

ASSUMPTIONS
People below the age of 25 and above the age of 65 will not be owning a car.
Only personal cars are taken into consideration, commercial cars are excluded.
All Swift variants are included.
People earning over 15 lakhs wouldn't prefer buying a Swift, while people earning less than 5 lakhs won't be able to afford a Swift.

BROWNIIE POINTS
A lot of Red Swifts might be in use for Commercial purposes in Delhi, such as cabs, taxis etc

STRUCTURE	
Population of Delhi	X
% people in the age group of 25 - 65	X
% people who can afford cars	X
Probability of Car being owned	=
Number of Cars Owned	X
% who prefer Maruti Suzuki	X
% who prefer Swift	X
% who prefer Red	=
Number of Red Swift Cars in Delhi	

Sanity Check	
Total number of cars registered in Delhi	12,000,000
Cars used for non-commercial purposes (by Households)	50%
	6000000
Eliminating the competitors, Maruti Cars	30%
	1800000
Eliminating other options from Maruti	75%
	450000
Color Preferences	5%
Total no. of Red Swift Cars in Delhi	22500

Estimate the number of Red Swift Cars in Delhi				
Step 1: Calculate the number of mid-range cars owned in Delhi.				
Population of Delhi	20000000			
Age Divide	0-25	25-40	40-65	65+
	25%	30%	30%	15%
	5000000	6000000	6000000	3000000
12000000				
Income Divide	0-5,00,000	5,00,000-8,00,000	8,00,000-15,00,000	15,00,000 +
	50%	20%	25%	5%
	6000000	2400000	3000000	600000
5400000				
Probability of Car being owned	70%			
3780000				
Number of Cars Owned	5,00,000-8,00,000		8,00,000-15,00,000	
	1		2	
	1680000		4200000	
5880000				
Step 2: Calculate the number of Red Swift Cars				
Competition Analysis	Maruti Suzuki	Hyundai	Honda	Others
	30%	25%	20%	25%
	1764000	1470000	1176000	1470000
1764000				
Option Analysis	Wagon R	Swift	Baleno	Others
	20%	25%	15%	40%
	352,800	441000	264,600	705600
441000				
Colour Choices	White	Red	Black	Others
	50%	5%	25%	20%
	220,500	22,050	110,250	88,200
Number of Red Swift Cars in Delhi				
				22,050