



180Degrees
CONSULTING
SRCC

VOLUME 2

180 DEGREES CONSULTING, SRCC

PRESENTS

GUESSTIMATE BOOK

INDEX

S.No.	Particulars	Difficulty	Page
	ACKNOWLEDGEMENTS		1
	THEORY		2
	CHEATSHEET		8
BOSTON CONSULTING GROUP			
1	Market Size of the Indian Refrigerator Industry		12
2	Consumption of Wheat in India Per Month		13
KEARNEY			
3	Number of Weight Loss Drugs sold by a Pharma Co.		15
ACCENTURE			
4	Number of Candles sold in Assam during Diwali		17
5	Number of Pizzas Sold in Delhi per Month		18
6	Number of Ola & Uber cabs running in Delhi-NCR in a day		20
7	Number of Used Tyres in Delhi		21
8	Number of Users who joined Instagram in the last year		22
KEPLER CANNON			
9	Market Size of Skin Care Industry in India		23
FTI CONSULTING			
10	Weekly Revenue of an average Urban Indian Cinema		25
INDUS INSIGHTS			
11	Weekly Food Revenue of a Bowling Alley in Delhi		27
12	Weekly Commute Time for Office-Goers in Delhi		28
BAIN CAPABILITY NETWORK			
13	Revenue of Delhi-Gurgaon Toll Plaza in a Day		30
14	Number of Orders Placed on Swiggy in Delhi in a Day		31
15	Number of Credit Cards in India		32
16	Number of Outstanding Education Loans in India		34

INDEX

S.No.	Particulars	Difficulty	Page
NATION WITH NAMO			
17	Number of Burgers Consumed Per Day in Delhi		36
18	Daily Netflix Viewing Hours of SRCC Students		37
19	Number of Flights that Take Off from Delhi in a Day		38
MEESHO			
20	Number of Tea Cups Consumed in Delhi Each Day		40
21	Number of College Canteens Operating in Delhi		41
22	Number of Footwear Sold in India In a Year		42
23	Number of Weddings Taking Place in India in a Year		43
24	Number of EV 2Ws to be Sold in India in the Next Year		44
25	Number of Workers Required to Cater 3000 Zepto Orders		45
26	Number of Rides a Cab Driver Would Take in a Day		46
27	Number of Cars on Bandra Worli Sea Link Monthly		47
28	Annual Air Conditioner Sales in Delhi		48
TRINITY LIFE SCIENCES			
29	Market Size of Electric Vehicles in India		50
30	Milk Required by Each Coffee Shop in Connaught Place		51
31	Number of Operational Metro Trains in Delhi NCR		54
32	Number of Spotify Premium Subscribers in India		56
RESOURCES			58
THANK YOU			59
TEAM			60

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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 Book 2.0**' a comprehensive guesstimate and consulting interview preparation resource for the incoming batches.

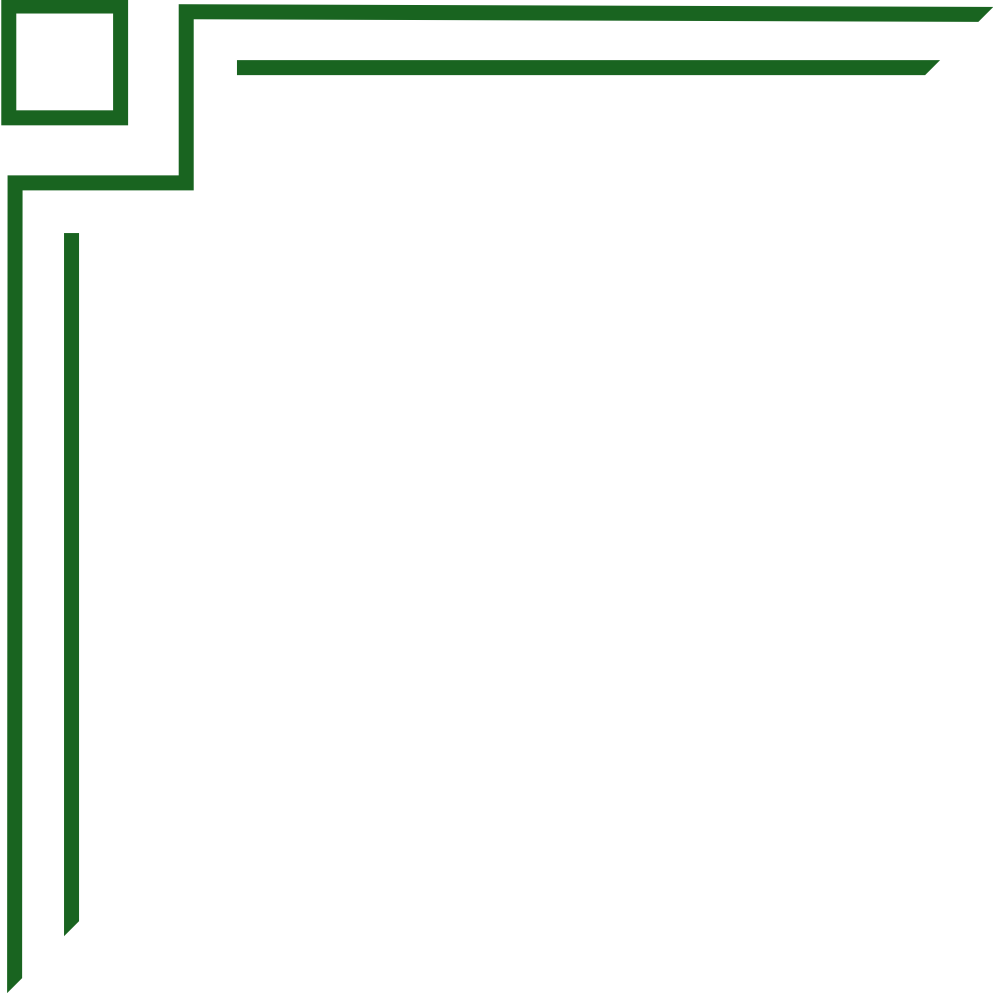
We are deeply grateful to Aakriti Bassi, Aarushi Mittal, Aastha Singh, Ananya Kapil, Aryan Garg, Aryan Tara, Ashwath VK, Brahmjot Singh Saini, Chitrakshi, Manav Mahajan, Manomay Jain, Mansi Mahajan, Mishthi Dua, Prithvi Warriar, Priyanshu Sharma, Rajat Nigam, Riddhi Jain, Rupanshu Jain, Saksham Sachdeva, Samarth Garg, Sanaya Irani, Siddhi Kaul, Tanay Jain, Viren Kusreja for helping and providing us the much-needed support to put together the **second 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.

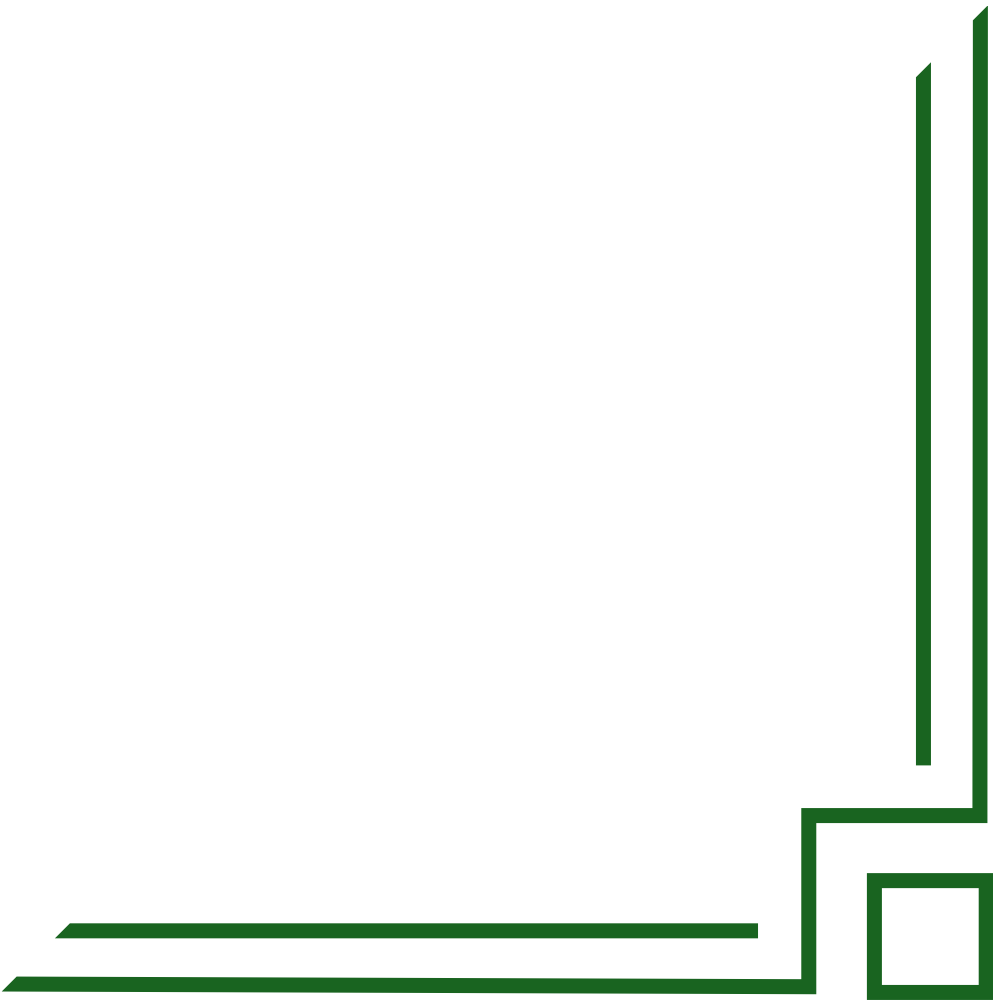
We would like to appreciate the sincere efforts of the entire **Case Library and Resources Team**, who worked day and night on this initiative. We would also like to thank Gunika Kakkar (President), Manvay Rawat (Co-President), and Aadi Jain (Chief Secretary) and Shreya Jain (Chief Secretary) for looking after the overall functioning of 180DC SRCC and allowing us to go ahead with this initiative.

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Thank you everyone for supporting and contributing to our initiative.



THEORY



INTRODUCTION TO GUESSTIMATES

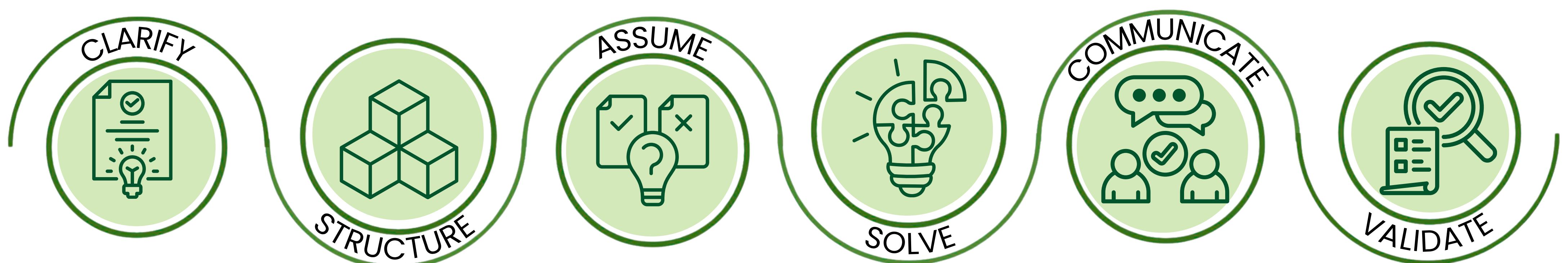
WHAT ARE GUESSTIMATES?

Guesstimates are estimation-based questions where a logical numerical answer is derived despite limited or incomplete data.

WHAT DO THEY EVALUATE?



IDEAL FLOW OF A GUESSTIMATE



CLARIFY

Fully understand the problem – define **objectives**, **scope**, **key terms**, and **constraints** to ensure you're solving the right problem.

STRUCTURE

Break the problem into clear, **MECE buckets** and create a **logical framework** to guide your step-by-step estimates.

ASSUME

State **key assumptions** upfront to simplify complexity, keep calculations transparent, and make your **reasoning defensible**.

SOLVE

Choose the approach that fits best: **top-down**, **bottom-up**, or **supply-demand**, keeping logic structured and numbers precise.

COMMUNICATE

Explain your thinking continuously, share **intermediate insights**, and confirm alignment to demonstrate **clarity** and **structured reasoning**.

VALIDATE

Sanity-check results, **stress-test assumptions**, and **cross-verify** with alternate logic to ensure a credible answer.

DO'S



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 cases (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

Identify the biggest factors (e.g., population, income), adjust for nuances (e.g., seasonality, regional differences), and finally, do a sanity check.

DON'TS

START WITHOUT A CLEAR APPROACH

Avoid jumping to results without establishing a clear structure, as it can lead to confusion and errors.



MAKE BLIND ASSUMPTIONS

Do not assume values without stating and justifying them, as it weakens your logic and calculations.



GUESS NUMBERS RANDOMLY

Using unreasoned numbers can significantly distort your final estimate, making the outcome unreliable.



SKIP EXPLANATION AND SANITY CHECKS

Not explaining your steps or checking your answer can cause simple errors to go unnoticed.



FRAMEWORKS

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.

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.

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.

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

TYPES OF GUESSTIMATES

MARKET SIZING

Estimate the Total Addressable Market (TAM) for a new product or idea.

(E.g., "Size of the smartphone market in India").

REVENUE AND COST

Calculates key financial figures and revenue metrics for businesses.

(E.g., "Monthly revenue of an average restaurant").

VOLUME ESTIMATION

Involves estimating physical quantities such as size, distance, or capacity.

(E.g., "No. of golf balls that can fit in an average bus").

USAGE / BEHAVIORAL

Estimates patterns across users, products, or services over a given period or a certain set of users.

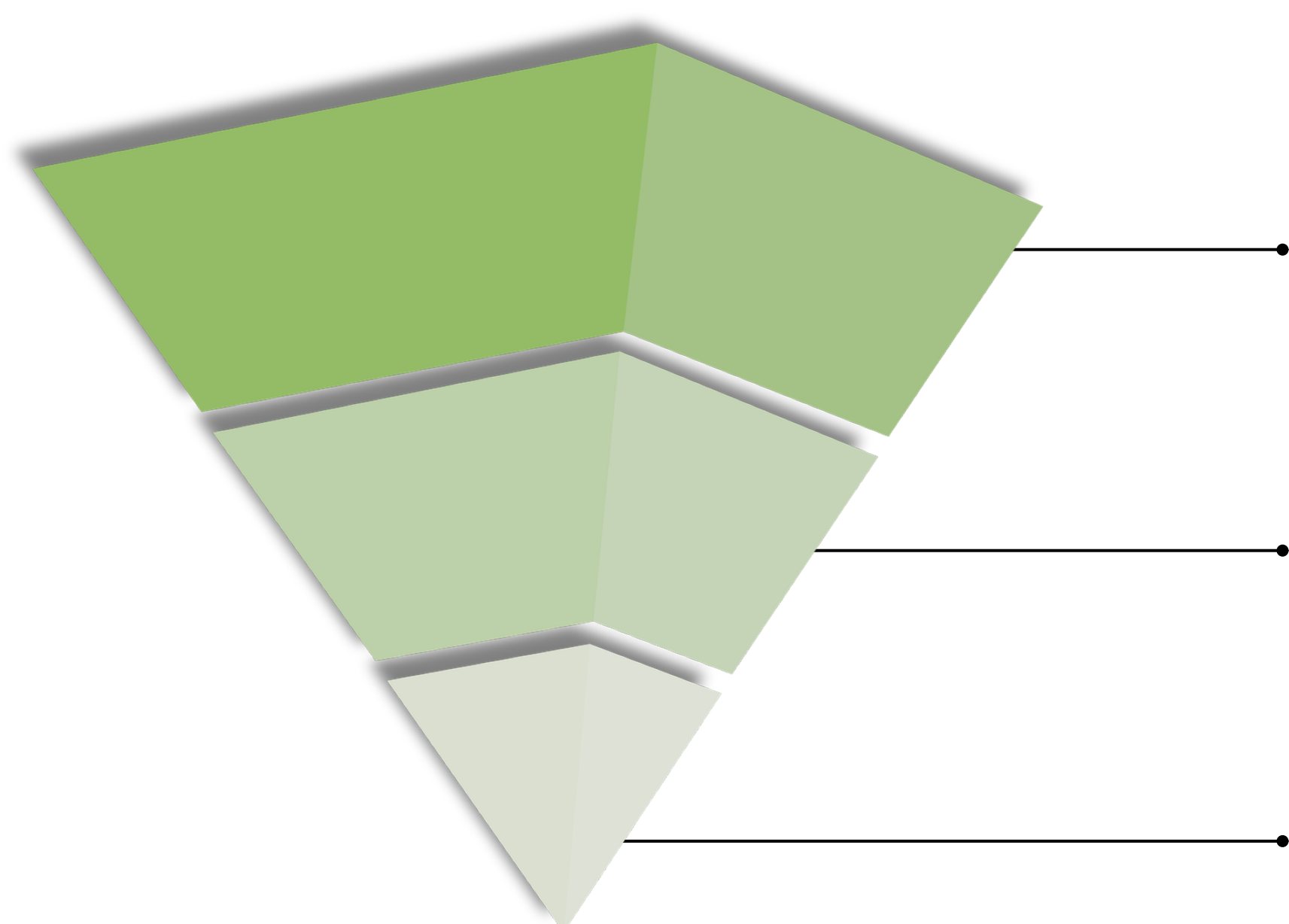
(E.g., "YouTube data used in India per day")

APPROACHING GUESSTIMATES

TOP DOWN APPROACH

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

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



Start with the **broadest universe possible** (eg. population of a country)

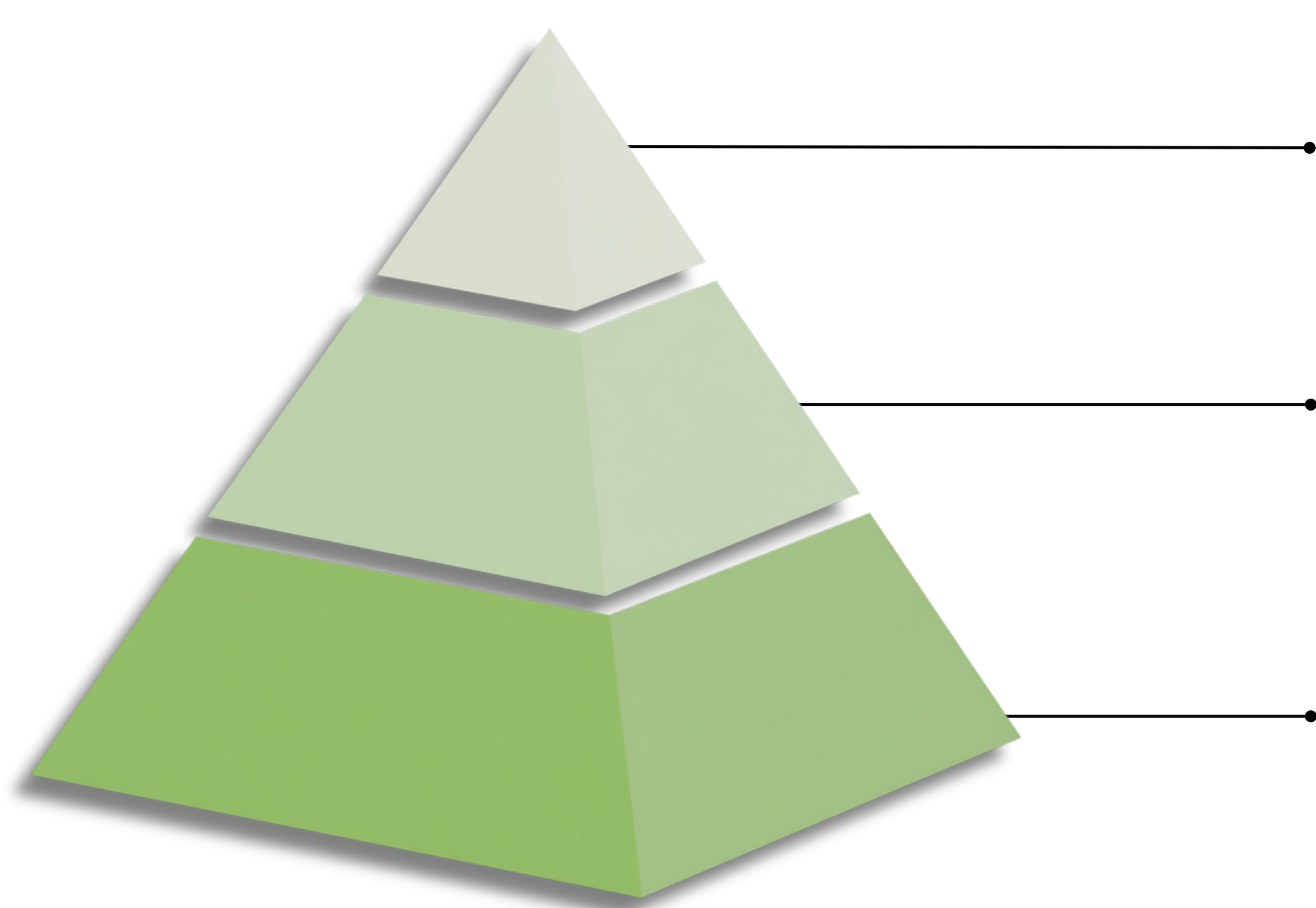
Apply a series of **filters** and **assumptions** (eg. age group, users, frequency etc)

Gradually **narrow down** to the final estimate

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.

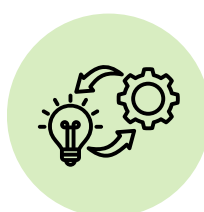


Begin with **micro level metrics** (eg. units sold per store/day)

Build up by **multiplying logical layers** (eg. no. of stores x days x average sales)

Gradually arrive at the **required aggregate** after taking all factors into consideration

DEMAND SIDE APPROACH



APPROACH

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



WHEN TO USE?

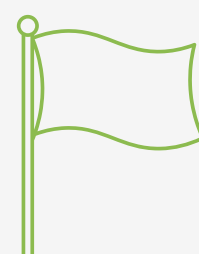
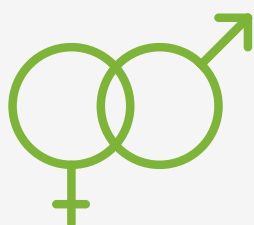
When estimating market size, revenue, or consumption patterns.



EXAMPLES

- Market Size for Sanitary Pads in India
- Estimate the number of pet dogs in a city.

PARAMETERS TO CONSIDER

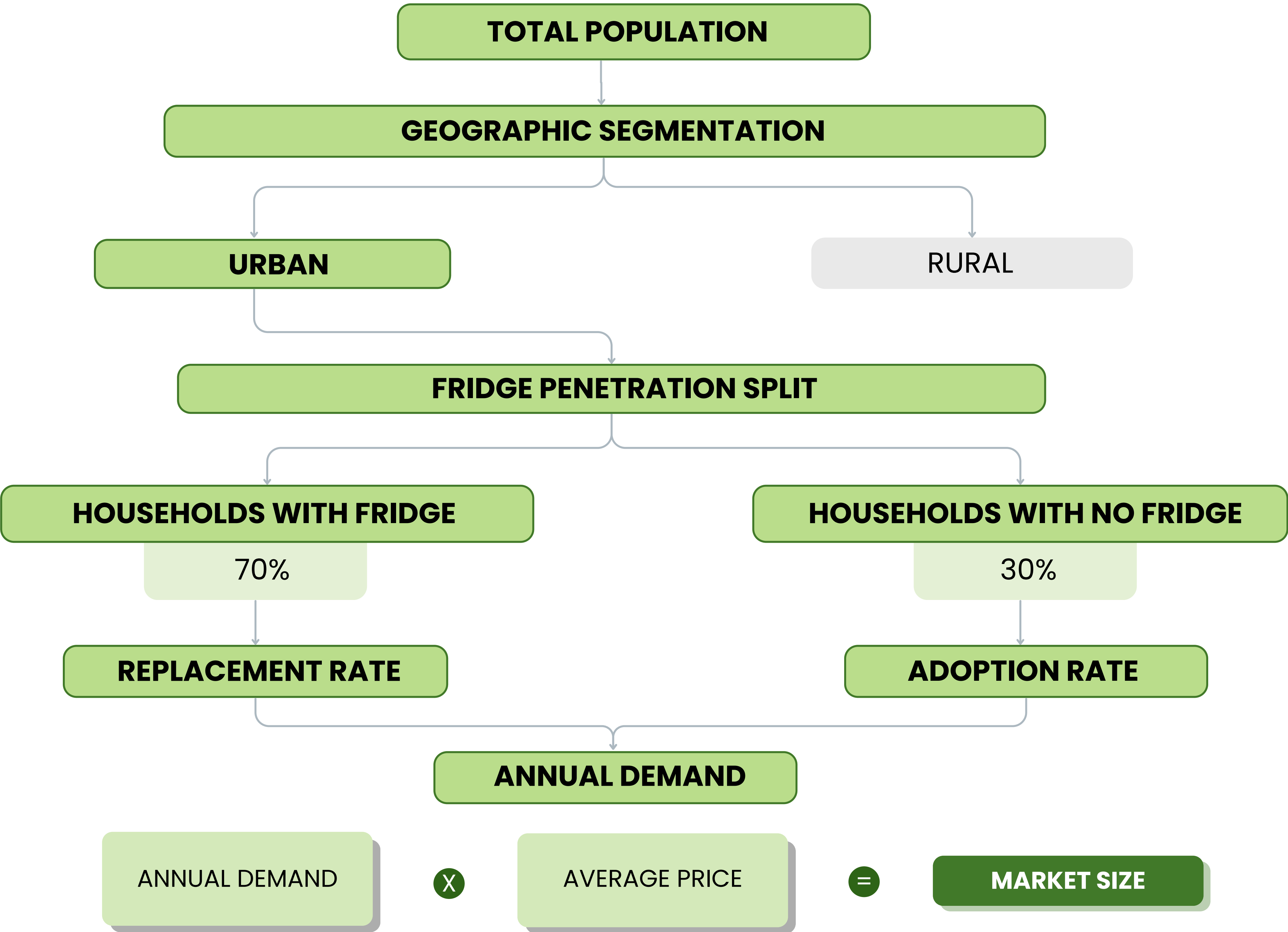
DEMOGRAPHICS	ECONOMY	GEOGRAPHY	DIGITAL & LITERACY
 AGE	 INCOME	 COUNTRY	 INTERNET PENETRATION
 GENDER	 OCCUPATION	 LOCATION	 LITERACY RATE

EXAMPLE: Market Size of Refrigerators in India

?

ASSUMPTIONS

Rural Areas don't have access to refrigerators.



SUPPLY SIDE APPROACH



APPROACH

Estimates market size using production capacity, supply limits, and distribution reach instead of demand.



WHEN TO USE?

When supply is constrained by capacity limits, delivery lead times, regulations, or transport barriers.



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.

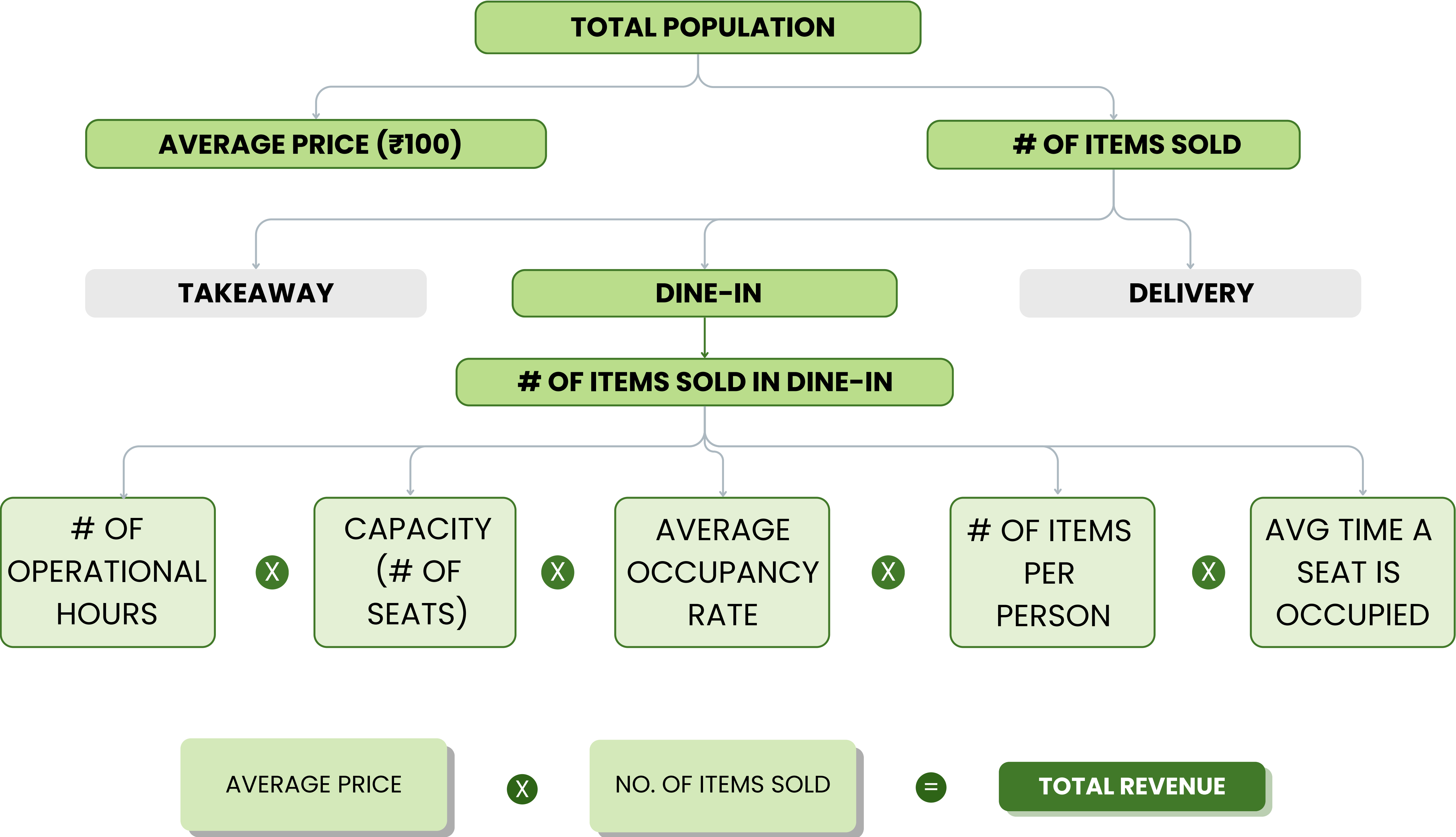
- **TAM (Total Addressable Market)** – It represents the maximum market opportunity.
- **SAM (Serviceable Available Market)** – It denotes that portion of TAM that a company can serve based on its capabilities and the demographics it operates in.
- **SOM (Serviceable Obtainable Market)** – It denotes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

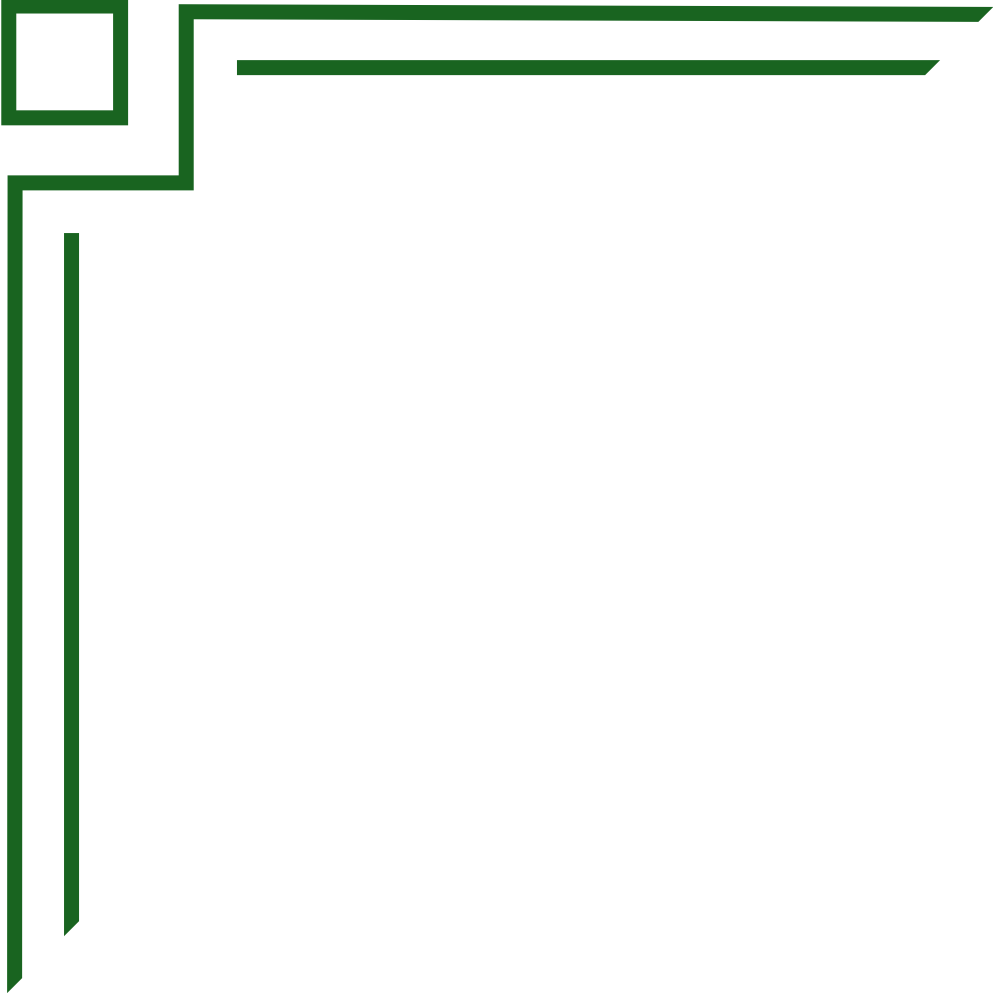
EXAMPLE: Estimate the Daily Revenue of a Fast Food Chain



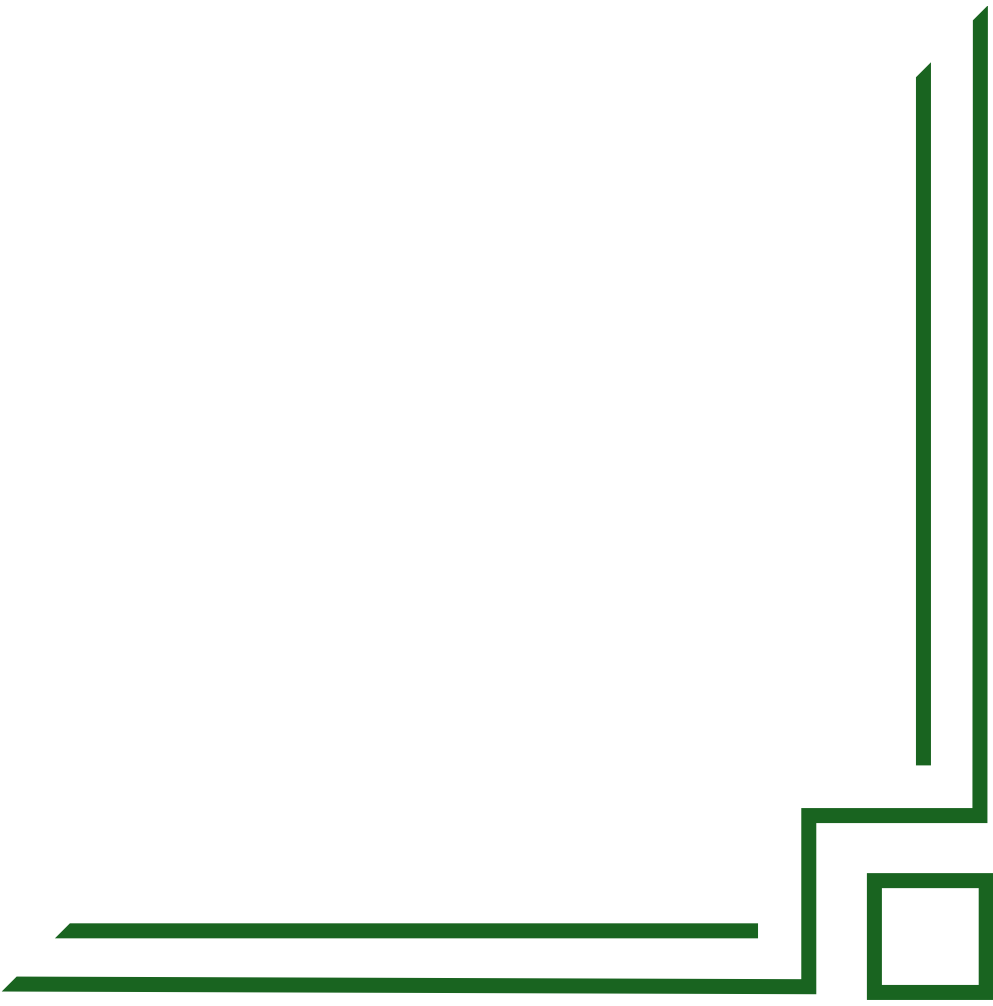
ASSUMPTIONS

Only Dine-In orders to be considered.





