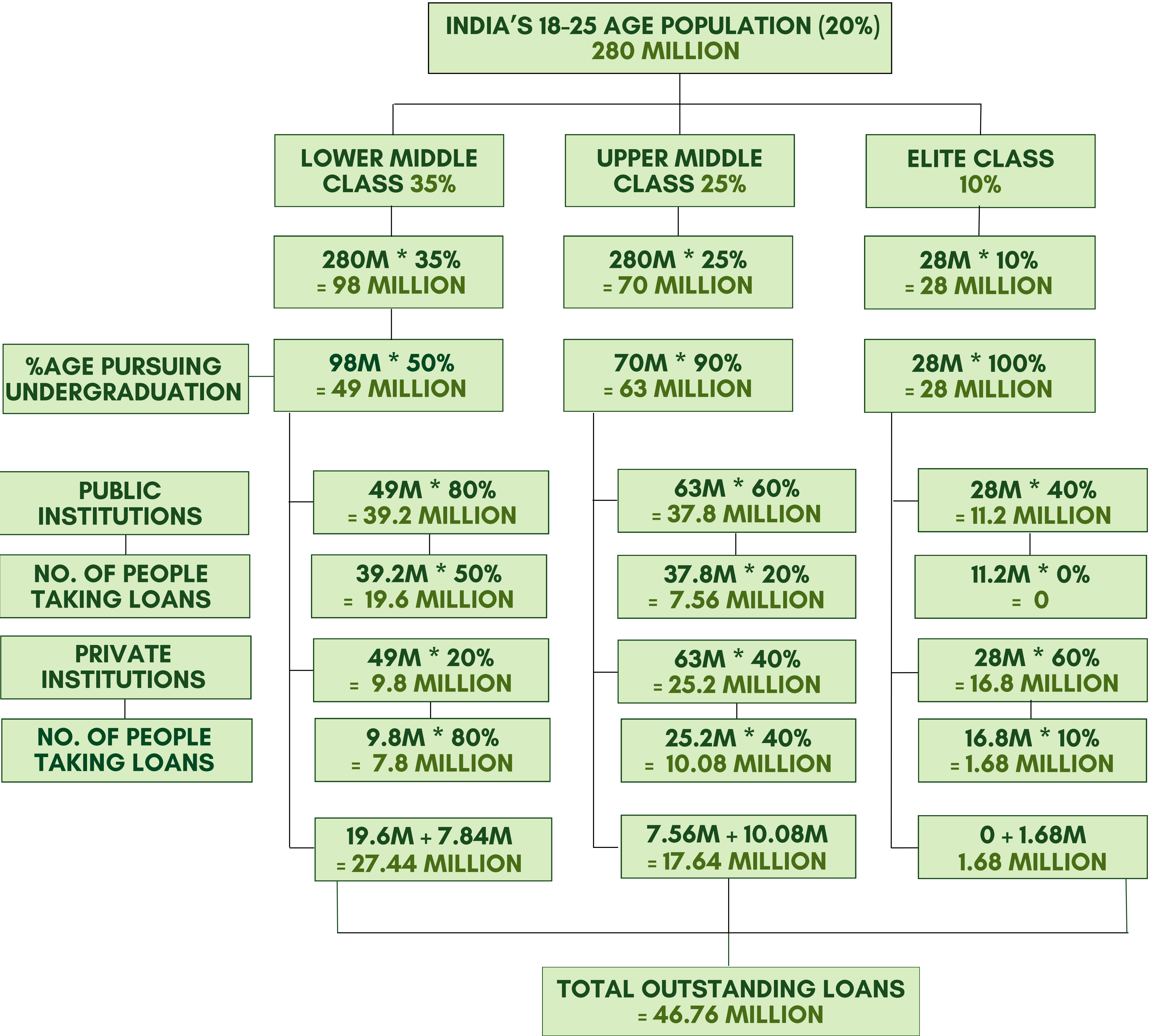
- 1

Outstanding loans are being calculated in the context of domestic education.
- 2

People below poverty line will not be pursuing undergrad education due to lack of affordability.
- 3

Outstanding loans include those loans that have been outstanding for 7 years or more.
- 4

Outstanding loans are being considered for only under-graduation level, thus only age group 18-25 is considered.



POPULATION

x

CLASS

x

PUBLIC/PRIVATE

=

46.76 MILLION

Total number of outstanding loans in India is equal to 46,760,000.

GUESSTIMATES

INDUS INSIGHTS

REVENUE OF A DENTIST IN A DAY



ASSUMPTIONS

- 1

The dentist is based in Delhi and only gives consultations.
- 2

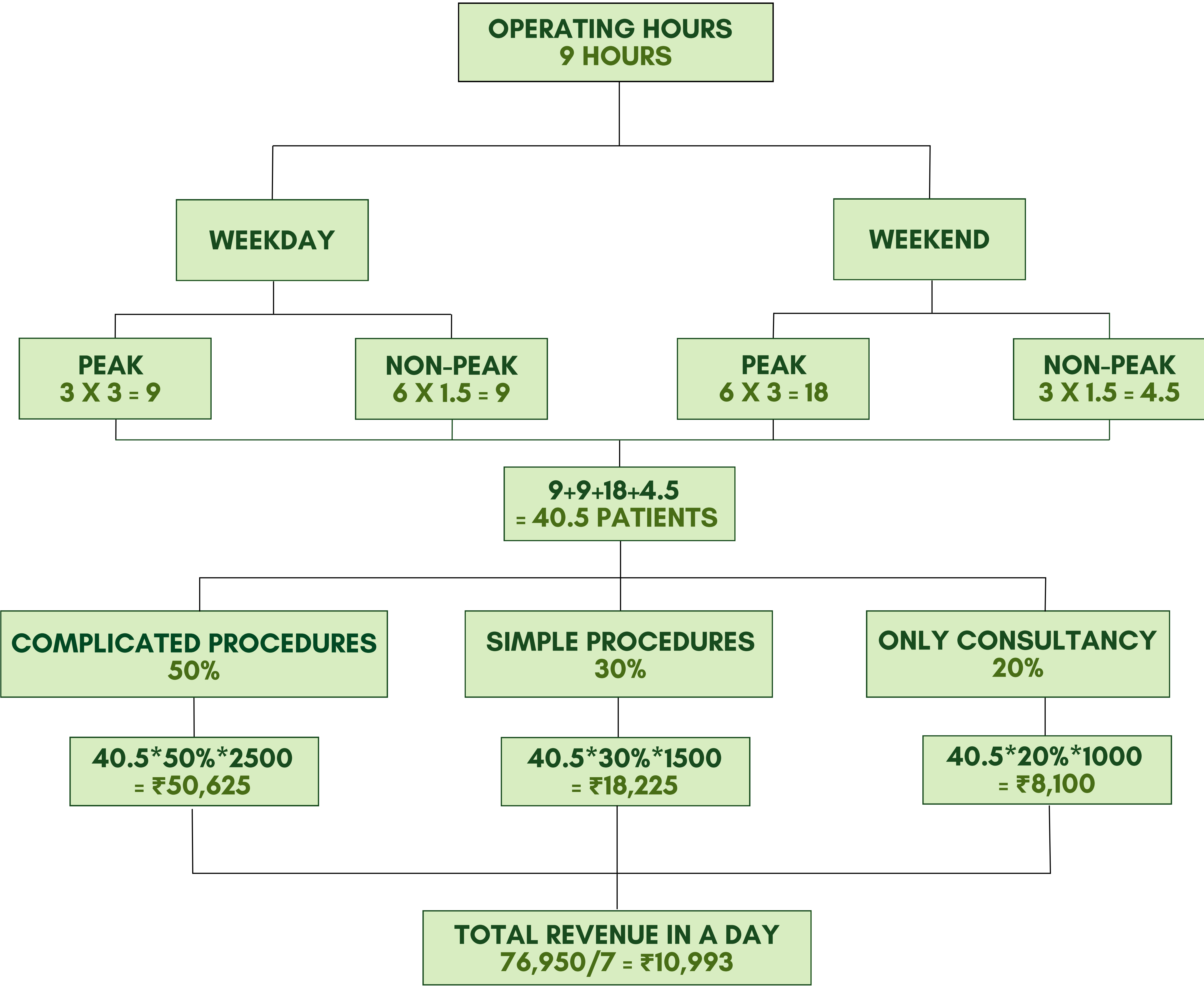
The consultancy fee is 1000 rupees.
- 3

Average turnover time for 1 customer is 5 minutes for introduction, 10 minutes for the diagnosis/treatment and 5 minutes for the payment/feedback.
- 4

They operate 7 days a week and their operational hours are 11 A.M. to 8 P.M.
- 5

Occupancy rate is 100% for peak hours and 50% for non-peak hours.
- 6

The fee will be 1500 for a complicated procedure and 500 for a simple procedure.



OCCUPANCY RATE

×

COMPLEXITY

×

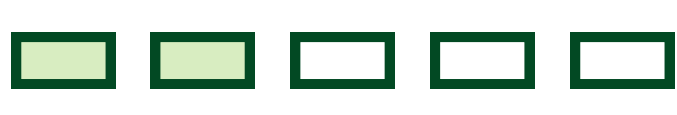
FEES

=

₹10,993

The average revenue of a Dentist in Delhi is ₹10,993.

ANNUAL REVENUE OF A LAUNDRY SERVICE IN DELHI

Indus Insights | 

[Click here to view detailed spreadsheet](#)



ASSUMPTIONS

- 1

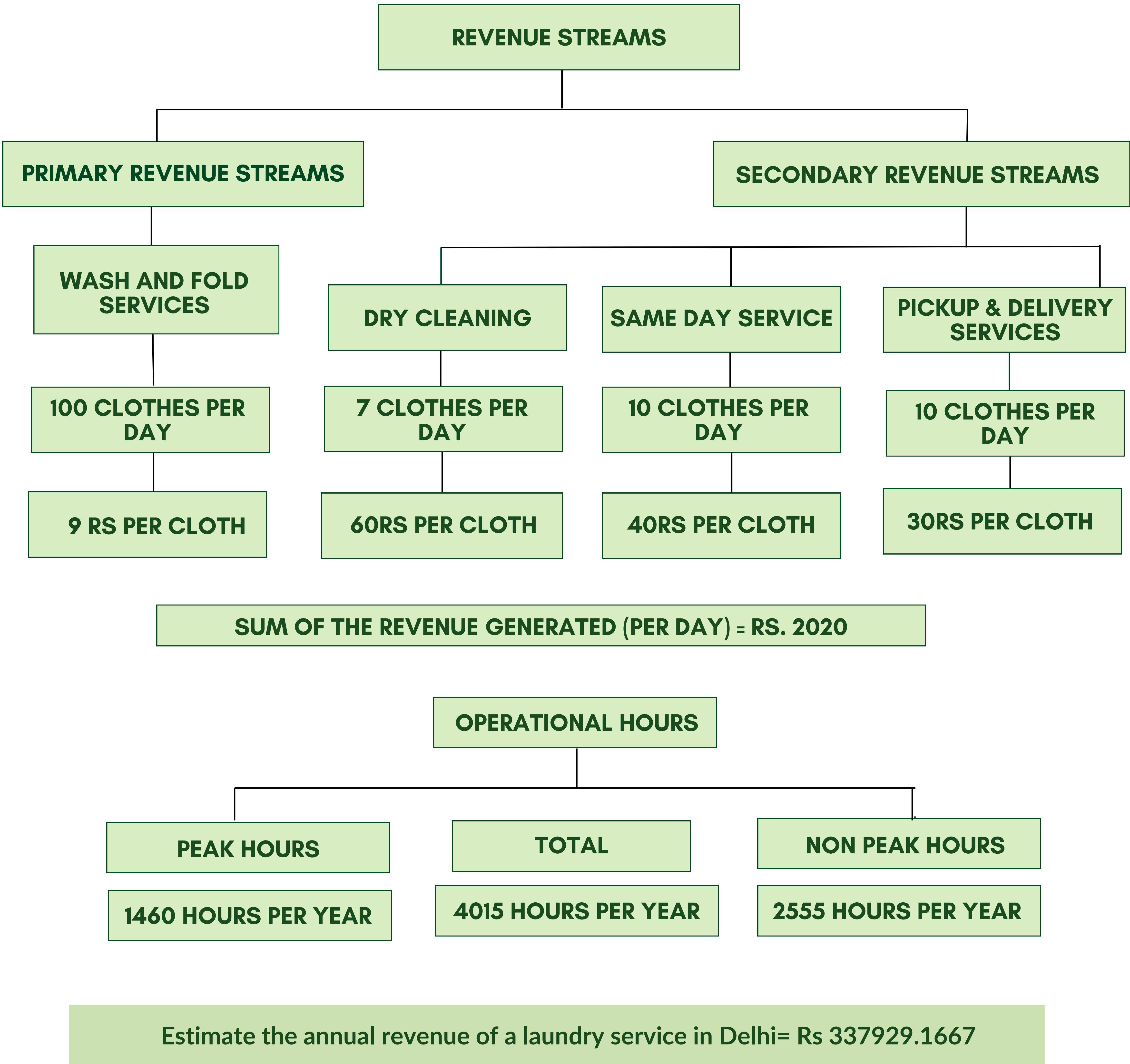
The general areas have been taken into consideration, the extremes (posh or backward) areas have been ignored.
- 2

People come to drop off their clothes and pick up and drop facility for clothes is also provided.
- 3

Number of washing machines and Number of clothes washed have been assumed.
- 4

Year wise seasonality factor has been ignored.
- 5

It is a non-leap year.



