



Parampara

har vansh ka ansh





Consumer Profile



meet **Rajani Sushil Grover**

Age: 45

Occupation: Stay at home mother

Education: B.A. graduate, Gargi College, Delhi

Residence: 4BHK house, Central Delhi, Karol Bagh

Regional Background: Punjabi, raised in Delhi



More about Rajani....

- Socialite.
- Active member in her kitty.
- Part of a social activation group distributes food packets to poor people outside Chandni chowks Jain mandir and hosts charity events.
- Zumba class every morning.
- Follows Pramukh Swami Maharaj in Akshardham. Donates there often.
- Wears Kaftans with bold jewellery

Family History

- 2 daughters- 13yr and 11yr (Study in Modern school, barakhamba road, have iPhones)
- Sushil Grover, 48, businessman, marble exporter- flooring, carpeting, tiles
- Business Per capita- 25 crores
- Annual household revenue- 4.5crs
- Sushil has a peg every night before dinner.
- Romantic but flirtatious with other women.
- Loud and Jovial
- Arranged Marriage
- 2 siblings- elder brother lives in Delhi, elder sister lives in Mumbai.



Status/Gadgets owned

- Mercedes c-class
- Home theatre system,
- have iPhone 15 ProMax.
- A Second Skoda Slavia,
- have air cons and other fancy household gadgets.
- Occasional luxury shopping, so wife has a daily YSL.
- Vacations- go abroad often, dream destination is the South of France, Monaco.
- Travel business
- House help- cleaner, cook, driver.

Restaurants - Bukhara, Lila Palace etc.

Sunday Ritual - Sundar Nurery in the mornings and DLF club in the evenings

Triggers

- West Delhi is off limits.
- semi-courteous with servants but can get very rude.
- Treat lower status people as lower status people.

Barriers - lacks fluency in English.

Insights - avoids buying things that are cheap, expensive is better.