CHEATSHEET



GUESSTIMATE CHEAT SHEET

POPULATION & HOUSEHOLD STRUCTURE

AGE	PROPORTION
0-14	20%
15-19	10%
20-24	10%
25-39	25%
40-59	20%
60+	15%



WORLD

830 CRORES

INDIA

147 CRORES

MALE-FEMALE RATIO

 1:1

RURAL URBAN DIVIDE

RURAL AREAS	METRIC	URBAN AREAS
65%	Population Distribution	35%
78%	Literacy Rate	90%
67.7%	Life Expectancy	72.4%
4.6%	Unemployment Rate	6.6%
5 	Family Size	4 

GEOGRAPHY AND URBANISATION

TOTAL GEOGRAPHICAL AREA



3.28 Million sq. km

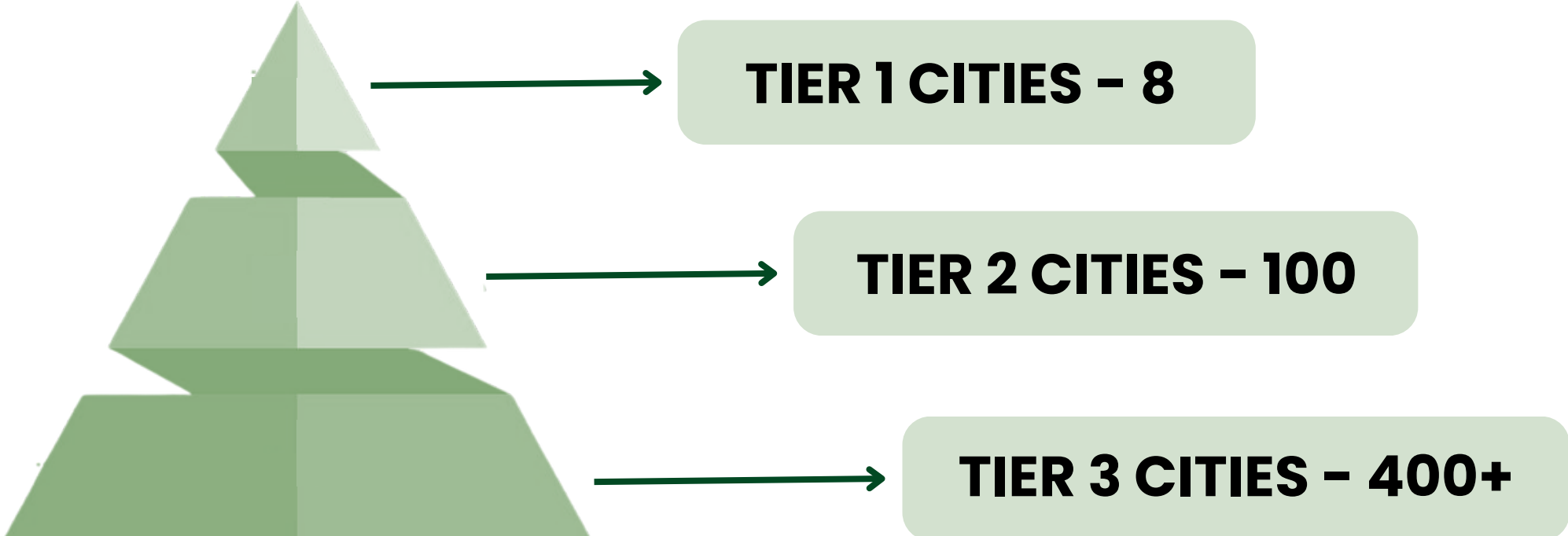
INDIA



~1500 sq. km

DELHI

TIER-WISE SEGMENTATION



INFRASTRUCTURE

AIRPORTS

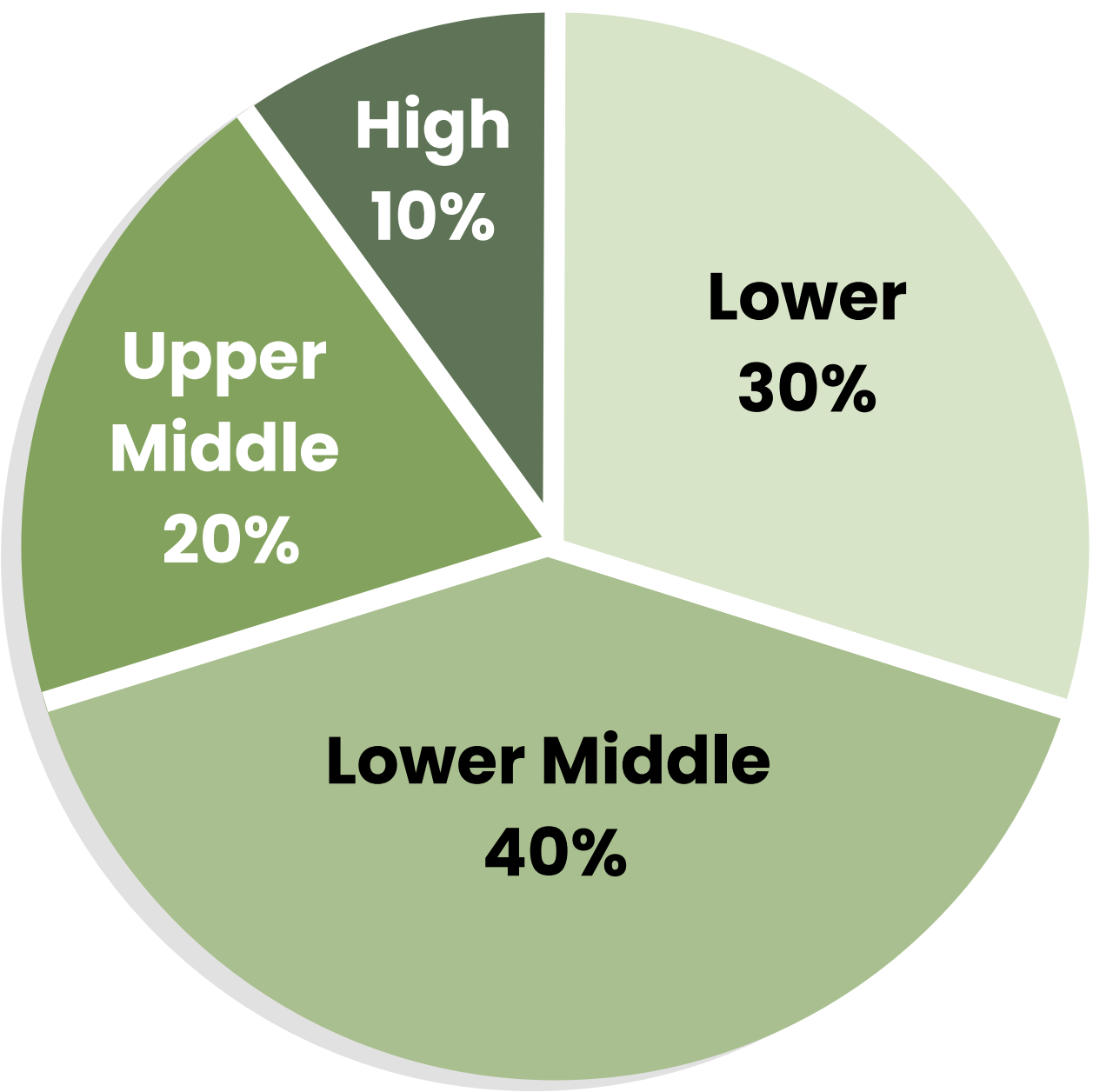
International	34
Domestic	103
Customs	10

SEAPORTS

Major	14
Non-Major	217

ECONOMIC VARIABLES

INCOME BRACKETS



EMPLOYMENT TYPE



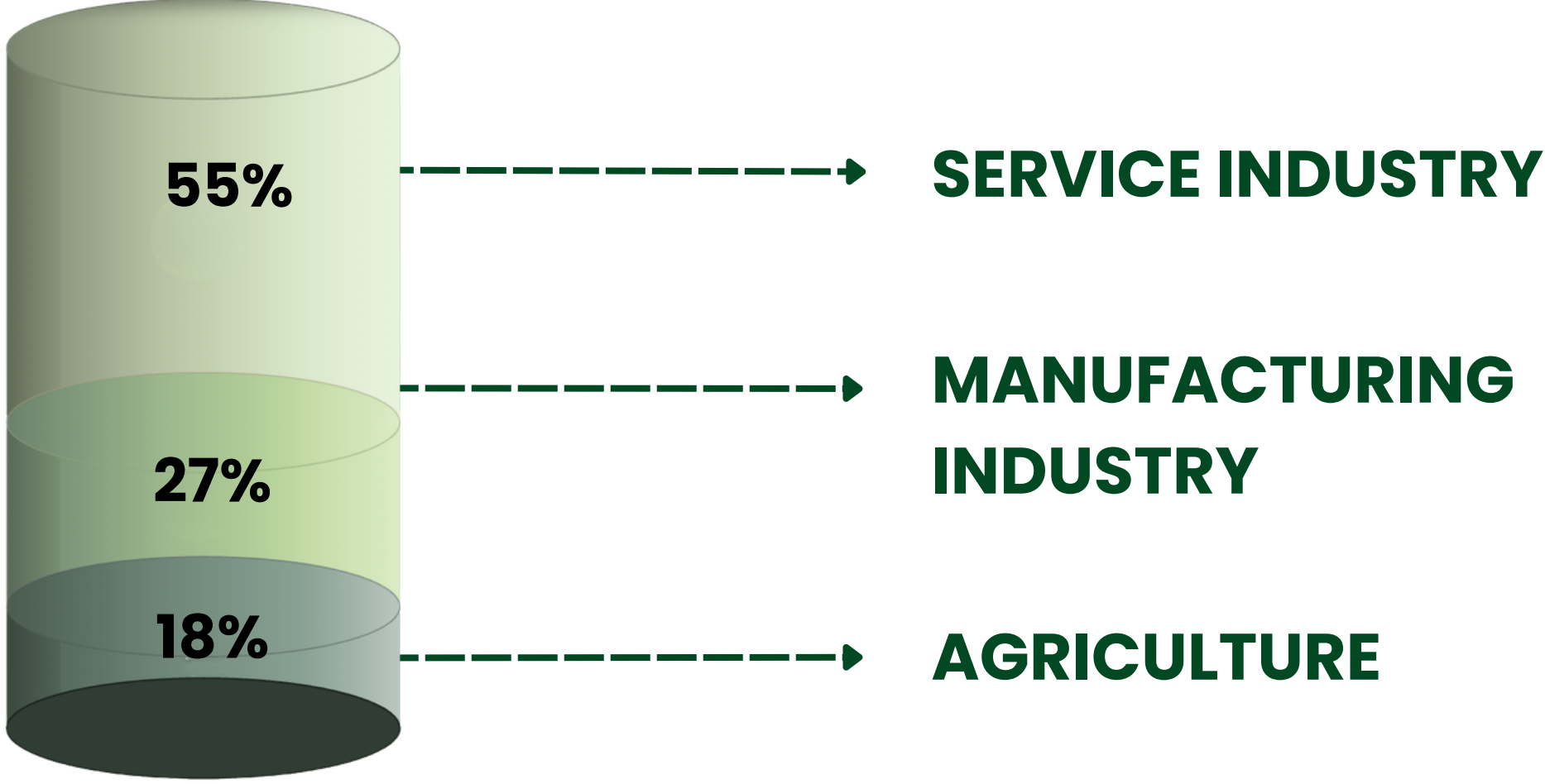
WORKFORCE



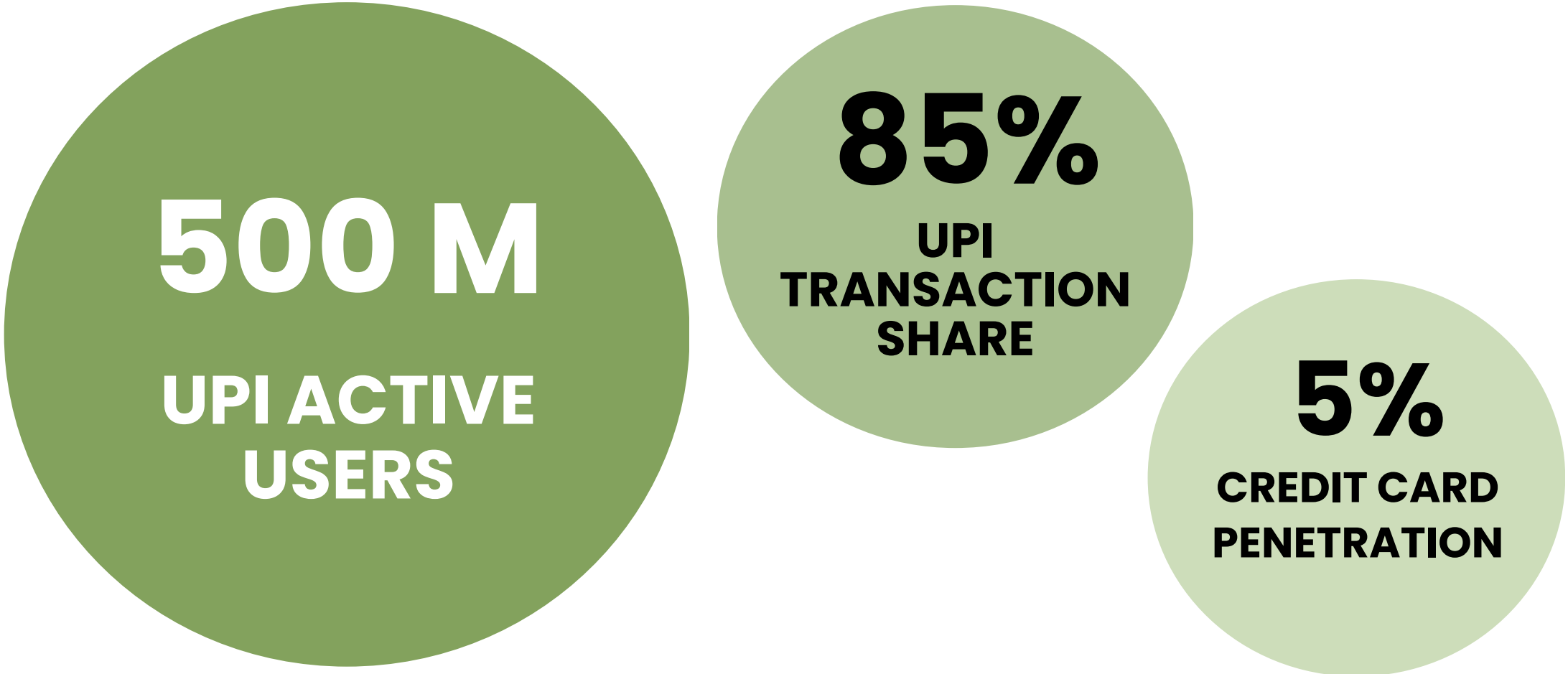
GDP METRICS

GROSS DOMESTIC PRODUCT	\$3.91 TRILLION
GDP GROWTH RATE	7.60%
UNEMPLOYMENT RATE	5%
INFLATION RATE	3.40%

SECTOR-WISE SPLIT



DIGITAL CONNECTIVITY



CONVERSION FACTORS

1 year	52 weeks
1 Ton	1000 kg
1 Acre	~43,560 sq. feet
1 Foot	0.3 metres
1 Mile	1.6 Kilometres
1 m/sec	3.6 km/hour
1 Inch	2.54 centimeters
1 Pound	0.4535 Kilograms

CHEATCODES

Annual Sales (Durable Goods)	=	Replacement Demand $\left(\frac{\text{Stock}}{\text{Avg. Lifespan}} \right)$ + First-time Demand (New users)
Revenue per Outlet	=	Footfall × Conversion Rate × Avg. Basket Size × Operating Days
Runway	=	$\frac{\text{Cash in Bank}}{\text{Monthly Net Burn}}$
Demand	=	Users × Usage + Replacement + Small Growth
Supply-Side Capacity Model	=	No. of Providers × Capacity per Provider × Utilisation Rate × Price

FORMULAE

PROFITABILITY

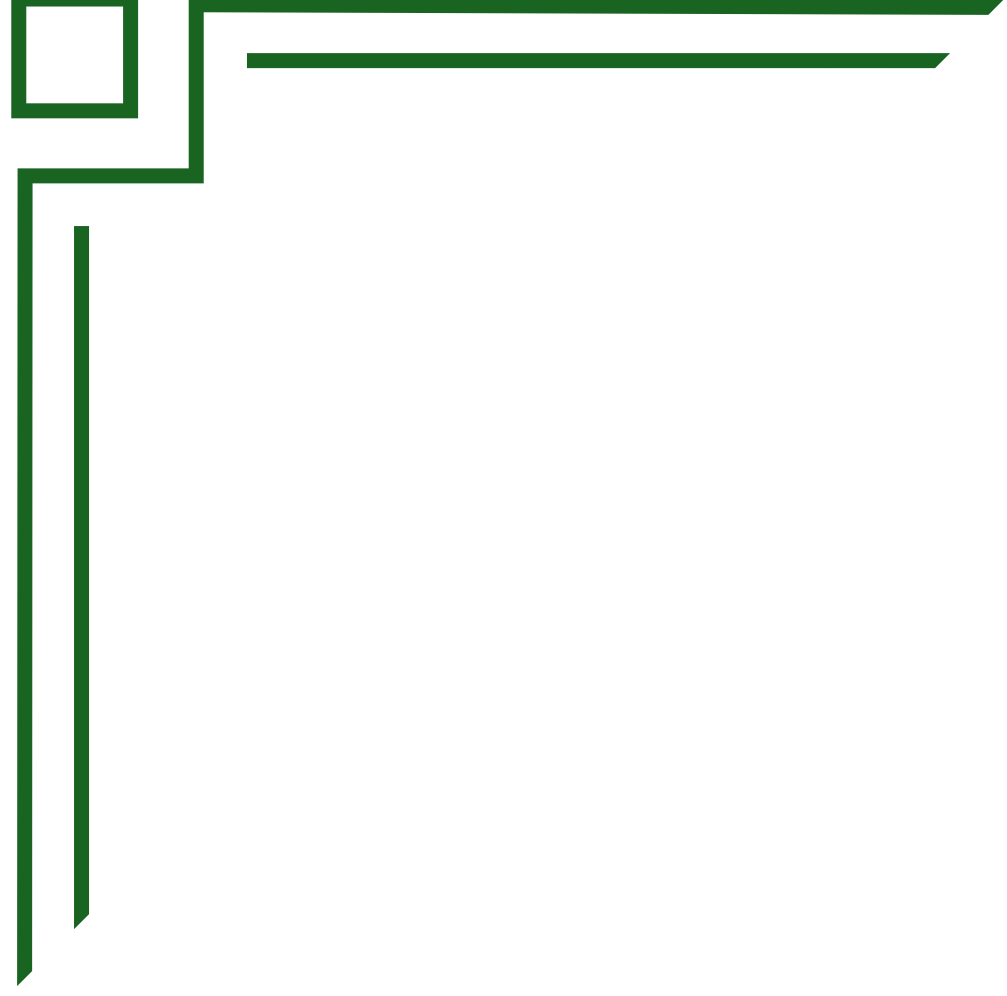
Profit = Revenue - COGS - (SGA + Licensing) - (Interest + Tax + A&D)	Profit Margin (%) = $\frac{\text{Net Profit}}{\text{Total Revenue}} \times 100\%$	Break-Even Point (Units) = $\frac{\text{Fixed Costs}}{\text{Price-Variable Cost}}$
---	--	---

MARKET SIZING

Market Size (Volume) = $\frac{\text{Target Population} \times \text{Penetration Rate} \times \text{Purchasing Frequency}}$	Market Share (%) = $\frac{\text{Company Revenue}}{\text{Total Market Revenue}} \times 100\%$	Addressable Users = $\frac{\text{Population} \times \text{Demographic Filter} \times \text{Behavioural Filter}}$
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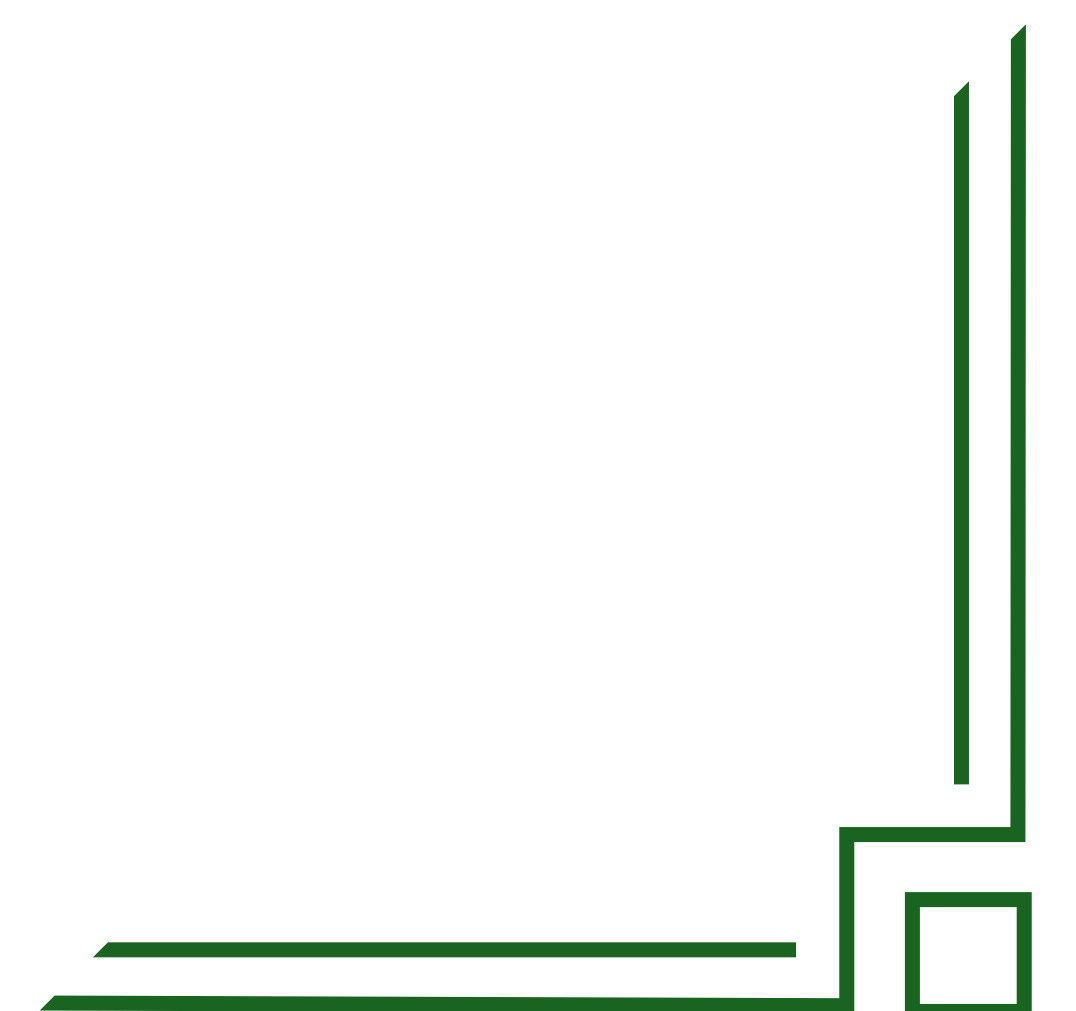
UNIT ECONOMICS

Customer Lifetime Value = $\frac{\text{Average Revenue Per User} \times \text{Avg Customer Lifespan}}$	ROI = $\frac{\text{Net Profit from Investment}}{\text{Cost of Investment}} \times 100\%$	Customer Acquisition Cost = $\frac{\text{Total Marketing \& Sales Spend}}{\text{Number of New Customers Acquired}}$
---	---	--



GUESSTIMATES

BOSTON CONSULTING GROUP



MARKET SIZE OF THE INDIAN REFRIGERATOR INDUSTRY

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

ASSUMPTIONS

- 1

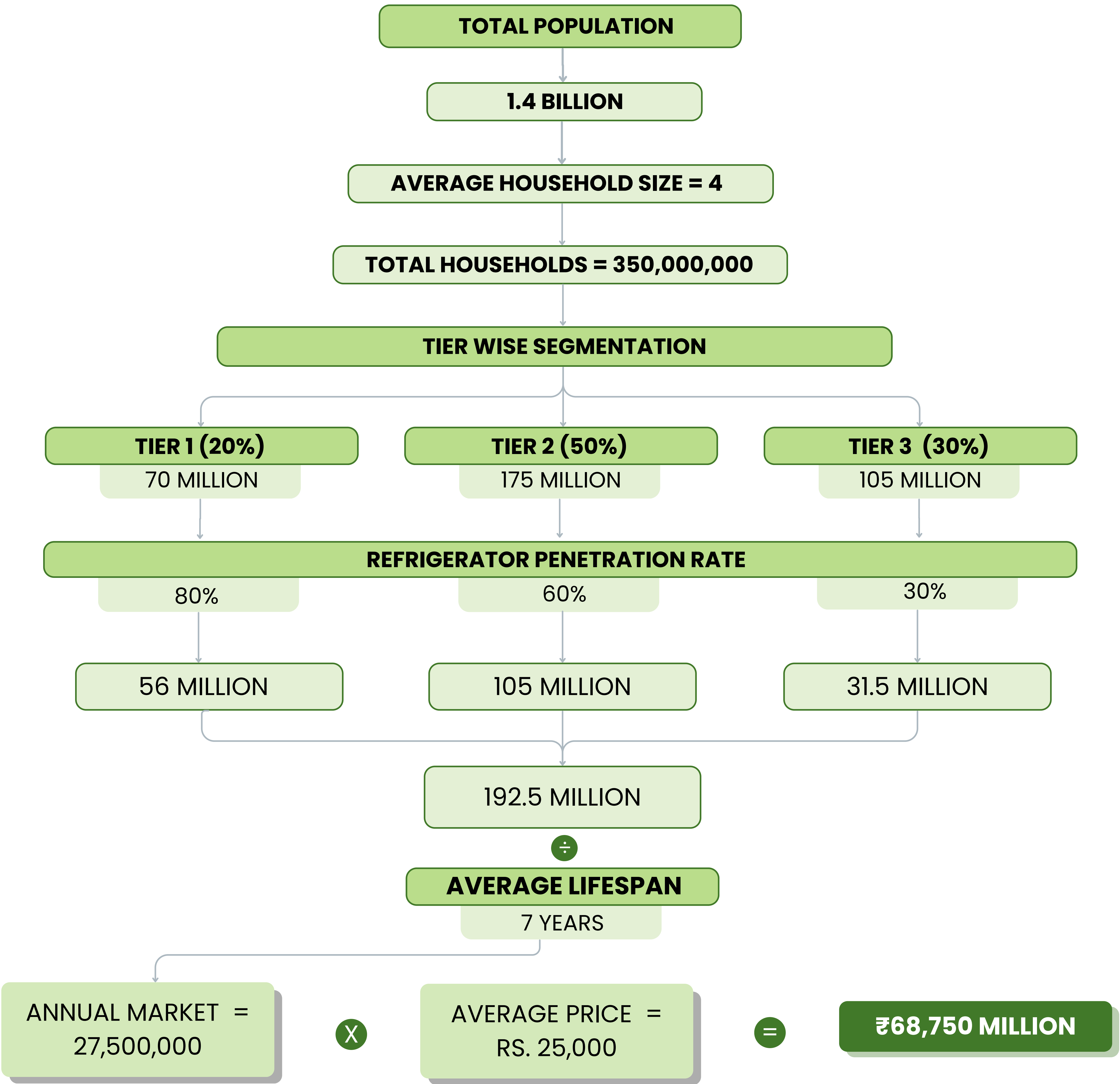
The average size of a family is assumed to be 4.
- 2

It is assumed that T1 cities will have a higher refrigerator penetration than T2 and T3 cities.
- 3

Average lifespan of a refrigerator is assumed to be 7 years.
- 4

The population division for T1, T2 & T3 cities is 20%, 50% & 30% respectively.
- 5

Average price of a refrigerator is INR 25,000.



CONSUMPTION OF WHEAT IN INDIA PER MONTH



ASSUMPTIONS

- 1

We assume India's population is divided equally into three categories: high, moderate, and low wheat-consuming states.
- 2

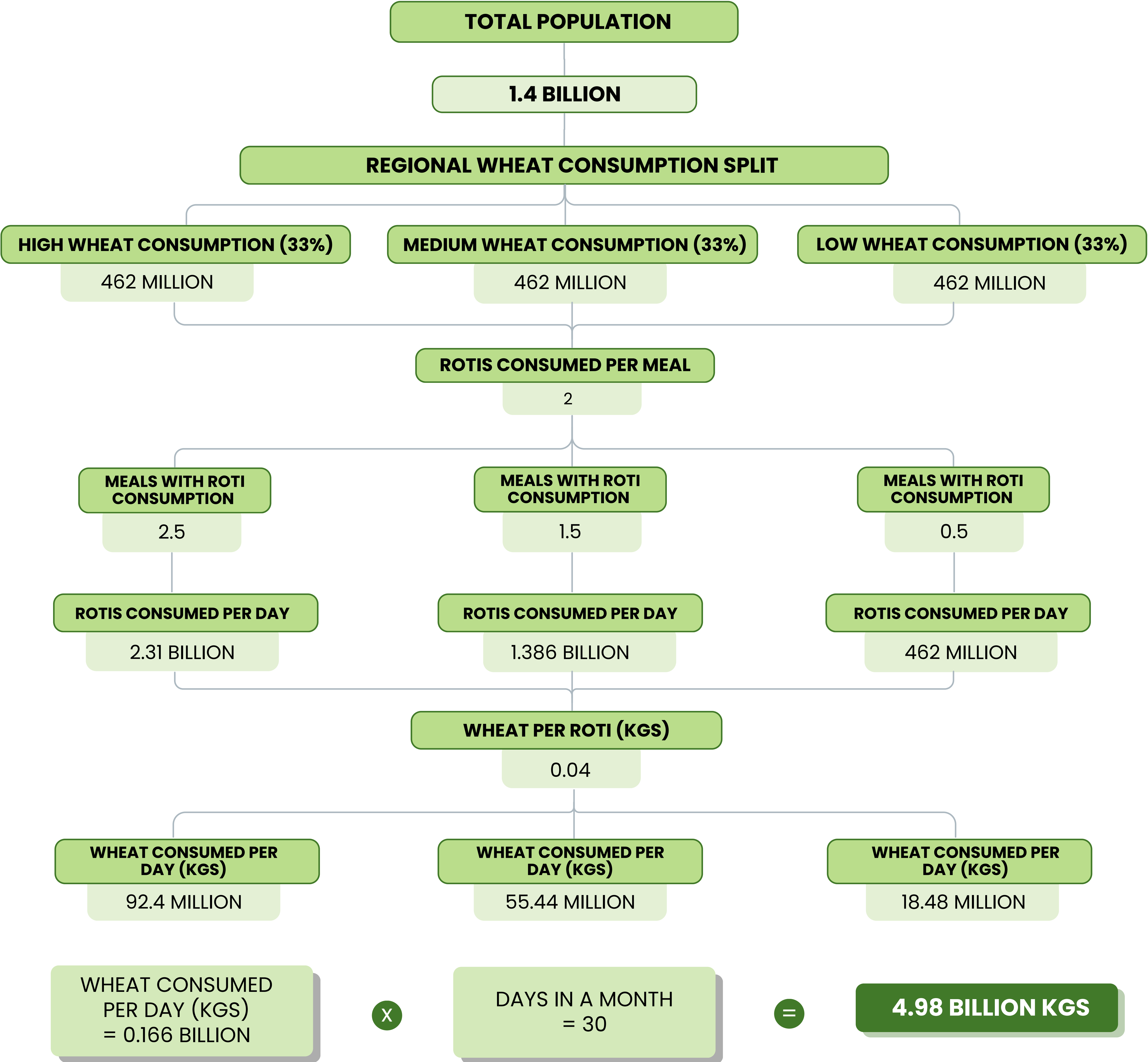
For this calculation, we assume people only eat wheat in the form of rotis.
- 3

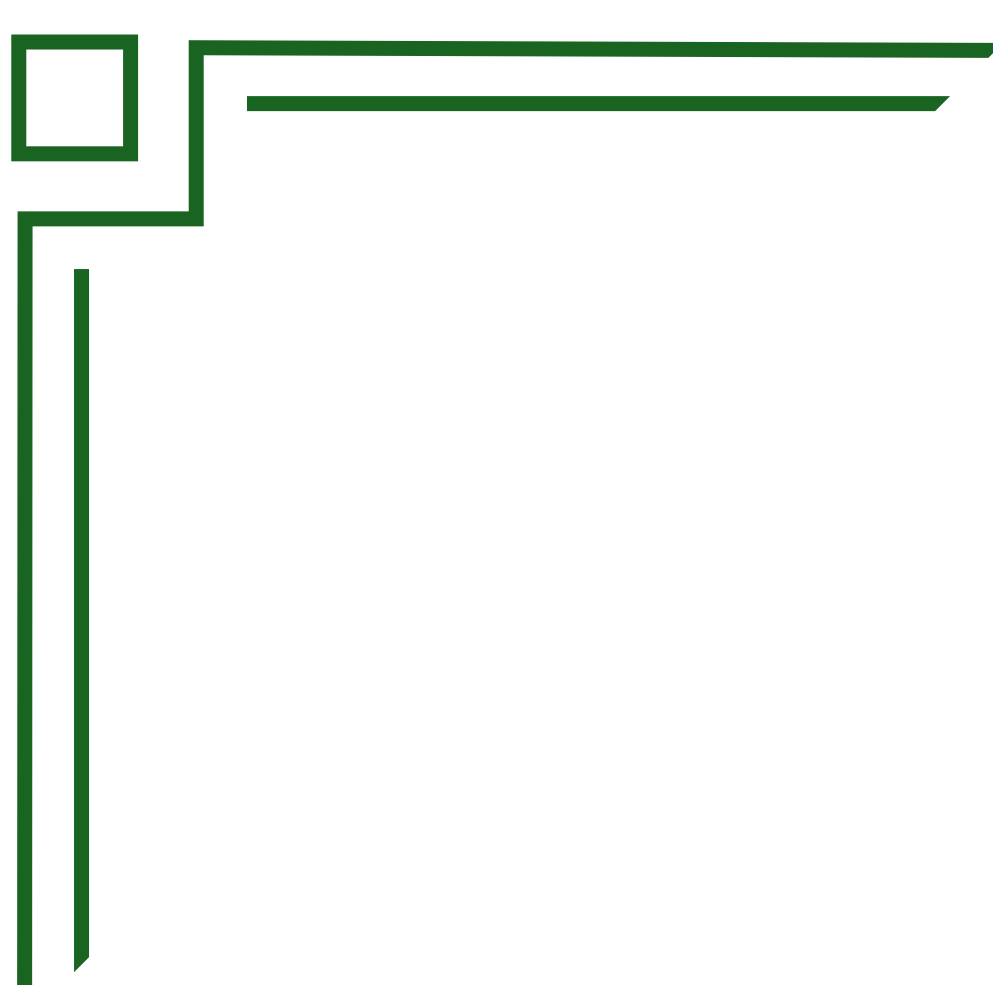
Majority of North Indian states fall under the high category, South and North Eastern ones in the low category, and the remaining in medium.
- 4

No of meals containing roti consumption in a day is 2.5, 1.5 and 0.5 respectively for High, Moderate and Low Wheat Consumption States.
- 5

40g (0.04kg) of wheat is used in preparation of one roti.
- 6

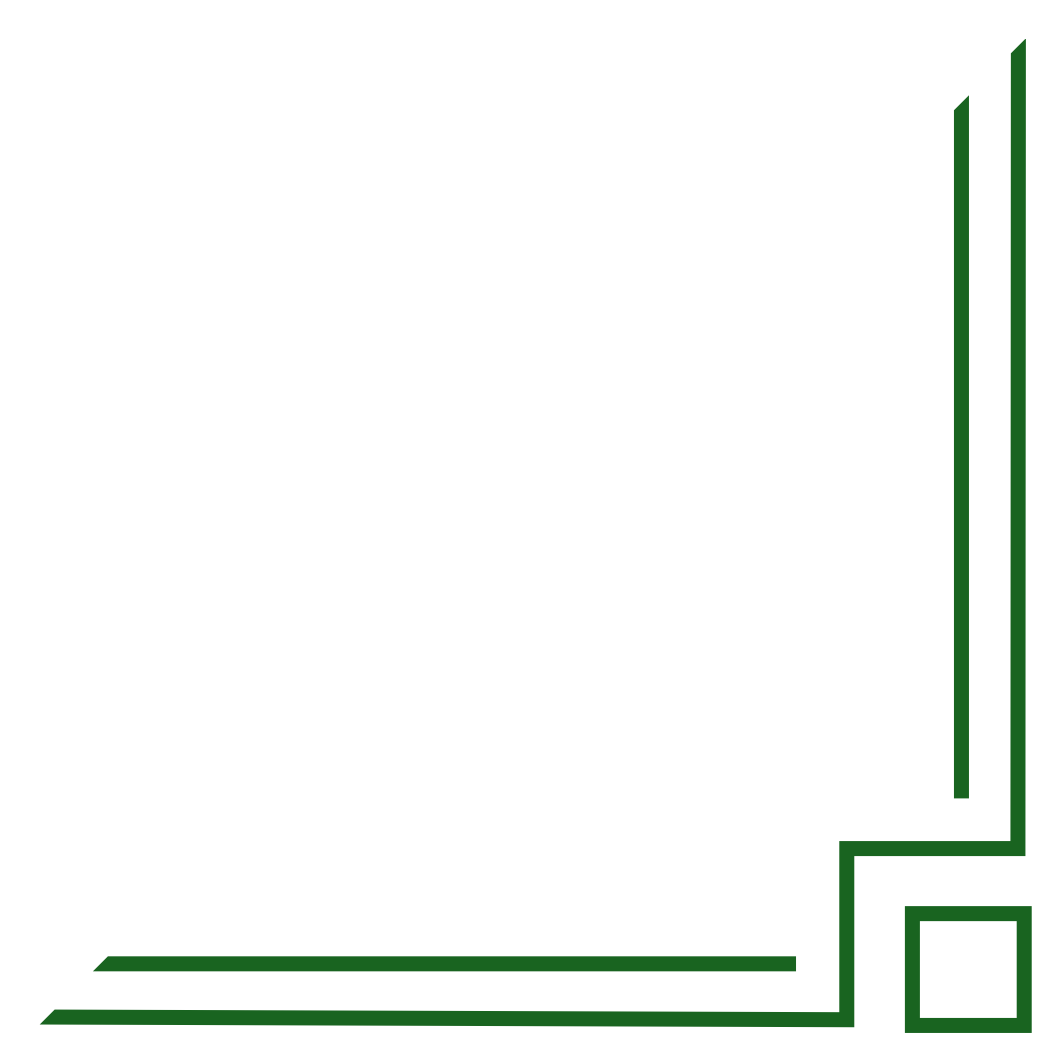
Each person is assumed to eat 3 meals per day, with an average consumption of 2 rotis per meal.