WEEKLY REVENUE FROM THE FOOD STALLS IN A FOOD COURT IN A MALL IN DELHI

[Click here to view
detailed spreadsheet](#)



Indus Insights |

ASSUMPTIONS

- 1

No. of people in the vicinity of the malls is 60-70k.
- 2

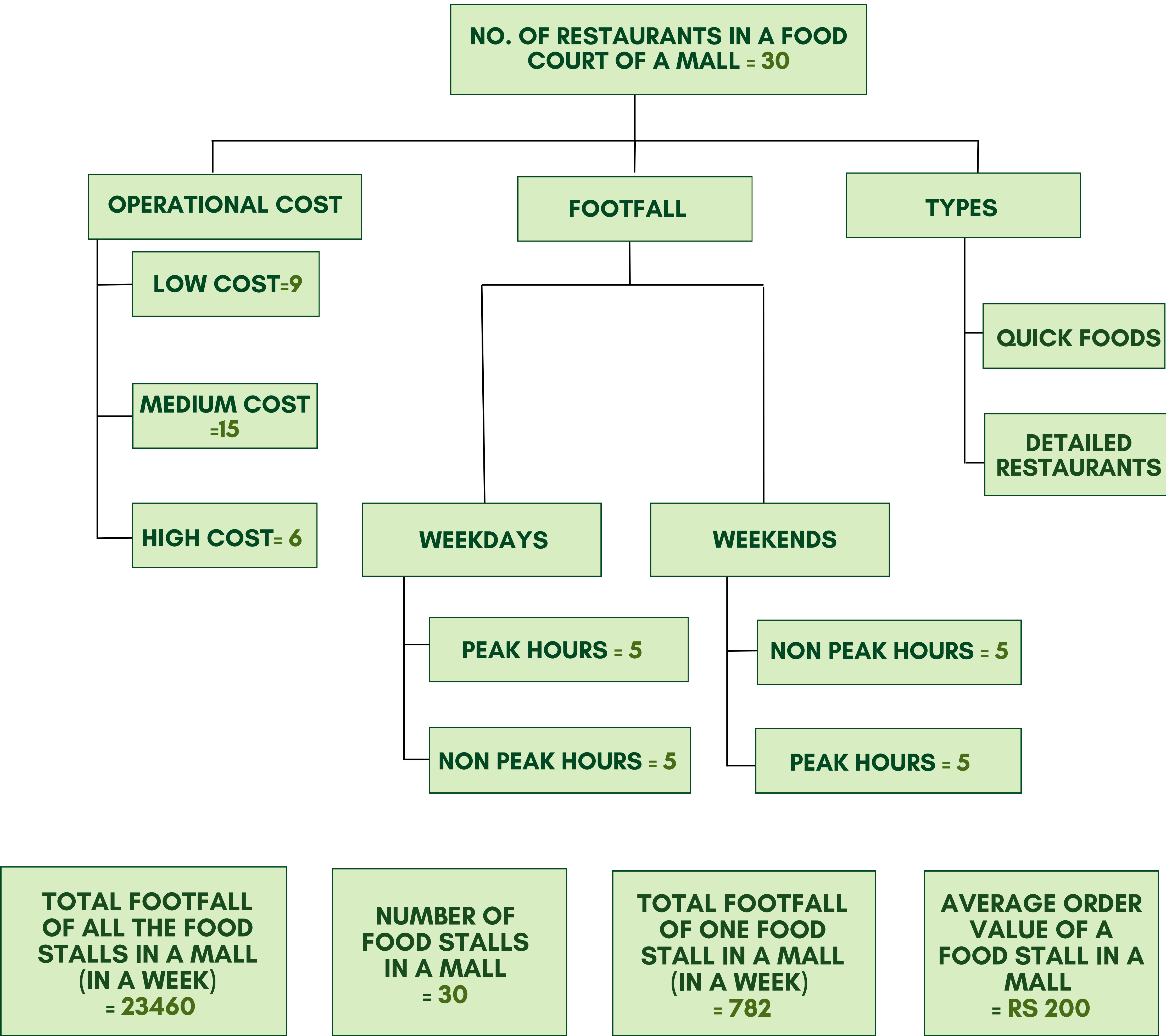
There are 30 restaurants in the food court of that particular mall.
- 3

Average footfall of a mall on weekend is 24,000.
- 4

Average footfall of a mall on a weekday is 22k.
- 5

Average footfall on weekends is higher than on weekdays.
- 6

Average order value of a food stall in a mall in Delhi Rs. 400.



The weekly revenue from the food stalls in a food court in a mall in Delhi is Rs. 1,56,400.

NUMBER OF BOOKS READ BY AN INDIAN DURING THEIR LIFETIME

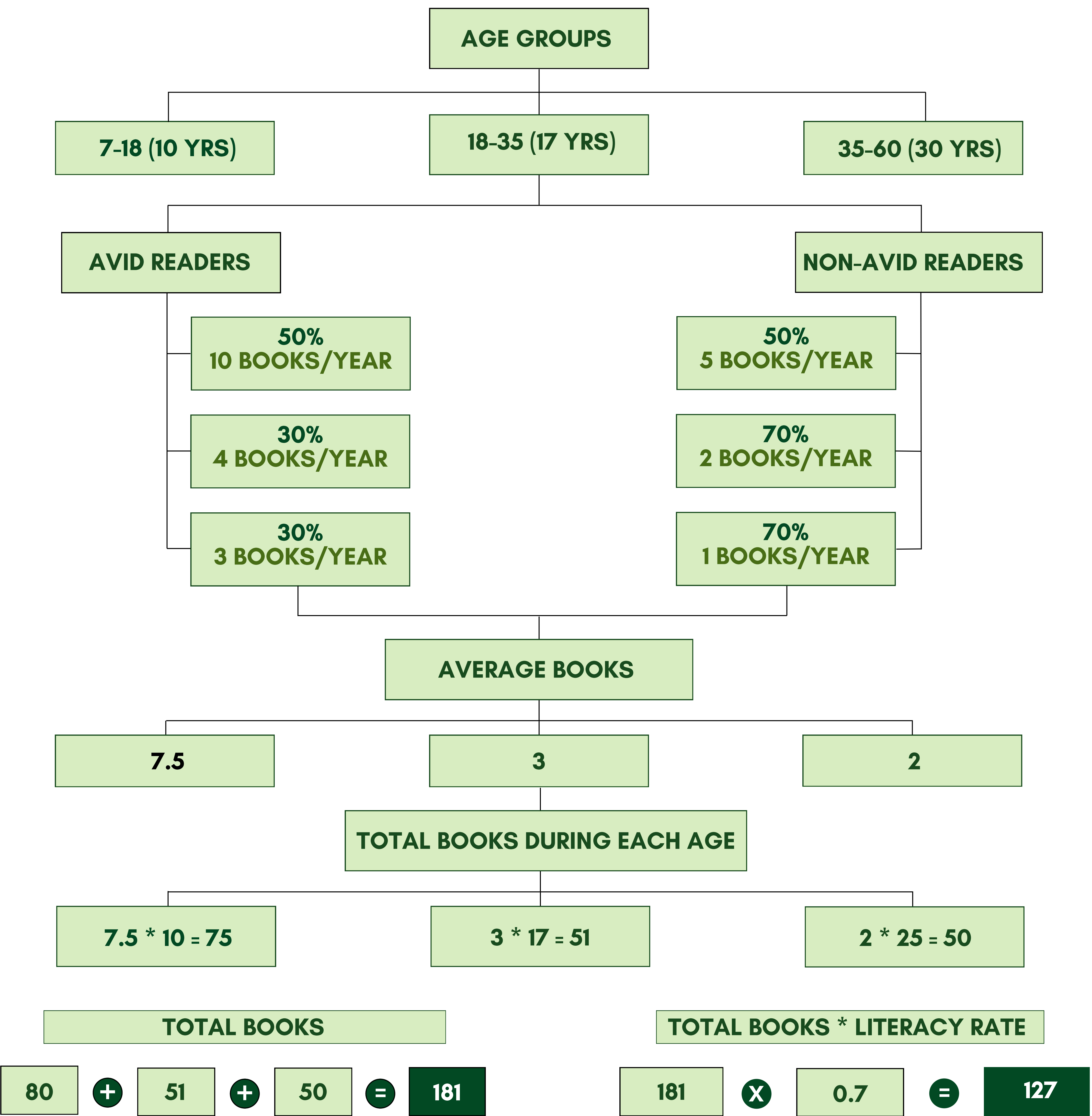
Indus Insights | 

[Click here to view detailed spreadsheet](#)



ASSUMPTIONS

- 1 All types of books - all languages and including school/academic books.
- 2 The literacy rate of India is 70% and minimum reading age of a child is 7 years.



The total number of books read by Indians during their lifetime is 127.

WEEKLY COMMUTE TIME FOR OFFICE-GOERS IN DELHI

Indus Insights |     

[Click here to view detailed spreadsheet](#) 

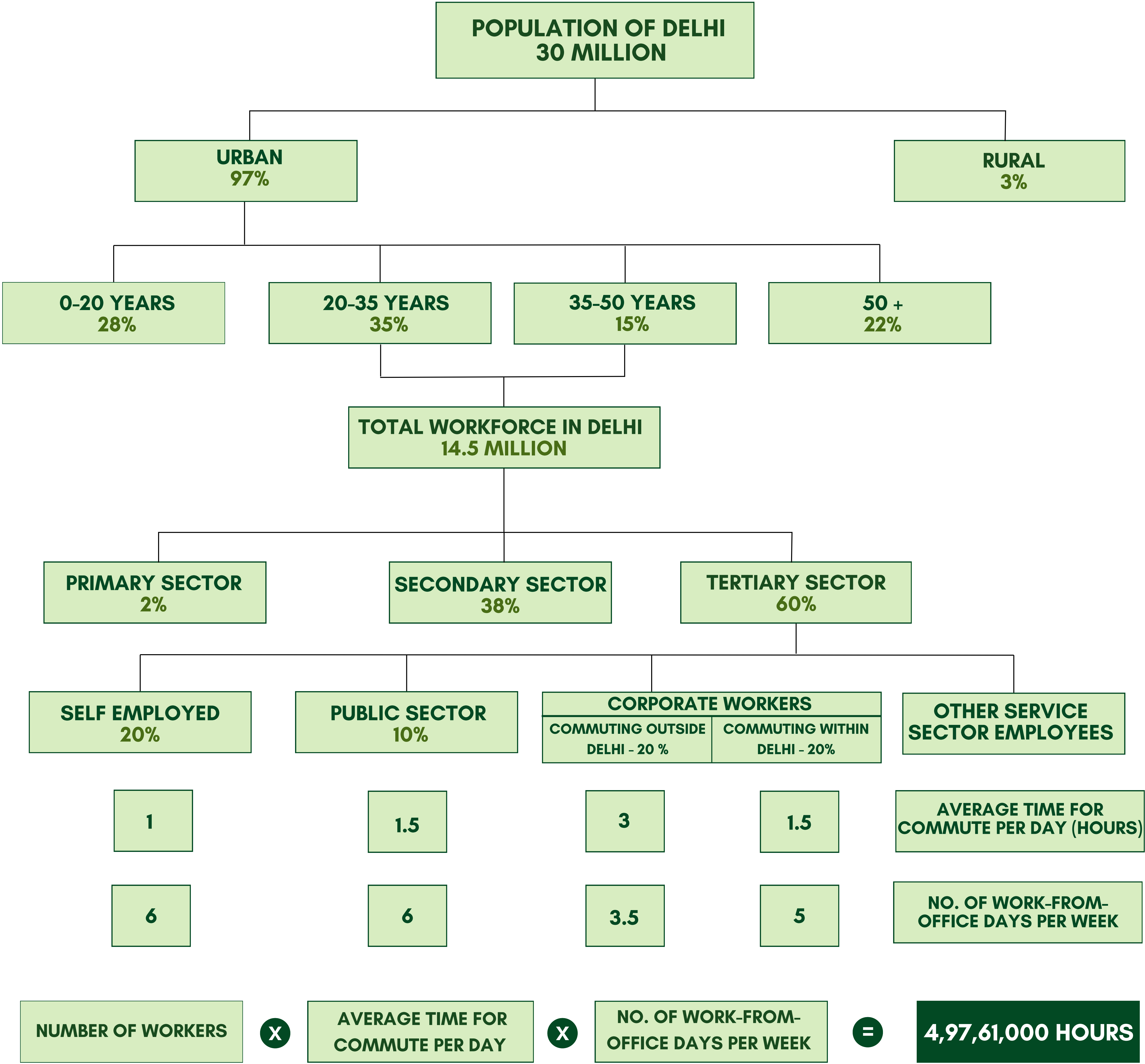
ASSUMPTIONS

- 1

Time taken in one way commute from Delhi to the satellite towns of Faridabad, Gurugram or Noida = 1.5 hours (3 hours per day).
- 2

Many offices in Gurugram and Noida have 3-day work from office. Taking average work-from-office to be 3.5 days.
- 3

50% of the workforce commutes outside Delhi and 50% commutes within Delhi.



Office goers in Delhi spend 4,97,61,000 hours in commute during an entire week.

