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MNI India Consumer Report November 2013

Insight and data for better decisions

About MNI Indicators

Insight and data for better decisions

MNI Indicators offers unique macro-economic data and insight to businesses and the investment community. We produce data and intelligence that is unbiased, pertinent and responsive. Our data moves markets.

Specialising in business and consumer focused macro-economic reports, we give our customers the ability to make timely and relevant decisions. We strive to provide up-to-date information on business and consumer confidence on the economy.

MNI Indicators publishes data on a monthly basis. Our indicators are based on a unique and proprietary methodology and are designed to present an advance picture of the economic landscape as perceived by businesses and consumers every month.

Our monthly reports explore attitudes, perspectives and confidence across different countries and regions. They deliver in-depth analysis, highlight changing patterns and how these can affect potential developments in business and consumer activities.

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MNI India Consumer Report - November 2013

Contents

4	Editorial
6	Executive Summary
12	Economic Landscape
16	Indicators
17	MNI India Consumer Indicator
24	Personal Finances
27	Current Business Conditions
30	Durable Buying Conditions
31	Employment Outlook
33	Prices Sentiment
36	Interest Rate Expectations Indicator
37	Stock Investment Indicator
41	Real Estate Investment Indicator
44	Car Purchase Indicator
46	Consumer Sentiment - Regions
50	Consumer Sentiment - Income Group
52	What the Panel Said
54	Data Tables
62	Methodology



Seeing the Potential

India has witnessed a lot of bad news this year. GDP growth slowed to the weakest in 10 years, manufacturing hit the rocks, the rupee came under intense pressure and inflation accelerated.

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And yet in November the Sensex hit a high of 21293.88. Not bad considering just a few months previously there were real concerns that capital flight threatened the stability of the economy. Global investors ran for the exits as expectations grew that the US Federal Reserve would start to scale back its Quantitative Easing programme and begin to taper the scale of its bond purchases.

Having hit a low of 17905.95 in August, the Sensex is now up 8.8% since the start of the year supported by foreign investment. The recovery really took off when the Fed backed away from an early withdrawal of monetary stimulus with investors feeling more secure that the easy money would flow for longer.

Companies that export have also benefited from the slide in the rupee this year which has made their exports far cheaper. Companies such as TCS and Wipro are up 50% and 34% respectively since the start of the year, favoured by international investors for their ability to take advantage of the weak currency and the upturn in global growth.

The Sensex has also benefited from other factors. There is a growing feeling that the worst could be over and that the economy has bottomed. Our own business survey data supports this view, although there is a long way to go. Investors are also beginning to price in a 2014 election victory for Narendra Modi who is seen as good for the stock market.

In part the Sensex is also playing catch up, having barely moved with inflation in recent years. Investors don't see a huge amount of downside.

Further support for the market and the wider economy comes from the recent international deal to bring Iran in from the cold. India is seen as one of the biggest beneficiaries from the raised sanctions. Overall, the deal is seen as likely to put downward pressure on oil

prices and India will be able to purchase more oil with rupees which would also help the currency.

There are clearly risks to equity markets held up by foreign investment, with many seeing the increase as fragile and vulnerable to setbacks – not least the eventual US tapering. Even so, the latest Ernst and Young bi-annual Capital Confidence Barometer put India as the most attractive investment destination, snatching top spot from China who have now been demoted to second place, just ahead of Brazil in third. Through all the negatives of this year, investors see a lot of potential.

Philip Uglow
Chief Economist
MNI Indicators



Executive Summary

The MNI India Consumer Indicator rose for the second consecutive month in November to the highest since June, led higher by an improvement in personal finances.

The MNI India Consumer Indicator rose for the second consecutive month in November to the highest since June, led by an improvement in personal finances.

The rise of 1.9% on the month took the India Consumer Indicator to 122.5 in November from 120.2 in October.

While the record low seen in September could turn out to be the trough in sentiment, it is not out of the question that confidence could resume its downward trend following the seasonal pick-up of the past two months during the festive period.

The November rise was driven by an increase in three out of the five components which make up the India Consumer Indicator. Current and Expected Personal Finances improved and optimism about Business Conditions in Five Years rose on hopes of an economic revival after the elections next year.

Both current and future measures of confidence rose for the second consecutive month in November, following record lows in September.

The increase in the MNI India Consumer Indicator was widespread with confidence rising in the North, West, East and South India regions. Consumer confidence in the Central India region worsened in November.

Consumer sentiment improved significantly in both the 35 to 54 and 55 to 64 year age ranges, while it remained stable in the youngest age group.

Perceptions about the current state of business improved slightly in November and respondents became more optimistic about the long-term outlook also.

The Employment Indicator increased in November, though it was down 5.7% from November 2012. Of the five regions, respondents in the North, South, West and Central India expected employment conditions to improve, while those in East India expected to see a worsening.