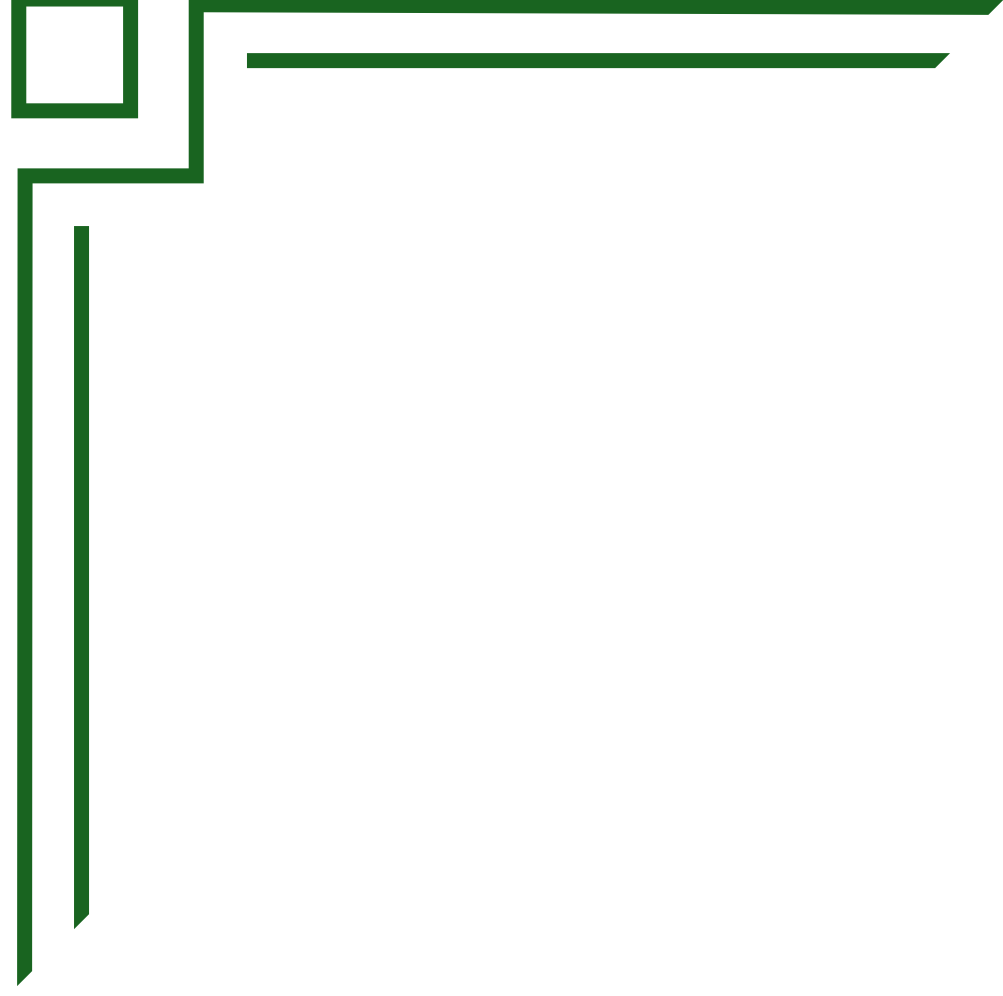
GUESSTIMATE

KEARNEY





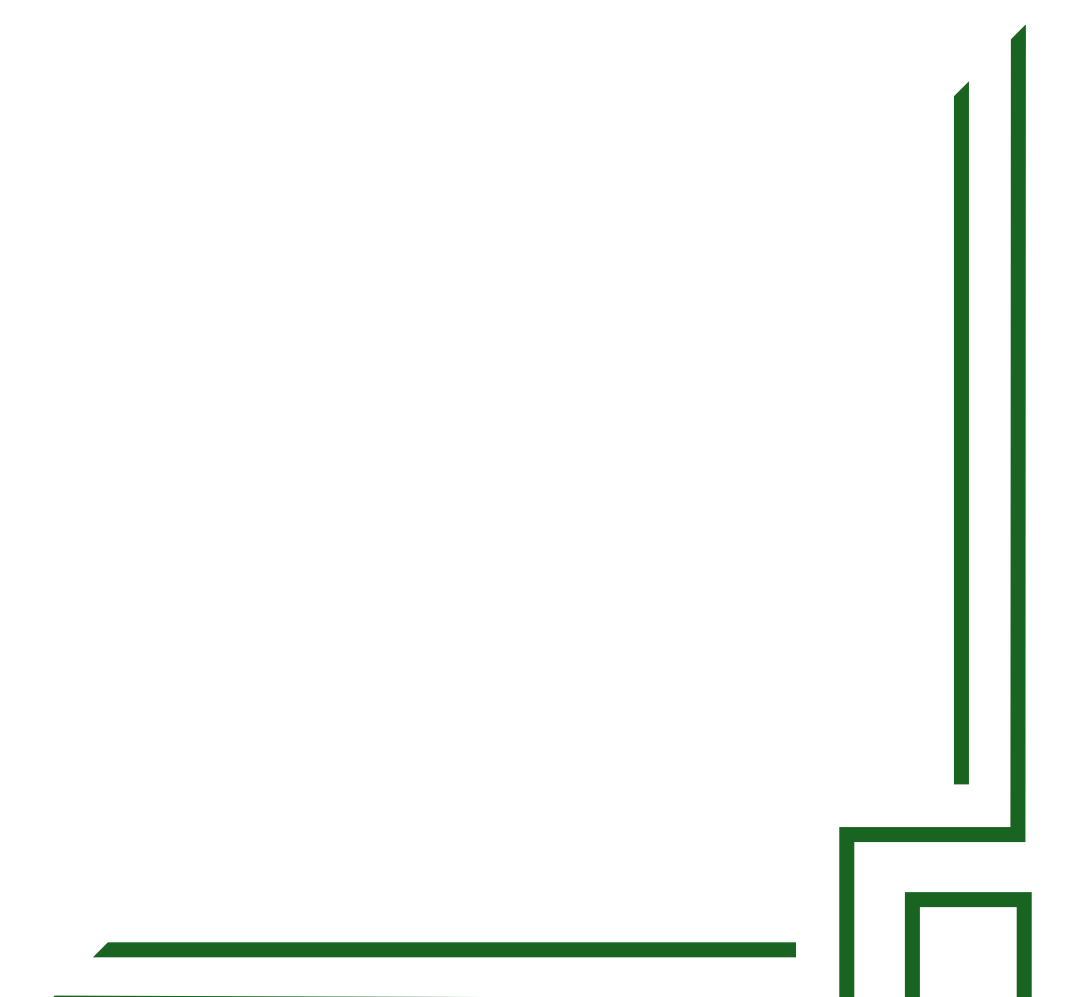
-
- ```
graph TD; A[TOTAL POPULATION] --> B[1.4 BILLION]; B --> C[GEOGRAPHIC SEGMENTATION]; C --> D[URBAN 40% 560 MILLION]; C --> E[RURAL 60% 840 MILLION]; D --> F[INCOME SEGMENTATION]; E --> F; F --> G1[UPPER 10% 56 MILLION]; F --> G2[MIDDLE 60% 336 MILLION]; F --> G3[LOWER 30% 168 MILLION]; F --> G4[UPPER 10% 84 MILLION]; F --> G5[MIDDLE 50% 420 MILLION]; F --> G6[LOWER 40% 336 MILLION]; G1 --> H[OBESITY PREVALENCE]; G2 --> H; G3 --> H; G4 --> H; G5 --> H; G6 --> H; H --> I[MEDICAL ELIGIBILITY]; I --> J1[UPPER 60% 6.72 MILLION]; I --> J2[MIDDLE 50% 25.2 MILLION]; I --> J3[LOWER 40% 3.36 MILLION]; I --> J4[UPPER 50% 4.2 MILLION]; I --> J5[MIDDLE 40% 8.4 MILLION]; I --> J6[LOWER 20% 0.67 MILLION]; J1 --> K[AFFORDABILITY]; J2 --> K; J3 --> K; J4 --> K; J5 --> K; J6 --> K; K --> L[EXPECTED ADOPTION RATE]; L --> M1[UPPER 80% 4.83 MILLION]; L --> M2[MIDDLE 60% 10.58 MILLION]; L --> M3[LOWER 40% 0.67 MILLION]; L --> M4[UPPER 0% 0]; M1 --> N[TOTAL URBAN]; M2 --> N; M3 --> N; M4 --> N; N --> O[16.09 MILLION]; O --> P[16,094,400];
```
- The flowchart illustrates the segmentation process for a target population of 1.4 billion, leading to a final target of 16,094,400. The process is as follows:
- TOTAL POPULATION**: 1.4 BILLION
  - GEOGRAPHIC SEGMENTATION**:
    - URBAN (40%)**: 560 MILLION
    - RURAL (60%)**: 840 MILLION
  - INCOME SEGMENTATION**:
    - UPPER (10%)**: 56 MILLION
    - MIDDLE (60%)**: 336 MILLION
    - LOWER (30%)**: 168 MILLION
    - UPPER (10%)**: 84 MILLION
    - MIDDLE (50%)**: 420 MILLION
    - LOWER (40%)**: 336 MILLION
  - OBESITY PREVALENCE**:
    - UPPER (20%)**: 11.2 MILLION
    - MIDDLE (15%)**: 50.4 MILLION
    - LOWER (5%)**: 8.4 MILLION
    - UPPER (10%)**: 8.4 MILLION
    - MIDDLE (5%)**: 21 MILLION
    - LOWER (1%)**: 3.36 MILLION
  - MEDICAL ELIGIBILITY**:
    - UPPER (60%)**: 6.72 MILLION
    - MIDDLE (50%)**: 25.2 MILLION
    - LOWER (40%)**: 3.36 MILLION
    - UPPER (50%)**: 4.2 MILLION
    - MIDDLE (40%)**: 8.4 MILLION
    - LOWER (20%)**: 0.67 MILLION
  - AFFORDABILITY**:
    - UPPER (90%)**: 6.04 MILLION
    - MIDDLE (70%)**: 17.64 MILLION
    - LOWER (50%)**: 1.68 MILLION
    - UPPER (10%)**: 0.42 MILLION
    - MIDDLE (0%)**: 0
    - LOWER (0%)**: 0
  - EXPECTED ADOPTION RATE**:
    - UPPER (80%)**: 4.83 MILLION
    - MIDDLE (60%)**: 10.58 MILLION
    - LOWER (40%)**: 0.67 MILLION
    - UPPER (0%)**: 0
  - TOTAL URBAN**: 16.09 MILLION
  - Final Target**: 16,094,400



# GUESSTIMATES

---

## ACCENTURE



# NUMBER OF CANDLES SOLD IN ASSAM DURING DIWALI

Accenture

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**



## ASSUMPTIONS

- 1

Assam has a total population of approximately 35 million people.
- 2

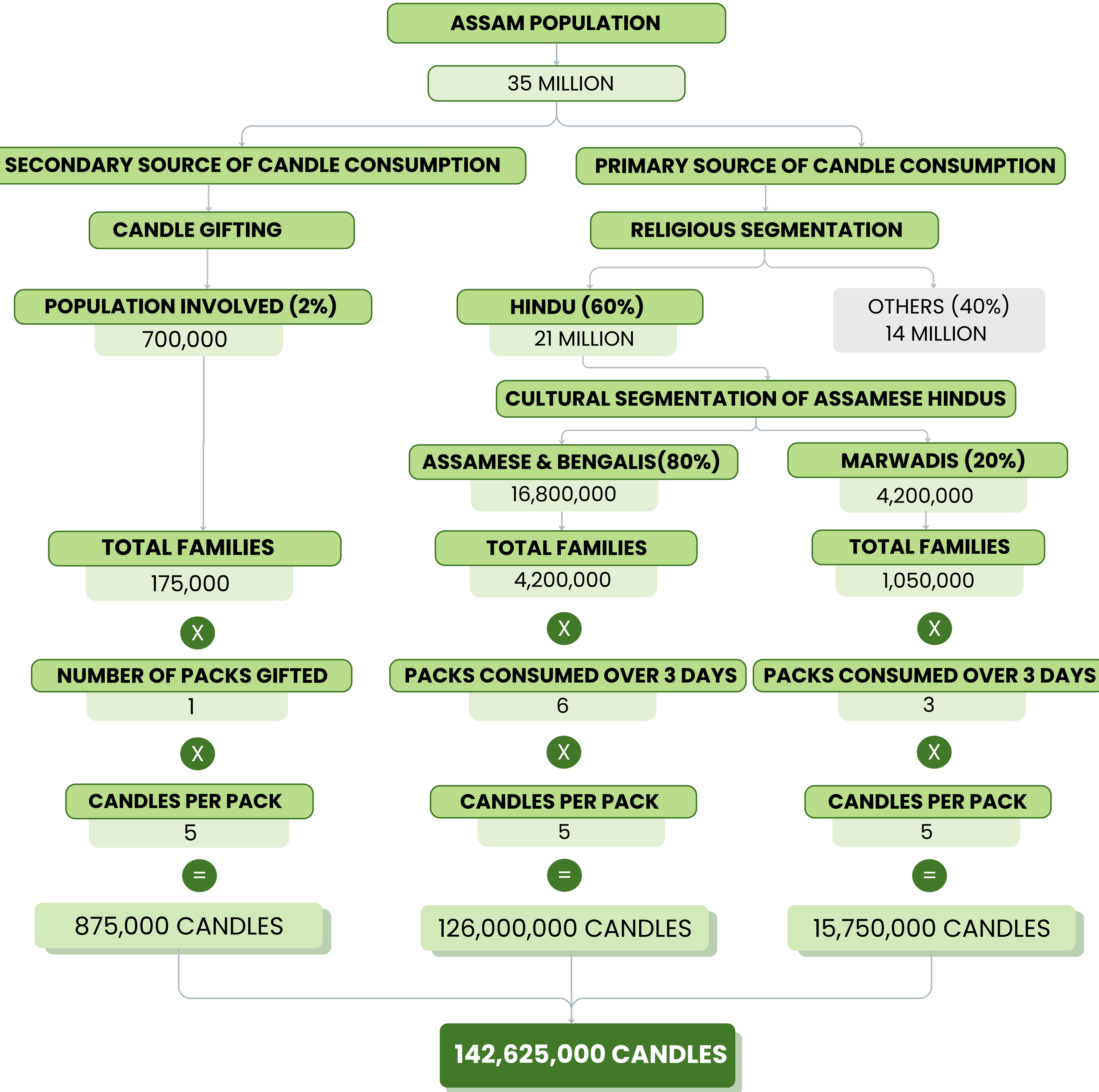
About 60% of the population is Hindu, forming the relevant consumer base for Diwali candles.
- 3

Hindu population is divided into Assamese and Bengalis (80%) and Marwadis (20%).
- 4

Consumption is 2 packs per day for Assamese and Bengalis and 1 for Marwadis, with 5 candles per pack.
- 5

Diwali lasts 3 days, with population converted into households using an average family size of 4.
- 6

An additional 2% of the population is assumed to buy candles for gifting.



# NUMBER OF PIZZAS SOLD IN DELHI PER MONTH

Accenture

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

## ASSUMPTIONS

- 1

Delhi has a total population of approximately 30 million people.
- 2

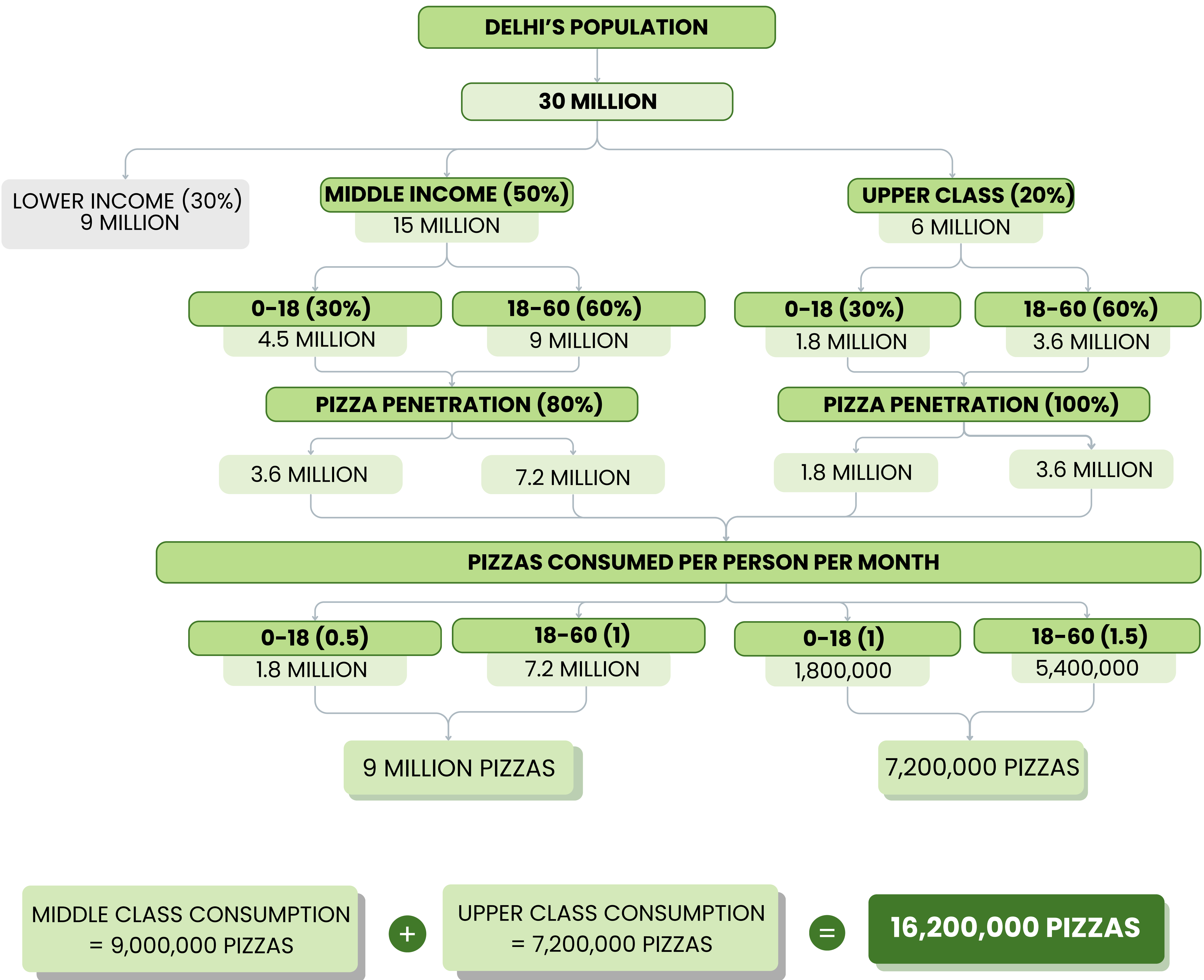
The population is split by income into 20% high income, 50% middle income, and 30% low income.
- 3

The low income group is assumed not to consume pizza due to affordability constraints.
- 4

The population is split by age into 0 to 18 years, 18 to 60 years, and 60+ years, with the 60+ group excluded.
- 5

Pizza consumption is assumed only for middle & high income groups, with penetrations of 80% and 100%.
- 6

Monthly consumption is assumed at 0.5 to 1 pizza for children and 1 to 1.5 pizzas for adults.



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

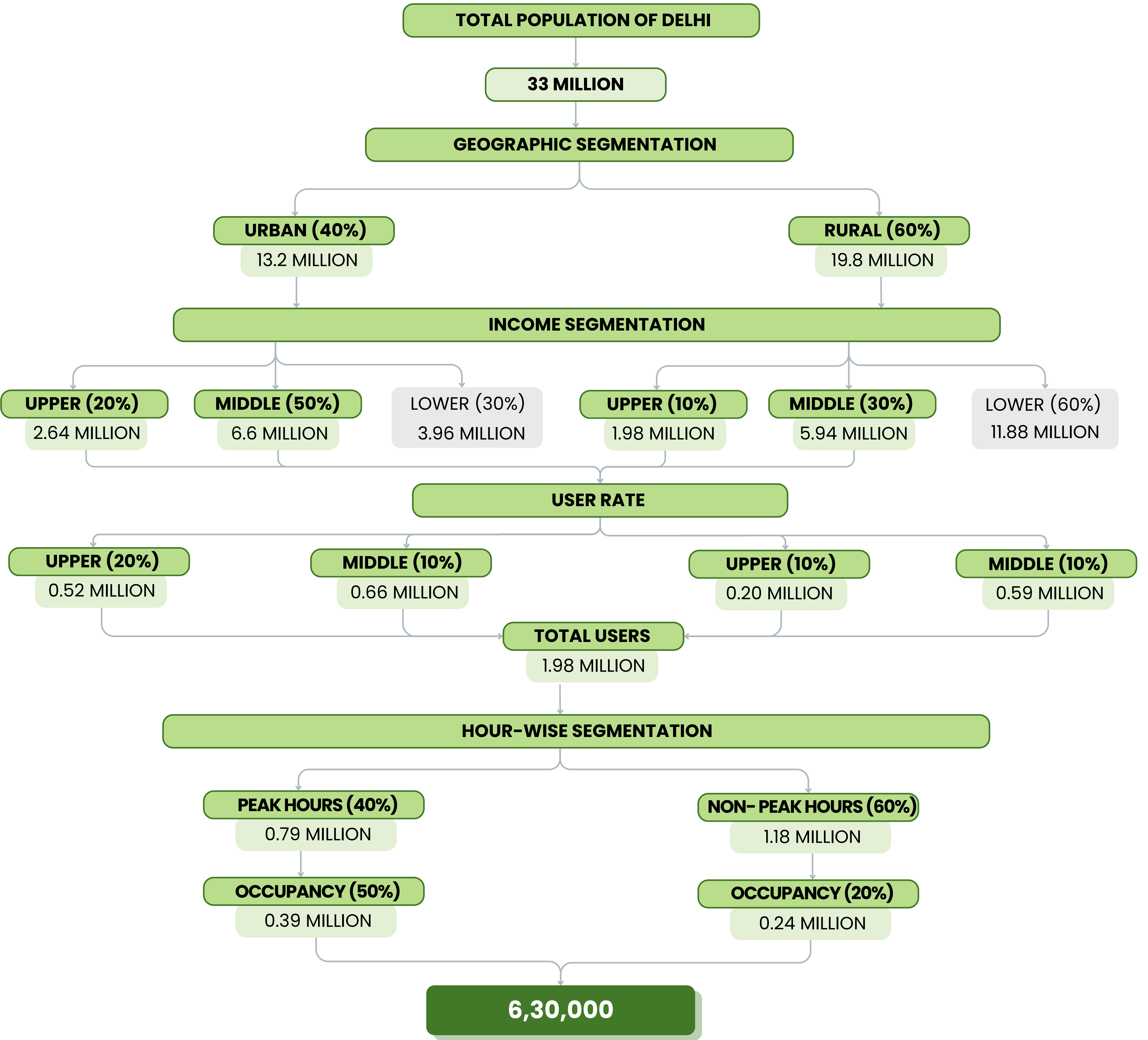


ASSUMPTIONS

- 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.



NO. OF CABS USED IN  
A DAY  
= 6,30,000

÷

NO. OF RIDES PER  
CAB IN A DAY  
= 10

=

63,000

# NUMBER OF USED TYRES IN DELHI

Accenture

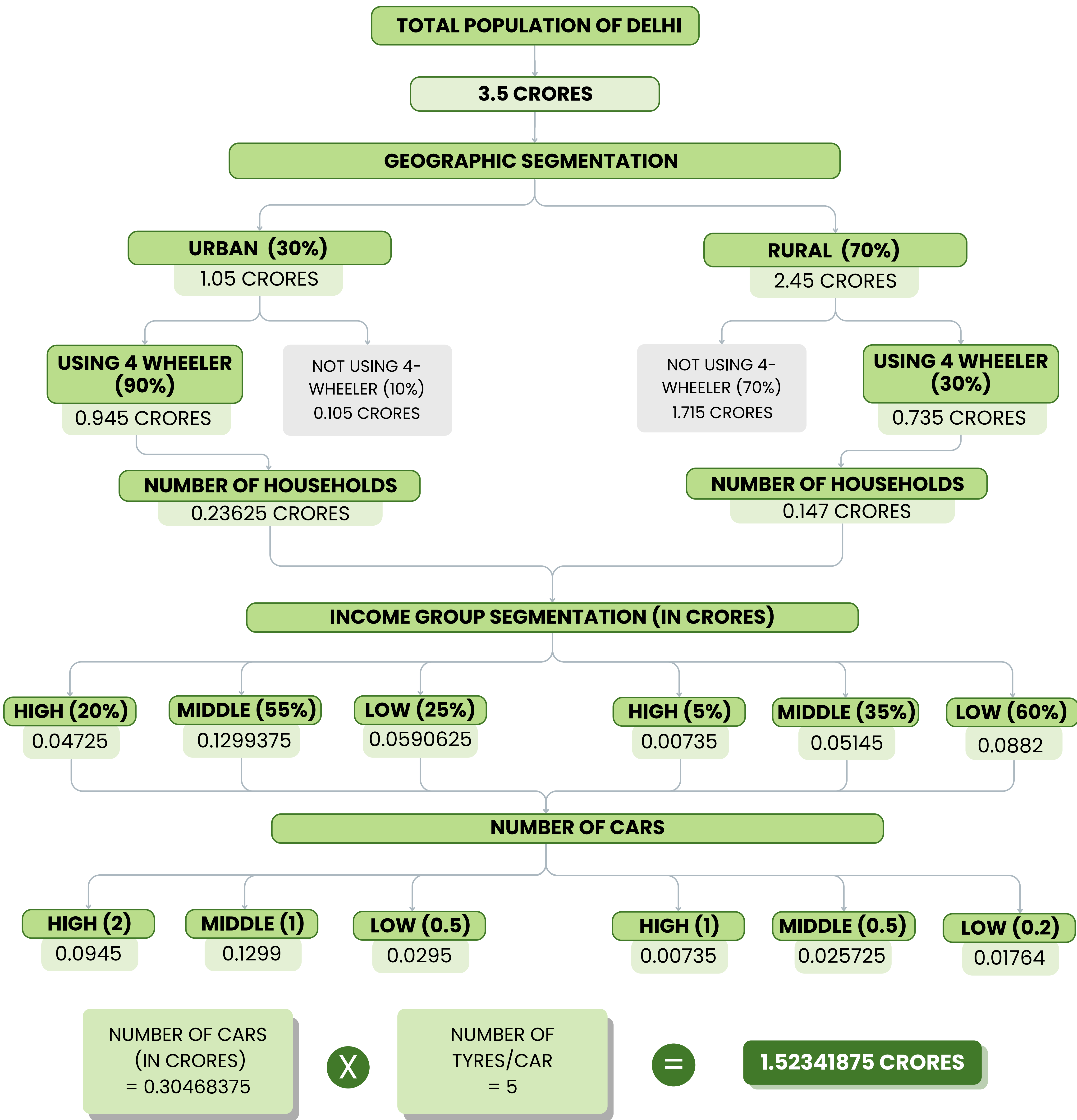
 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

## ASSUMPTIONS

- 1 The average size of a family is assumed to be 4 members in urban areas and 5 members in rural areas.

2 Car ownership rates are segmented on the basis of income.
- 3 Every four-wheeler is assumed to be having a spare tyre.



# NUMBER OF USERS WHO JOINED INSTAGRAM IN THE LAST YEAR

Accenture

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

## ASSUMPTIONS

- 1

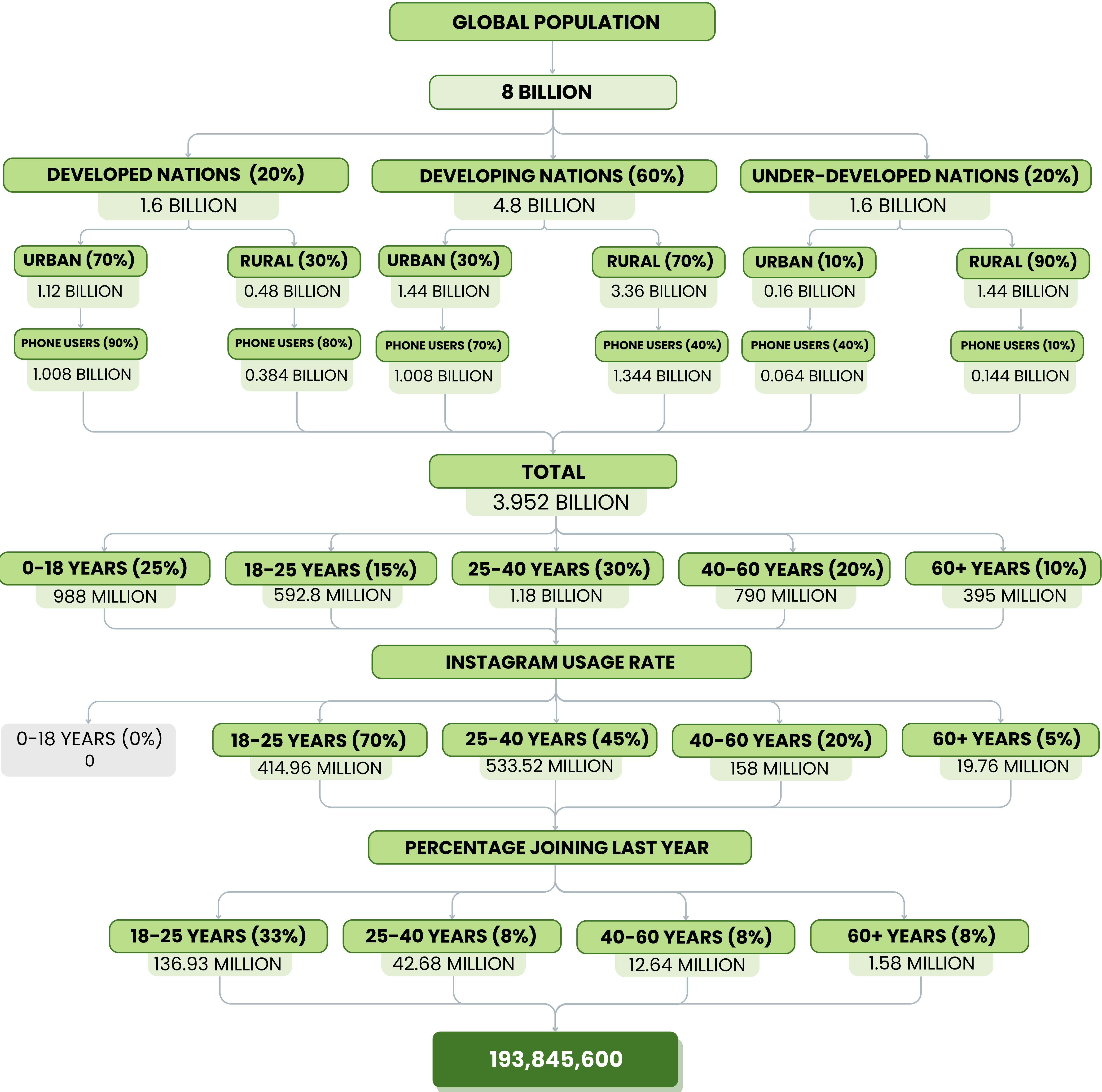
Developed (70/30), Developing (30/70), and Under-developed (10/90) urban-rural splits are assumed based on infrastructure levels.
- 2

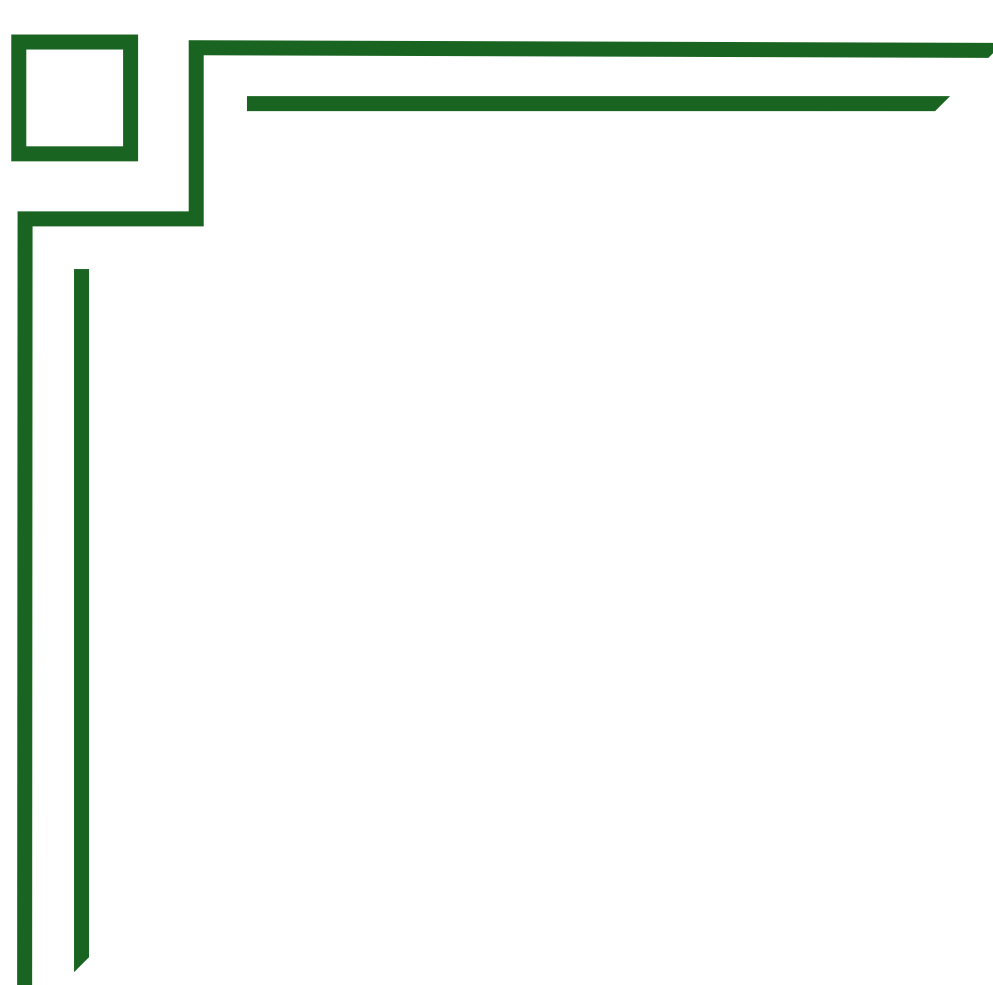
Smartphone penetration rates vary by geography and development level, ranging from 90% to 10%.
- 3

The 0-18 age group is excluded, assuming negligible Instagram presence.
- 4

Instagram penetration among smartphone users is assumed at 70% for 18-25, 45% for 25-40, 20% for 40-60, and 5% for 60+.
- 5

Only first-time users are considered, with 33% addition for 18-25 and 8% for other age groups.