EXPENDITURE INCURRED BY THE GOVERNMENT OF INDIA IN THE LOK SABHA ELECTIONS 2024

[Click here to view detailed spreadsheet](#)



Indus Insights |

ASSUMPTIONS

- 1

Reference from past data - Expenditure in 2014 Lok Sabha elections was Rs 3780 Cr and in expenditure in 2014 Lok Sabha elections was Rs 8000 Cr (approximately 2x increase from 2014).
- 2

Growth trend: expenditure grew at nearly 100% from 2014 to 2019.
- 3

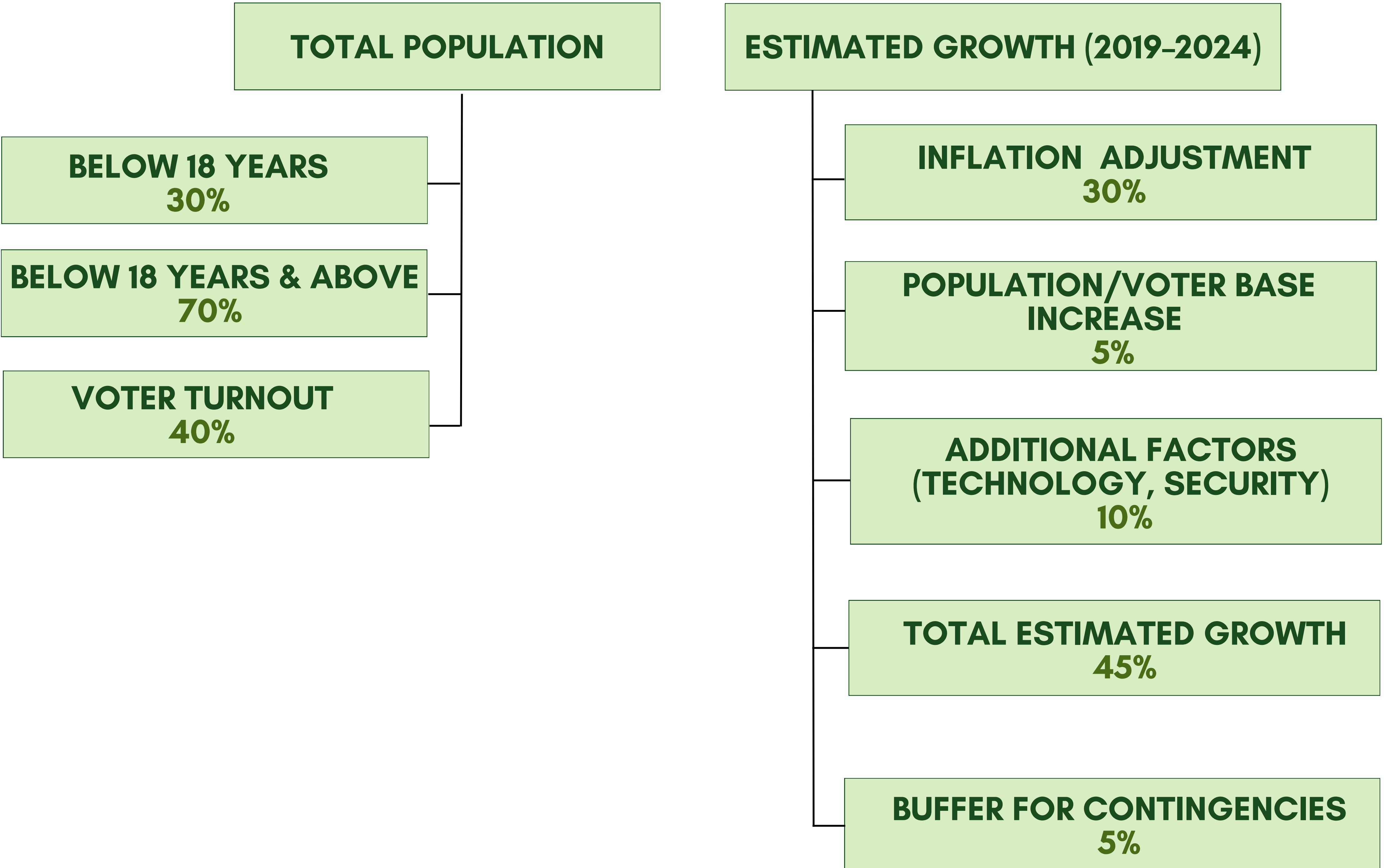
If COVID-related health protocols remain, it may add ~5-10% to costs.
- 4

2019 voter base: approximately 910 million
Estimate for 2024: approximately 960 million
- 5

India's population has been increasing annually by approximately 1%, the voter base has expanded since 2019.
- 6

EVM expenditure for voters is taken to be Rs 5000.
- 7

The voter turnout is taken to be 50-60% of the remaining population. India's Population is approximately 1.5 billion people.



Projected Expenditure in Crores= 11600

Final Projected Expenditure in Crores (including the buffer)= 12180

GUESSTIMATES

KEPLER CANNON

MARKET SIZE FOR AN ALCO-BEVERAGE FIRM IN MUMBAI

Kepler Cannon |     

[Click here to view detailed spreadsheet](#)



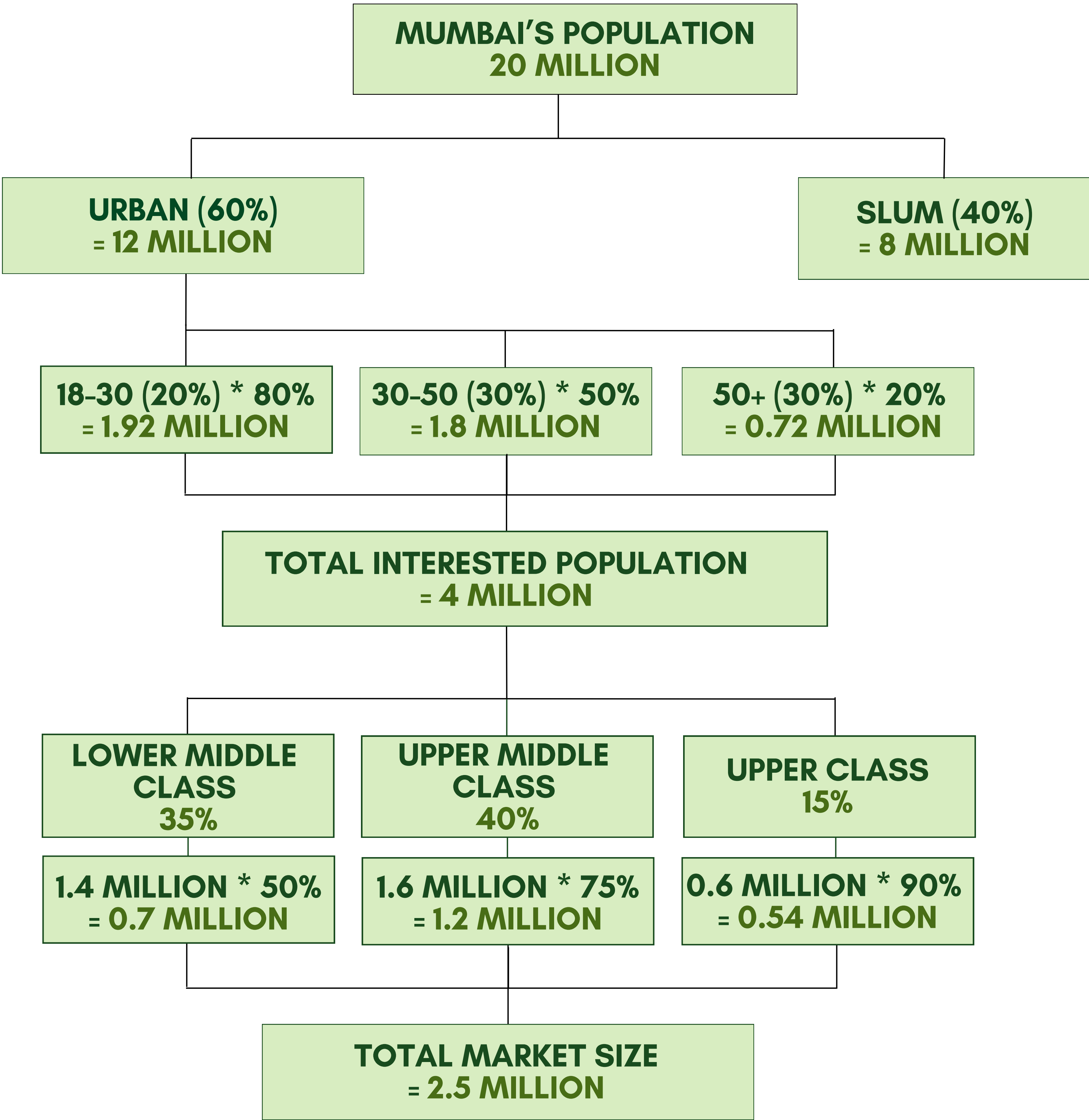
ASSUMPTIONS

- 1

People in the age group 0-18 are exempted since the firm does not wish to unethically target them or promote underage drinking.
- 2

People below the poverty line would not be interested in alco-beverages due to lack of affordability.
- 3

Slum population consists of 0% people who would be interested in alco-beverages products due to lack of accessibility and setting.



POPULATION

x

AREA

x

CLASS

=

2.5 MILLION

Total market size of Alco beverages in Mumbai is equal to 25,00,000.

GUESSTIMATES

NATION WITH NAMO

NUMBER OF RED CARS IN DELHI

Nation with NaMo |

[Click here to view detailed spreadsheet](#)



ASSUMPTIONS

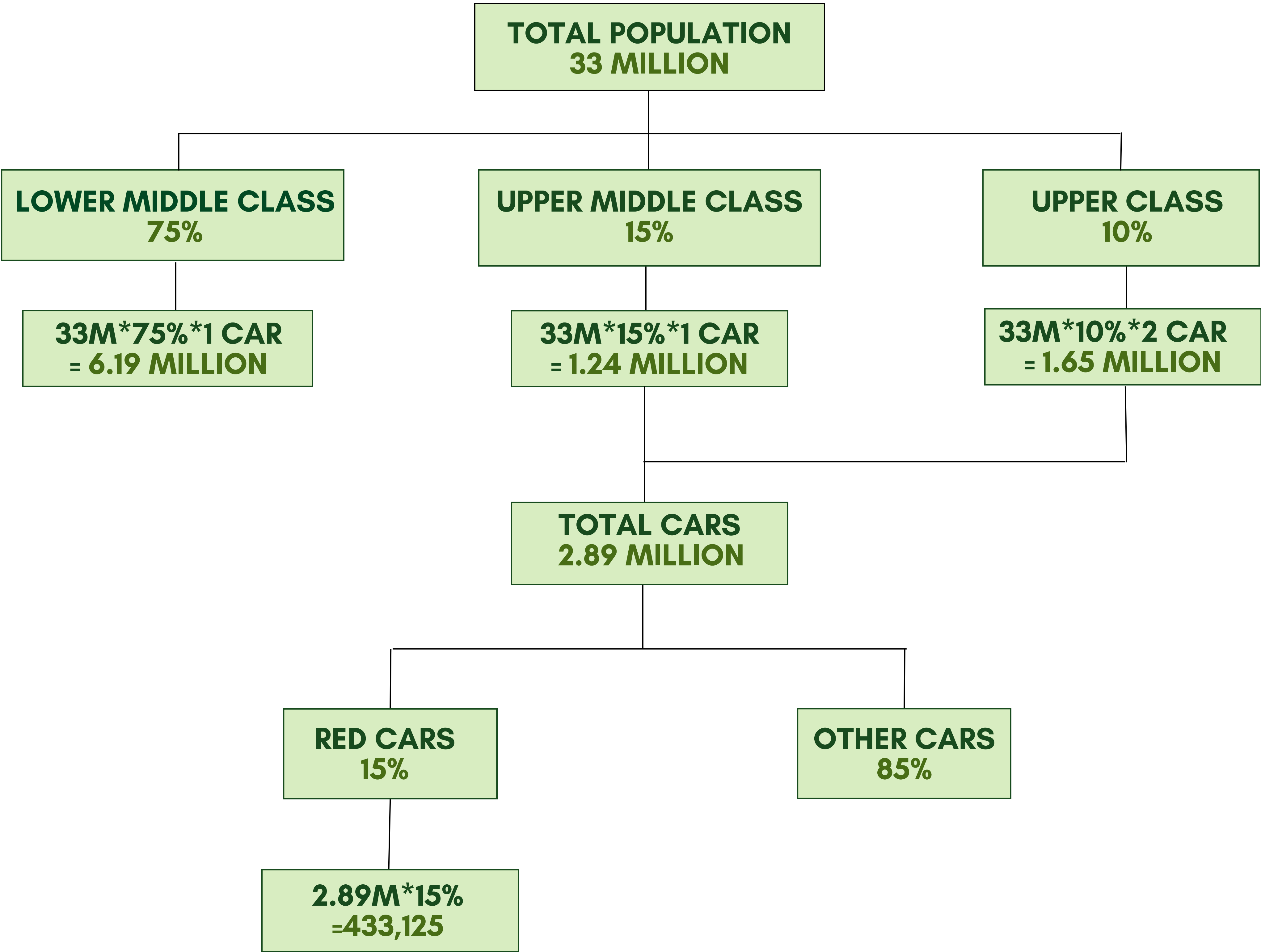
- 1

Only cars that are used for personal use shall be considered.
- 2

An average family consists of 4 members.
- 3

15% of all cars are red cars.
- 4

Lower middle class do not own cars.



POPULATION

x

INCOME CLASS

x

RED COLOUR

=

433,125

The Total Number of Red Cars in Delhi are 433,125 Cars.

