

THE MANY URBAN INDIAS

A PRICE & TATA SONS REPORT

THE MANY URBAN INDIAS

NATIONAL MEDIA COVERAGE & PUBLIC IMPACT

A PRICE & TATA SONS REPORT

A landmark study on India's 100 top cities that are driving the next wave of income, spending and consumption growth.

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THE TIMES OF INDIA

14 July 2026

Beyond the Big Six, India's urban money is spreading

PRICE-Tata Sons' study of the country's top 100 cities shows that the Big Six still dominate total consumption, but the next 94 cities together are emerging as new growth engines.

“The Big Six still dominate total consumption, but the next 94 cities together are emerging as new growth engines.”

THE TIMES OF INDIA

4 July 2026

Bengaluru, Chandigarh, Delhi top average income: Report

The report, 'Many Urban Indias', by PRICE's Rajesh Shukla and Tata Sons' Rupa Purushothaman and Vishal Vaibhaw, has estimated data for 2025-26.

“Delhi ranks third and Mumbai fifth in terms of average household income.”

mint

8 July 2026

The urban Indian landscape is changing in ways that favour economic expansion

As urban incomes and spending ascend, a new report by PRICE and Tata Sons shows how India's 100 top cities are driving the economy ahead.

“India's 100 top cities that account for 18% of the population are driving 35% of the country's income.”

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8 July 2026

A tale of few cities: Urban prosperity in India shows a stark divide

According to a report by research agency PRICE and Tata Sons titled The Many Urban Indias, while India's top 100 cities that account for 18% of the population, they generate 35% of the country's income.



OPINION & BUSINESS ANALYSIS

Business Standard

6 days ago

Rethinking value for 200 million consumers

A new study 'The Many Urban Indias' jointly brought out by research firm PRICE and Tata Sons provides deep insights into India's next wave of consumption growth.



THE HINDU BusinessLine

8 July 2026

Urban India drives consumption

India's consumption is increasingly being shaped by its large cities. According to The Many Urban Indias report by PRICE and Tata, the landscape is changing in ways that favour the next set of 94 cities.



INDIA TODAY

8 July 2026

Not Mumbai, not Delhi: This city has India's highest household spending

Delhi ranks third and Mumbai fifth in terms of average household income. The data is based on research by PRICE and Tata Sons for 2025-26.



The Indian EXPRESS

12 July 2026

Chandigarh tops India in household spending, richest after ...

The study estimates that an average household in Chandigarh spends nearly ₹19 lakh annually, the highest among India's top 100 cities.



The Tribune

9 July 2026

Chandigarh tops India in household spending, ranks highest in average income

The Many Urban Indias report by PRICE and Tata Sons highlights Chandigarh's leadership across key economic indicators.



moneycontrol

4 July 2026

Metros dominate incomes, but Tiruppur and Surat outshine others

While metros lead in scale, cities like Tiruppur and Surat deliver higher average household incomes.



देश का सबसे बड़ा कंजम्पशन हब कौन?

4 July 2026

इस शहर ने मुंबई और दिल्ली को पीछे छोड़ा

PRICE और Tata Sons की रिपोर्ट 'Many Urban Indias' में आय और खर्च करने वाले शहरों की तस्वीर सामने आई है।



TELEVISION COVERAGE



15 July 2026

Chandigarh tops India in household spending



8 July 2026

Beyond the Big Six:
Next 94 cities emerge as
new growth engines



The Many Urban Indias:
Urban incomes & spending
on the rise



9 July 2026

Consumption hubs of India:
Chandigarh leads,
Bengaluru & Delhi top incomes



8 July 2026

100 top cities driving
India's economy

DIGITAL & SOCIAL BUZZ



3h

PRICE & Tata Sons report #ManyUrbanIndias reveals Chandigarh tops India in household spending at ₹19 lakh annually. Top 100 cities are driving the country's consumption story. #UrbanIndia #PRICE



8 Jul

Urban incomes and spending are ascending! PRICE & Tata Sons report shows how India's 100 top cities are shaping the economy. bit.ly/ManyUrbanIndias



8 Jul

Beyond the Big Six, India's urban money is spreading. Next 94 cities together are emerging as new growth engines. #ManyUrbanIndias



8 Jul

Metros may dominate incomes, but cities like Tiruppur and Surat are outshining others in consumption! #ManyUrbanIndias



8 Jul

Chandigarh leads in household spending, Bengaluru, Chandigarh & Delhi top in incomes. Watch our special report. #UrbanIndia



8 Jul

Many forwards Data from the PRICE / Tata Sons Research report gives an incredible look into India's top 100 economic cities. #ManyUrbanIndias



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“India's urban story is no longer just about the metros. It is about hundreds of cities rising together.”
– PRICE & Tata Sons Report

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