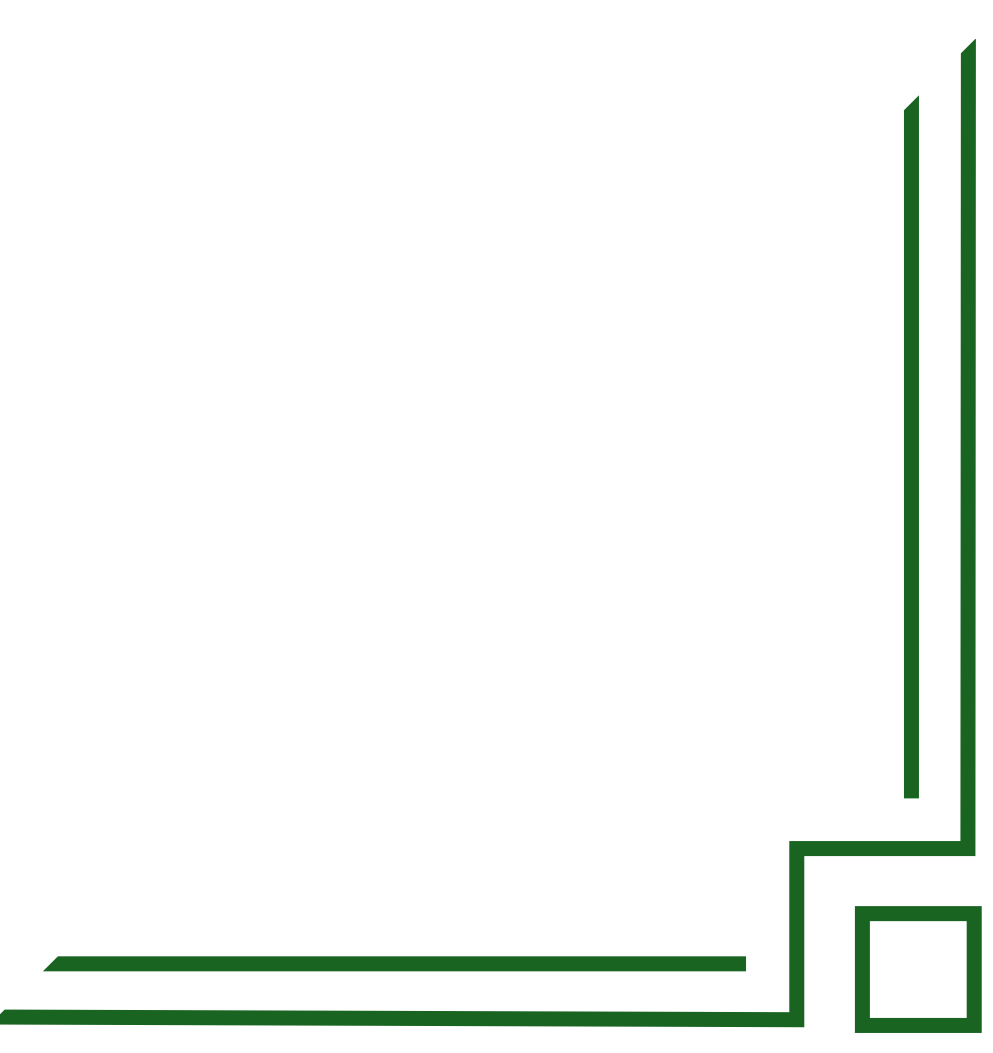




# GUESSTIMATE

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## KEPLER CANNON



# MARKET SIZE OF SKIN CARE INDUSTRY IN INDIA



## ASSUMPTIONS

- 1

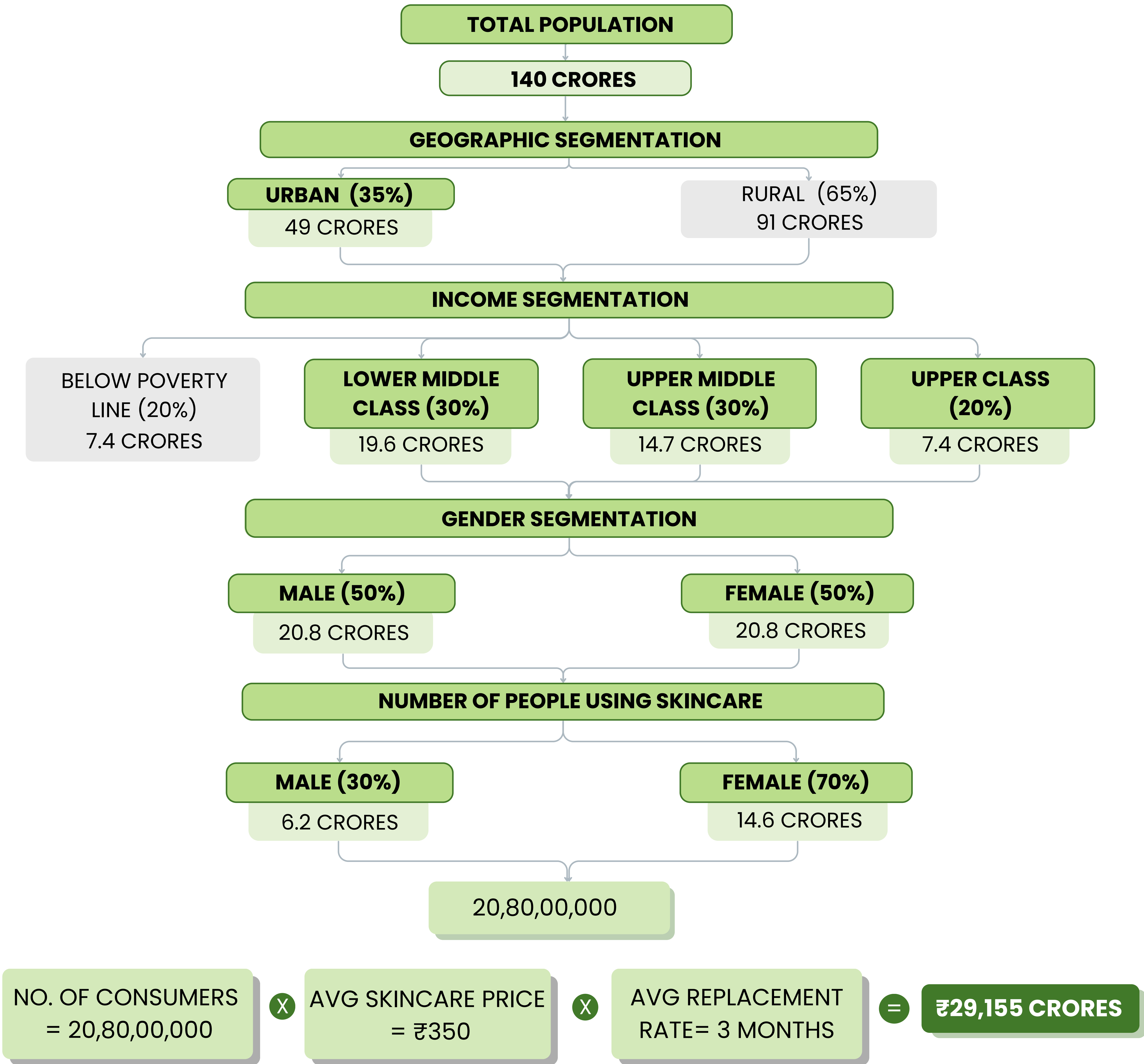
The population below poverty is assumed to not use skin care entirely.
- 2

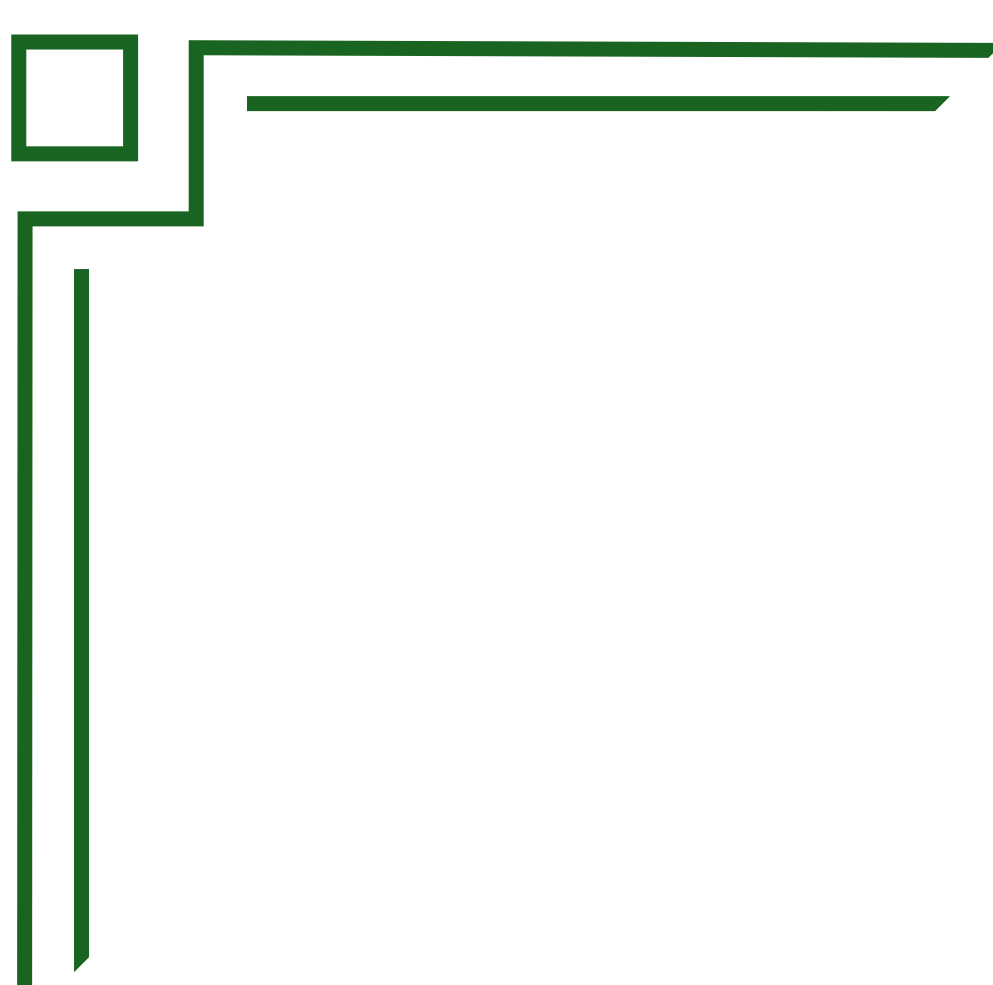
Skincare is treated as an individual product rather than household product, avoiding the need to divide by average family size of four.
- 3

The average replacement rate of the skincare product is 3 months at an average price of ₹350.
- 4

70% of females use skincare whereas only 30% of males use skincare.
- 5

The entire rural population is assumed to not use skincare, reasoning that skincare penetration is low in rural areas due to higher costs and preference for traditional Ayurvedic products like Multani Mitti and Neem leaves.

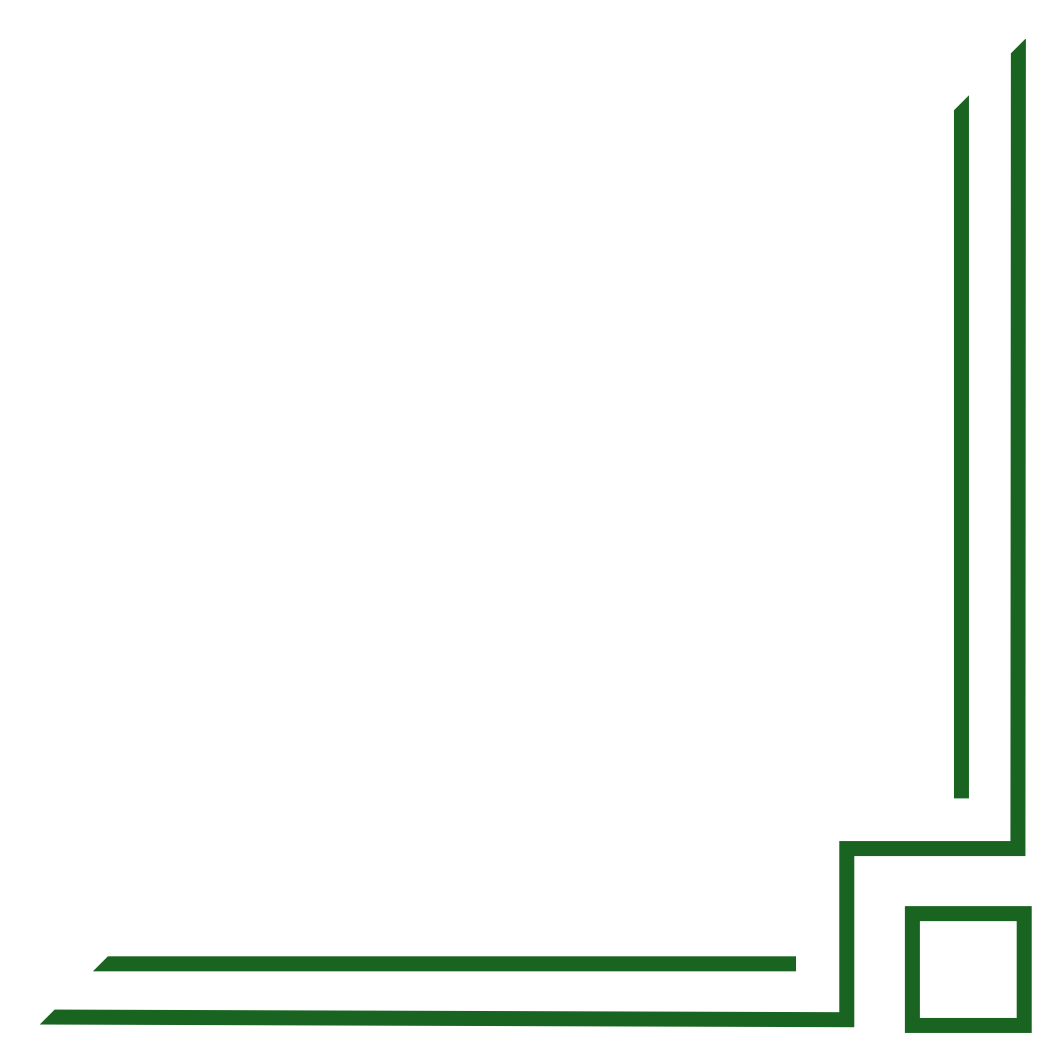




# GUESSTIMATE

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**FTI CONSULTING**



# WEEKLY REVENUE OF AN AVERAGE URBAN INDIAN CINEMA

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**



## ASSUMPTIONS

- 1

There are 4 shows: morning, noon, evening, and night.
- 2

The first two shows are non-peak hours, while the last two are the peak hours.
- 3

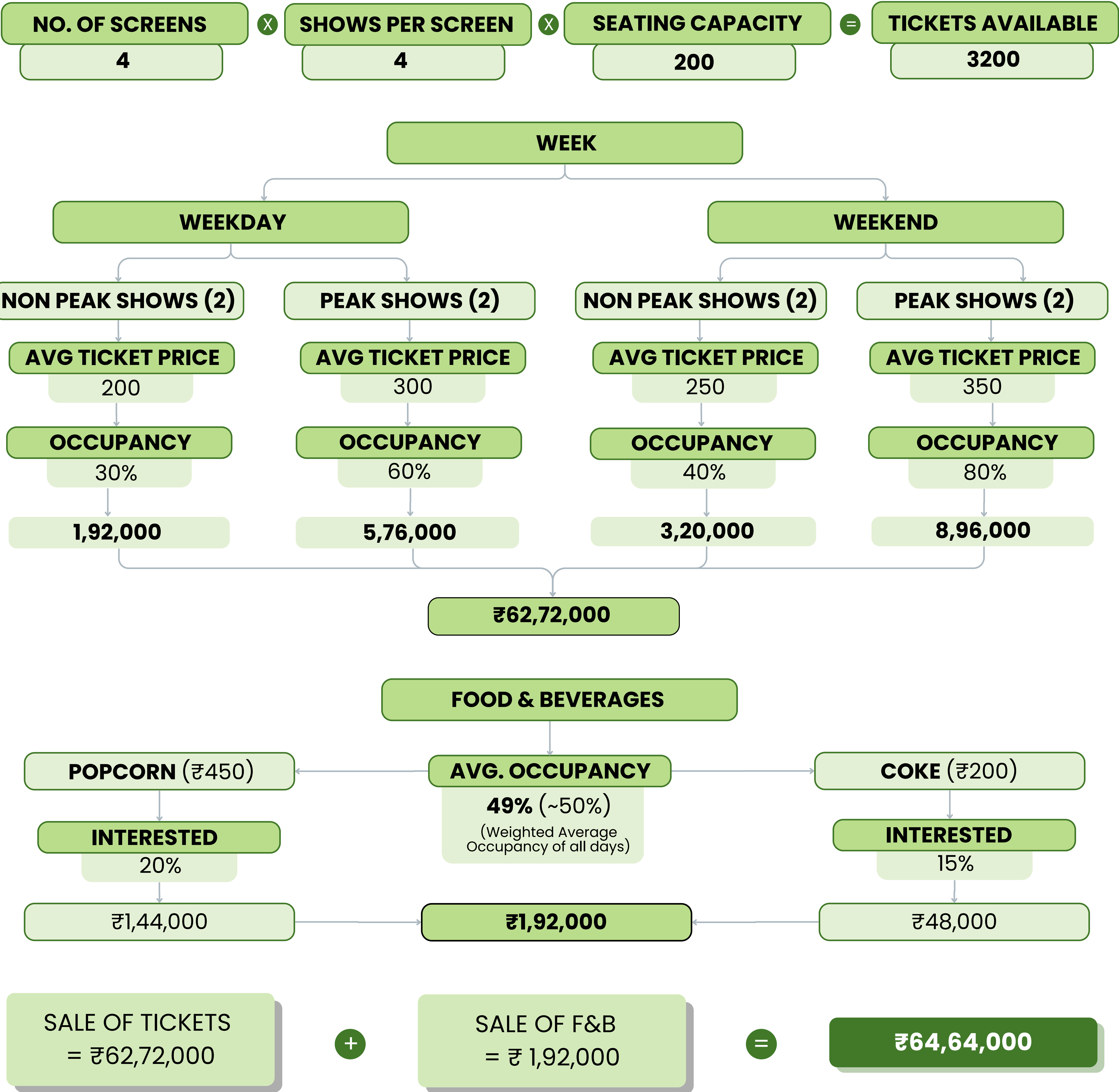
The ticket price for the peak-hour shows is higher than that for non-peak hour shows.
- 4

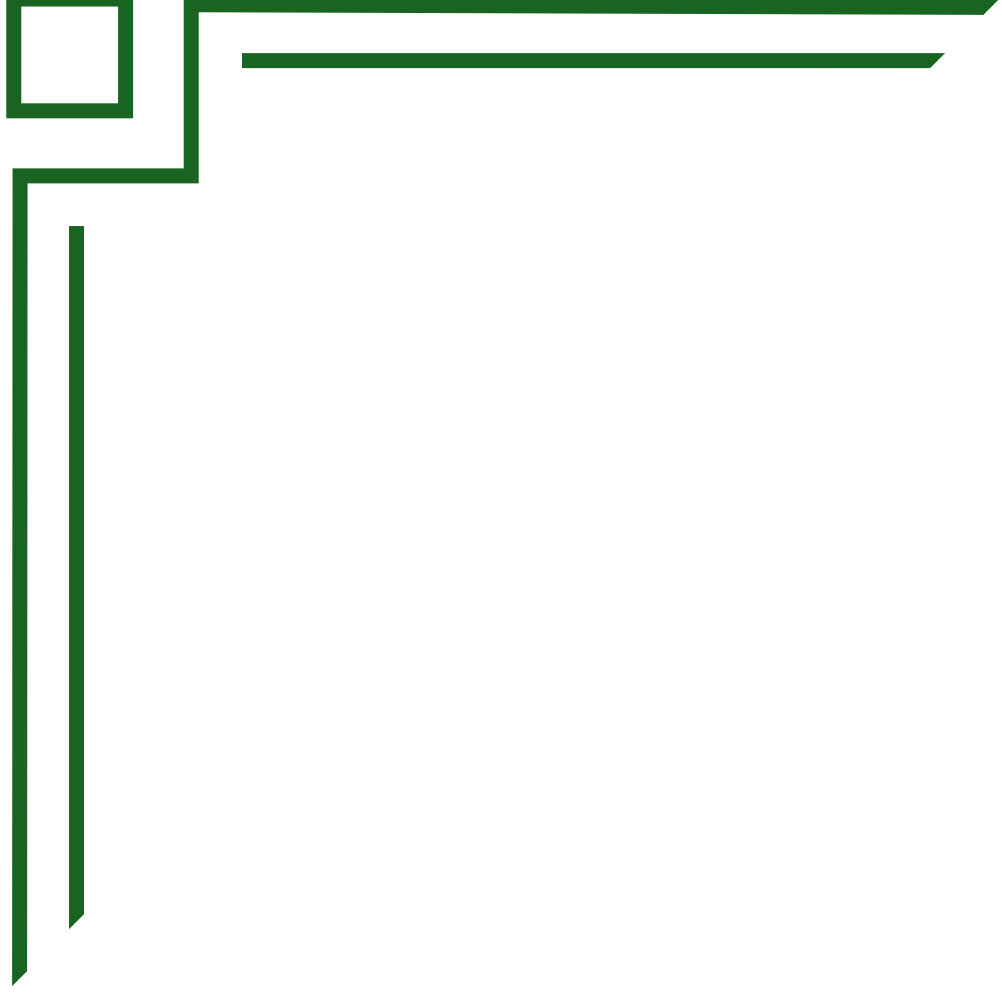
Similarly, the ticket price on weekends is higher than that on weekdays.
- 5

Only two food items are considered- Popcorn (₹450) and Coke (₹200).
- 6

It is assumed that a group of 4-5 people share one tub of popcorn, and not all people are willing to buy it in the first place.
- 7

Average occupancy rate is calculated as the weighted average occupancy of weekends and weekdays.

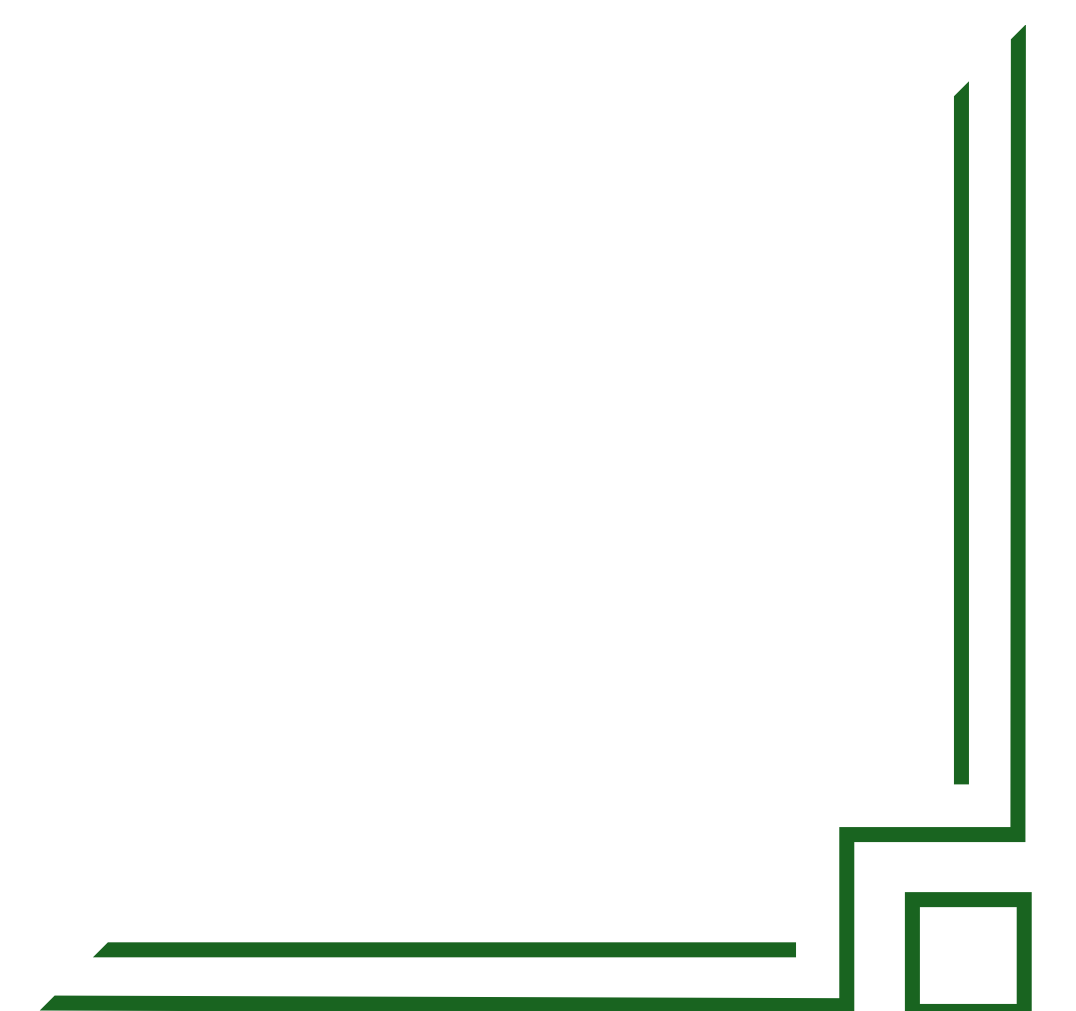




# GUESSTIMATES

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**INDUS INSIGHTS**



# WEEKLY FOOD REVENUE OF A BOWLING ALLEY IN DELHI

## ASSUMPTIONS

- 1

The bowling alley is a small establishment located in a moderately busy area of Delhi, and operates for 10 hours a day.
- 2

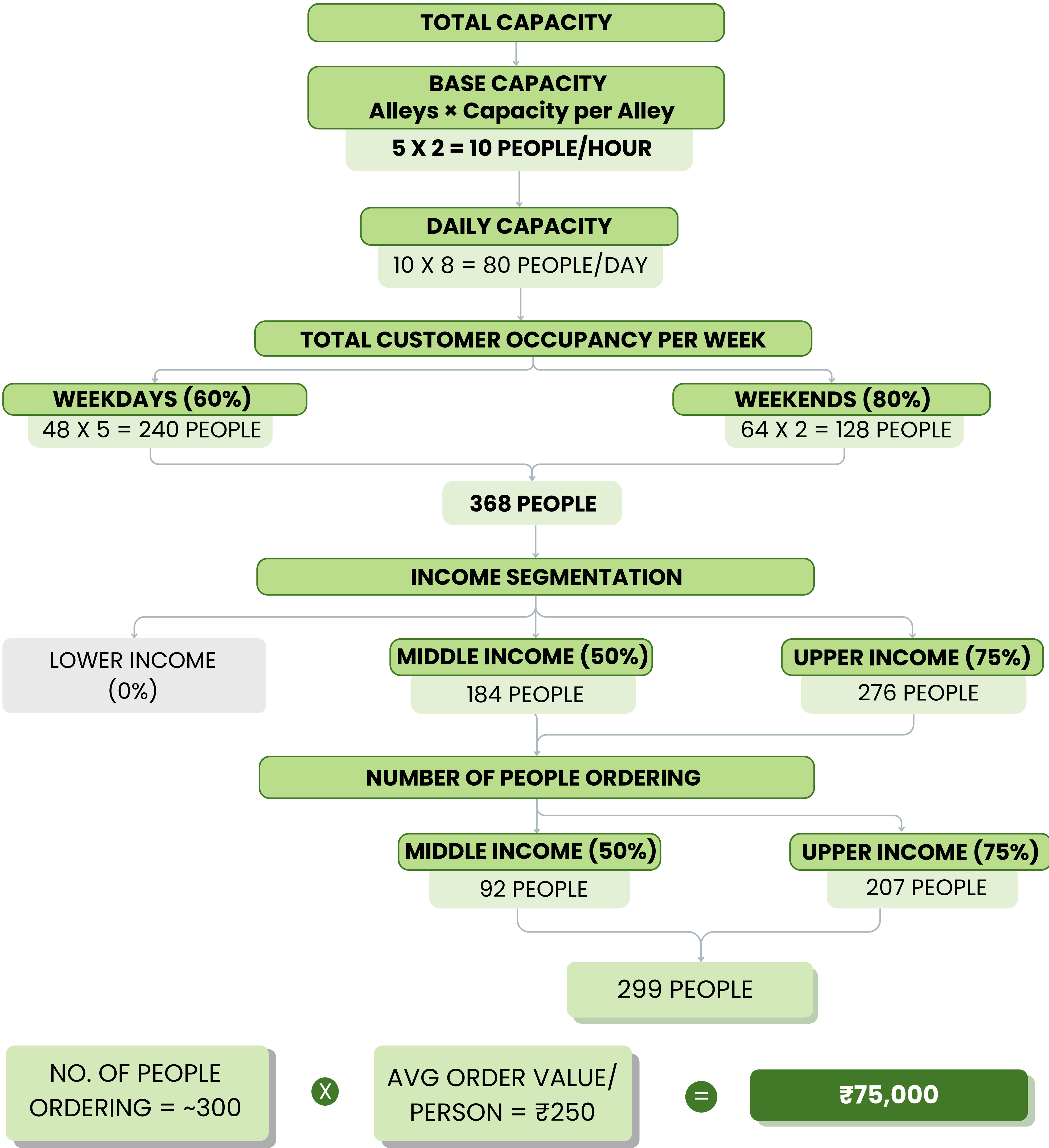
There are five bowling lanes in the alley, and each lane accommodates two people playing for approximatel an hour per game.
- 3

Customer footfall averages 60% of full capacity on weekdays and 80% on weekends.
- 4

Customers are 50% upper-income and 50% middle-income; lower-income groups avoid it due to pricing.
- 5

Due to premium pricing, only 75% of upper-income and 50% of middle-income customers buy food.
- 6

The average spend comes out to approximately ₹250 per person



# WEEKLY COMMUTE TIME FOR OFFICE-GOERS IN DELHI



ASSUMPTIONS

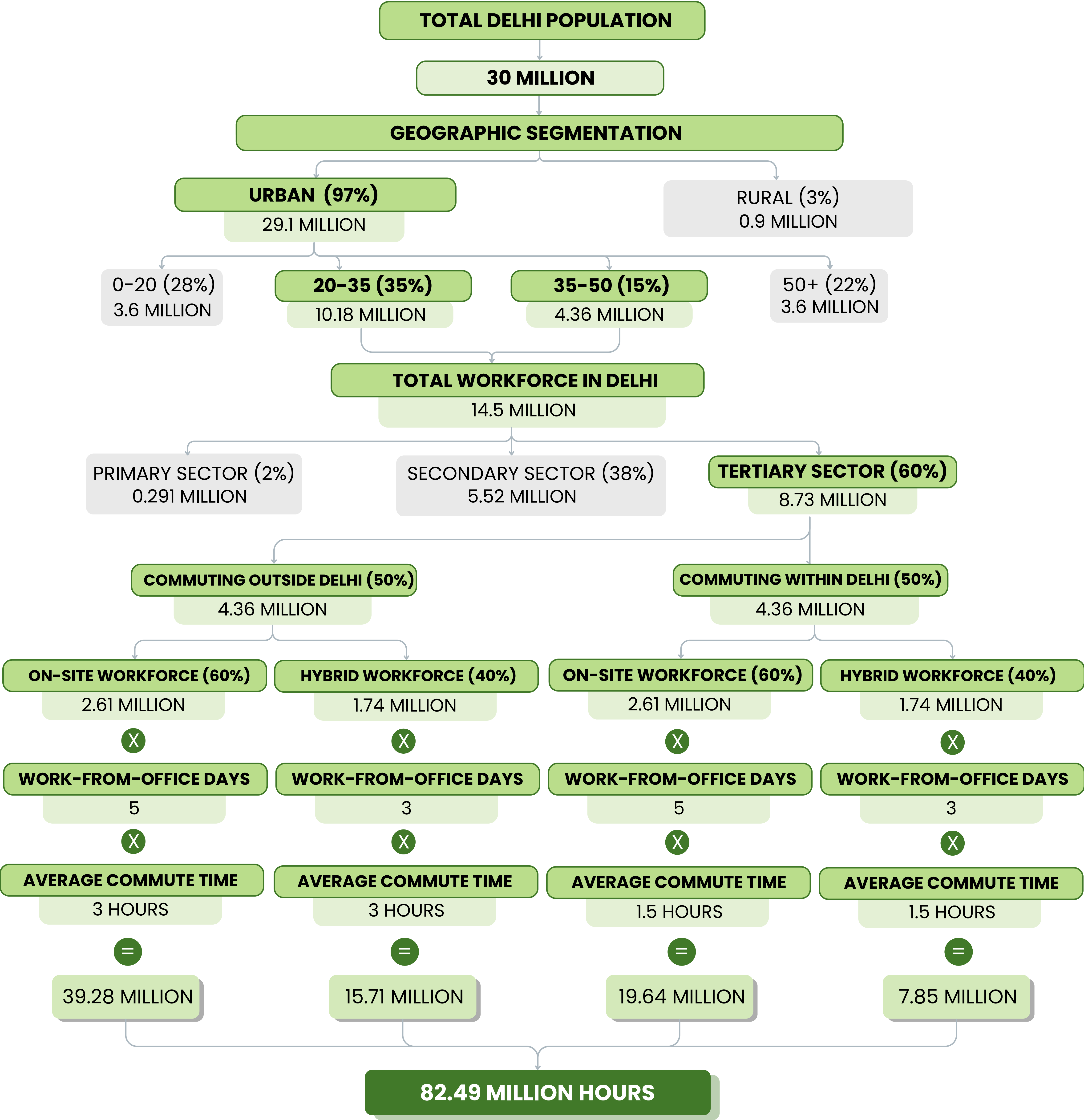
- 1

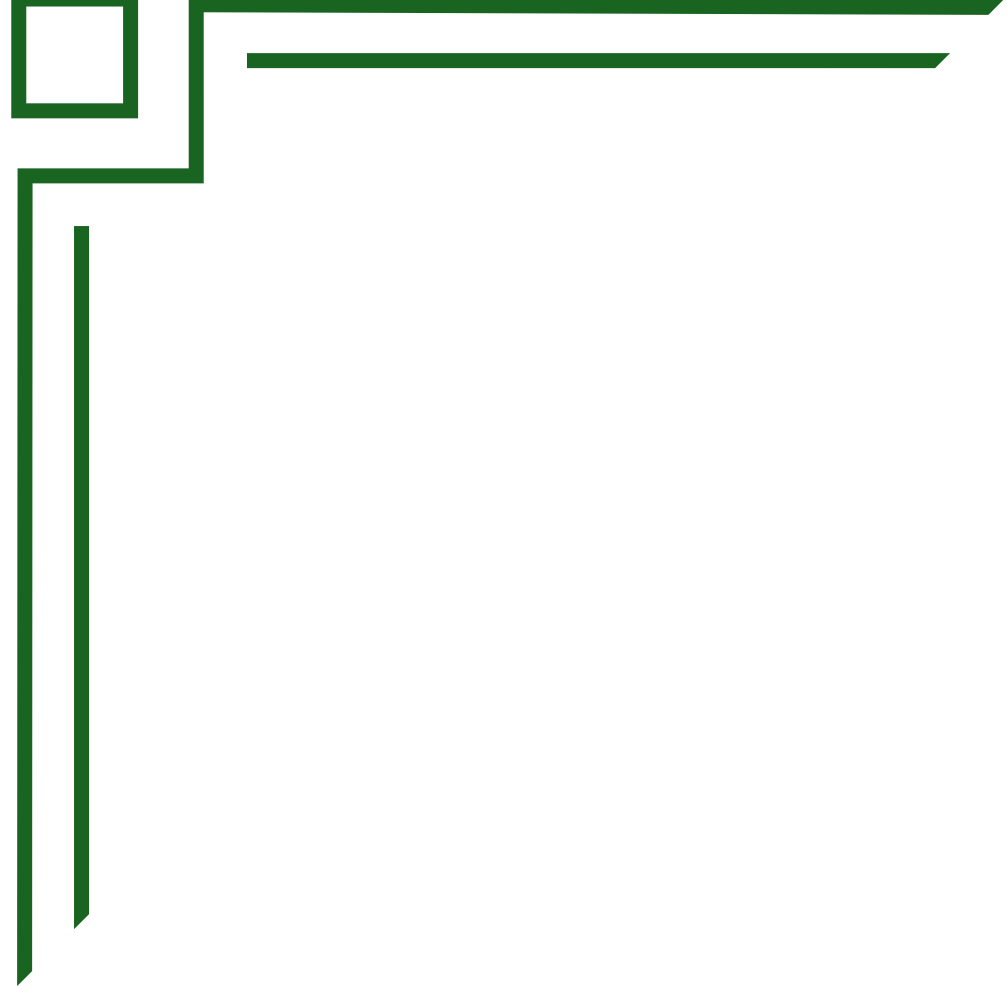
Time taken in one way commute from Delhi to the satellite towns of Faridabad, Gurugram or Noida = 1.5 hours (3 hours per day).
- 2

Only workers in the Tertiary sector are assumed to be office go-ers.
- 3

50% of the workforce commutes outside Delhi and 50% commutes within Delhi.
- 4

40% of the companies follow a hybrid model with a 3-day in-office work mandate.