NUMBER OF CHAIRS IN HOUSEHOLDS OF DELHI

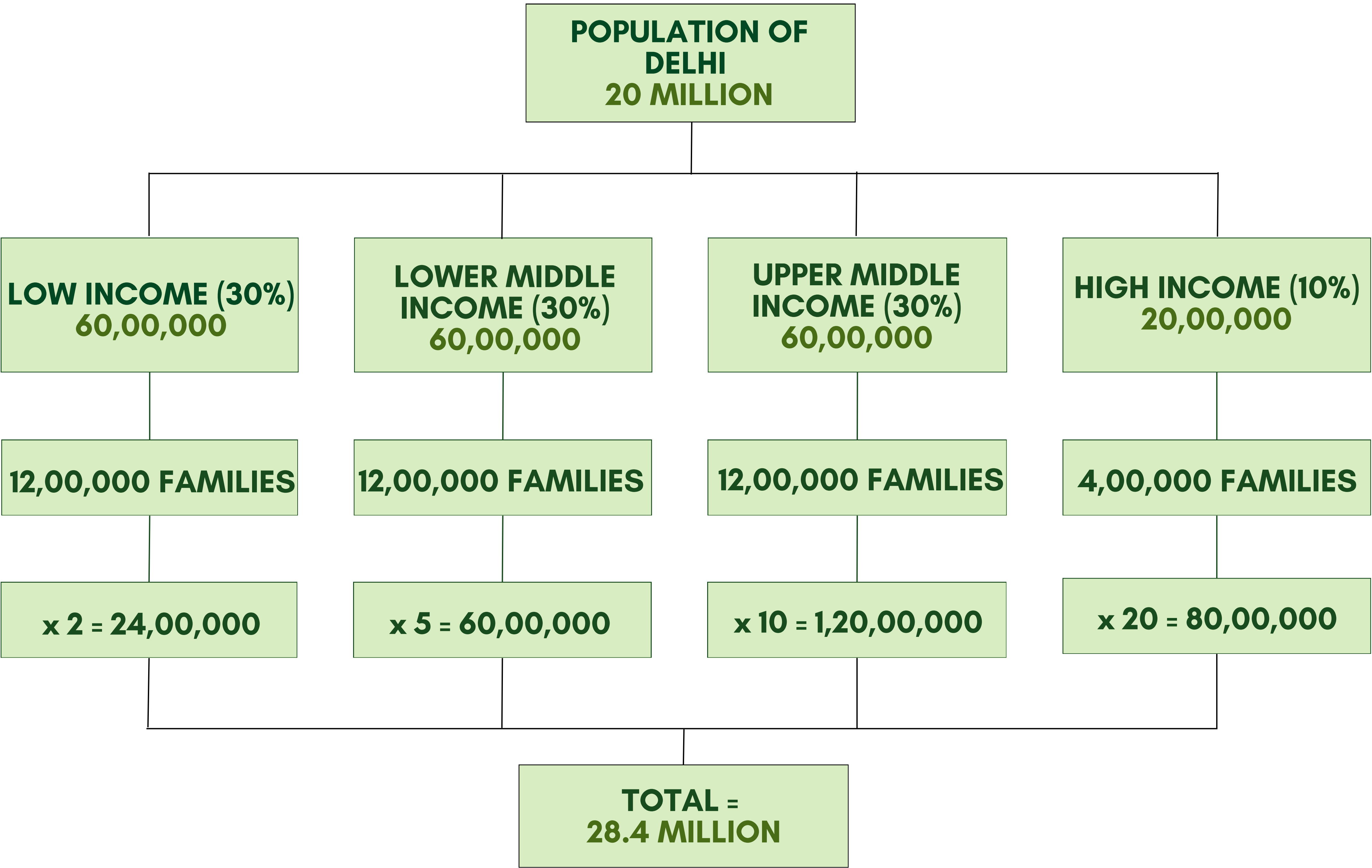
[Click here to view detailed spreadsheet](#)



Nation with NaMo |

ASSUMPTIONS

- 1 Average Number of chairs in a low income, lower middle, upper middle, and high income family are 2, 5, 10, and 20 respectively.
- 2 Average family size in Delhi is 5.



POPULATION OF DELHI

÷

AVERAGE FAMILY SIZE

×

AVERAGE NO. OF CHAIRS/ FAMILY

=

TOTAL CHAIRS IN DELHI HOUSEHOLDS

Total Number of Chairs in the Households of Delhi is equal to 28.4 Million.

NUMBER OF STUDENTS IN SRCC WHO TRAVEL BY METRO EVERYDAY

[Click here to view detailed spreadsheet](#)



Nation with NaMo |

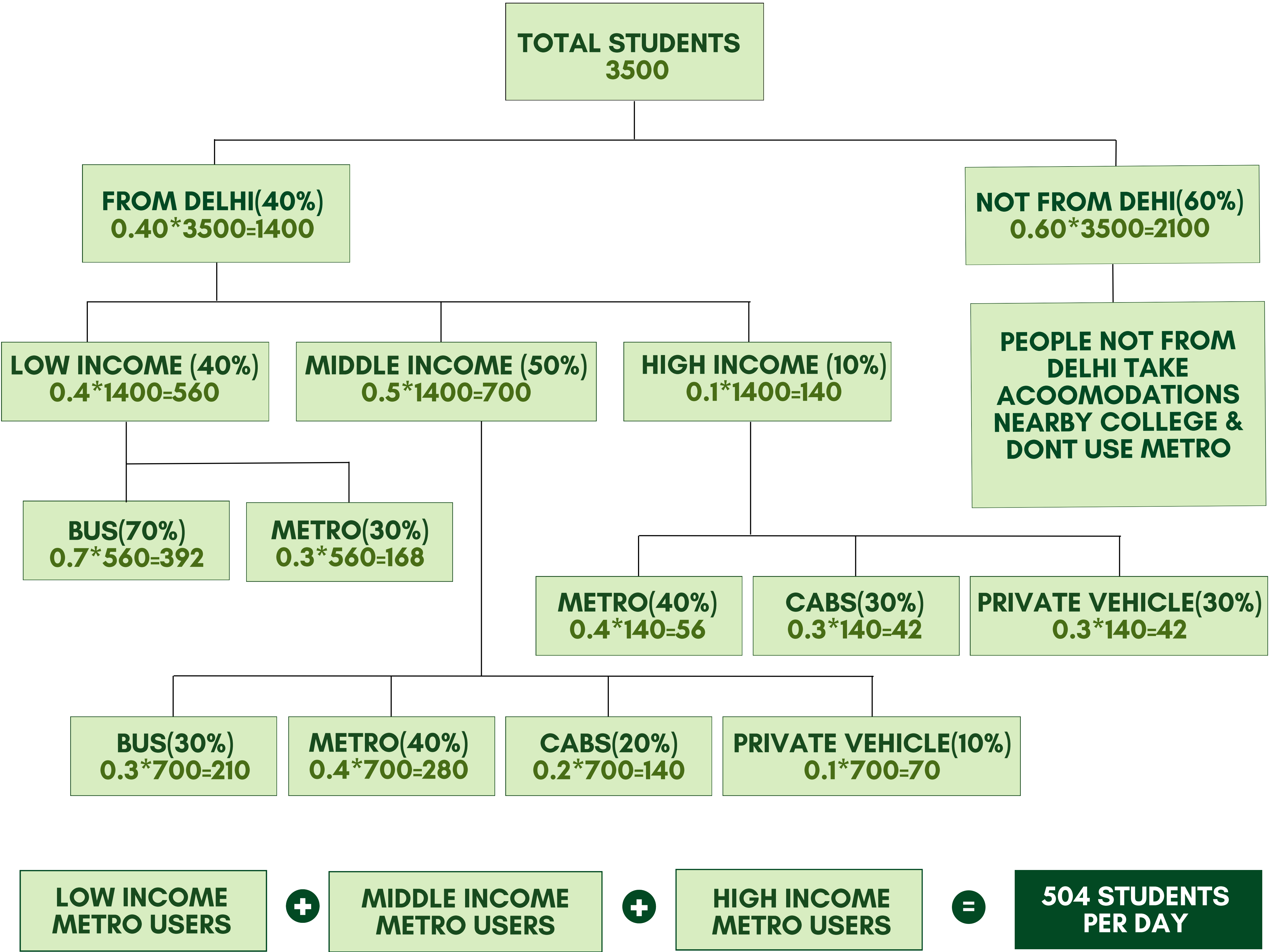
ASSUMPTIONS

- 1

100% students are present.
- 2

It is a regular day.
- 3

We are considering students from all three undergraduate years, as well as post-graduate students.



Total number of students in SRCC who travel by metro everyday is 504.

NUMBER OF WINE BOTTLES SOLD IN INDIA

Nation with NaMo | 

[Click here to view detailed spreadsheet](#) 

ASSUMPTIONS

- 1

India's population is approximately 1.43 billion.
- 2

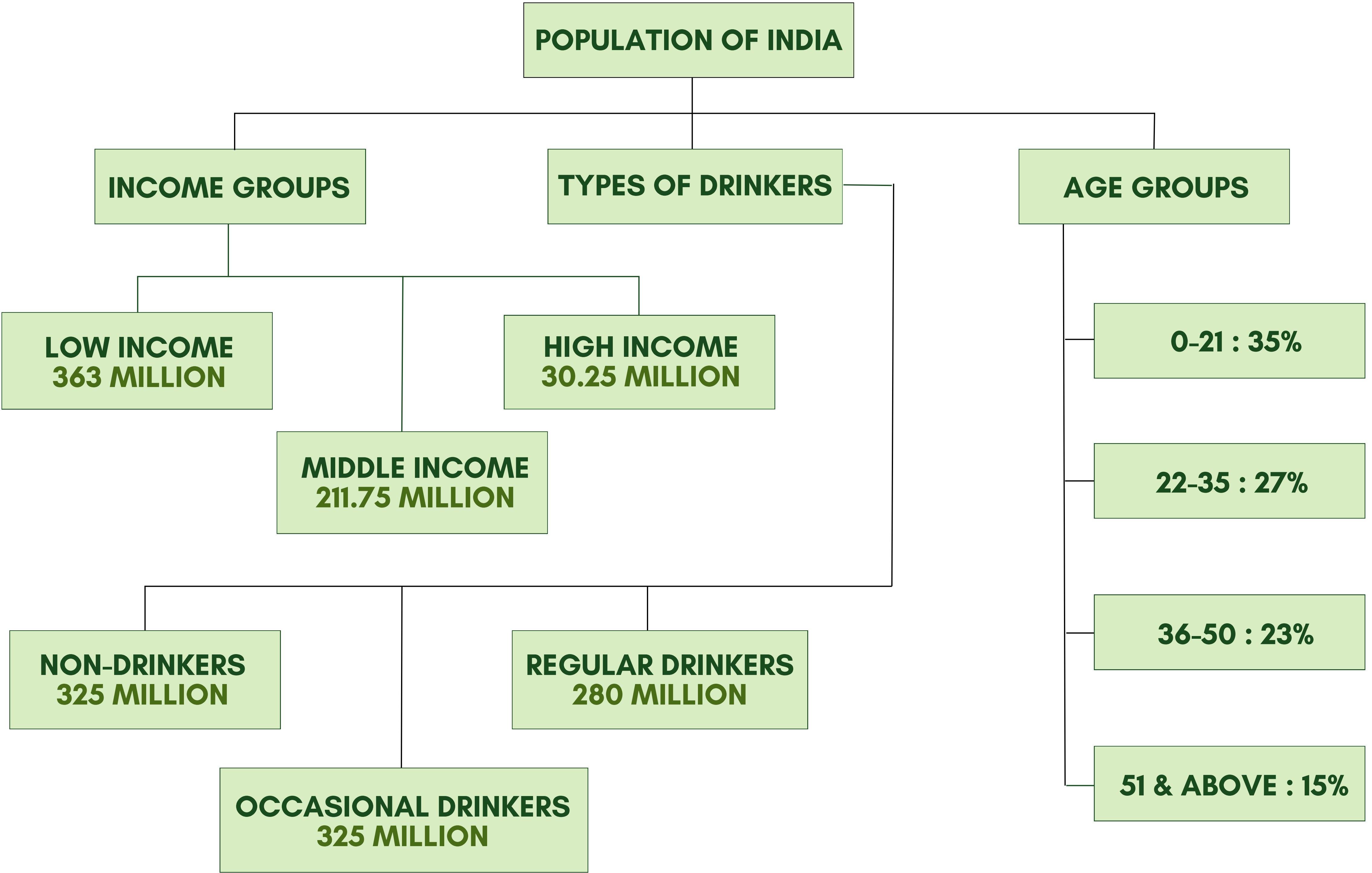
No one in the age group of 0-21 drinks alcohol.
- 3

Wine is a luxury alcoholic beverage which will be preferred more by those belonging to the high income group.
- 4

Those belonging to the low income group do not consume wine.
- 5

On an average, a person consumes 40 bottles of wine in an year.
- 6

Wine is also sold in cans and barrels. It is assumed that 20% of all wine consumed is not in bottles.



TOTAL WINE DRINKERS

X

NUMBER OF CONTAINERS PER PERSON

X

PERCENTAGE OF BOTTLES IN ALL CONTAINERS

=

NUMBER OF WINE BOTTLES SOLD IN INDIA IN 1 YEAR

Total number of wine bottles sold in India in 1 year is equal to 3.13 Billion.

