Reactions to a Pandemic in a Connected World

COVID-19 Consumer Insights: India – Part 1
Jan 1 to Mar 11

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InMobi Audience Intelligence
The following report is based on a detailed analysis of the data available with the InMobi Audience Intelligence platform that powers our segmentation and targeting for marketers and advertisers across the globe.

- Part-1 of this report analyses aggregated data signals from the first week of January to the 11\textsuperscript{th} of March.

- The analysis unravels location trends across the country through data signals from places of interest or polygons (created by InMobi for over x locations across India).

- The analysis investigates change in in-app behavior of consumers from the first of January to the 11\textsuperscript{th} of March.
Content

• The COVID-19 Impact in India

• **Life in a Metro:** Effects of COVID-19 on the lives of consumers in the top 3 metros
  • Tech Parks
  • Restaurants
  • Fitness Centers
  • Temples

• **The Travel Nosedive:** Consumers alter flight and staycations

• **App Usage Skyrockets:** Apps rule the roost as consumers take to their mobile
The COVID-19 Impact in India

Since the Coronavirus first came to the world’s notice in late last year, it has spread to at least 147 countries. In India, the first case surfaced on January 30 and by February 3, three people in Kerala had tested positive. The spread was contained for the large part in February. However, on March 2, two new cases were reported and by March 11, India had 71 COVID-19 cases. That’s a growth of less than 2 cases every day since Jan 30th. The spread of the virus has been largely contained due to proactive measures taken by local, state and central governments.

Rise of COVID-19 Cases in India

### Key Events in the Timeline of COVID-19 in India

<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 30th</td>
<td>- First case reported in Kerala</td>
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| March 5th   | - 30 cases reported  
  - China’s death toll crosses 3,000  
  - Maharashtra CM asks people not to gather in large crowds  
  - Visa restrictions kick into effect.  
  - People rush to buy masks and hand sanitizers |
| March 6th   | - International Indian Film Academy Awards postponed  
  - Number of COVID-19 cases cross 100,000 globally  
  - Karnataka on high alert |
| March 7th   | - Maharashtra: BMC sets up 24*7 number for Corona virus related queries  
  - Karnataka reports first case of COVID-19  
  - Paytm shuts down Gurgaon office for 2 weeks |
| March 9th   | - 400 isolated in Assam for contact with a US traveler  
  - Number of COVID-19 cases cross 100,000 globally  
  - Karnataka govt. put Bengaluru IT firms on high alert |
| March 10th  | - India suspends all tourist visas from March 13 – April 15 to prevent spread of Coronavirus  
  - ‘Reschedule pilgrimage if you are not feeling well’, Tirumala-Tirupati board asks devotees  
  - WHO declares Coronavirus crisis a pandemic |
| March 11th  | - 400 isolated in Assam for contact with a US traveler  
  - Number of COVID-19 cases cross 100,000 globally  
  - Karnataka govt. put Bengaluru IT firms on high alert |

1. and across the Globe in a few cases
Life in a Metro
How has life in the top metropolitan cities changed in this period?

The metros – most importantly Delhi, Mumbai and Bengaluru, have witnessed a steep decline in footfall across major places of interest since the first case was reported in India.

Footfall across major places of interest in top 3 metros

- **Tech Parks and Business Complexes**: 36%
- **Arcades and Amusement Parks**: 58%
- **Restaurants and Eateries**: 57%
- **Schools, Colleges and Universities**: 74%
- **Gyms, Parks and Fitness Centres**: 40%

The decline in footfall is calculated for the time period between Feb 14 to Mar 11.
Tech parks see a gradual decrease in footfall as employees slowly adopt remote working.

**COVID-19 outbreak**

Post the initial news breakout of COVID-19, tech parks see a steady decrease in the number of people working from their offices.

**COVID-19 response**

Tech parks and central business districts evaluate mandatory work from home as number of reported cases rise.
Restaurants see a drastic dip as consumers avoid crowded spaces and take to ordering or cooking at home.

**Highlights**

- **COVID-19 Response**
  1. Restaurants see a drastic dip as consumers avoid crowded spaces and take to ordering or cooking at home.
  2. With the panic spreading across the world and rise in reported cases, Maharashtra and Karnataka governments take preventive measures to enforce social distancing.
Summary Report

Gyms and fitness centers see a 40% decline in footfall after the week of Valentine’s Day as consumers avoid crowded and high-risk places.

Highlights

1. **COVID-19 outbreak**
   There has been a slight decline in no. of people going to gym and fitness centers. Despite repeated precautionary warnings, people however continue to visit these centers.