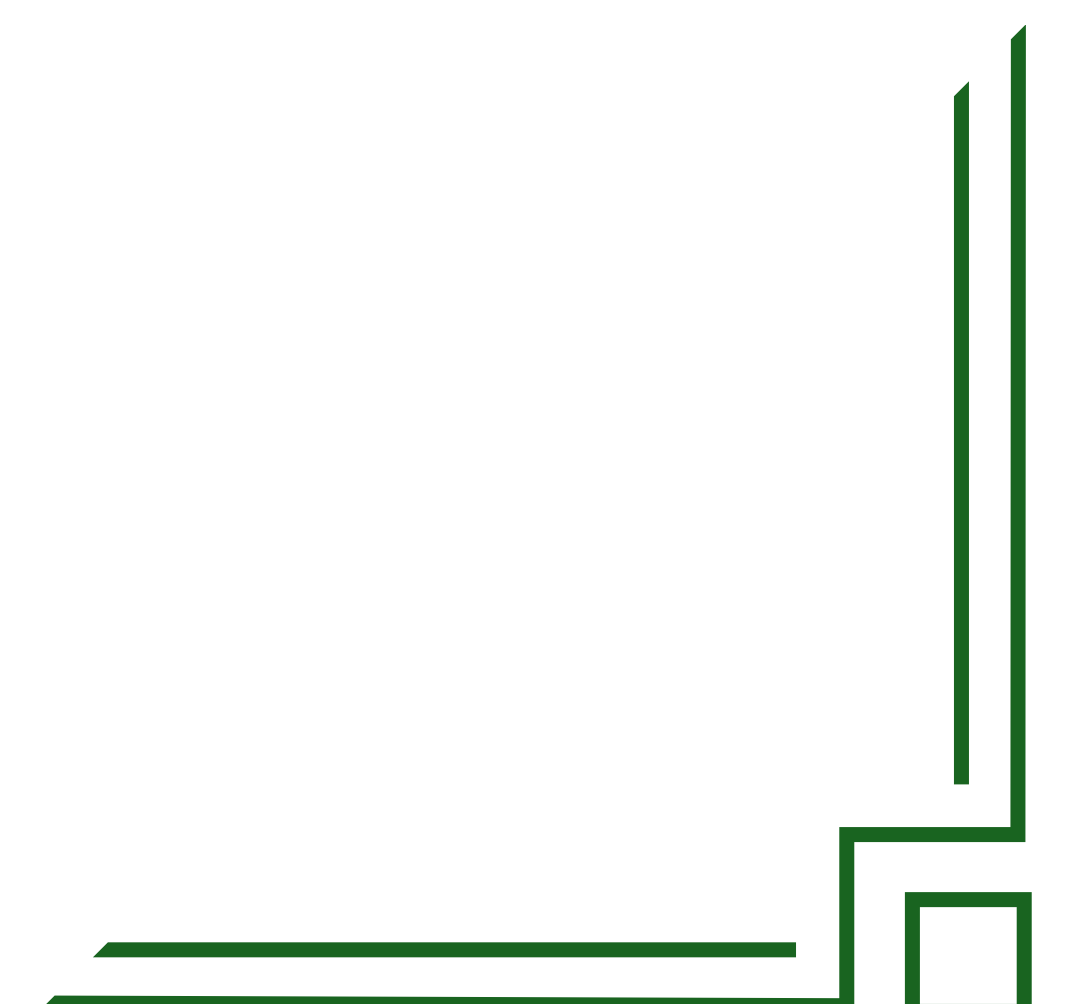




# GUESSTIMATES

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**BAIN CAPABILITY NETWORK**



# REVENUE OF A DELHI-GURGAON TOLL PLAZA IN A DAY

 Bain Capability Network

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

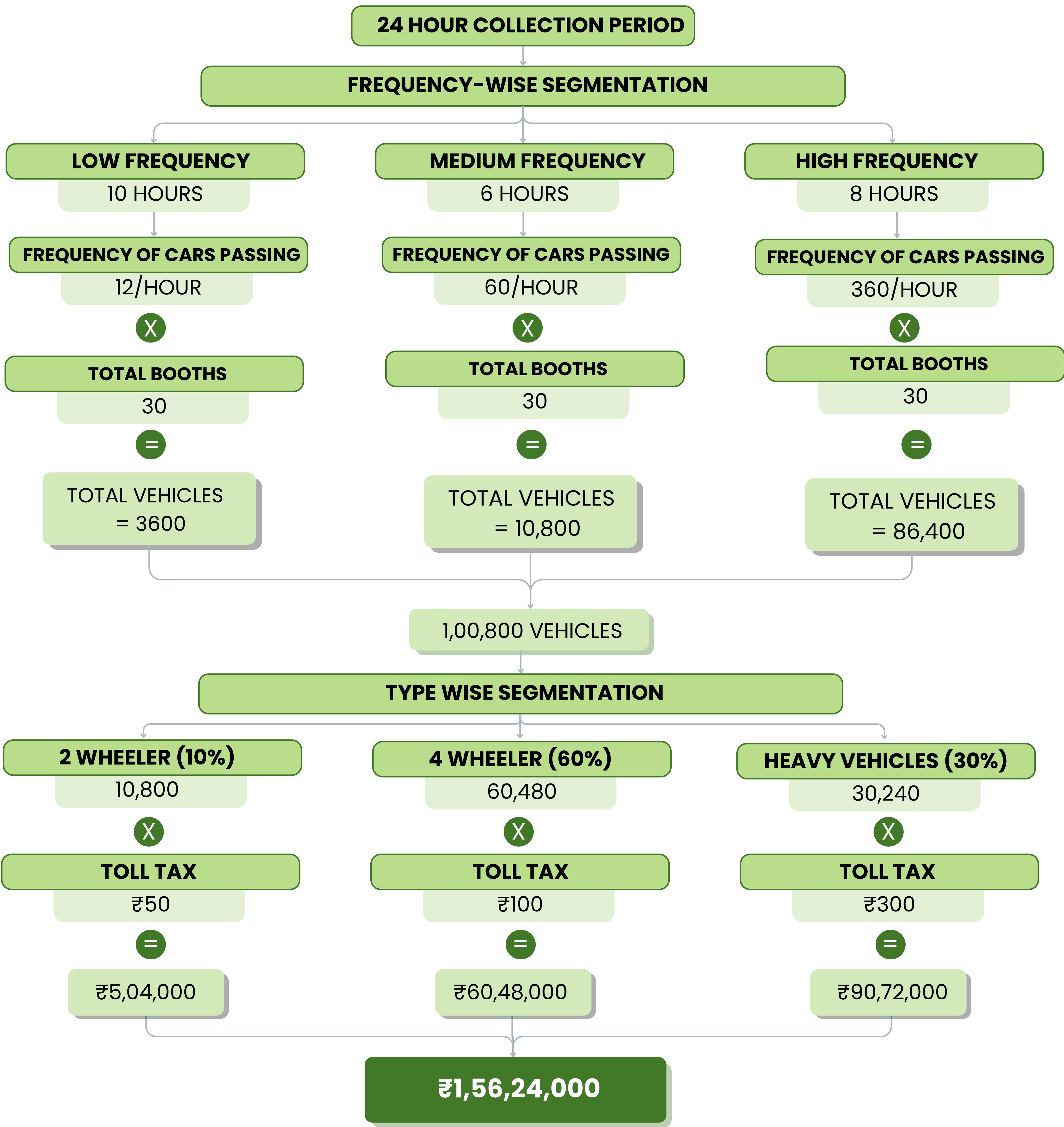


## ASSUMPTIONS

- 1 The toll plaza is assumed to be fully operational 24 hours a day, processing the vehicles.

2 A vehicle passes by every 5 minutes, 1 minute and every 10 seconds through one of the booths in low, ledium and high frequency hours resepectively.
- 3 Assume there are 15 booths for Delhi-Gurgaon and 15 booths for Gurgaon-Delhi.

4 We assume a day has 10 low, 6 medium, and 8 high-frequency hours.



# NUMBER OF ORDERS PLACED ON SWIGGY IN DELHI IN A DAY

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**



ASSUMPTIONS

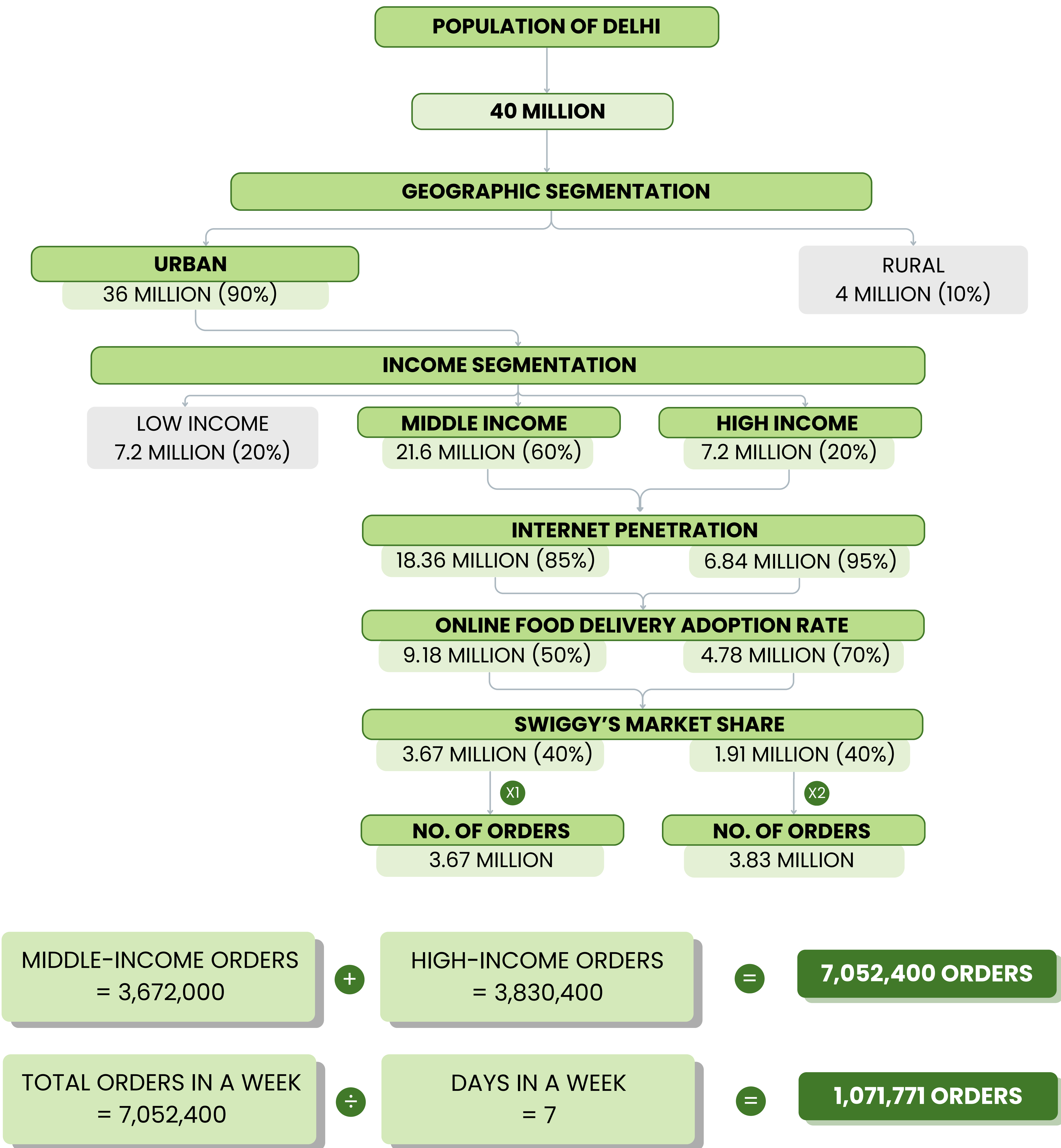
- 1

Rural part of Delhi population will not prefer food delivery platforms.
- 2

Low income population in the urban areas will not use food delivery platforms.
- 3

The middle-income class population will place only 1 order and the high-income class population will place 2 orders in a week.
- 4

Market Share of Swiggy is assumed to be 40%.



# NUMBER OF CREDIT CARDS IN INDIA



## ASSUMPTIONS

- 1

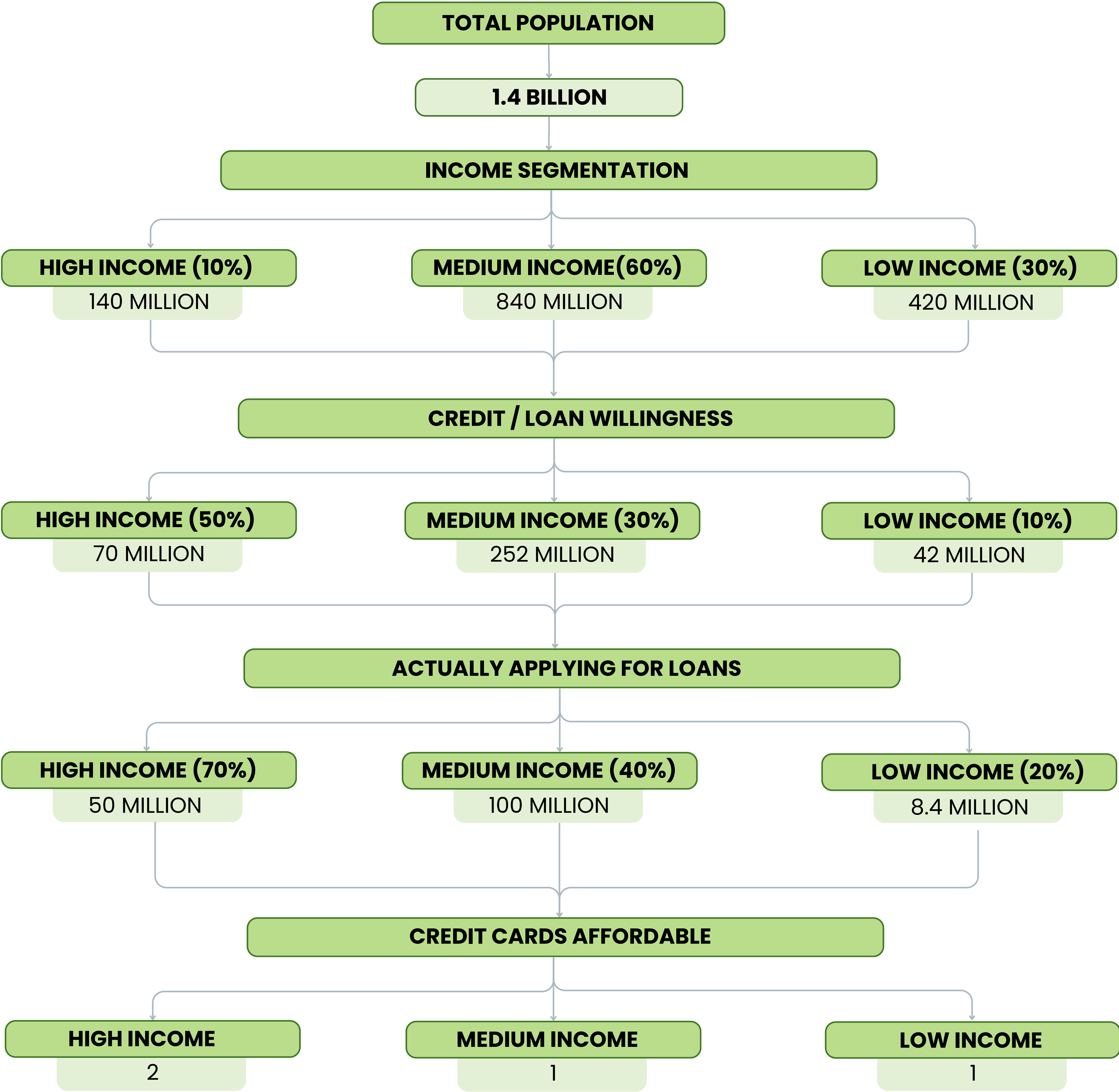
Includes all the credit cards taken by Indians, not just the active ones.
- 2

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

Low-income earners would prefer informal loans over credit cards.
- 4

The percentage of working women in the high and low-income categories is higher compared to the middle-income category.
- 5

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



Approach continued on the next page.

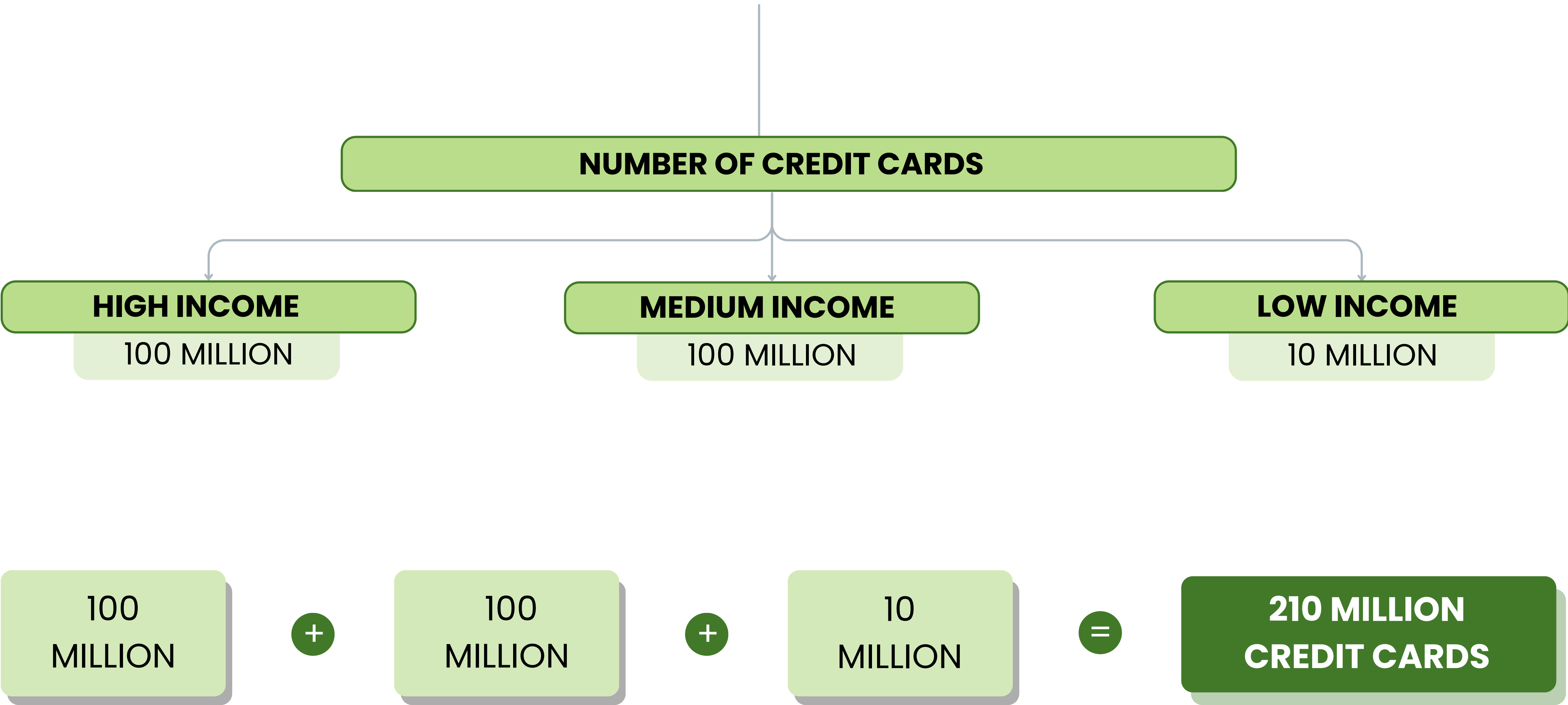
# NUMBER OF CREDIT CARDS IN INDIA

 Bain Capability Network

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

## CONTINUED APPROACH



# NUMBER OF OUTSTANDING EDUCATION LOANS IN INDIA

 Bain Capability Network

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

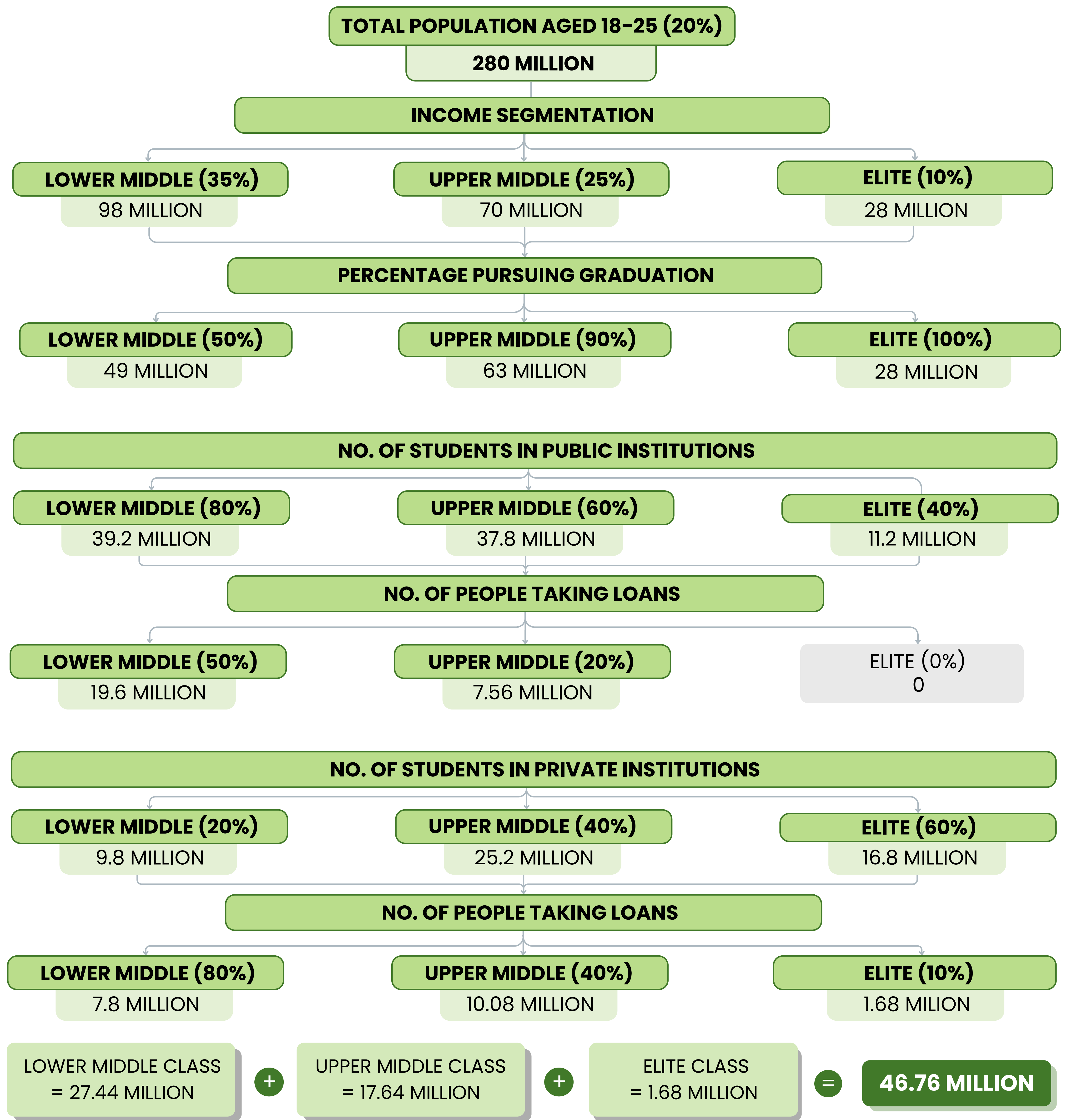


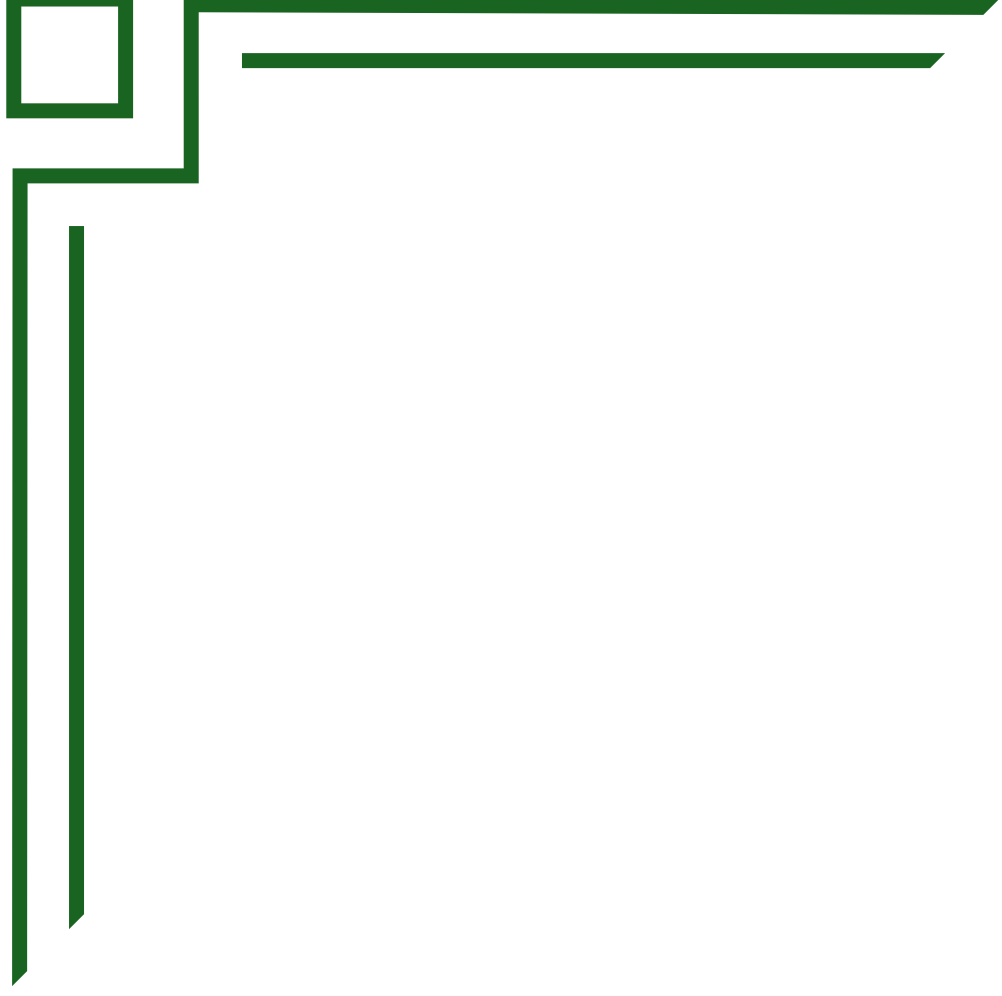
## ASSUMPTIONS

- 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.

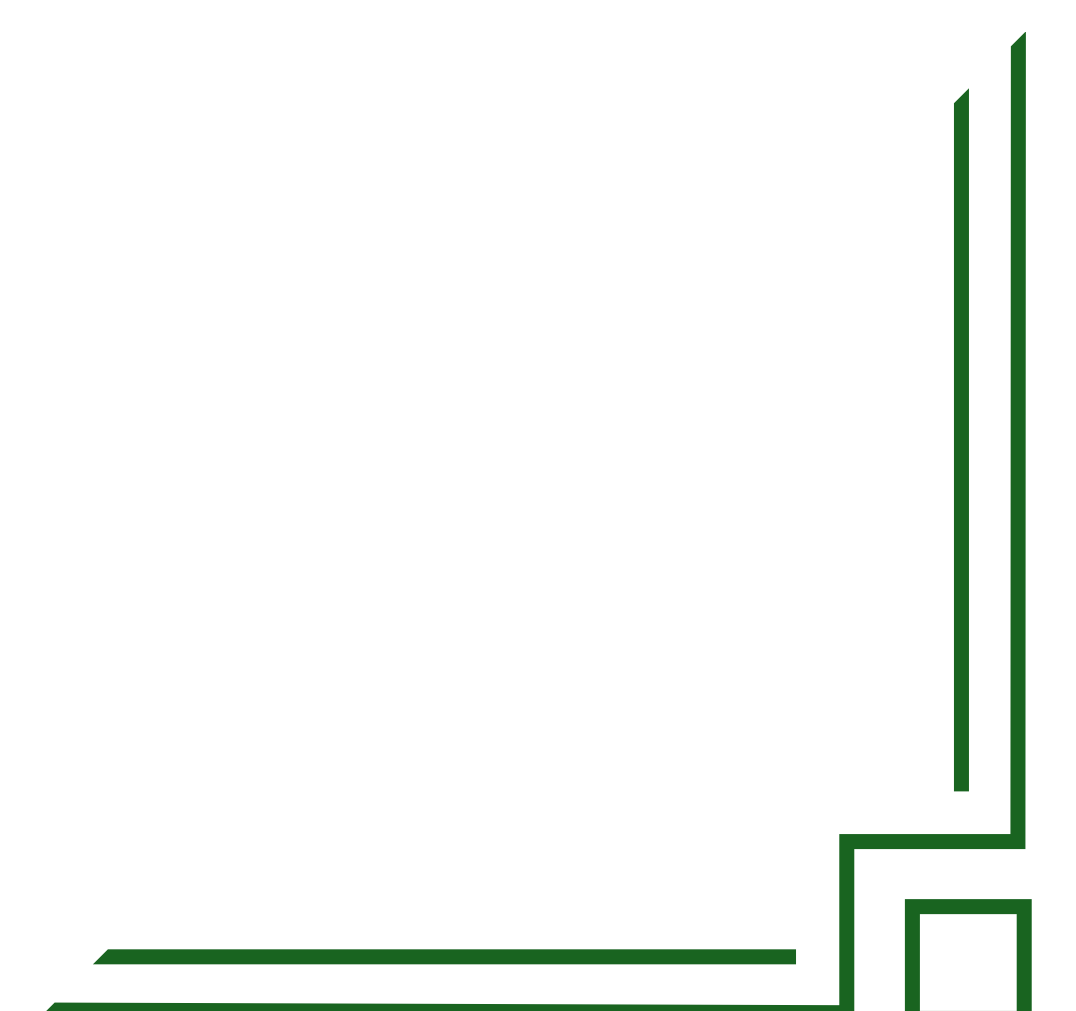




# GUESSTIMATES

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**NATION WITH NAMO**



# NUMBER OF BURGERS CONSUMED PER DAY IN DELHI

 Nation with Namo

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**



## ASSUMPTIONS

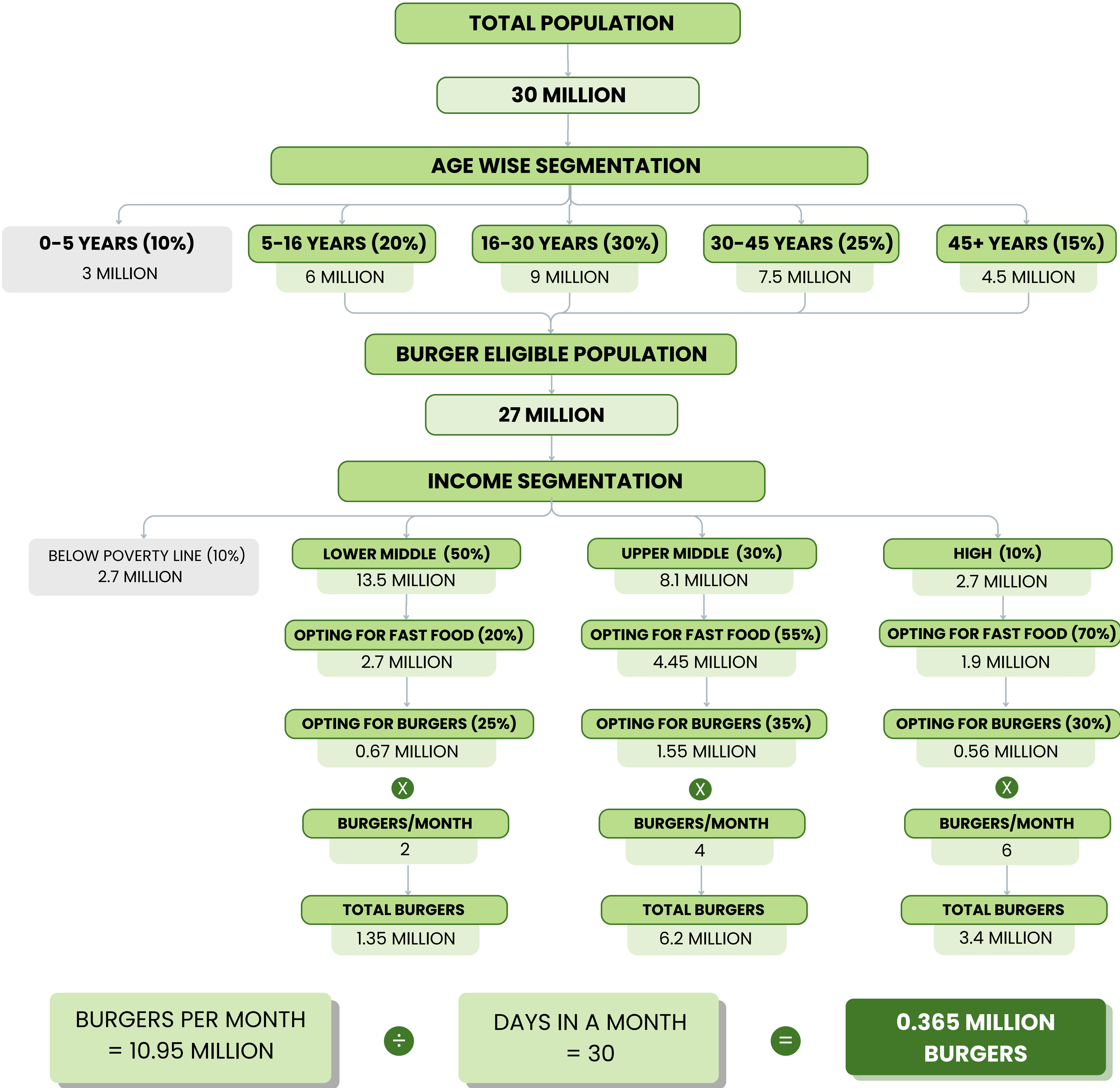
- 1

Children aged 0–5 are excluded from burger consumption
- 2

Fast-food consumption varies by income, with higher income segments having higher frequency and penetration.
- 3

Not all fast-food consumers eat burgers, so a fixed percentage of fast-food users is assumed to prefer burgers.
- 4

Lower Middle Class, Upper Middle Class, and High Income Class consumers eat burgers 2, 4, and 6 times a month respectively.