NUMBER OF PEOPLE THAT VISIT INDIA GATE

[Click here to view detailed spreadsheet](#)



Nation with NaMo |

ASSUMPTIONS

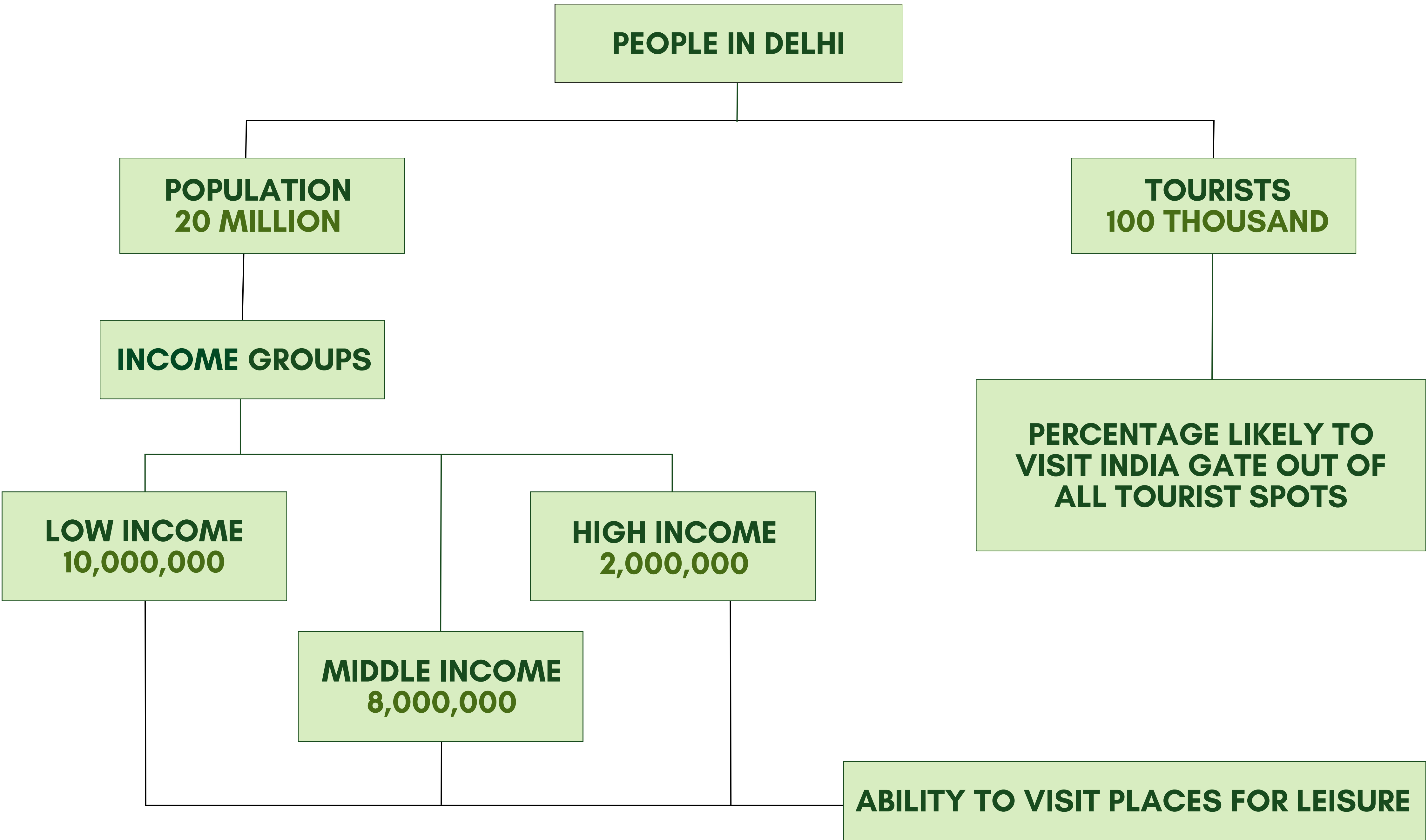
- 1

It is a normal working day.
- 2

There are approximately 1 lakh tourists in Delhi on a given day.
- 3

There are 10 popular places in Delhi that a person may choose from for the purpose of visiting, one of these places is India Gate.
- 4

Population of Delhi is around 20 million.



TOTAL PEOPLE IN DELHI

X

PERCENTAGE OF PEOPLE VISITING PLACES FOR LEISURE

X

PERCENTAGE OF LIKELINESS OF VISITING INDIA GATE

=

NUMBER OF PEOPLE THAT VISIT INDIA GATE ON A GIVEN DAY

The total number of people that visit India Gate on a given day is 116,500.

NUMBER OF STUDENTS USING METRO TO COMMUTE TO NORTH CAMPUS OF DELHI UNIVERSITY

[Click here to view detailed spreadsheet](#)



Nation with NaMo |

ASSUMPTIONS

- 1

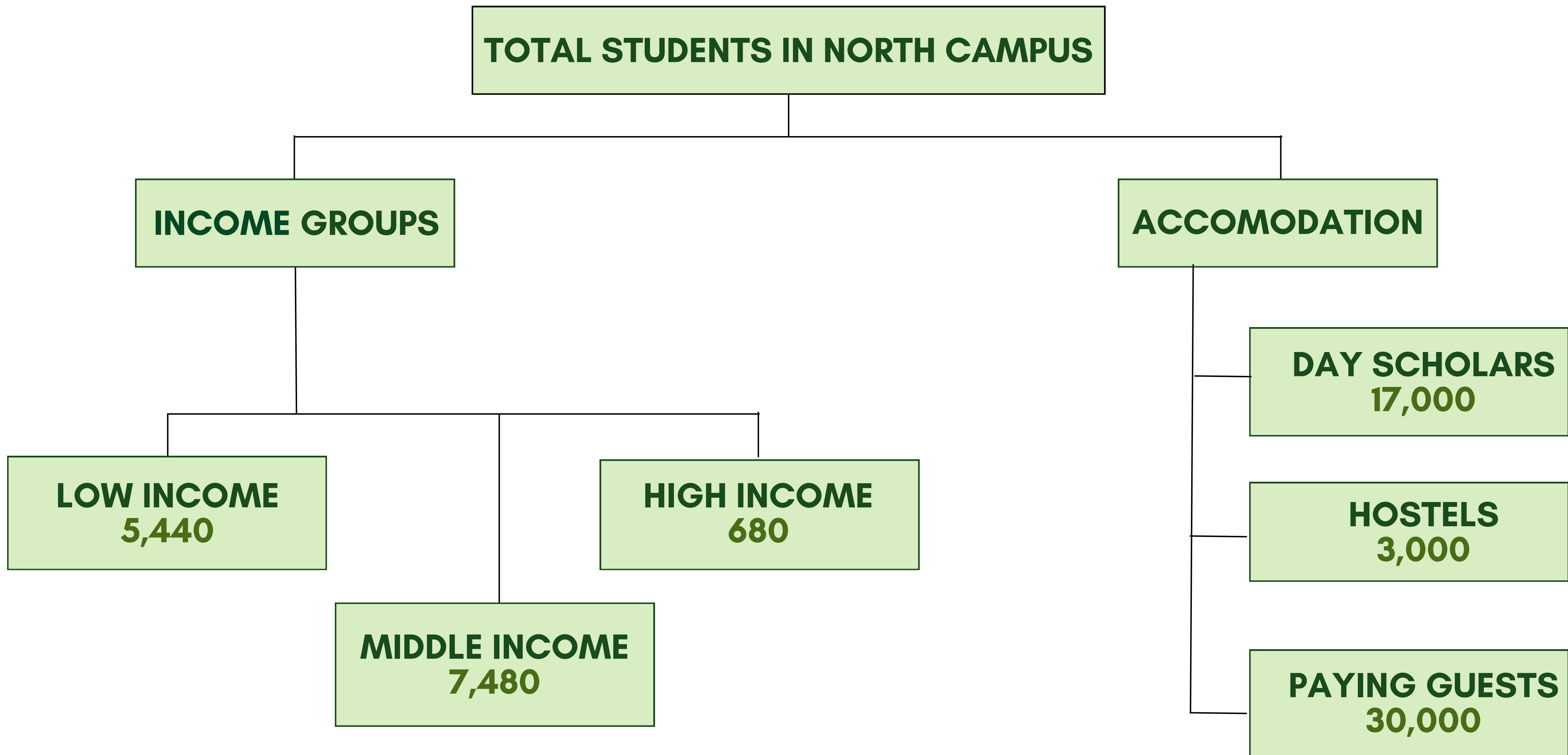
There are 10 colleges in North Campus of DU and 5000 students are enrolled in each college on an average.
- 2

Students living in Hostels and PGs won't be using metro for daily commute to colleges.
- 3

Those from the high income group do not use the metro as they prefer private transportation.
- 4

Middle class mostly uses metro for commuting. (90%)
- 5

A large proportion of the lower income group prefers cheaper modes of transporation like DTC Buses. (70%)



TOTAL STUDENTS IN NORTH CAMPUS

X

PERCENTAGE OF DAY SCHOLARS THAT NEED TO COMMUTE LONG DISTANCES

X

PERCENTAGE OF COMMUTERS THAT PREFER METRO AS THEIR MODE OF TRANSPORTATION

=

NUMBER OF STUDENTS THAT USE THE METRO TO COMMUTE TO NORTH CAMPUS

The number of students that use the metro to commute to North Campus Colleges of Delhi University is 10,540.

NUMBER OF FLIGHTS AT DELHI AIRPORT IN A DAY

Nation with NaMo | 

[Click here to view detailed spreadsheet](#) 

ASSUMPTIONS

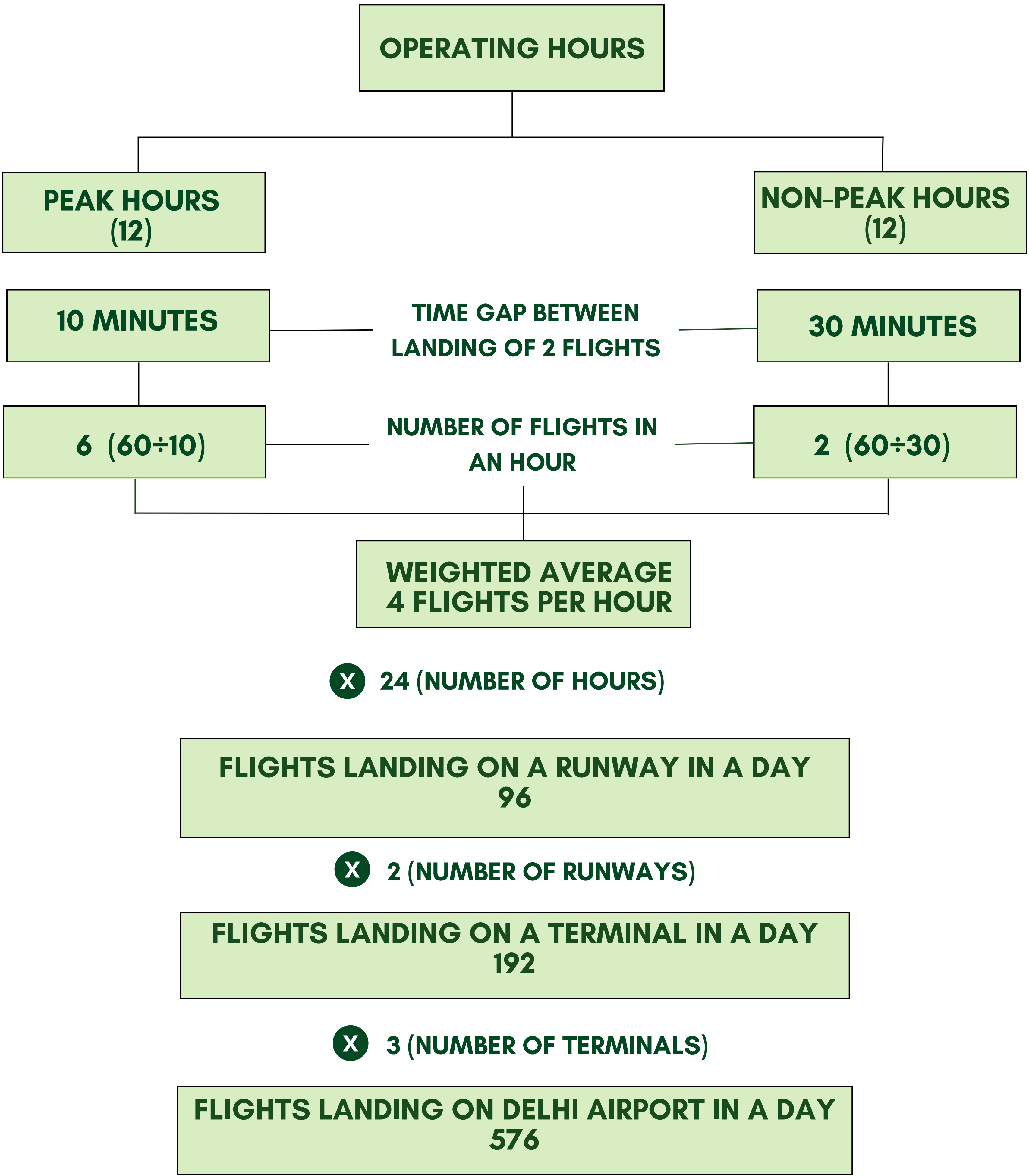
- 1

Both domestic and international flights are to be included.
- 2

Taken the assumption that there is only 1 airport, having 3 terminals.
- 3

Taken the assumption that there are 2 runways per terminal.
- 4

Operating hours are divided into peak (8:00 AM – 8:00 PM) and non-peak (8:00 PM– 8:00 AM) periods.



The total number of Flights that arrive at Delhi Airport in a day is 576.