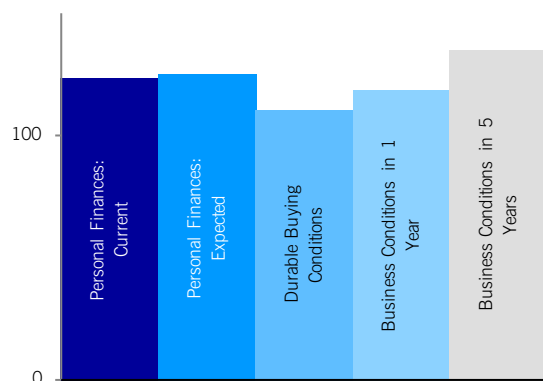
Concerns over inflation worsened in November as respondents became increasingly concerned about the current level of prices and future inflation expectations hit a record high.

The November reading of the Stock Investment Indicator remained unchanged from October, below the breakeven 100 level and the lowest since the series began in February.

After falling to a record low of 109.7 in September, the Real Estate Investment Indicator has picked up in the past two months, increasing by 2.6% to 113.2 in November, up from 110.4 in October.

The Car Purchase Indicator fell by 2.1% to 65.7 in November from 67.1 in October, although remained above the three month average of 64.3. The indicator was, however, around 21.0% down from the same period last year as high interest rates and inflation have weighed.

MNI India Consumer Indicator - Components



All India - Overview

	Sep-13	Oct-13	Nov-13	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
MNI India Consumer Indicator	115.9	120.2	122.5	Jun-13	-	119.5	2.3	1.9%
Current Indicator	109.3	113.9	117.0	May-13	-	113.4	3.1	2.7%
Expectations Indicator	120.3	124.3	126.2	Jun-13	-	123.6	1.9	1.5%
Personal Finance: Current	118.0	117.1	123.3	Feb-13	-	119.5	6.2	5.3%
Personal Finance: Expected	118.4	122.4	125.3	Jun-13	-	122.0	2.9	2.4%
Business Condition: 1 Year	114.1	119.3	118.2	-	Sep-13	117.2	-1.1	-0.9%
Business Condition: 5 Year	128.4	131.3	135.2	Nov-12	-	131.6	3.9	3.0%
Durable Buying Conditions	100.7	110.7	110.7	-	Sep-13	107.4	0.0	0.0%
Current Business Conditions Indicator	108.9	108.2	109.1	Aug-13	-	108.8	0.9	0.8%
Stock Investment Indicator	106.4	96.8	96.8	-	Feb-13	100.0	0.0	0.0%
Real Estate Investment Indicator	109.7	110.4	113.2	Jul-13	-	111.1	2.8	2.6%
Car Purchase Indicator	60.1	67.1	65.7	-	Sep-13	64.3	-1.4	-2.1%
Employment Outlook Indicator	113.2	114.6	121.0	Jun-13	-	116.3	6.4	5.6%
Inflation Expectations Indicator	156.1	152.4	159.2	series high	-	155.9	6.8	4.5%
Current Prices Satisfaction Indicator	83.2	90.2	70.2	-	series low	81.2	-20.0	-22.2%
Interest Rates Expectations Indicator	136.1	137.5	138.8	series high	-	137.4	1.3	1.0%

All India - Summary

	2012		2013										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
MNI India Consumer Indicator	133.7	129.3	127.3	122.9	119.7	123.9	124.5	122.9	119.5	118.7	115.9	120.2	122.5
Current Indicator	128.3	123.9	123.5	115.1	116.8	119.5	120.7	113.7	114.1	113.9	109.3	113.9	117.0
Expectations Indicator	137.3	132.9	129.8	128.1	121.6	126.8	127.0	129.0	123.0	122.0	120.3	124.3	126.2
Personal Finance: Current	135.4	130.0	133.9	123.4	116.6	121.1	122.2	115.8	114.2	116.3	118.0	117.1	123.3
Personal Finance: Expected	141.5	134.0	136.0	132.5	124.0	131.8	131.0	128.3	121.9	122.1	118.4	122.4	125.3
Business Condition: 1 Year	130.8	131.8	129.6	119.7	114.9	117.2	119.4	124.2	121.2	115.3	114.1	119.3	118.2
Business Condition: 5 Year	139.7	132.8	123.9	132.0	126.0	131.6	130.5	134.6	126.0	128.5	128.4	131.3	135.2
Durable Buying Conditions	121.1	117.8	113.0	106.8	117.1	117.9	119.2	111.6	114.0	111.5	100.7	110.7	110.7
Current Business Conditions Indicator	123.4	124.9	122.3	121.2	116.4	120.0	121.0	118.4	113.1	111.4	108.9	108.2	109.1
Stock Investment Indicator	-	-	-	102.9	104.5	102.3	101.4	110.1	105.1	104.6	106.4	96.8	96.8
Investment Return	136.5	108.1	112.7	106.5	110.1	105.1	104.0	102.7	112.7	111.1	125.2	94.0	93.5
Stock Price Sentiment	-	-	-	102.0	104.2	103.7	103.5	100.4	111.9	116.5	124.8	107.5	115.8
Stock Market Expectations	134.4	105.5	118.5	104.1	107.5	105.5	103.8	127.8	114.6	119.2	118.8	103.8	112.6
Real Estate Investment Indicator	-	-	-	116.9	119.4	119.9	113.1	115.7	115.1	109.8	109.7	110.4	113.2
House Price Expectations	-	-	-	138.7	142.4	139.1	133.3	136.3	135.1	140.8	144.7	148.6	147.9
House Buying Sentiment	109.4	106.1	106.1	116.4	118.1	121.5	115.5	119.7	114.7	100.6	98.1	95.0	92.8
House Selling Sentiment	112.6	110.1	112.5	104.5	102.2	101.1	109.4	109.0	104.4	111.9	113.6	112.5	101.2
Car Purchase Indicator	83.1	84.0	71.5	80.1	76.6	76.4	75.8	69.5	68.5	61.6	60.1	67.1	65.7
Car Purchase Expectations	114.8	110.5	106.9	107.6	107.3	109.2	106.0	98.5	105.7	94.3	90.3	98.4	97.7
Price of Gasoline Expectations	148.6	142.5	164.0	147.4	154.0	156.4	154.5	159.5	168.7	171.0	170.2	164.1	166.3
Employment Outlook Indicator	128.3	116.4	124.6	112.2	119.1	123.4	127.9	122.6	120.9	119.2	113.2	114.6	121.0
Inflation Expectations Indicator	135.7	126.8	149.4	152.4	145.6	134.0	136.5	143.9	144.4	152.9	156.1	152.4	159.2
Current Prices Satisfaction Indicator	115.9	102.8	91.3	76.7	78.2	96.5	99.7	96.4	93.9	92.6	83.2	90.2	70.2
Interest Rates Expectations Indicator	126.7	123.6	130.6	131.4	116.6	123.0	125.6	120.4	129.6	133.8	136.1	137.5	138.8