# DAILY NETFLIX VIEWING HOURS OF SRCC STUDENTS

Nation with Namo

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

## ASSUMPTIONS

- 1

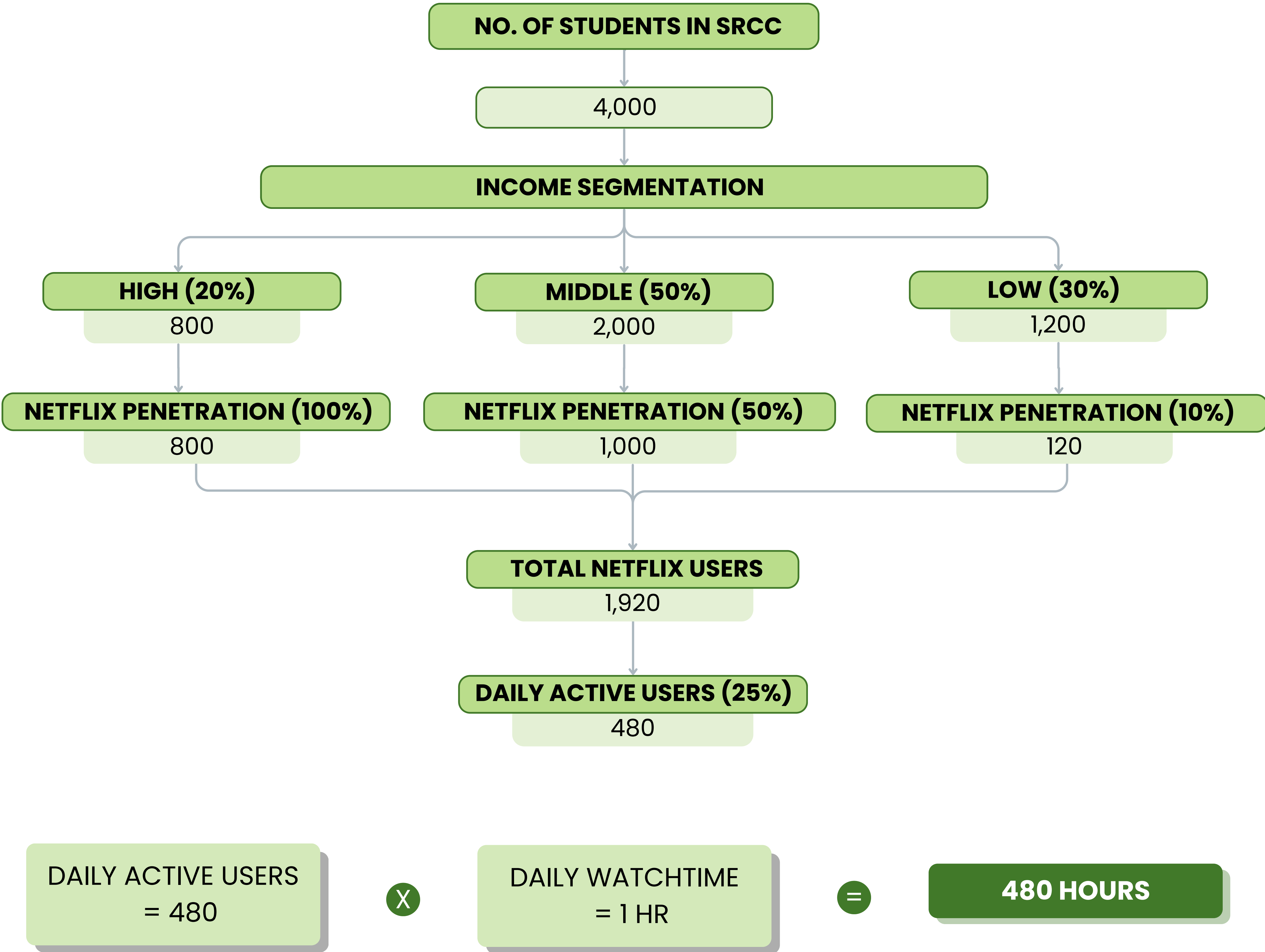
Students are segmented by income, with a larger share in middle income group.
- 2

Netflix penetration varies by income due to affordability, with highest adoption in high income group.
- 3

Students who watch Netflix spend a limited and fairly consistent amount of time per day, with an average watch time of ~1 hour per user.
- 4

Not all users watch Netflix daily, only a fraction are active on any given day (~25%).
- 5

Netflix consumption is assumed to be similar across days, with no major weekday-weekend variation.



# NUMBER OF FLIGHTS THAT TAKE OFF FROM DELHI IN A DAY

 Nation with NaMo

[Click to View Detailed Spreadsheet](#)

[Click to Go Back to Index](#)



## ASSUMPTIONS

- 1

All 3 runways of the 3 terminals of IGI airport to be used for calculation.
- 2

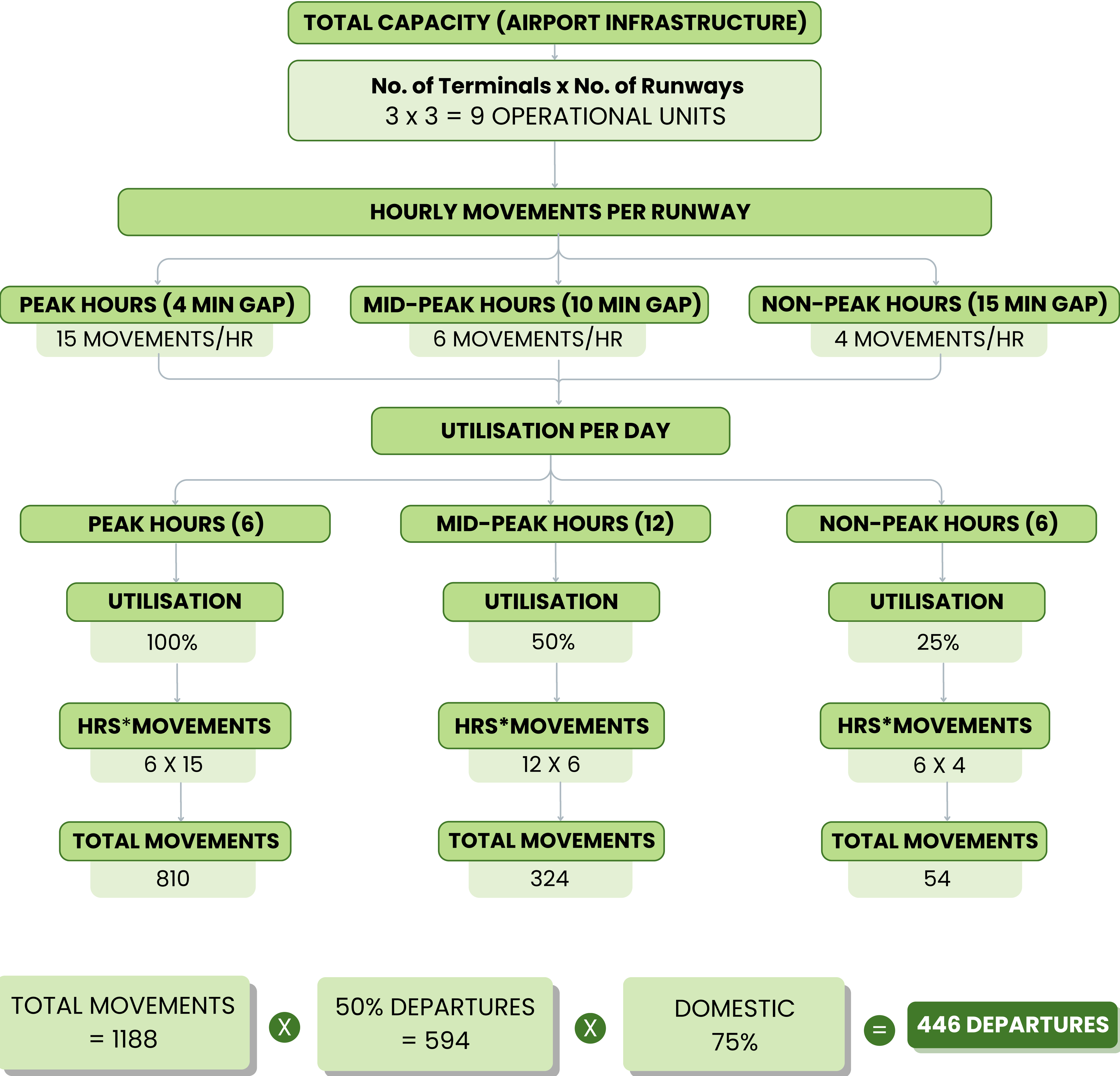
Segmentation of Hours:  
Peak Hours: 6AM-9AM, 6PM-9PM  
Mid-Peak Hours: 9AM-6PM, 9PM-12AM  
Non-Peak Hours: 12AM-6AM
- 3

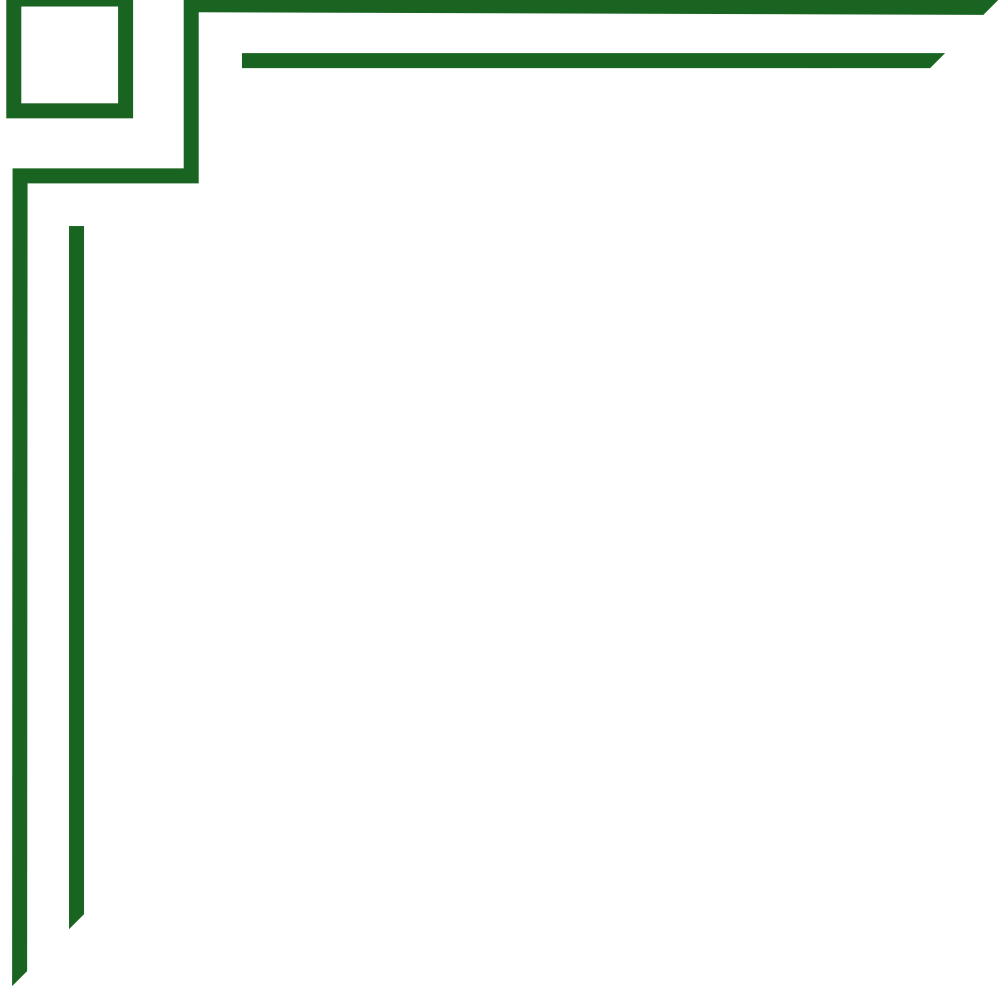
Only domestic flights taking off from Delhi are to be taken into account.
- 4

The airport remains operational for all 24 hours, everyday. Utilisation varies hour-by-hour.
- 5

Half of total flight movements are departures, the other half being arrivals.
- 6

25% of all departures are international departures, a smaller number of planes tend to carry a larger quantum of people.

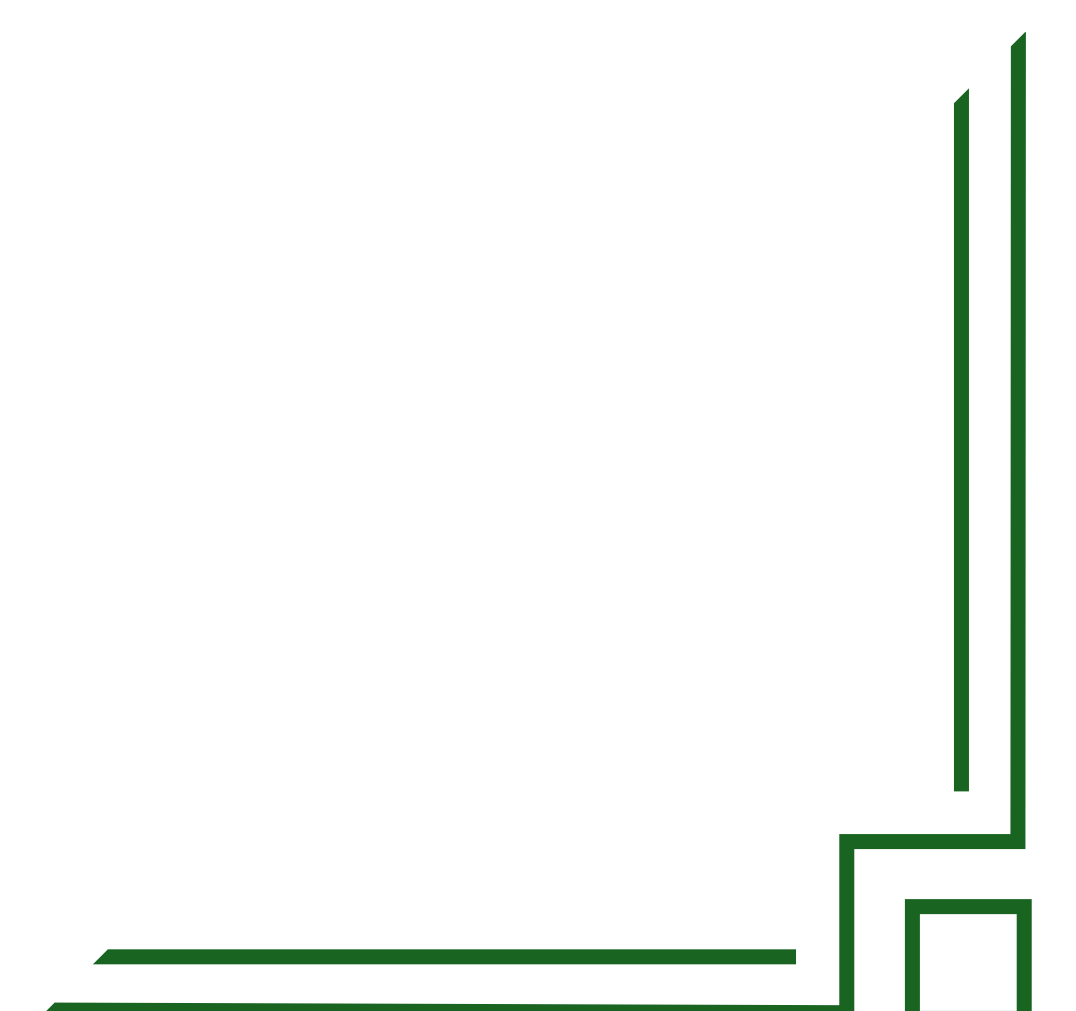




# GUESSTIMATES



**MEESHO**



# NUMBER OF TEA CUPS CONSUMED IN DELHI EACH DAY

Meesho

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

## ASSUMPTIONS

- 1

Delhi has a total population of approximately 30 million.
- 2

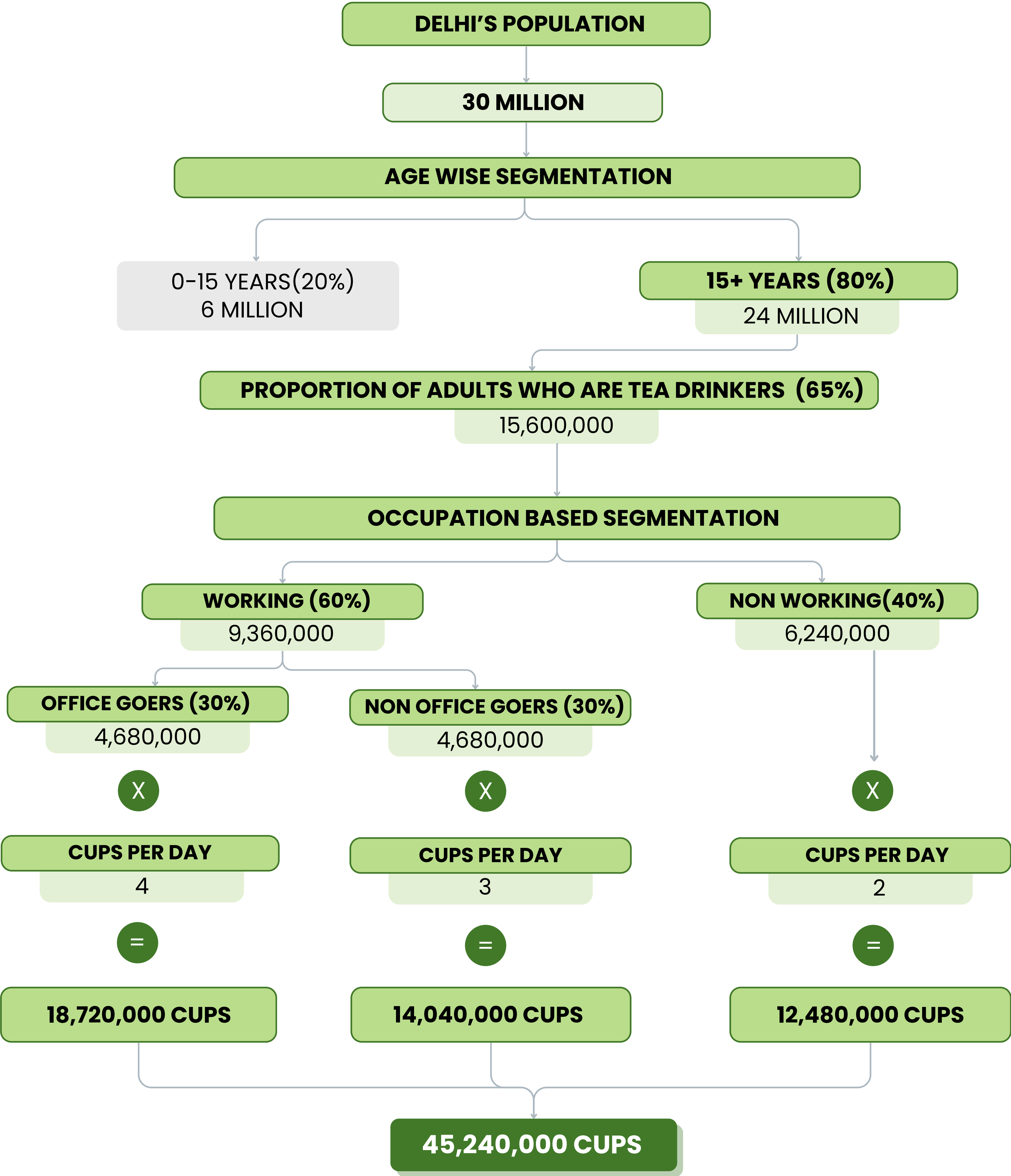
Children aged 0-15 years are assumed to not drink tea, accounting ~20% of the population.
- 3

About 65% of these adults are assumed to drink tea regularly.
- 4

The tea-drinking adults are divided into three groups: 30% office-goers, 30% non-office workers, and 40% non-working adults
- 5

Office-goers are assumed to drink 4 cups per day, with 2 cups at home and 2 cups at work.
- 6

Non-office workers drink 3 cups per day, while non-working adults consume 2 cups per day.



# NUMBER OF COLLEGE CANTEENS OPERATING IN DELHI

Meesho

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**



## ASSUMPTIONS

- 1

Delhi has a total land area of approximately 350,000 acres.
- 2

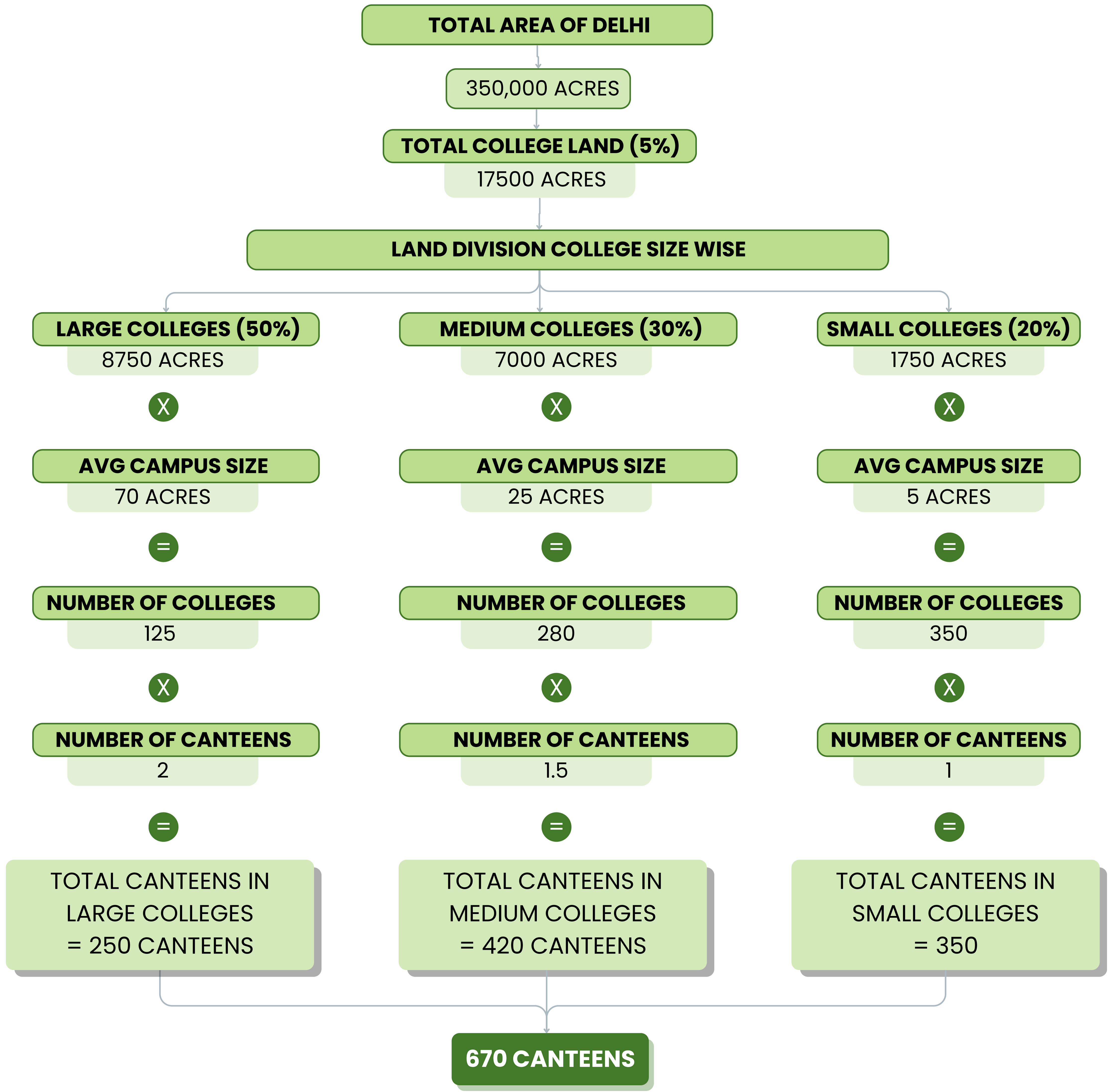
About 5% of Delhi's total land is assumed to be dedicated to college campuses.
- 3

Every college is assumed to have only one canteen.
- 4

College campuses are classified as large (50–1000 acres), medium (10–50 acres), and small (0–10 acres).
- 5

The proportion of campuses in each category is assumed to be 40% large, 40% medium, and 20% small.
- 6

Average college size is based on campus distribution to estimate total number of colleges.



# NUMBER OF FOOTWEAR BOUGHT IN INDIA IN A YEAR

Meesho

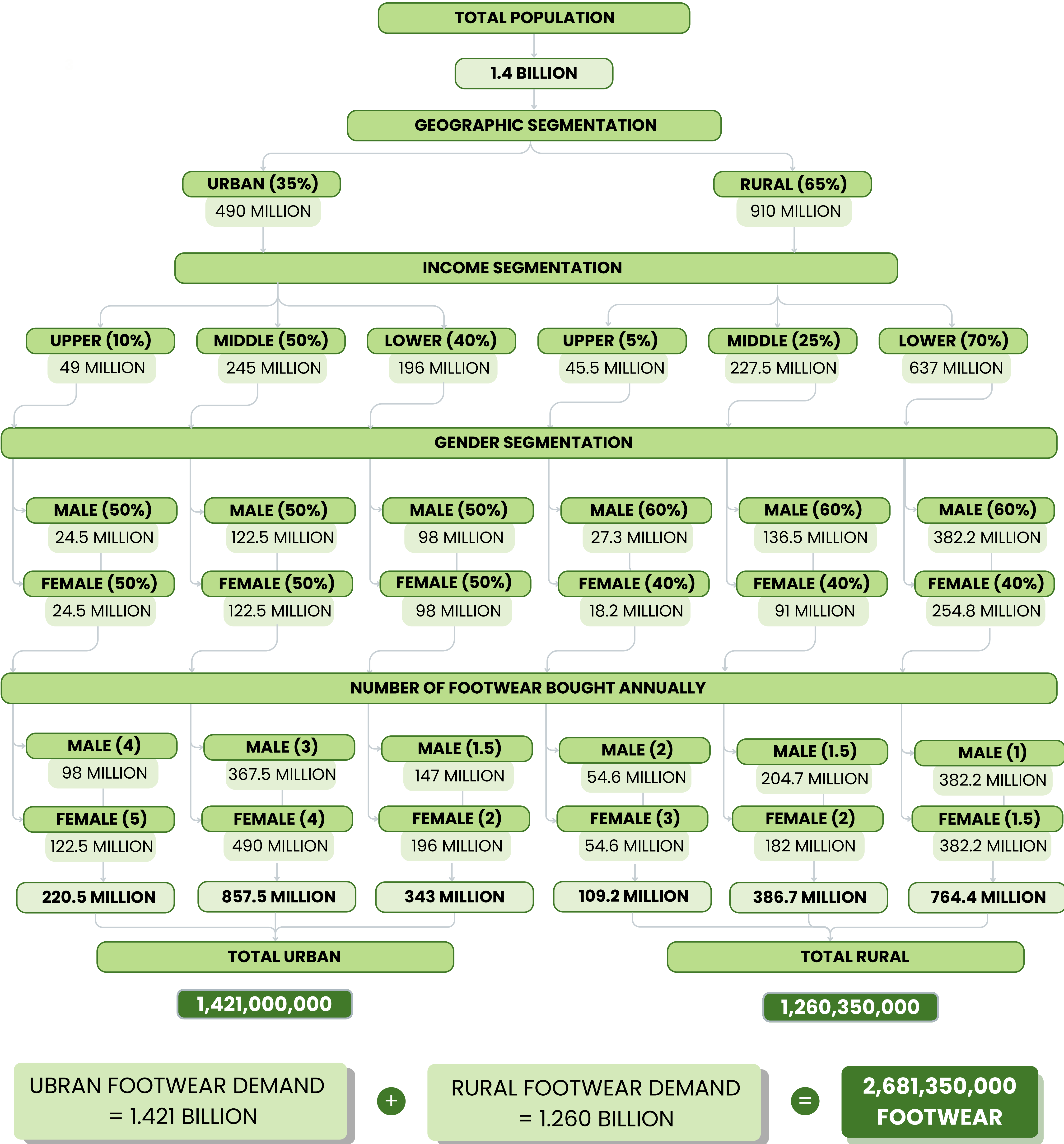
 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**



## ASSUMPTIONS

- 1 All kinds of footwear are included (formals, casuals, sports, sandals, etc.).
- 2 Women purchase more footwear annually than men due to a greater variety in footwear styles and fashion preferences.



# NUMBER OF WEDDINGS TAKING PLACE IN INDIA IN A YEAR

## ASSUMPTIONS

- 1

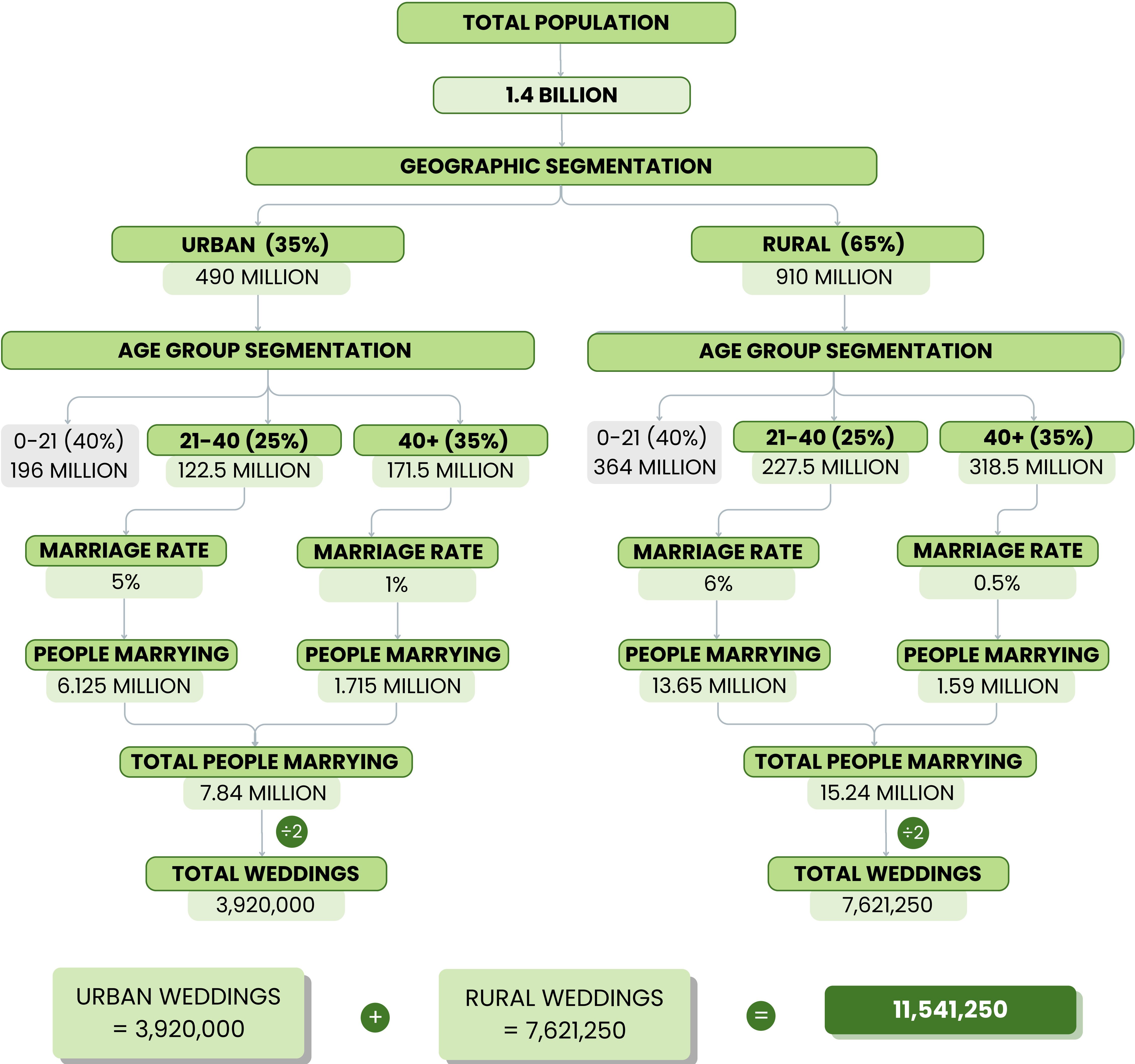
Majority of marriages in India occur in the 21–35 age group, the peak marrying age.
- 2

In the 40+ age group, the number of new marriages is less, as most individuals are already married by this age and late marriages are uncommon.
- 3

Rural areas see more marriages than urban ones due to social norms favouring early marriage.
- 4

Marriage rates are expressed as an annual percentage (%) of the segment population.
- 5

The number of weddings is half the number of people married, since a marriage involves two individuals.