MONTHLY REVENUE OF SARVANA BHAVANA

Nation with NaMo | 

[Click here to view detailed spreadsheet](#)



ASSUMPTIONS

- 1

No. of people visiting on weekends is 1.5 times more compared to weekdays.
- 2

People will spend more during peak hours.
- 3

They can service 120 people in 1 hour.
- 4

There are 22 weekdays and 8 weekends.
- 5

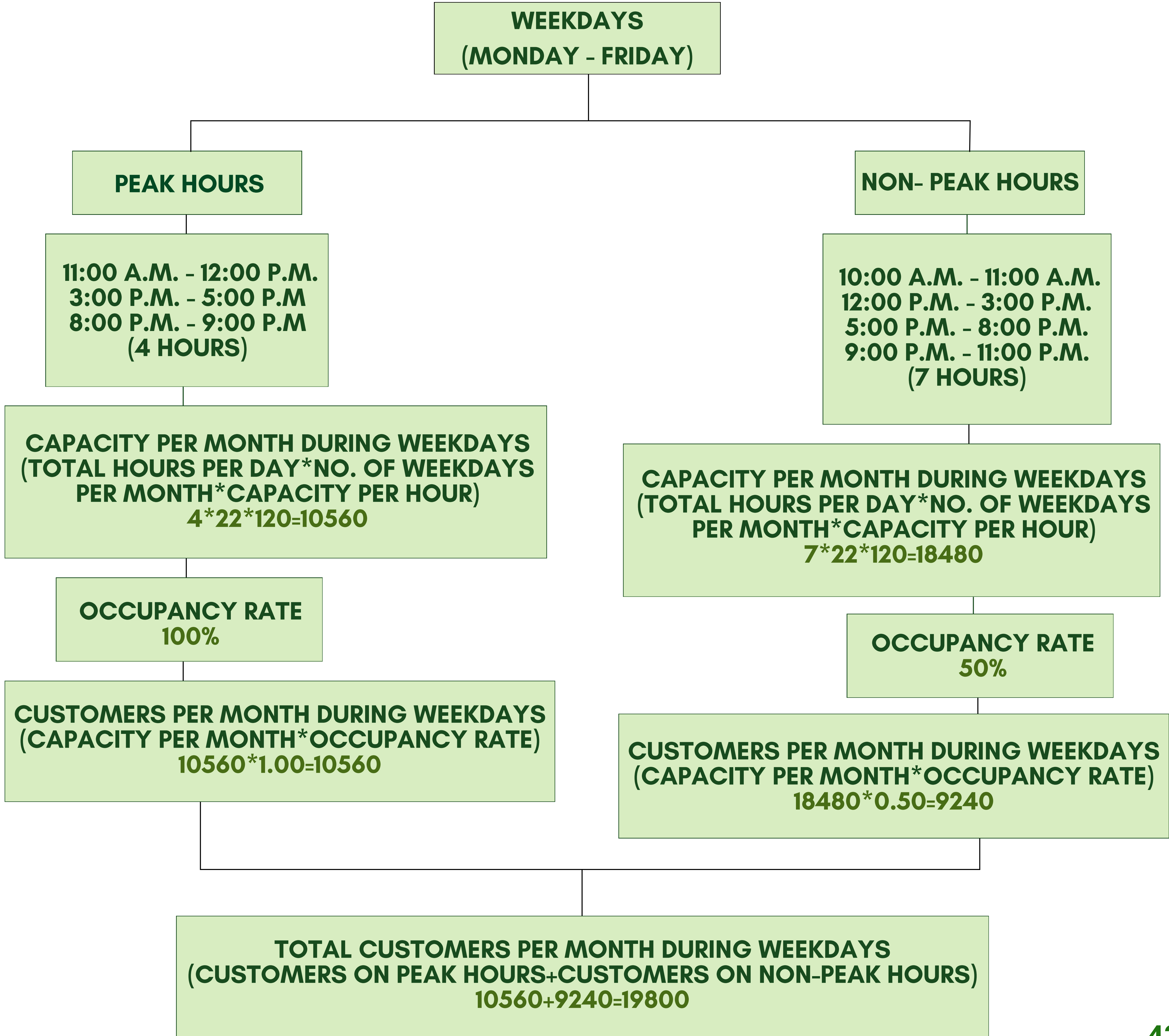
Only dine-in orders are being considered.
- 6

It is a regular month.
- 7

Occupancy will be 100% in peak hours and 50% in non-peak hours.
- 8

Three main dishes ordered are dosa (200 Rs.), special dosa(300 Rs.) & coffee(100 Rs.).
- 9

30% customer order coffee, 20% order special dosa and 50% order dosa.



TOTAL CUSTOMERS PER MONTH DURING WEEKENDS
(1.5*TOTAL CUSTOMERS PER WEEKDAY*NO. OF WEEKENDS)
1.5*900*8=10800

TOTAL CUSTOMERS PER MONTH
(TOTAL CUSTOMERS PER MONTH DURING WEEKDAYS+TOTAL CUSTOMERS PER MONTH DURING WEEKENDS)
19800+10800=30600

AVG REVENUE GENERATED PER CUSTOMER
(WEIGHTED AVG OF 3 MAIN DISHES)
(100*0.3)+(200*0.5)+(300*0.2)/1=190

TOTAL REVENUE PER MONTH
(AVG REVENUE GENERATED PER CUSTOMER*TOTAL CUSTOMERS PER MONTH)
190*30600=5814000

Total Monthly revenue of Sarvana Bhavana is Rs 5,814,000.

GUESSTIMATES

REDSEER STRATEGY

CONSULTANTS

MARKET SIZE OF QUICK COMMERCE IN INDIA

[Click here to view detailed spreadsheet](#)



Redseer Strategy Consultants |

ASSUMPTIONS

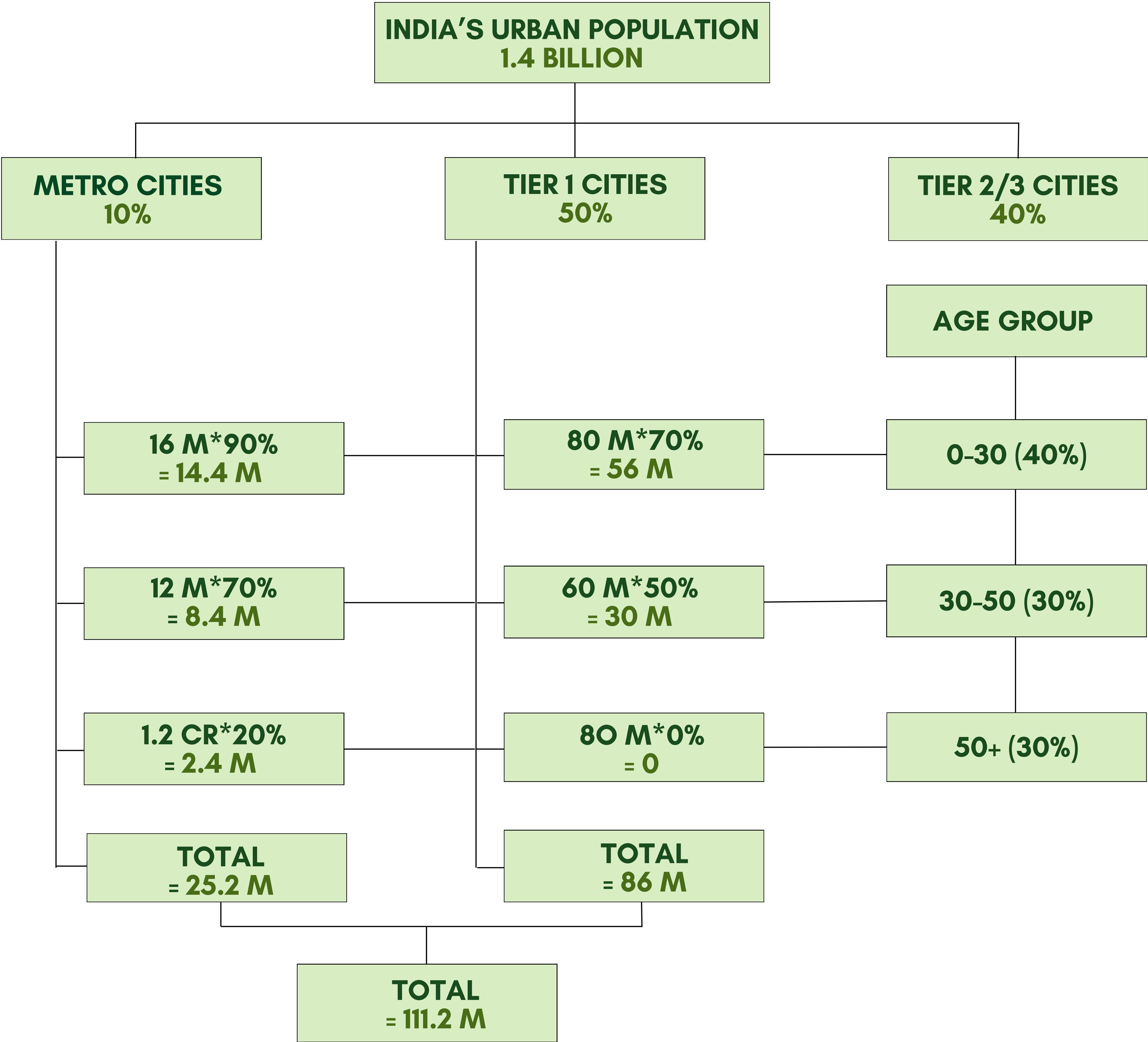
- 1

People from rural parts and tier 2 or 3 cities of India do not have access quick commerce.
- 2

India’s population is 1.4 billion.
- 3

Approximately 30% of India's population resides in urban areas.
- 4

Approximately 70% of India's population resides in rural areas.



POPULATION

x

AREA

x

AGE GROUP

=

111.2 MILLION

Total market size of Quick Commerce in India is equal to 111,200,000.

SIZE OF ADVERTISING MARKET ON PLATFORMS OTHER THAN TRADITIONAL ADVERTISING PLATFORMS

[Click here to view detailed spreadsheet](#)



RedSeer Strategy Consultants |

ASSUMPTIONS

- 1

The population of India is 1.4 billion.
- 2

Total percentage of population using OTTs is 60%.
- 3

Total percentage of population using Apps is 90%.
- 4

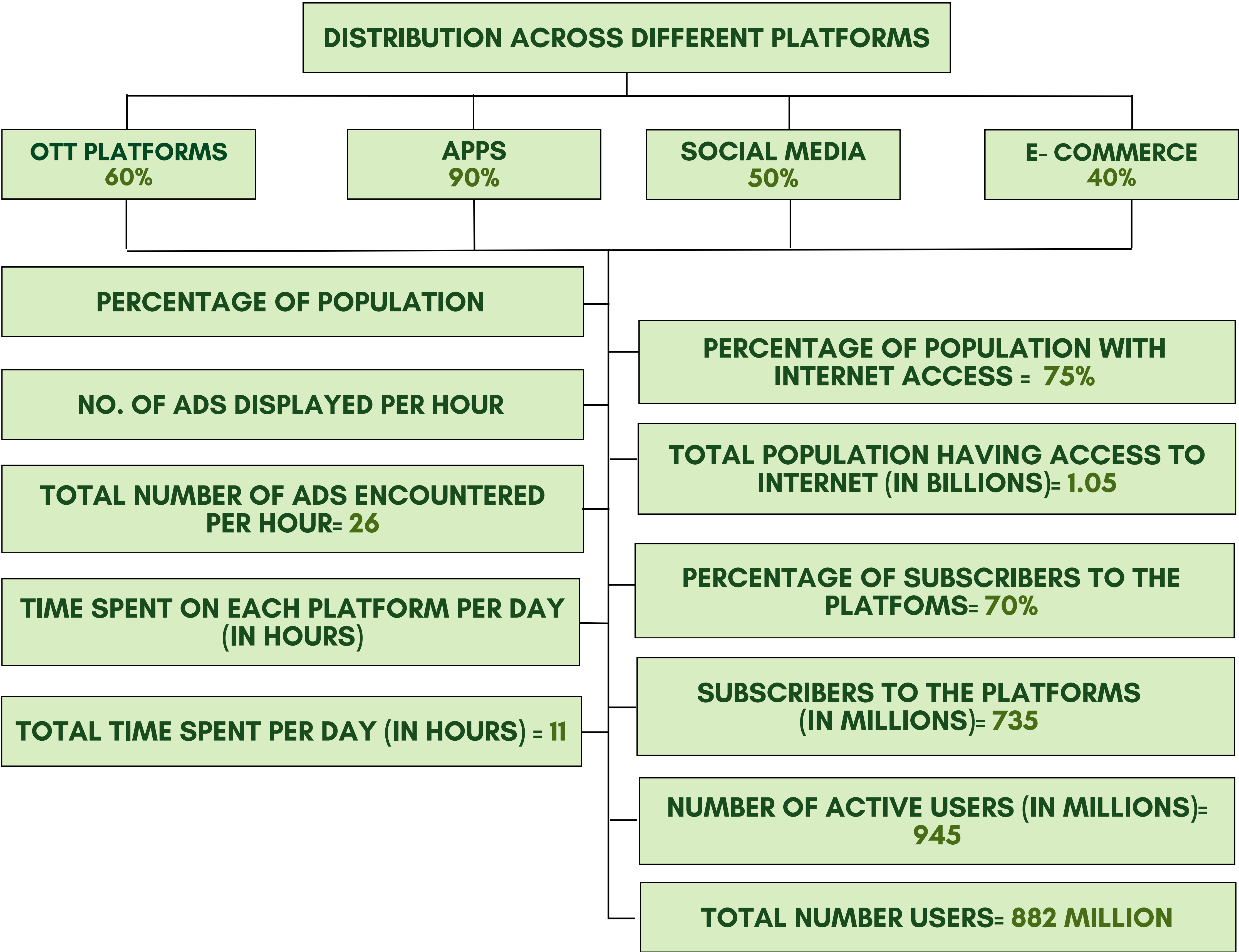
Total size of the market= Total no. of users* time spent * no. of adds encountered.
- 5

Total percentage of population using social media is 50%.
- 6

Total percentage of population using e-commerce is 40%.
- 7

70% of the users are subscribers to the platfoms.
- 8

Total number of users= Total population * %of subscribers * % of active users.



Total size of the advertising market on platforms other than the traditional advertising platforms (in Billions) = 25225.2 (No. of adds x Time spent x No. of users)

SIZE OF ANIMATION/VFX MARKET IN INDIA

[Click here to view detailed spreadsheet](#)



RedSeer Strategy Consultants |

ASSUMPTIONS

- 1

Movies, TV shows and games are being taken into consideration.
- 2

The population of India is 1.4 billion.
- 3

70% of the population of India resides in Rural India.
- 4

30% of the population of India resides in Urban India.