2. **COVID-19 response**
   As social distancing measures were encouraged, non-essential activities such as fitness center visits began to drop.
Temple Visits (Maharashtra)

Footfall trend in temples across Maharashtra

14-Feb 18-Feb 22-Feb 26-Feb 01-Mar 05-Mar 09-Mar

Summary Report

Praying takes on a new meaning in a socially distancing/distanced Maharashtra. Citizens refrain from religious visits and pray from the safety of their homes.

Highlights

COVID-19

1. As gathering in crowds larger than 10 people are discouraged, temple visits see a dip
2. Since 6th March, with major temples closing, the trend shows further decline in visitors.

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The Travel Nosedive

How has flight travel been affected by COVID-19?

Footfall across the metro airports has seen a considerable decline while airports in cities such as Lucknow, Patna, Guwahati, Chandigarh have not seen any significant difference.

Chennai, however, has shown a slight increase.

Footfall across metro airports and rental stays have seen a considerable decline since March 1

- **25%** Decline in visits at the Bengaluru, Mumbai and Delhi airports combined
- **400%** Growth in activity in flight tracker apps
- **40%** Decline in visitation to Lodges and Vacation rentals across India

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Major Indian airports witness gradual decline from March 1

**Delhi** Indira Gandhi International Airport

**Bengaluru** Kempegowda International Airport

**Mumbai** Chhatrapati Shivaji Maharaj Airport

**Highlights**

1. News about exponential rise in reported cases in Italy and Iran trickles in by the first week of March
2. Companies issue advisory against international travel for their employees
3. Airports with international operations see significant drop starting first week of March

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Domestic travel remains largely unaffected

- **Chandigarh**
- **Guwahati**
- **Lucknow**

**Highlights**
1. Airports with largely domestic flights see little change in footfall.
2. With focus on international travelers, domestic travel remains largely affected by the Corona virus scare.
3. Amidst flight delays and cancellations, many take flights to travel back home.

**Audience Intelligence**
Flight tracking and booking app usage hits the roof

Highlights

1. The growing panic leads to continuous monitoring of flight operations by concerned citizens

2. With a spike in number of reported cases in India, consumers take to cancelling or delaying their flight plans

In-app usage

- 14-Feb
- 18-Feb
- 22-Feb
- 26-Feb
- 01-Mar
- 05-Mar
- 09-Mar
- 13-Mar

400% increase
Observation: The visitation pattern to Lodges and vacation rental has been on decline since last week of February. But hasn't picked up in March when usually children's exams are over.

Highlights

Lodges and vacation rental visits sees a steady drop as people alter travel plans.
App Usage Skyrockets

How has content consumption changed in this period?

Consumers have taken to their mobiles as they seek entertainment, information, news and scourge for unique ways to engage themselves in times of social distancing.

- **Image and Video Editing** apps see a 60% surge in usage
- **Gaming** app usage grows by 110%, especially Strategy
- **Books and Comic** apps see 200% growth
- **Mobile browsing** app activity shoots up by 37%

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Image and Video editor app usage peaks due to remote working

Before people started isolating themselves, the usage of editing apps had seen a spike, during the popular week of Valentine’s Day. The festival of colors triggered a surge in the usage of editing apps despite the silent nature of Holi this time around.

Summary Report
Since 5th March, there has been a steep increase in the usage of Image and Video editing apps

Highlights

1. Valentine’s week
   Before people started isolating themselves, the usage of editing apps had seen a spike, during the popular week of Valentine’s Day.

2. Holi
   The festival of colors triggered a surge in the usage of editing apps despite the silent nature of Holi this time around.
Arcade, Strategy and Trivia apps see growth in adoption

Summary Report
Since 12th Feb, there has been a steep increase in the usage of Gaming apps.

- **COVID-19 breakout**
  Post the initial news breakout on COVID-19, there has been a gradual increase in the usage of Gaming apps.

- **Top Contributors**
  Spike in traffic is primarily seen for Arcade, Strategy and trivia apps.
Books & Comic apps gain popularity as schools shut down

Summary Report
Since 12th March, there has been a steep increase in the usage of Books and Comic apps.

App Usage Trend
Usage of Books and Comics were constant until the first week of March, post which there is a steep increase in usage.

Schools and Colleges shut down
Online learning and reading becomes popular as state governments including Maharashtra and Karnataka announce closure of schools. In addition, leading Indian comics make their archives available for free for a month.

Highlights
1. App Usage Trend
2. Schools and Colleges shut down
Web browsing apps are the biggest source of information

By the end of Jan, web browsing app usage decreases but immediately surges after the first case is reported.

Mobiles become the go-to-devices and destinations for consumers seeking the latest news, information and updates.

Summary Report
Since 12th Feb, there has been a gradual increase in the usage of Web Browsing apps.
COVID-19 Consumer Insights: India – Part 1
Based on platform insights from Jan 1 to Mar 11

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- Integrated

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