# NUMBER OF EV 2-WHEELERS TO BE SOLD IN INDIA IN THE NEXT YEAR

Meesho

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**



ASSUMPTIONS

- 1

The average household size has 3 people in urban areas and 5 people in rural areas.
- 2

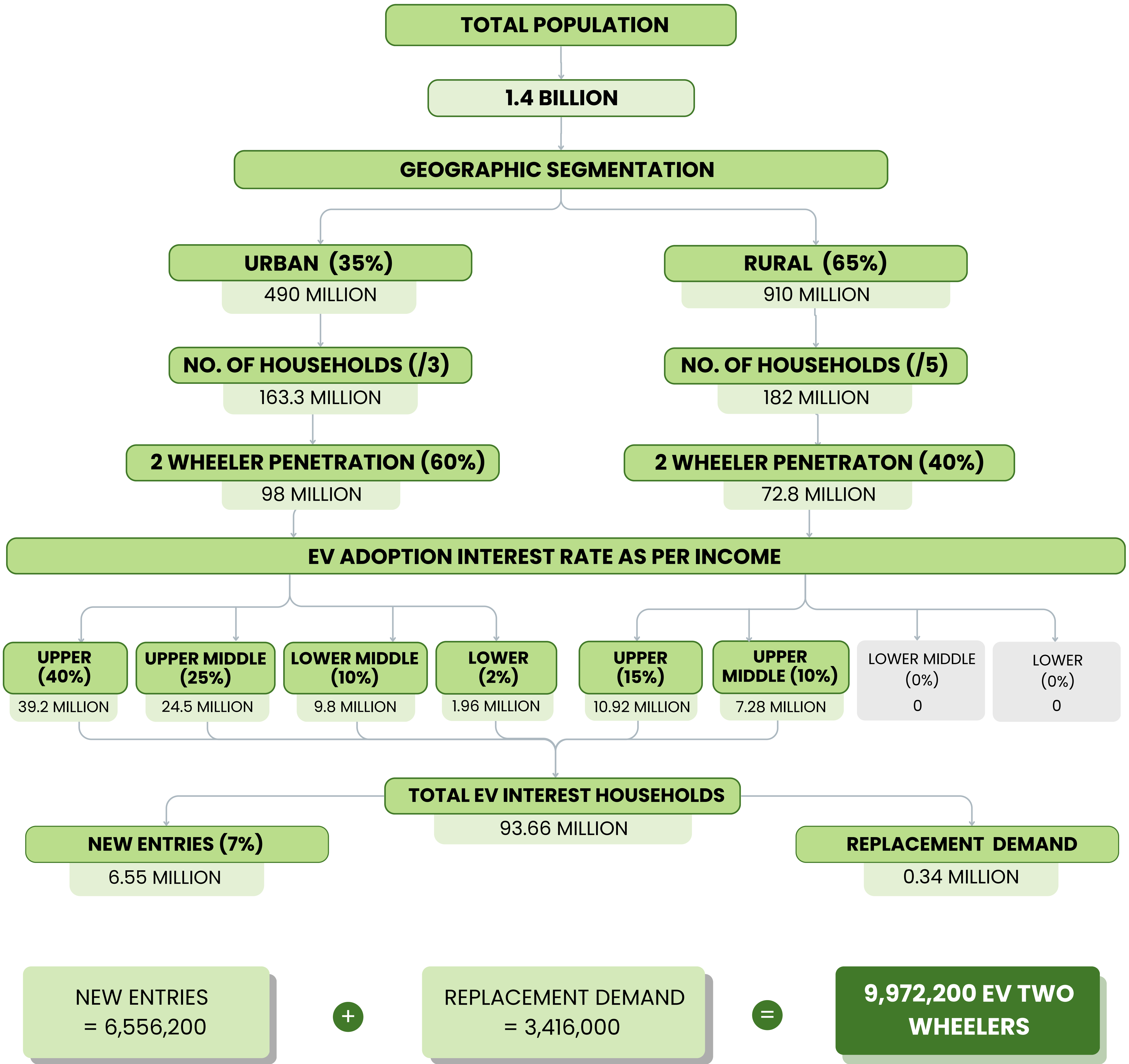
Two-wheeler penetration is assumed to be 60% in urban areas and 40% in rural areas.
- 3

EV non-adoption is concentrated in the lower-middle and lower rural segments.
- 4

The annual GDP growth rate is assumed to hold steady at approximately 7%.
- 5

The number of EVs is assumed to grow by 20% within the existing EV-owning segment.
- 6

The average lifetime of an EV two-wheeler is assumed to be 5 years.



# NUMBER OF WORKERS REQUIRED TO CATER TO 3000 ZEPTO ORDERS

Meesho

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**



ASSUMPTIONS

- 1

There are two shifts: day (7 AM - 11 PM) and night (11 PM - 7 AM).
- 2

The day shift is divided into two peak hour slots- Morning (7 AM - 9 AM) and Evening (7 PM - 9 PM) and non-peak hours.
- 3

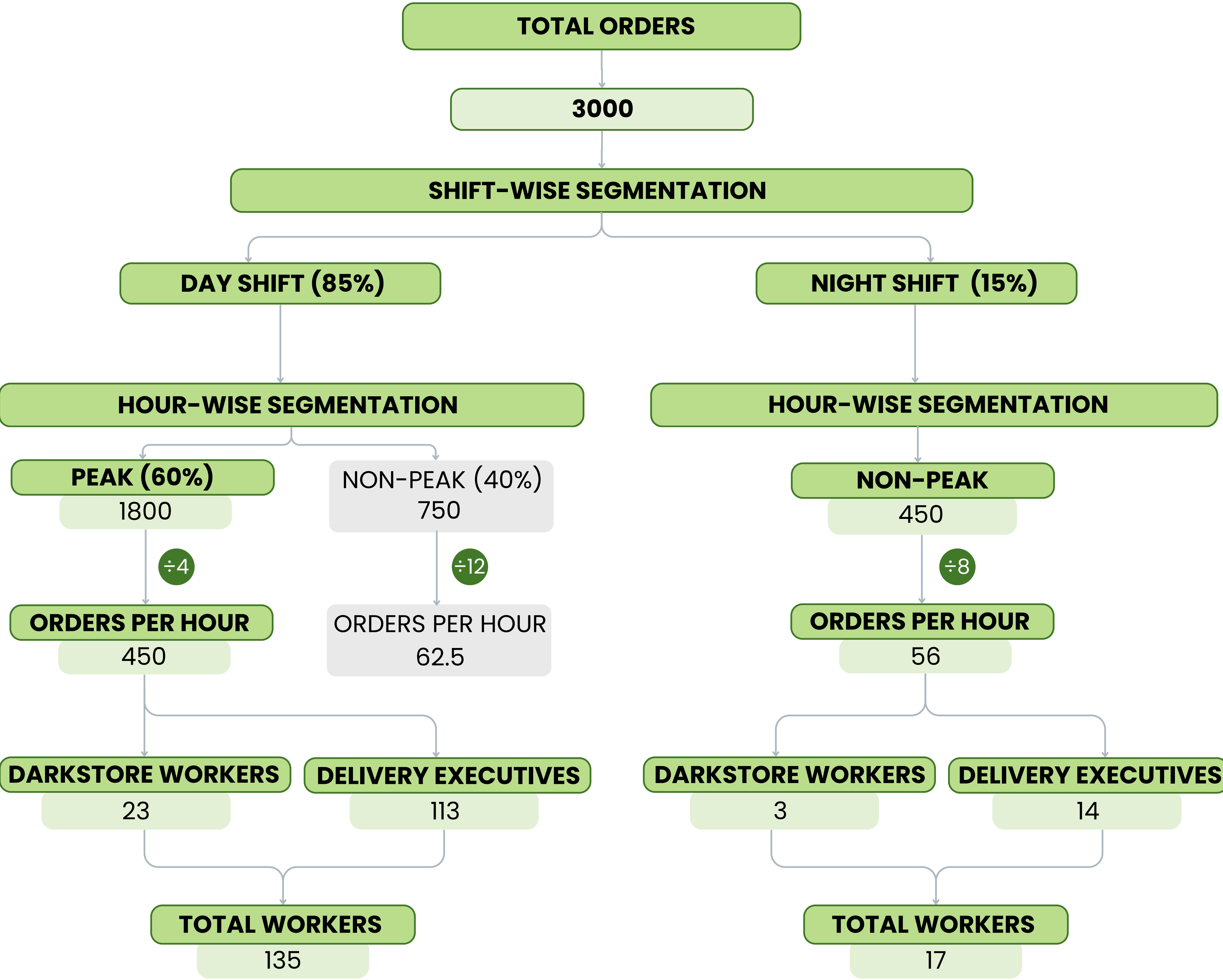
Customer demand is highly concentrated, with peak hours driving 60% of the total daily orders.
- 4

The number of workers required in the morning shift is on the basis of the peak hours.
- 5

The night shift has a low number of orders and thus, requires lesser workers.
- 6

Average time taken by a darkstore worker to complete an order is 3 minutes (20 orders/hr) and that for a delivery executive is 15 mins (4 orders/hr).
- 7

There are a total of 4 supervisors and 2 security guards for both shifts combined.



DAY SHIFT WORKERS = 135

+

NIGHT SHIFT WORKERS = 17

+

SUPERVISORS & SECURITY = 6

=

158 WORKERS

# NUMBER OF RIDES A CAB DRIVER WOULD TAKE IN A DAY

## ASSUMPTIONS

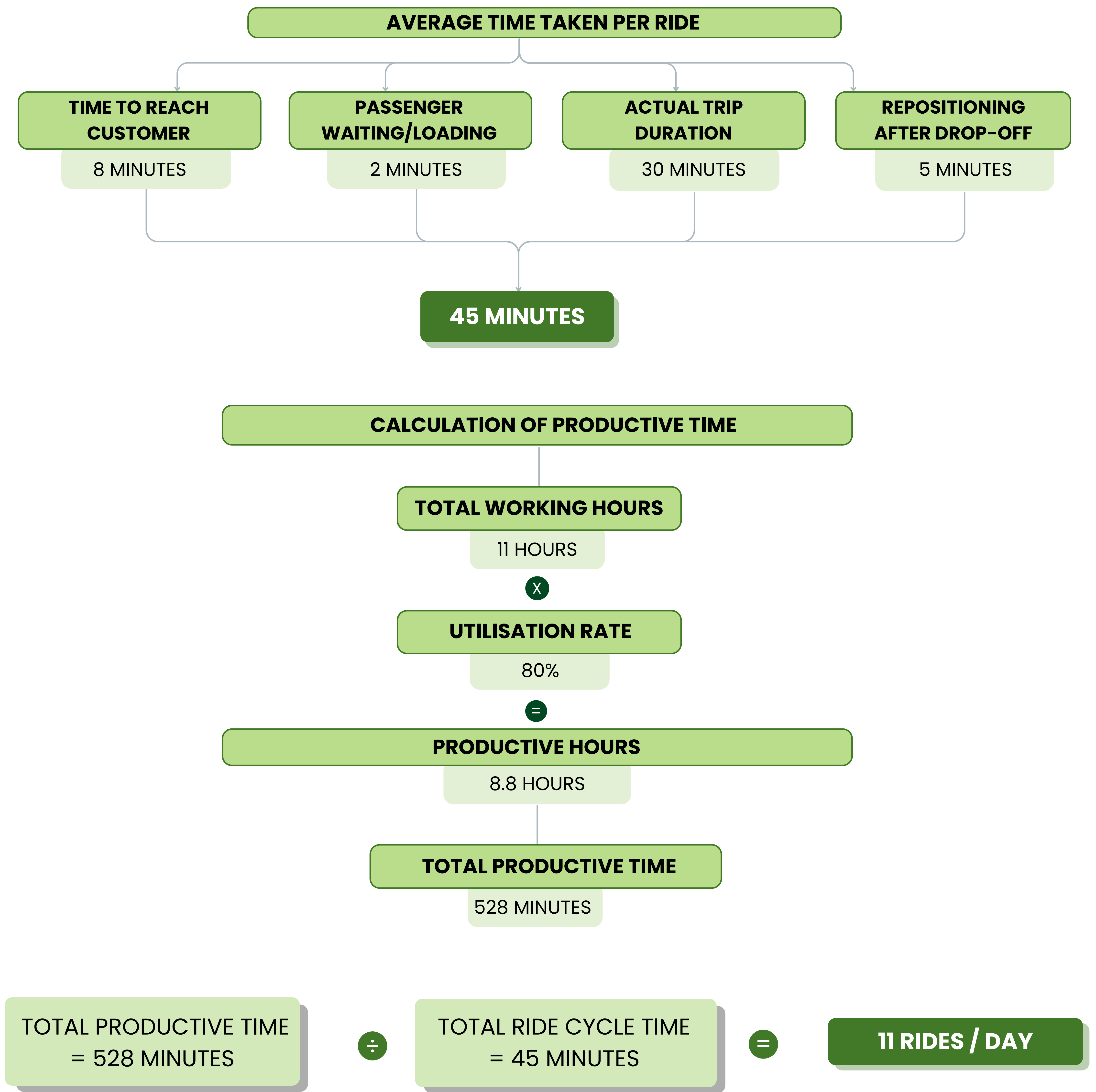
- 1

Average trip duration is 20 minutes, reflecting a typical short-to-medium urban trip in a city like Delhi.
- 2

Each ride cycle is 35 minutes covering pickup travel (8 mins), passenger loading (2 mins), the trip (30 mins), and repositioning (5 mins).
- 3

A cab driver works an 11-hour shift per day with a 80% utilisation rate, accounting for breaks and traffic.
- 4

The driver operates independently; platform optimisations like pre-assigned next rides are not factored in.



# NUMBER OF CARS ON BANDRA- WORLI SEA LINK PER MONTH

 Meesho

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

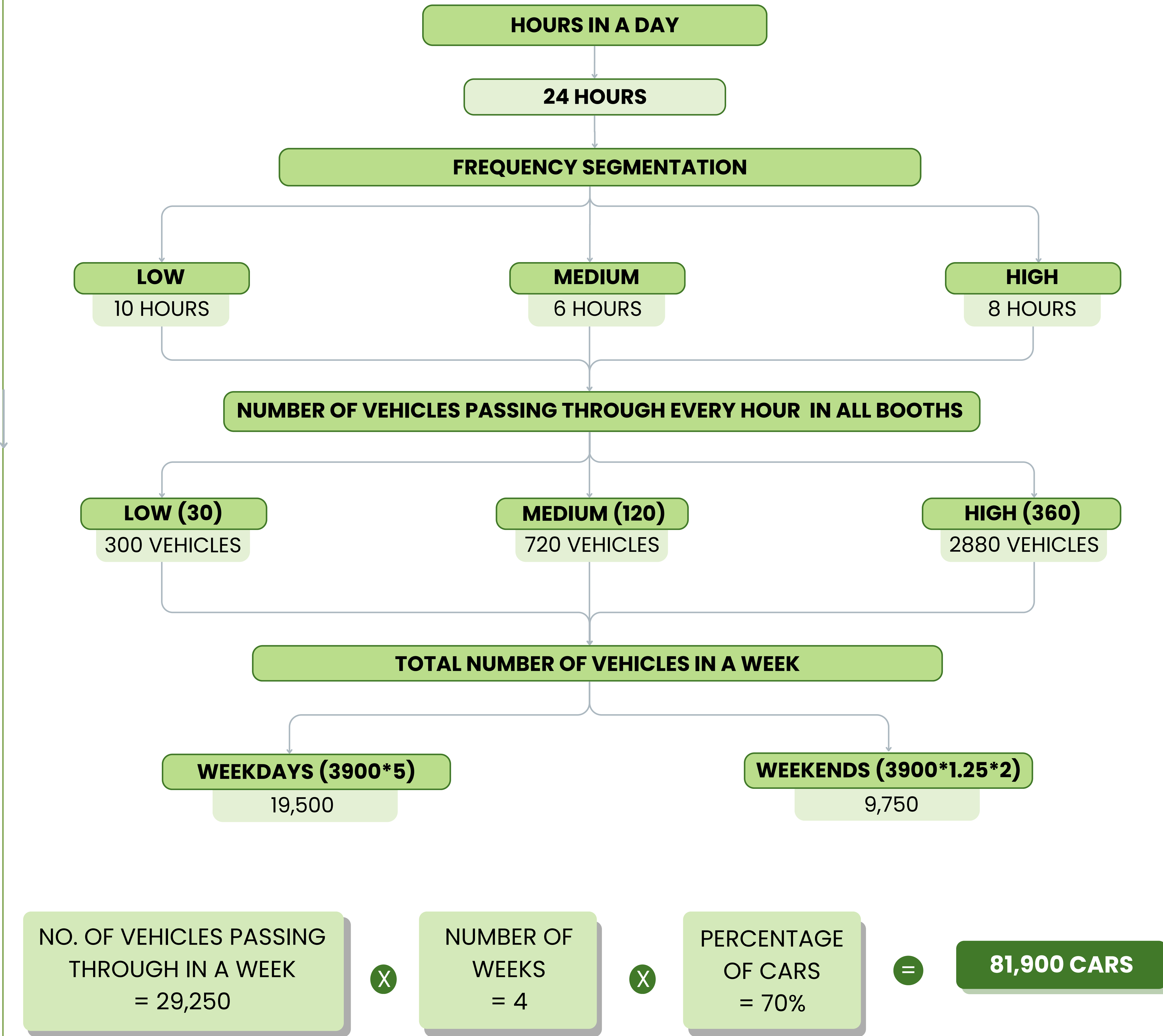


## ASSUMPTIONS

- 1** Toll is operational 24 hours a day and there are 8 booths in total.

**2** A vehicle passes a booth every 2 minutes during low-frequency hours, every 30 seconds during medium-frequency hours, and every 10 seconds during high-frequency hours.
- 3** Low, Medium & High frequency hours are 10, 6, 8, respectively.

**4** On weekends, the volume of cars passing through the booth increases by 25% relative to average weekday traffic.



# ANNUAL AIR CONDITIONER SALES IN DELHI

Meesho

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

## ASSUMPTIONS

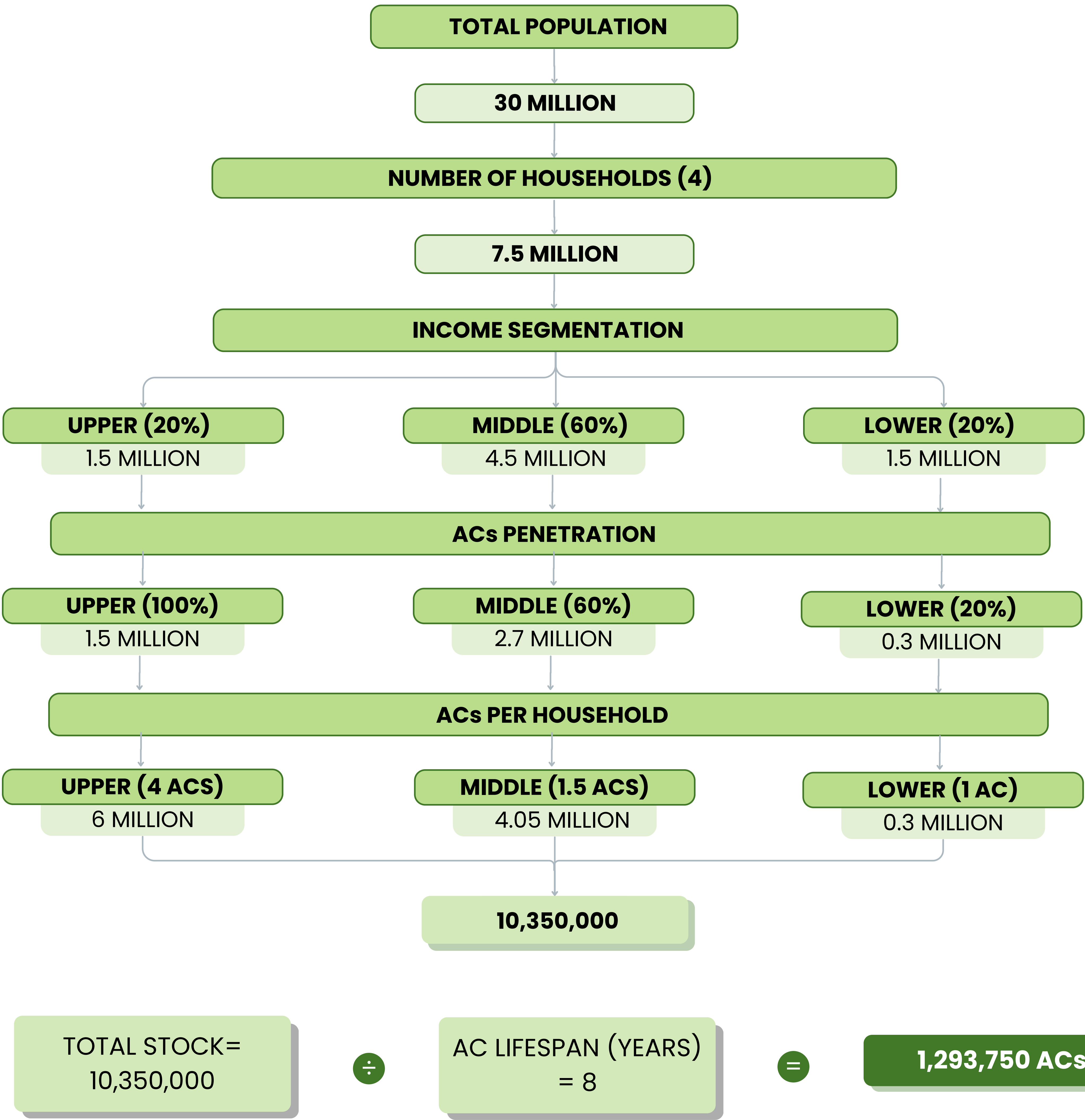
- 1

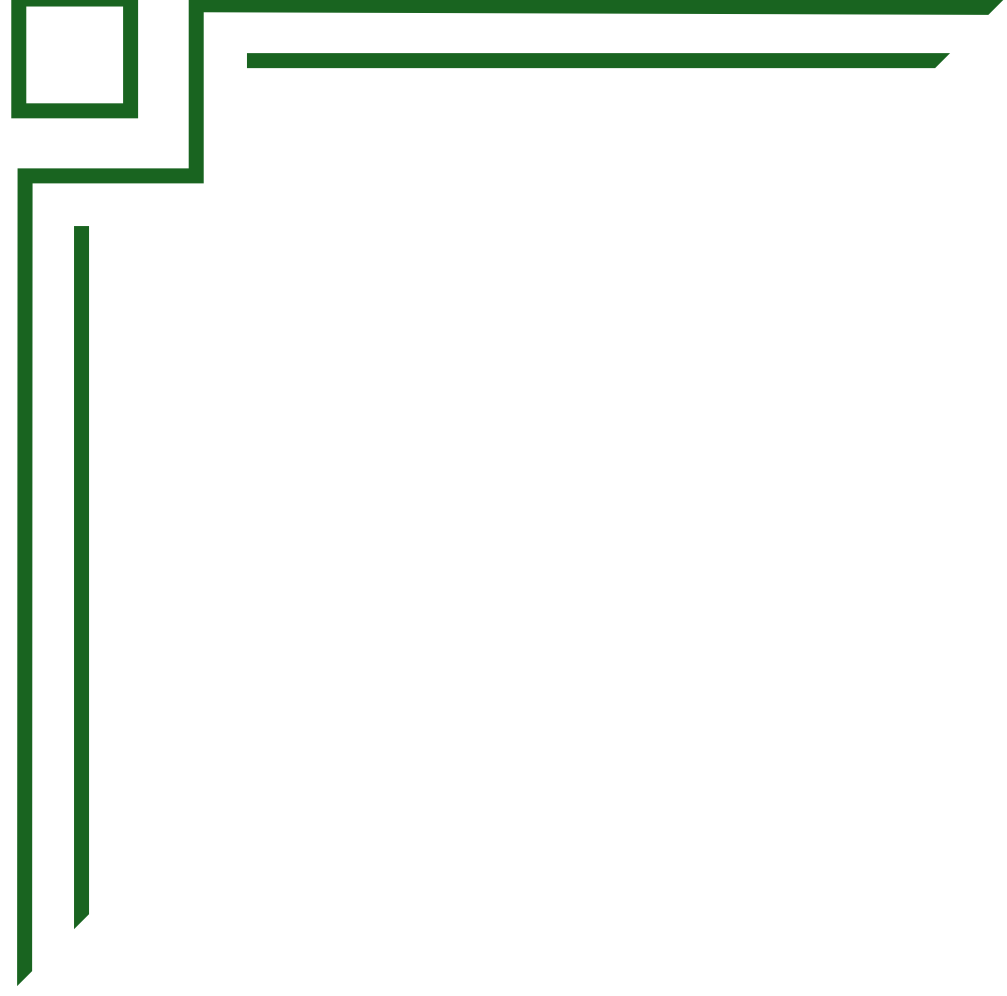
This estimation focuses solely on residential AC sales and excludes the commercial segment.
- 2

The calculation is driven by household income segments, with the assumption that an average AC unit has a lifespan of 8 years.
- 3

The average household size is estimated to be 4 members.
- 4

The demand calculation includes only replacement purchases, excluding any first-time buyers.

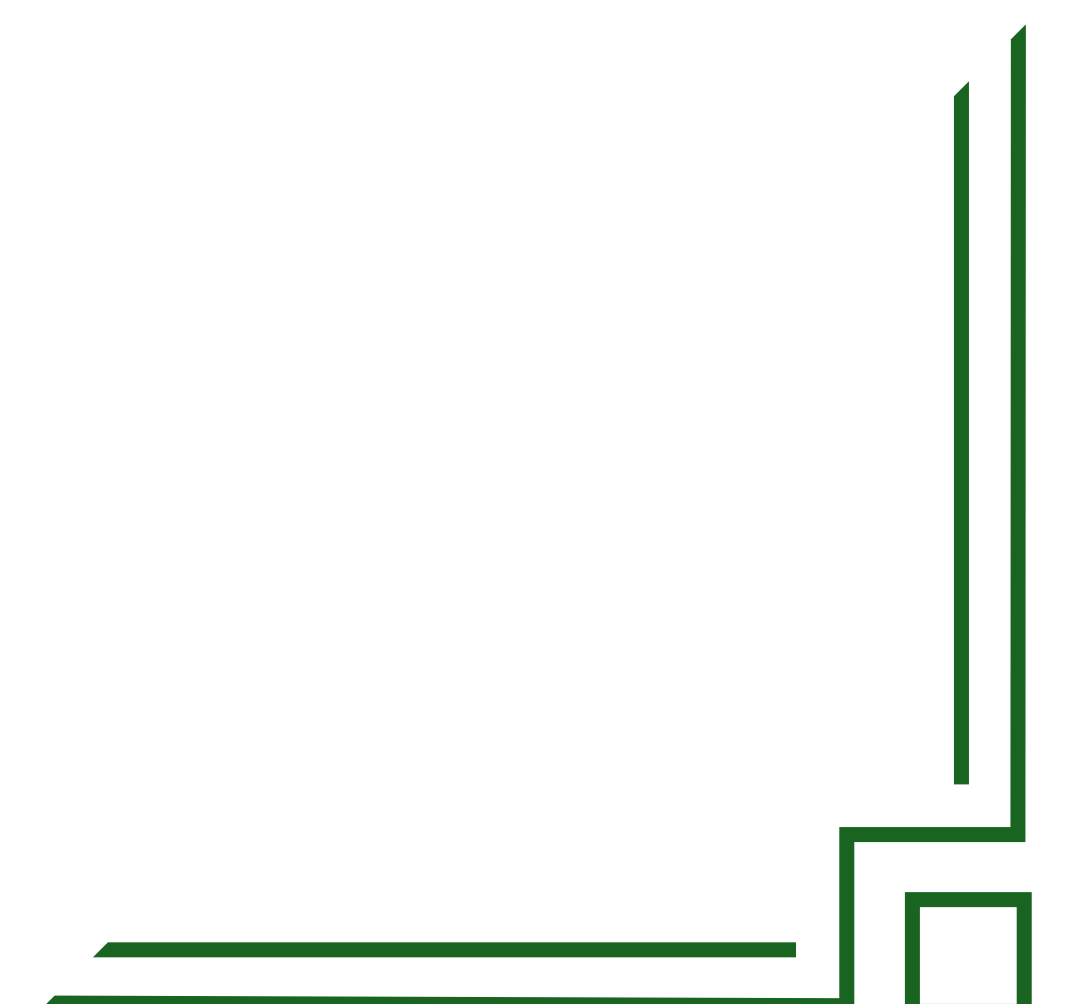




# GUESSTIMATES

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**TRINITY LIFE SCIENCES**



# MARKET SIZE OF ELECTRIC VEHICLES IN INDIA



ASSUMPTIONS

- 1

Only 4-wheeler personal vehicles are accounted for; commercial vehicles excluded.
- 2

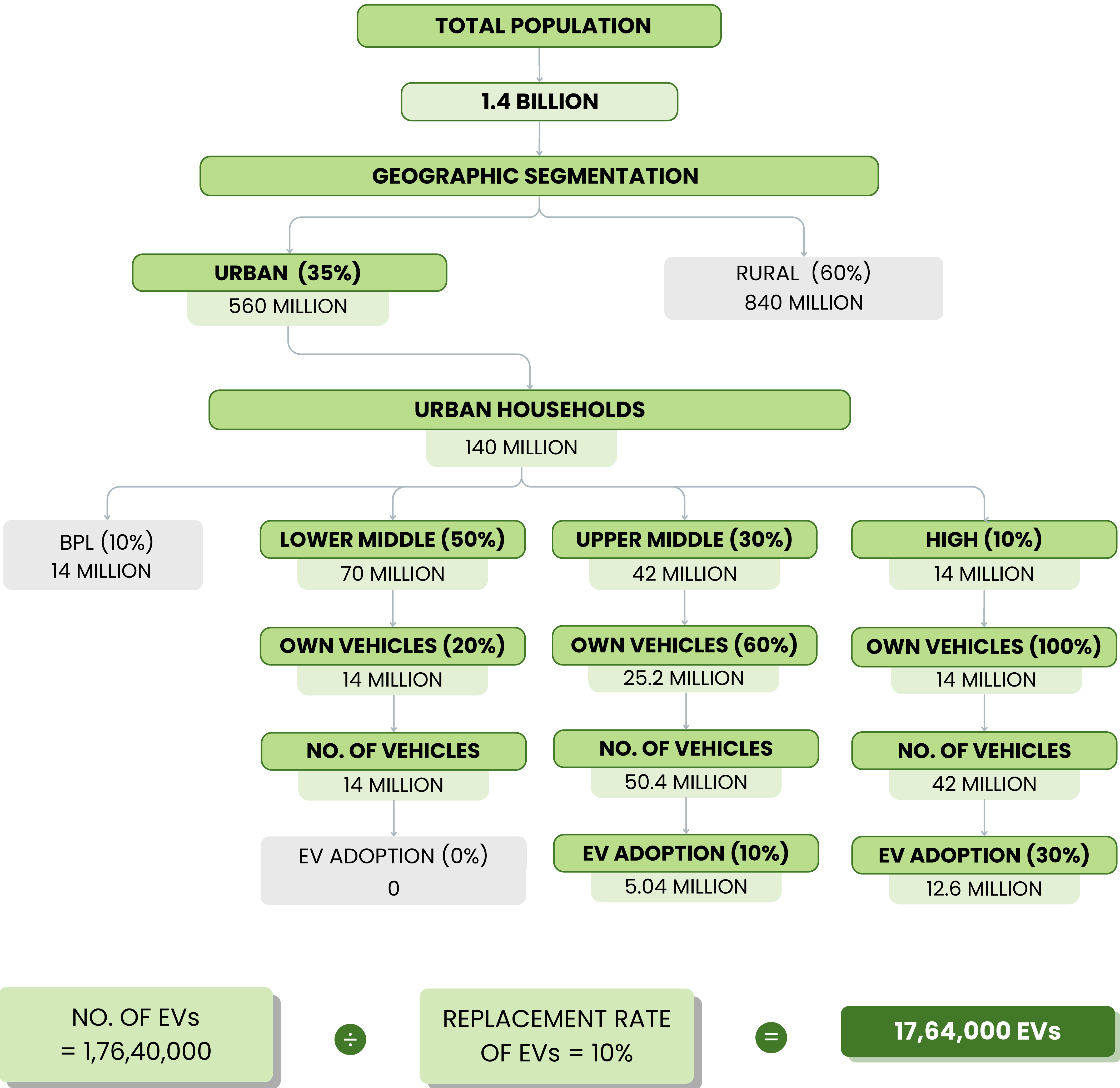
Average family size is 5 in rural areas and 4 in urban areas.
- 3

Below Poverty Line households are excluded from vehicle ownership.
- 4

Rural areas have zero EV adoption due to infrastructure constraints.
- 5

Vehicles owned per household - Lower Middle Class: 1, Upper Middle Class: 2, High Income Class: 3.
- 6

Average EV life is 10 years, implying an annual replacement rate of 10%.



# MILK REQUIRED BY EACH COFFEE

## SHOP IN CONNAUGHT PLACE

Trinity Life Sciences

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**



### 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:

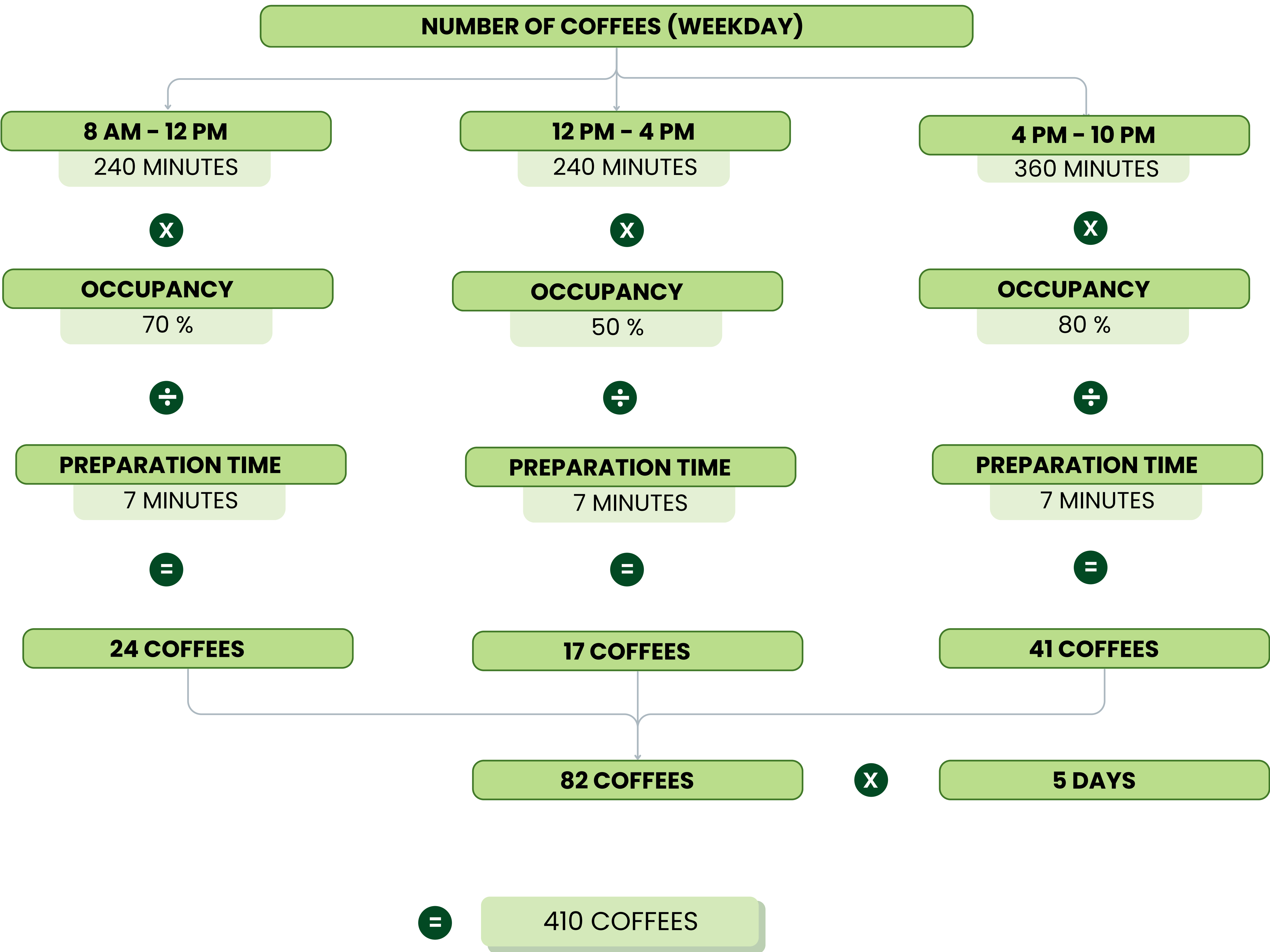
  - 8 am-12 pm, 70% occupancy
  - 12 pm-4 pm, 50% occupancy
  - 4 pm-10 pm, 80% occupancy

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/Cappuccino (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.