INTERNET PENETRATION			
	USAGE	URBAN (MILLIONS)	RURAL (MILLIONS)
5-15 YEARS	MOVIES	196	84
	TV SHOWS	196	84
	CARTOONS	588	252
15-40 YEARS	MOVIES	490	210
	TV SHOWS	392	168
	CARTOONS	98	42
45+ YEARS	MOVIES	441	189
	TV SHOWS	490	189
	CARTOONS	49	21
TOTAL = 4.18 BILLION			

The size for Animation/ VFX market in India = 4.18 Billion

GUESSTIMATES

TRINITY LIFE SCIENCES

VOLUME OF PAINT REQUIRED TO PAINT AN AIRBUS 620

Trinity Life Sciences | 

[Click here to view detailed spreadsheet](#)



ASSUMPTIONS

- 1

There are 20 rows of economy class seats and 5 rows of business class seats.
- 2

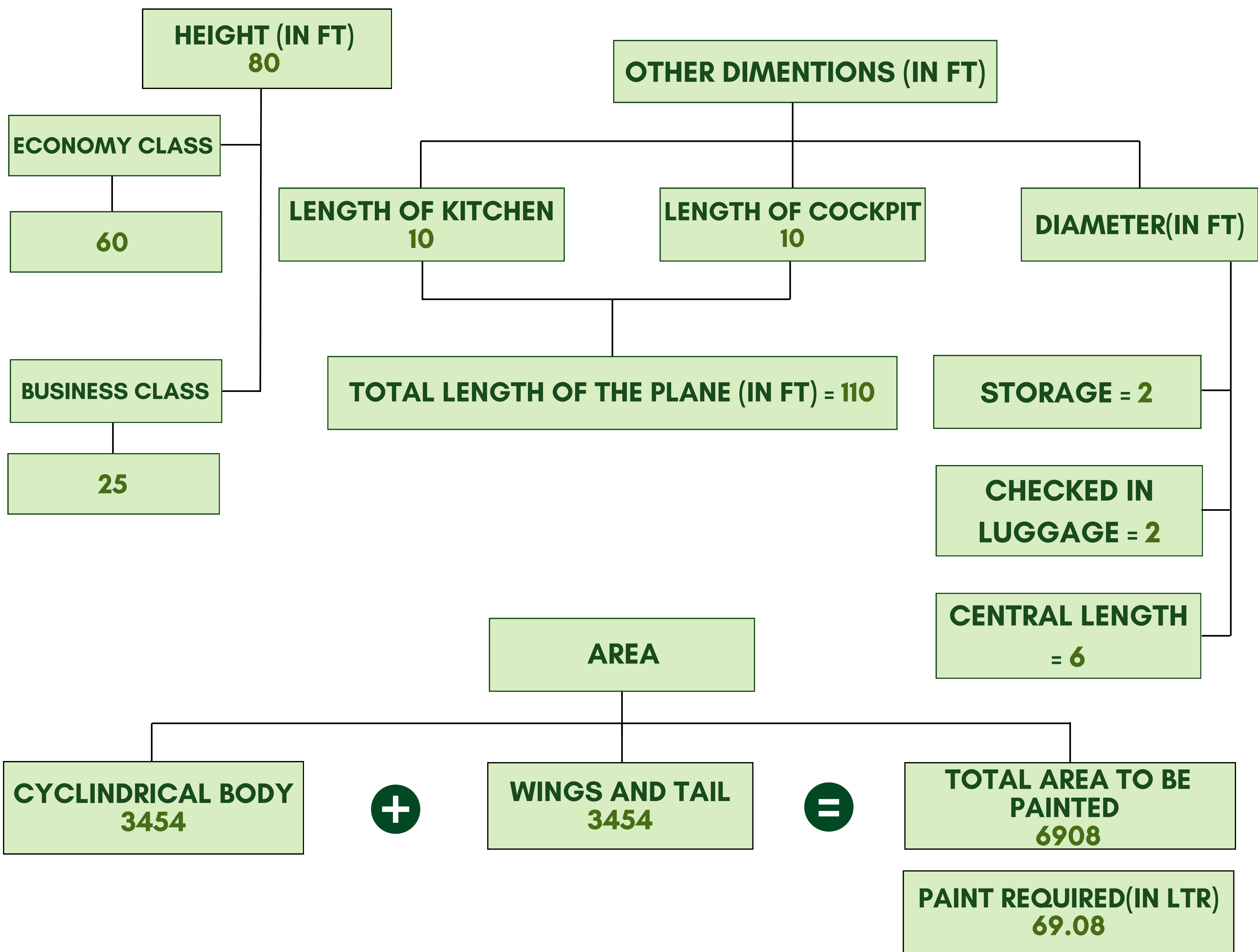
The gap between 2 rows of economy class seats is taken to be 3ft and between 2 rows of business class seats is taken to be 5ft.
- 3

There is 2ft of storage space above a 6ft person.
- 4

The total surface area of the plane's wings and tail has been taken equal to that of the plane's body.
- 5

5Lt of paint is sufficient to cover an area of 500sq ft.
- 6

The plane has been coated in 3 layers of paint.



Estimate the Volume of paint required to paint an Airbus 620 = 207.24 Ltr (Total paint x 3)

MILK REQUIRED BY EACH COFFEE SHOP IN CONNAUGHT PLACE

[Click here to view detailed spreadsheet](#)



Trinity Life Sciences |

ASSUMPTIONS

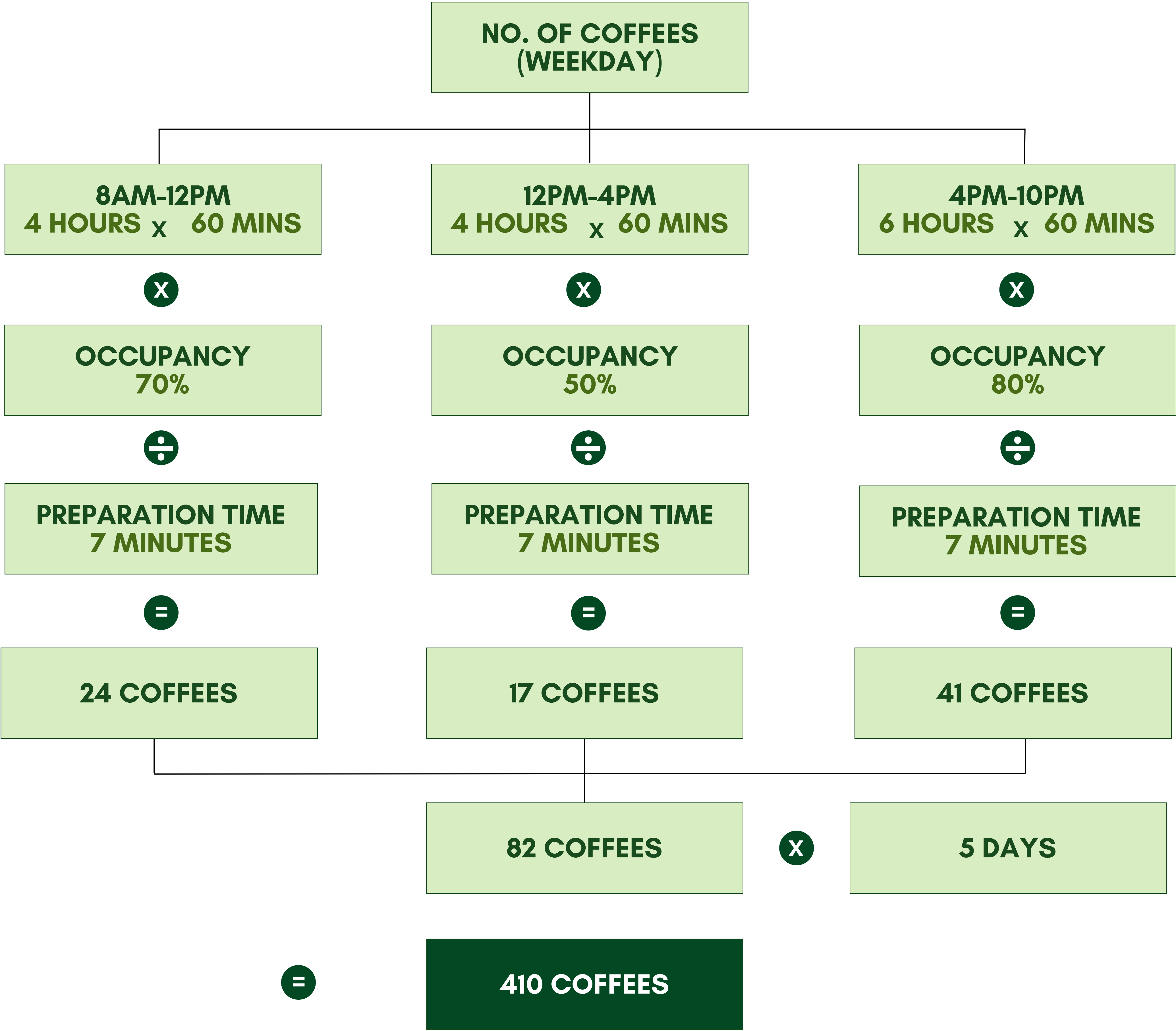
- 1

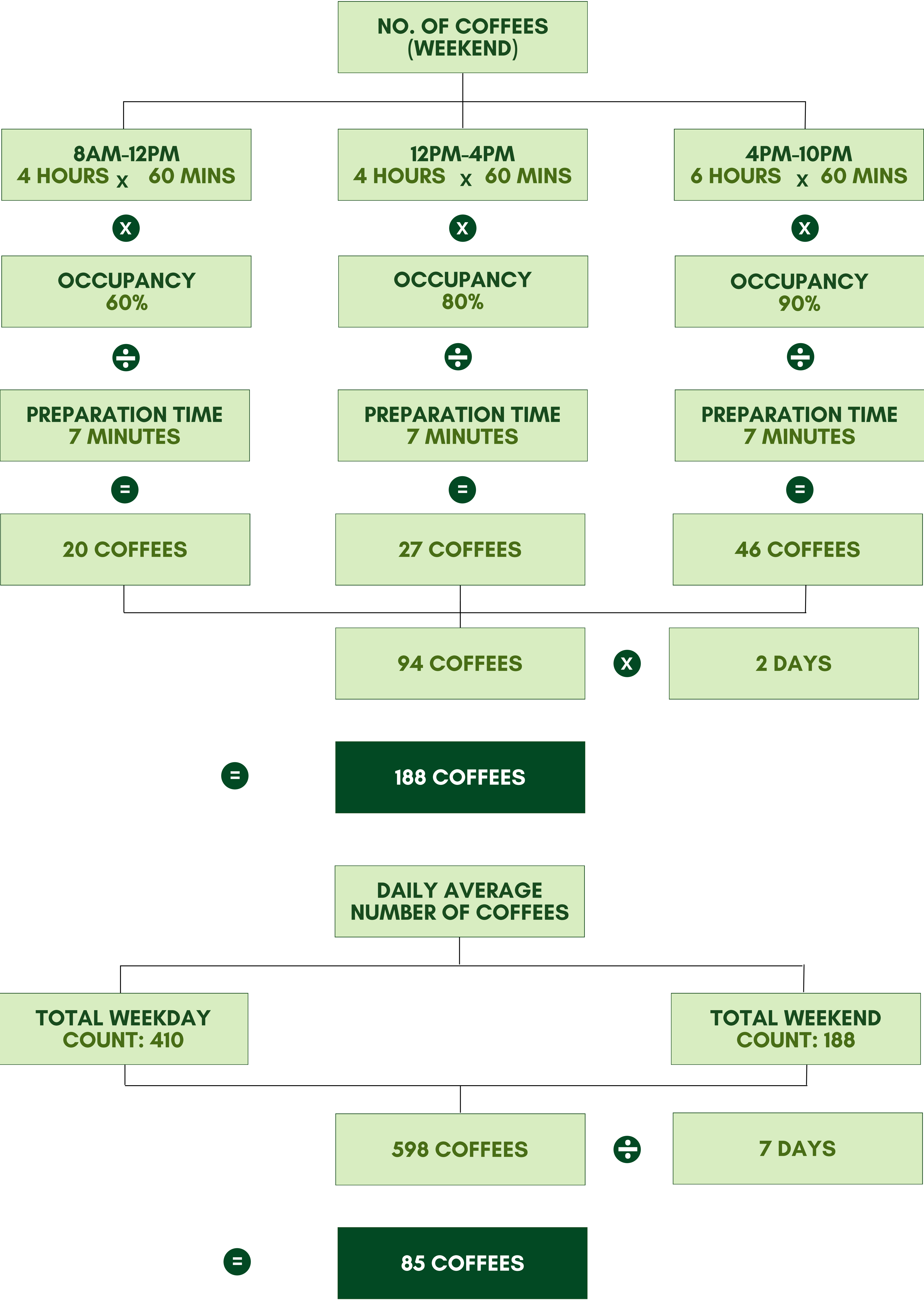
Preparation time for a coffee is 5-10 minutes (average = 7 minutes).
- 2