Approach continued on the next page.

# MILK REQUIRED BY EACH COFFEE

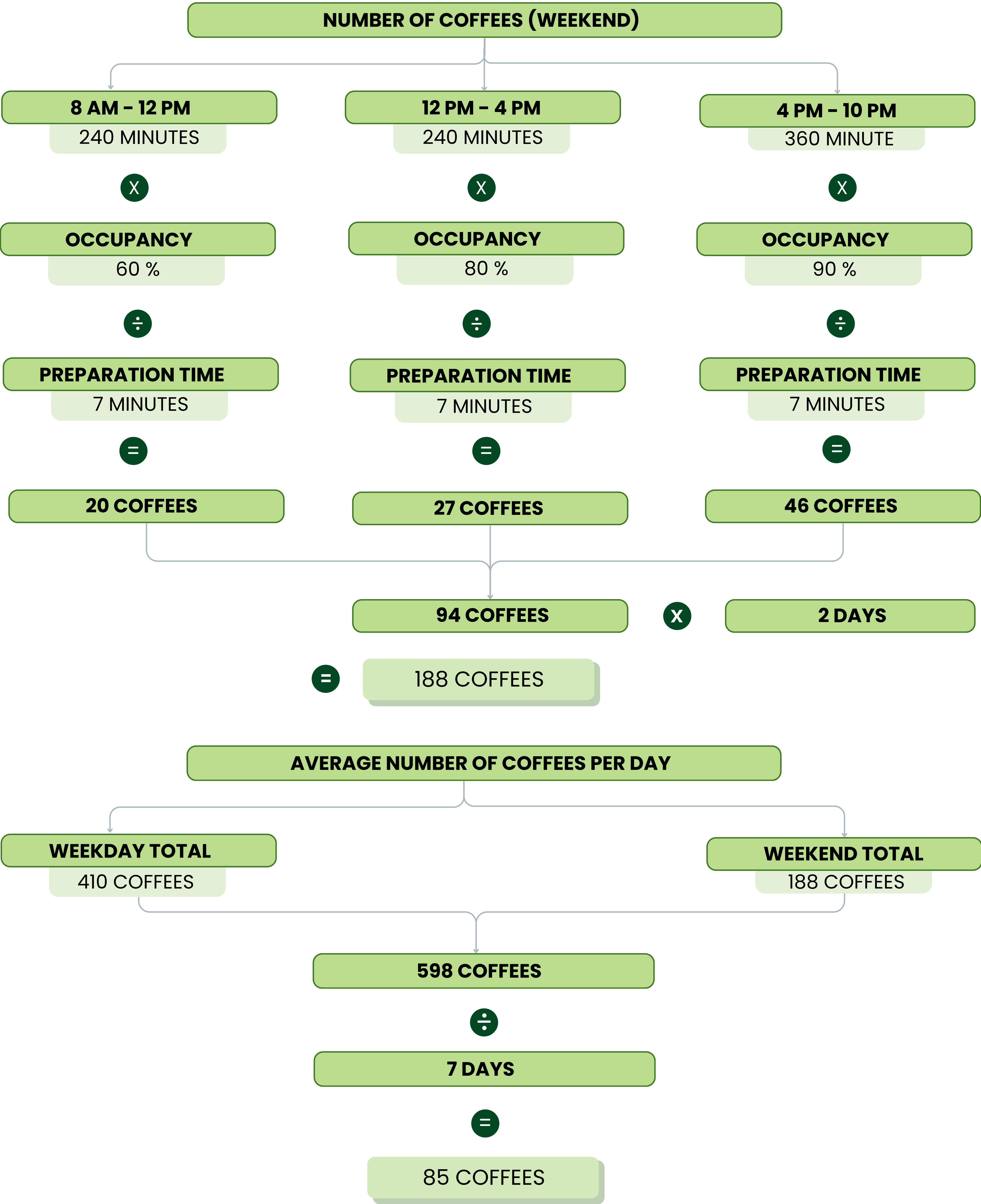
## SHOP IN CONNAUGHT PLACE

Trinity Life Sciences

 Click to View **Detailed Spreadsheet**

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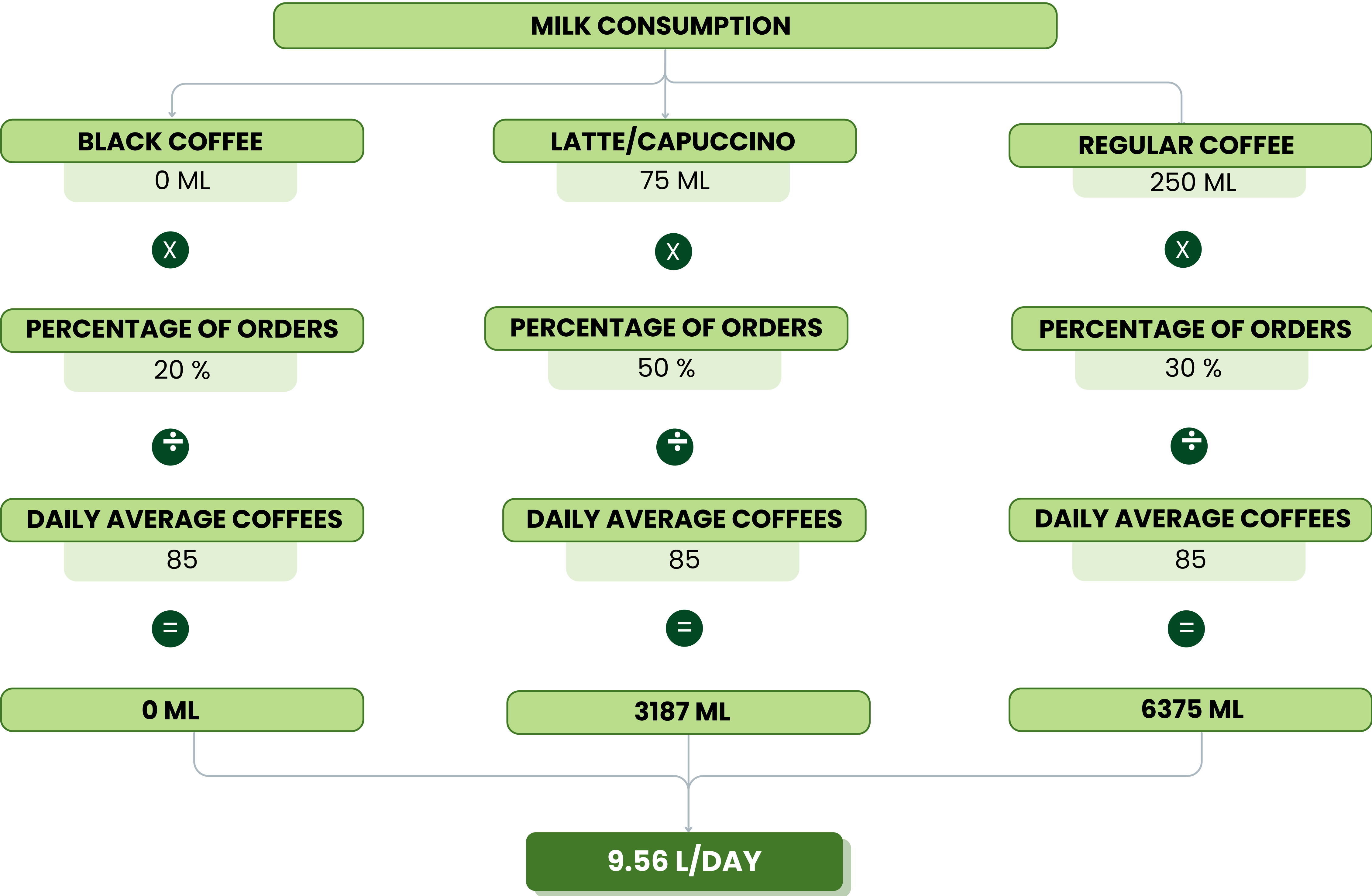
### CONTINUED APPROACH



Approach continued on the next page.

# MILK REQUIRED BY EACH COFFEE SHOP IN CONNAUGHT PLACE

## CONTINUED APPROACH



# NUMBER OF OPERATIONAL METRO TRAINS IN DELHI NCR

## ASSUMPTIONS

- 1

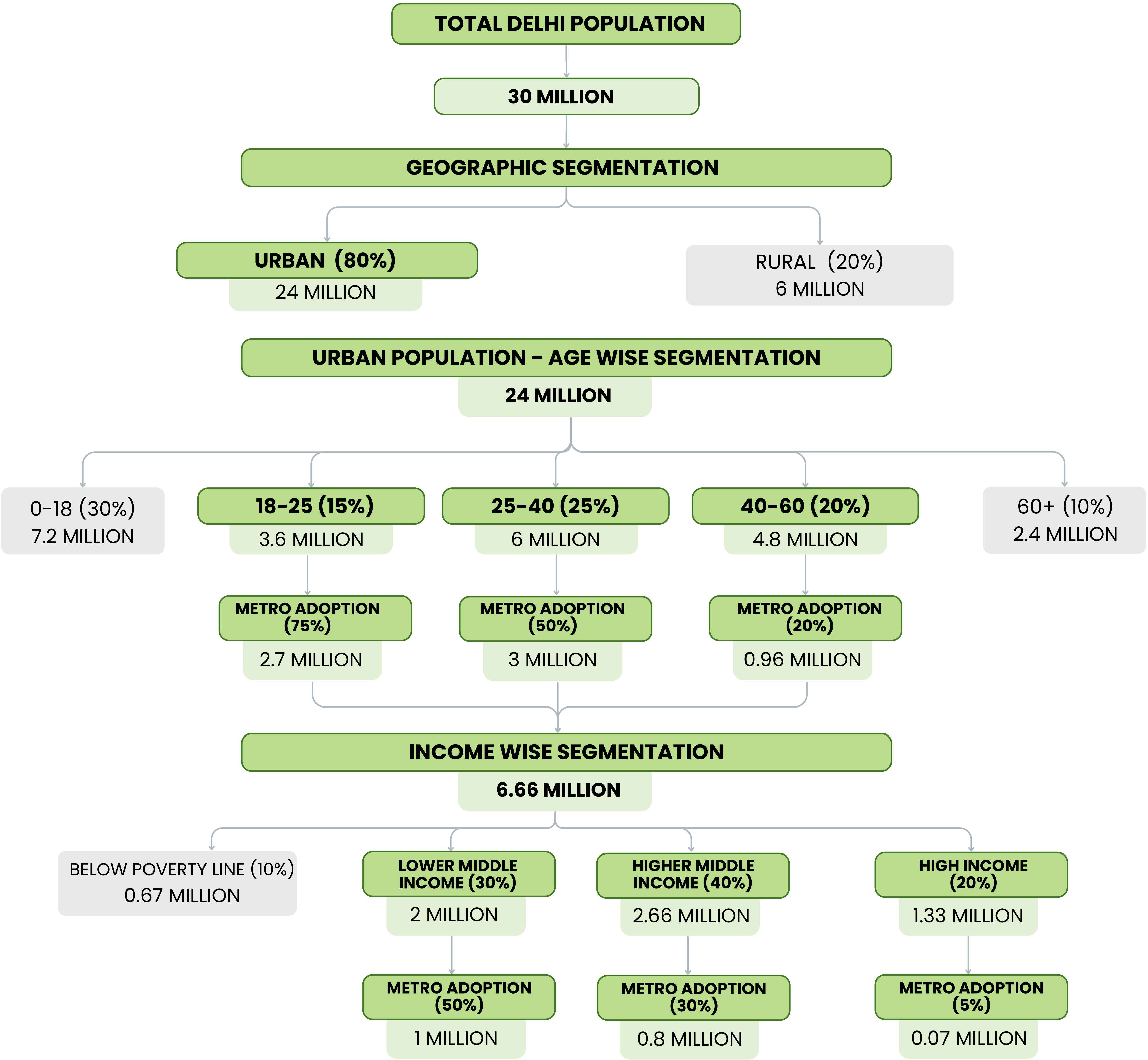
The rural segment is not considered for availing metro services.
- 2

Ages 0-10 and 60+ are excluded from metro ridership, and is approximately 30% of the population.
- 3

Assume the train operates daily from 6:00 AM to 11:00 PM.
- 4

A train can carry 1500 people per trip, and does 8.5 trips per day.
- 5

Each train has 6 coaches with average capacity of 250 people.



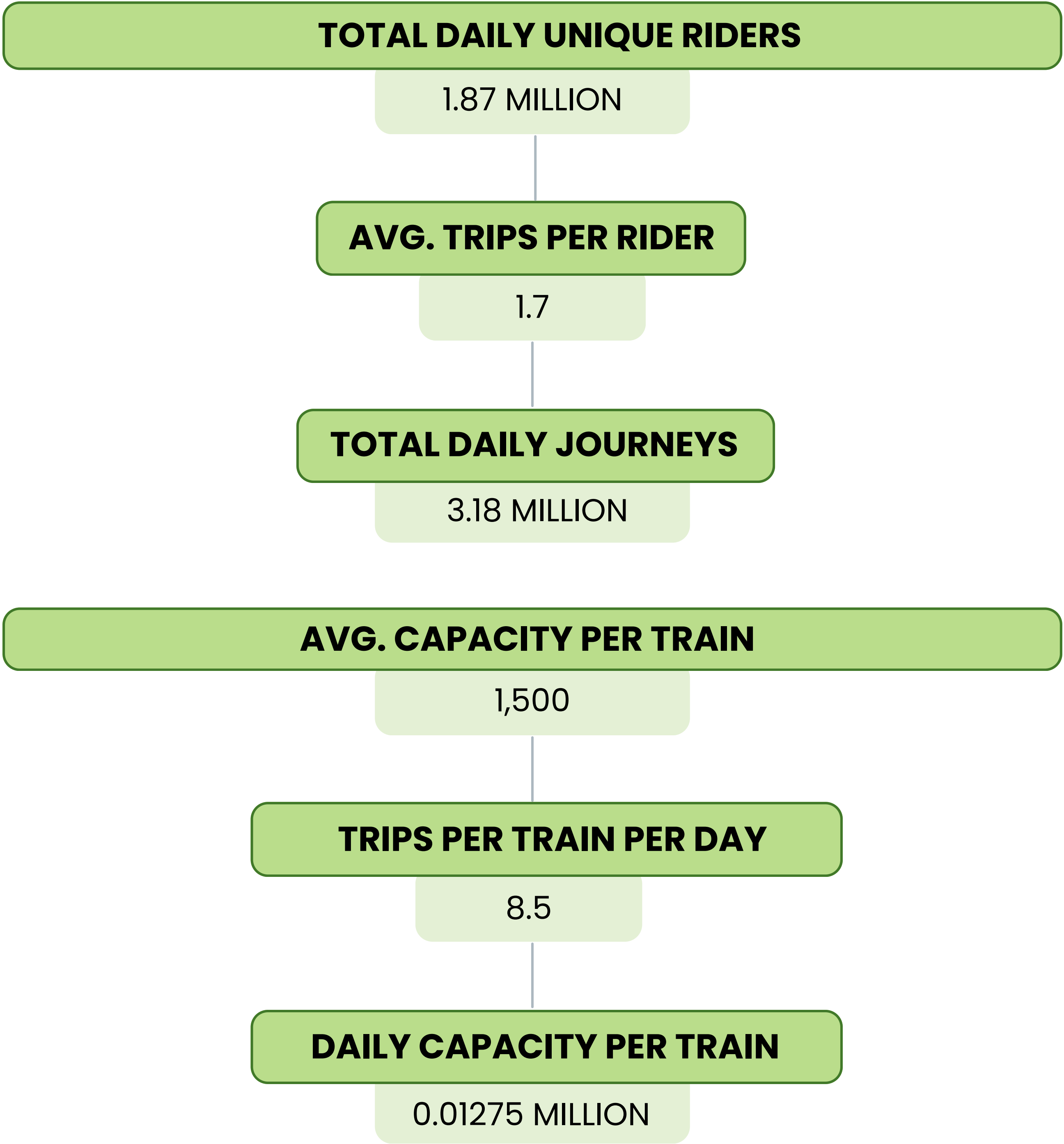
Approach continued on the next page.

# NUMBER OF OPERATIONAL METRO TRAINS IN DELHI NCR

 Click to View **Detailed Spreadsheet**

 Click to Go **Back to Index**

## CONTINUED APPROACH



TOTAL DAILY JOURNEYS  
= 3,170,160

÷

DAILY CAPACITY PER  
TRAIN = 12,750

=

249 METROS

# NUMBER OF SPOTIFY PREMIUM SUBSCRIBERS IN INDIA



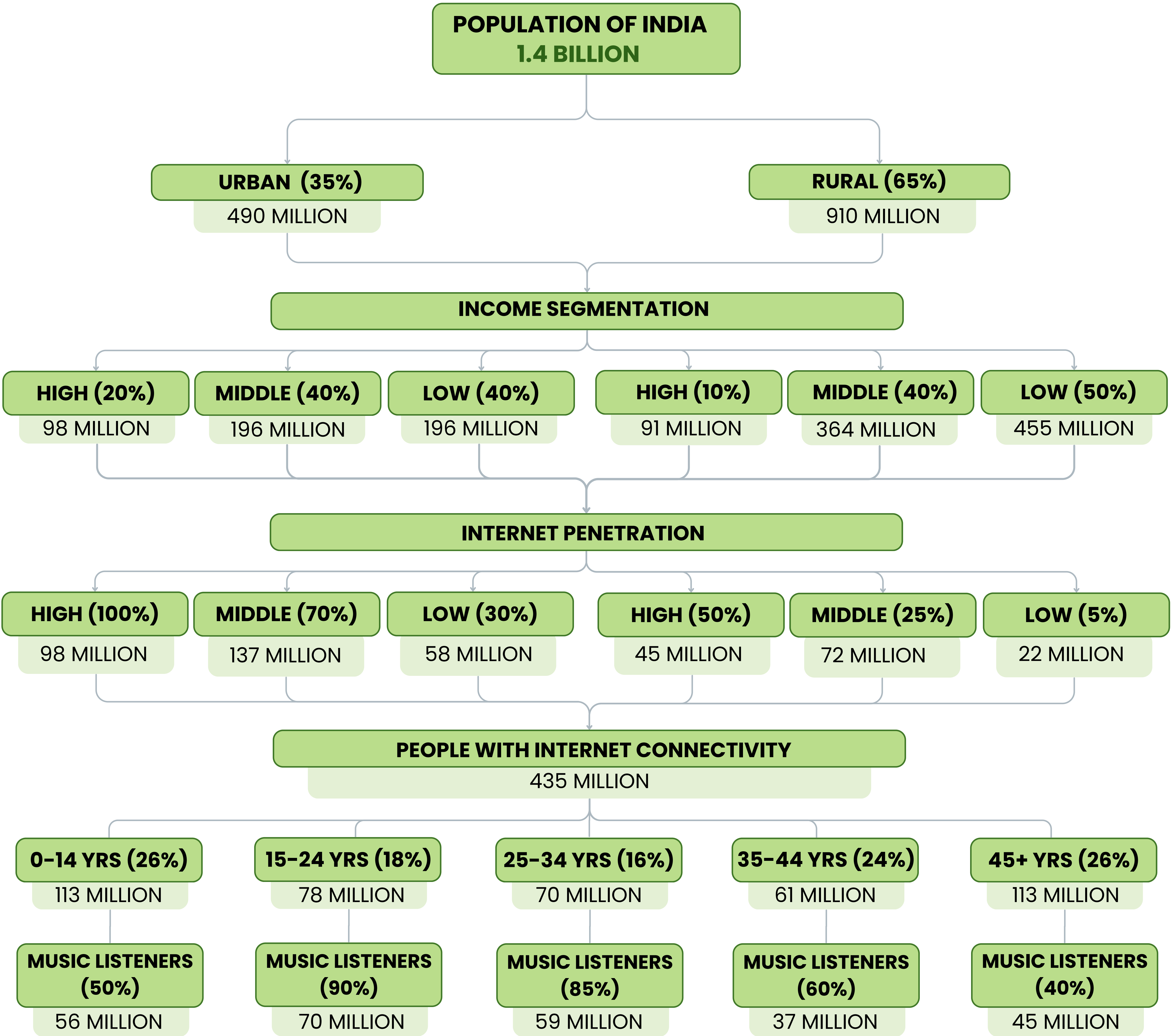
## ASSUMPTIONS

- 1

Internet penetration directly correlates with income levels, assuming higher income groups have greater internet access.
- 2

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

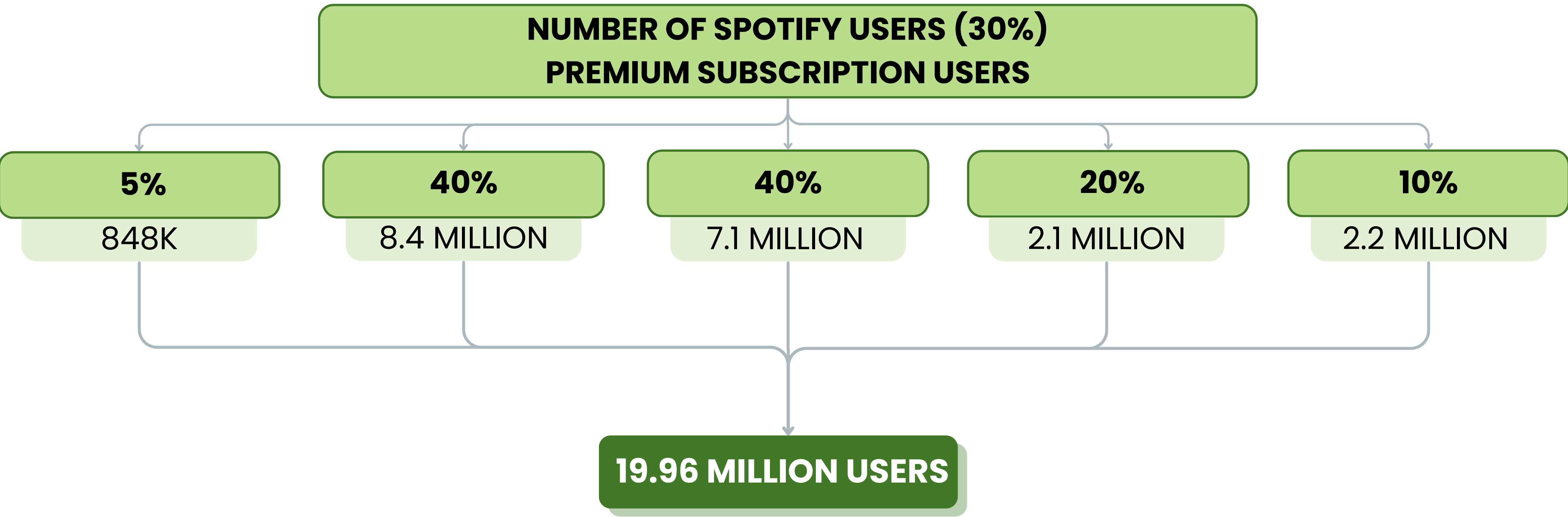
Premium subscription preferences are more likely to be adopted by younger age groups. They tend to decrease with age due to lower tech adoption and less utility of the service.



Approach continued on the next page.

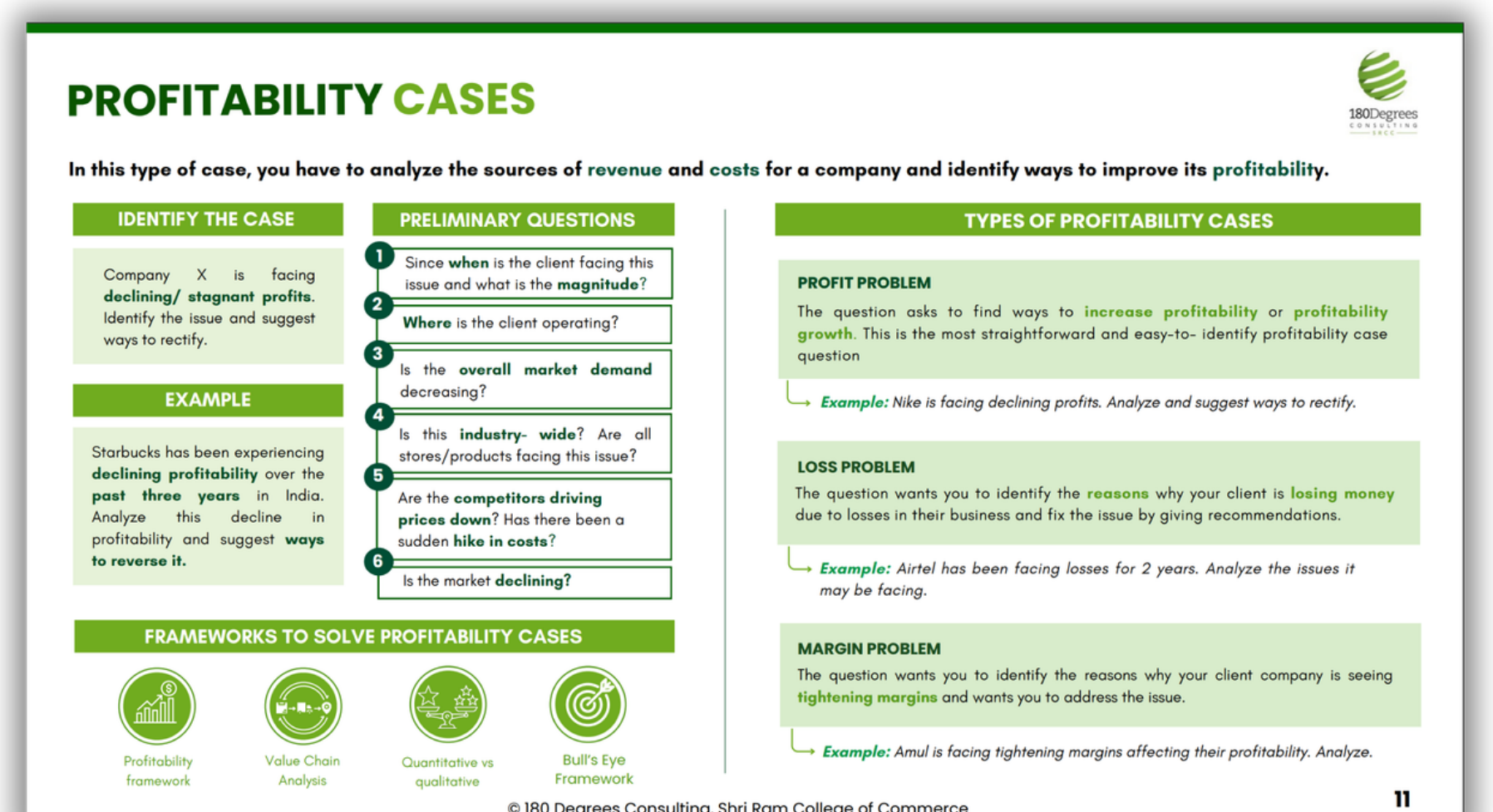
# NUMBER OF SPOTIFY PREMIUM SUBSCRIBERS IN INDIA

## CONTINUED APPROACH



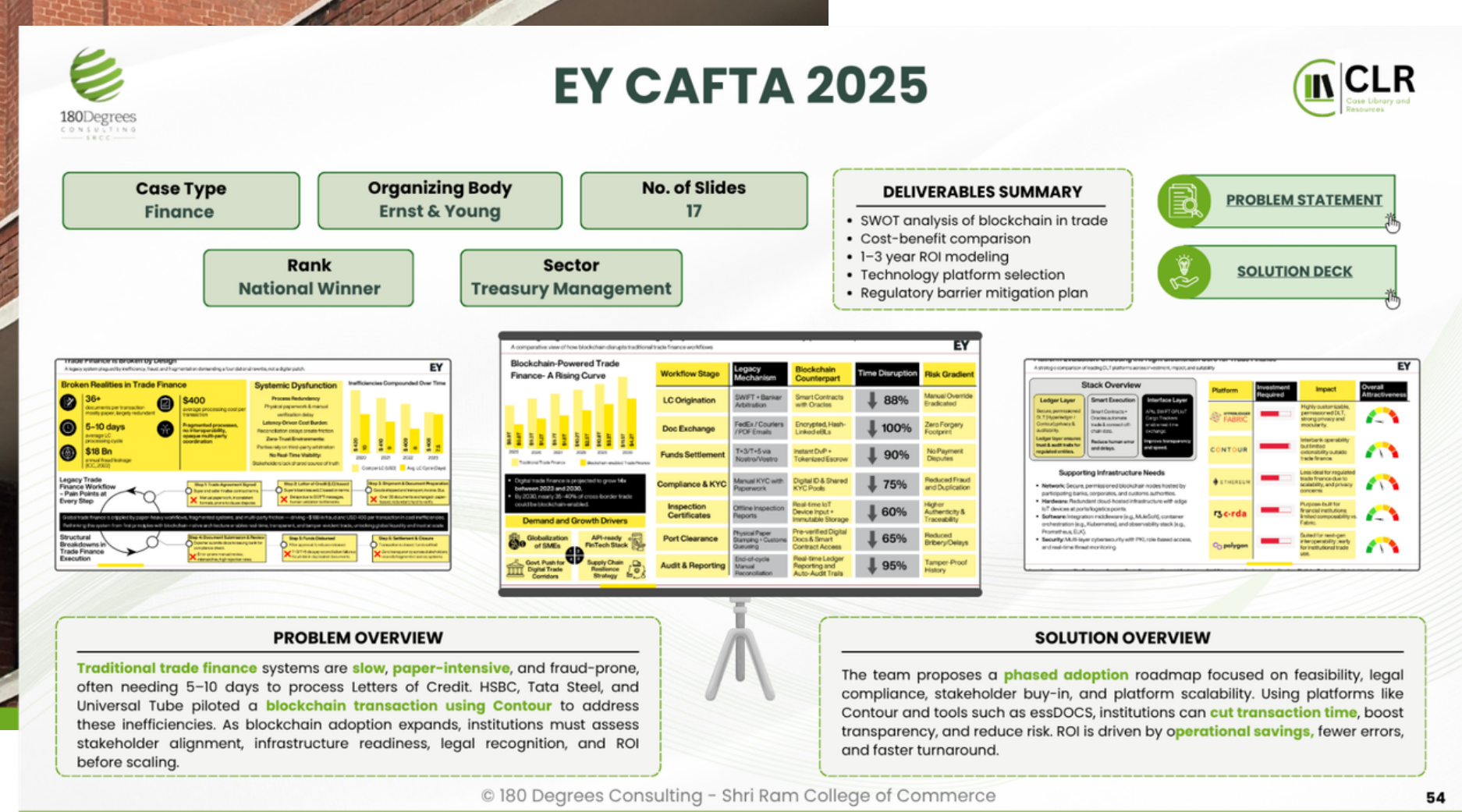
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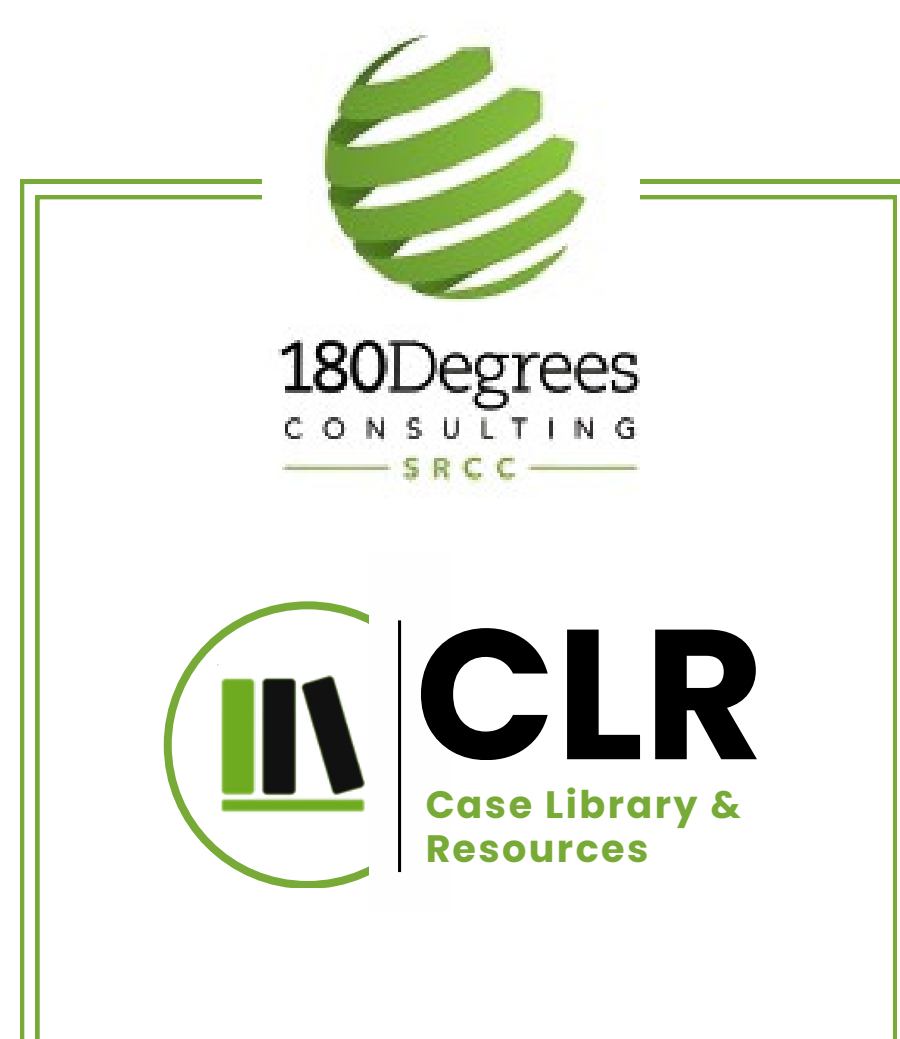
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# THANK YOU!

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

As we reflect on the journey of creating the **Second Edition** of our **Guesstimate Book**, we are reminded of the incredible community that has supported us every step of the way. To each 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 honoured 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. With this edition, we've continued to build on that vision, putting in thoughtful effort to create a resource that not only educates but also inspires. Every page reflects our commitment to making guesstimates more intuitive, accessible, and impactful for you.

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 2025-26

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