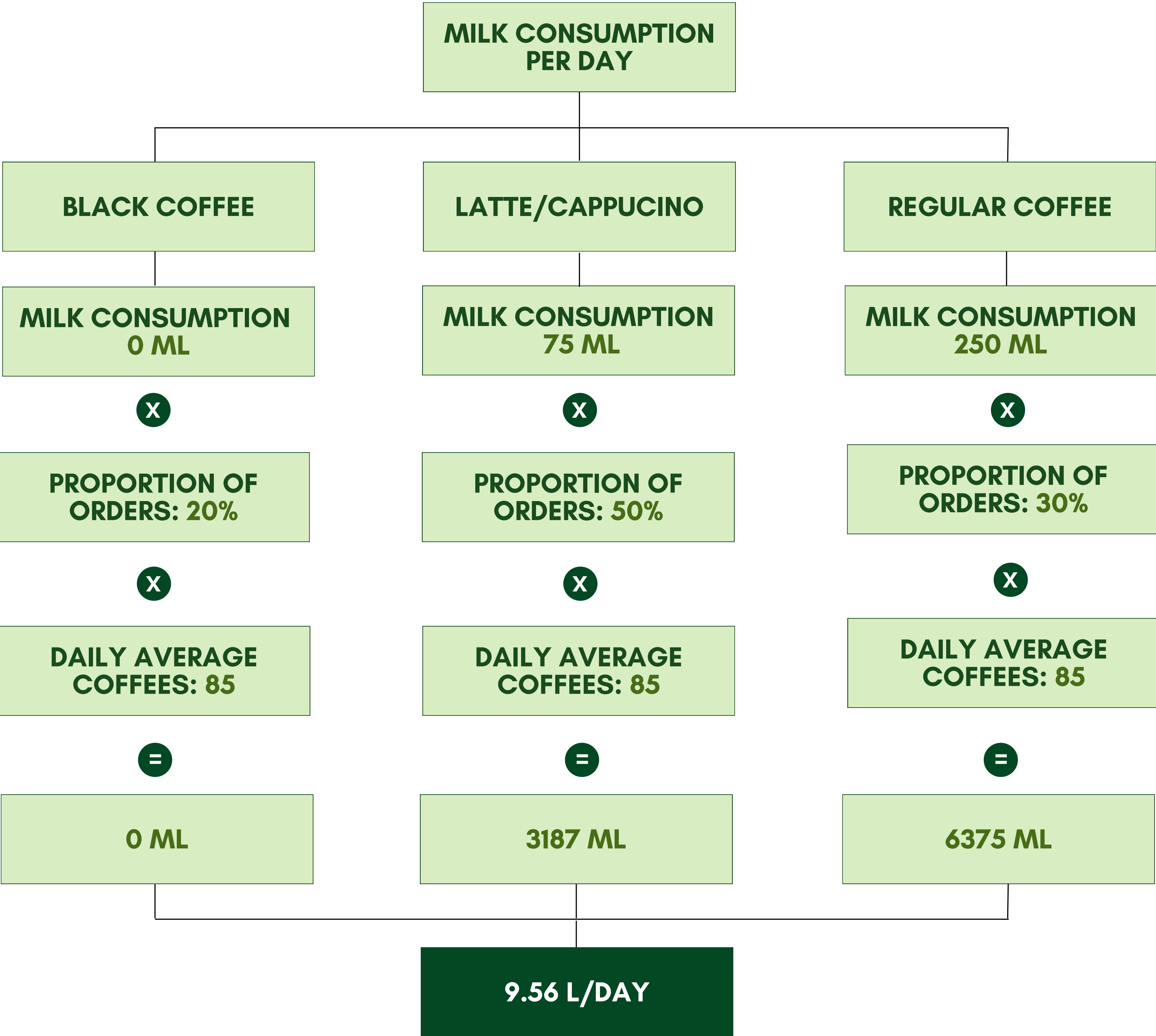
The day is segmented into different slots with varying occupancy rates:
Weekdays:
8 am-12 pm, 70% occupancy
12 pm-4 pm, 50% occupancy
4 pm-10 pm, 80% occupancy
Weekends:
8 am-12 pm, 60% occupancy
12 pm-4 pm, 80% occupancy
4 pm-10 pm, 90% occupancy
- 3

Coffees are segmented as follows along with proportions of total coffee orders:
Black Coffee (no milk), 20%
Latte/Cappucino (50-100ml milk), 50%
Regular Coffee (250 ml milk), 30%
- 4

Weighted average is calculated by multiplying the weekday value by 5, and weekend value by 2 and dividing by 7.







Milk required by each coffee shop in Connaught Place is 9.56 litres a day.

NUMBER OF PENS BOUGHT IN A DAY IN INDIA

Trinity Life Sciences | 

[Click here to view
detailed spreadsheet](#)



ASSUMPTIONS

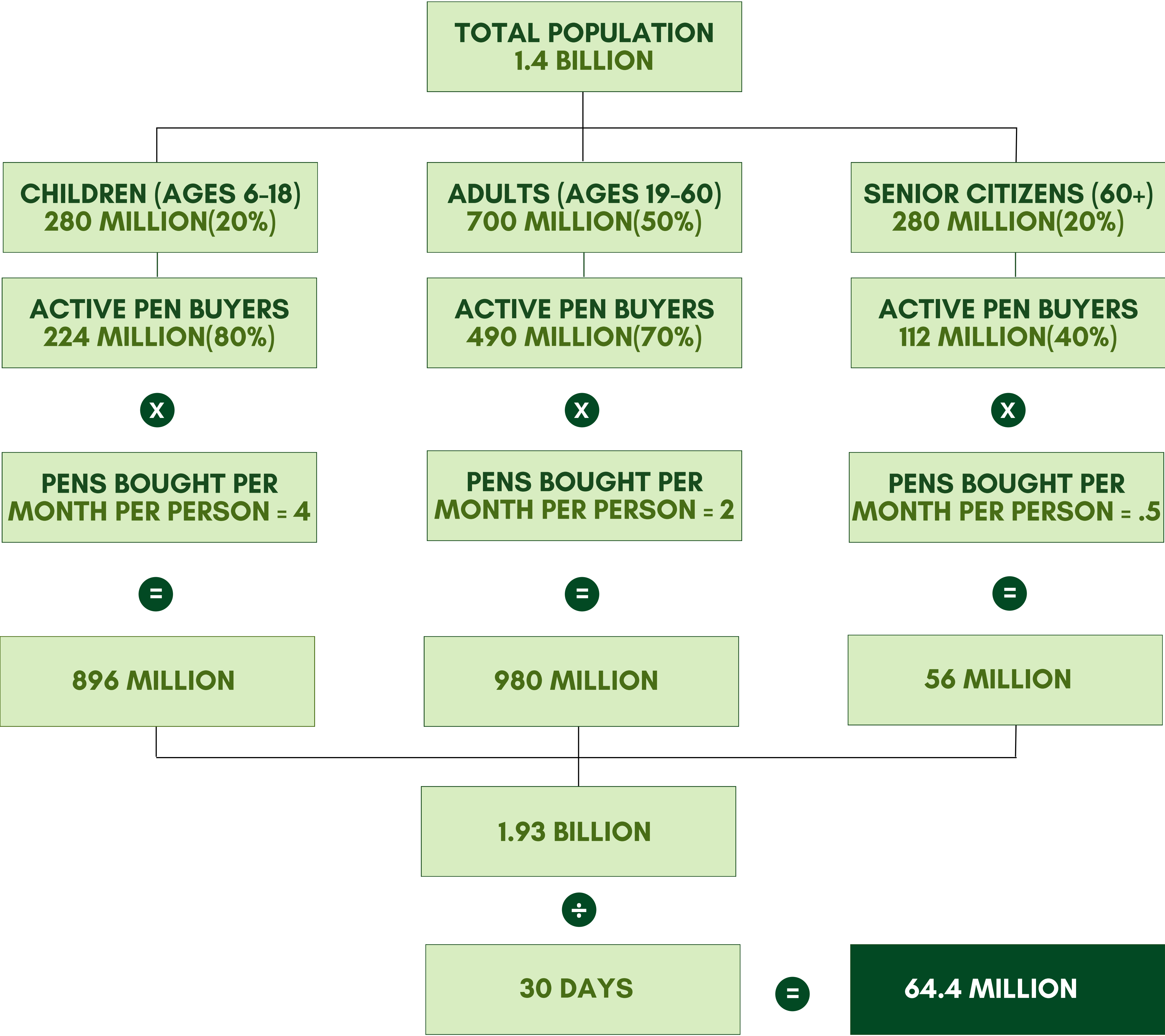
- 1

The population of India is 1.4 billion.
- 2

Age-Based Segmentation:
Children (ages 6-18) are 20% of the population (28 crores).
Adults (ages 19-60) are 50% of the population (70 crores).
Senior Citizens (60+ years) are 20% of the population (28 crores).
- 3

Children buy 4 pens/month due to school-related needs. Adults buy 2 pens/month for professional and personal use. Seniors have minimal usage, they buy 1 pen every 2 months (0.50 pens/month).
- 4

Assume 80% of students, 70% of working adults, and 40% of seniors are active pen buyers.



Total number of Pens bought in a day in India is equal to 6,44,00,000.

NUMBER OF SPOTIFY PREMIUM SUBSCRIBERS IN INDIA

Trinity Life Sciences | 

[Click here to view detailed spreadsheet](#) 

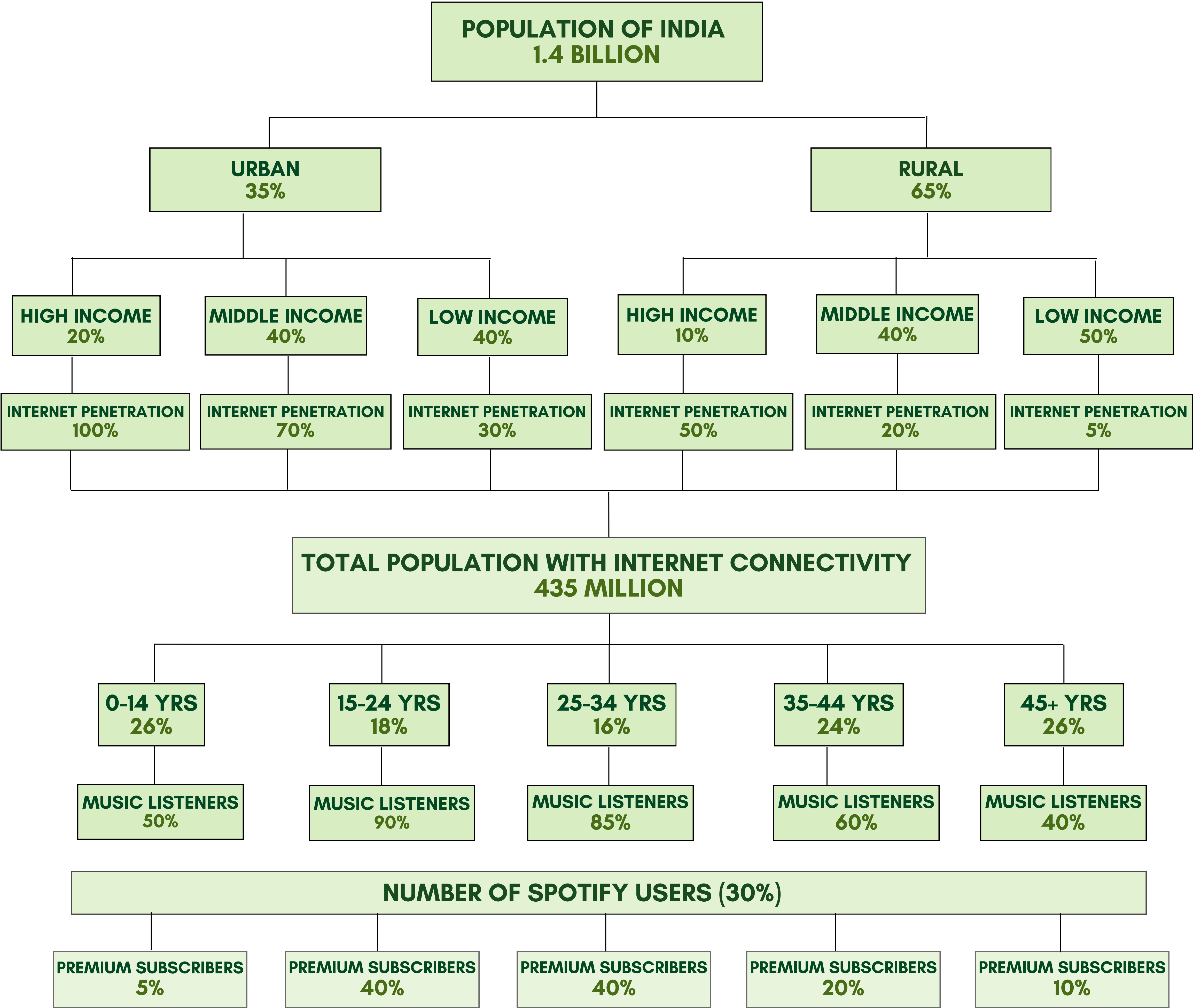
ASSUMPTIONS

- 1

Premium subscription preferences are more likely to be adopted by younger age groups. They tend to decrease with age due to lower tech adoption and less utility of the service.
- 2

Taken a blanket assumption that 30% of all music listeners use Spotify.
- 3

Internet penetration directly correlates with income levels, assuming higher income groups have greater internet access.



NUMBER OF MUSIC LISTENERS

X

PERCENTAGE OF SPOTIFY USERS

X

PERCENTAGE OF PREMIUM SUBSCRIBERS

=

19,955,744 PEOPLE

Total number of Spotify Premium Subscribers in India amounts to 19,955,744 (approx 20 Million).

THANK YOU!

To all the aspiring consultants who made it through our Guesstimate Book - **CONGRATULATIONS!**

As we reflect on the journey of creating the **First Edition** of our **Guesstimate Book**, we are reminded of the incredible community that has supported us every step of the way. To each and every one of you who took the time to explore our book, we want to express our sincerest gratitude. Your interest and engagement mean the world to us, and we are honored that you chose to invest your time in our resource.

When we first started creating this book, we dreamed of connecting with readers like you who value growth and learning. We poured our hearts into crafting a resource that would not only educate but also inspire.

Your support is what drives us to continue creating valuable resources that help you grow and learn.

Additionally, we would be incredibly grateful if you could take a few minutes to fill out a short feedback form. We'd love to hear your thoughts on what did you find most helpful? What would you like to see more of in the future? Your insights will help us identify areas for improvement and enhance the quality of our content for future learners. Let's keep the conversation going!

Please click [here](#) to access the feedback form.

Your honest opinions and suggestions are invaluable to us. We are committed to continuously refining our resources to provide the best possible learning experience.

Thank you once again for your participation and support. We wish you the very best in your consulting journey.

TEAM 2024-25



DIRECTORS

HARISH KUMAR

KHUSHAL MADAN

SHARANYA TULSYAN

SHEREEN BINDROO

JUNIOR CONSULTANTS

AARUSHI JAIN

ANGEL GUPTA

ARSHIA GUPTA

ASHISH KOHLI

DAKSH KALRA

DIVLEEN KAUR

DIVYANSHU JHA

ESHANI CHAUDHARY

JAHNVI BANSAL

PESHL KUMAR

PRIYANSHU KUMAR JHA

RIDDHI BANSAL

SHREYA KEJRIWAL

SRIKRITI KEDIA

STUTI ALMAL