All India - Records

	2012-Current			
	Minimum	Maximum	Mean	Median
MNI India Consumer Indicator	115.9	133.7	123.2	122.9
Current Indicator	109.3	128.3	117.7	116.8
Expectations Indicator	120.3	137.3	126.8	126.8
Personal Finance: Current	114.2	135.4	122.1	121.1
Personal Finance: Expected	118.4	141.5	128.4	128.3
Business Condition: 1 Year	114.1	131.8	121.2	119.4
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Durable Buying Conditions	100.7	121.1	113.2	113.0
Current Business Conditions Indicator	108.2	124.9	116.8	118.4
Stock Investment Indicator	96.8	110.1	103.1	103.7
Investment Return	93.5	136.5	109.4	108.1
Stock Price Sentiment	100.4	124.8	109.0	105.9
Stock Market Expectations	103.8	134.4	113.5	112.6
Real Estate Investment Indicator	109.7	119.9	114.3	114.2
House Price Expectations	133.3	148.6	140.7	139.9
House Buying Sentiment	92.8	121.5	108.8	109.4
House Selling Sentiment	101.1	113.6	108.1	109.4
Car Purchase Indicator	60.1	84.0	72.3	71.5
Car Purchase Expectations	90.3	114.8	103.6	106.0
Price of Gasoline Expectations	142.5	171.0	159.0	159.5
Employment Outlook Indicator	112.2	128.3	120.3	120.9
Inflation Expectations Indicator	126.8	159.2	145.3	145.6
Current Prices Satisfaction Indicator	70.2	115.9	91.4	92.6
Interest Rates Expectations Indicator	116.6	138.8	128.7	129.6

The Reserve Bank of India lowered it's growth forecast from 5.5% to 5.0% for 2013-14

Given weak consumption and investment demand.



Economic Landscape

In response to the continued rise in inflation, the Reserve Bank of India hiked the policy rate for the second consecutive month to 7.75% from 7.5%.

In response to the continued rise in inflation, the Reserve Bank of India hiked the policy rate for the second consecutive month at the end of October to 7.75% from 7.5%. India's headline rate of inflation, measured by the wholesale price index, increased to 7.0% in October from 6.5% in September, further above the government's end-year target of 5.0%. Consumer price inflation hit double digit figures. RBI Governor Raghuram Rajan said he didn't want to see the RBI labeled as "nutters" on inflation but added that bringing down inflation was the best medicine for sustainable growth.

Industrial production picked up in September, although remained weak, while manufacturing output posted a meagre rise on the year. Data from the external sector has been mixed, although the recent rise in exports is a positive.

Lower forecast for India GDP

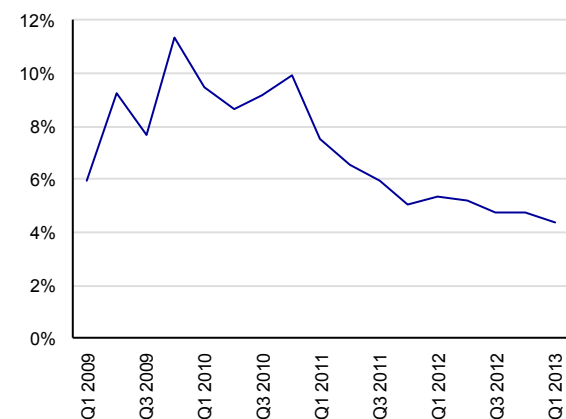
The Reserve Bank of India lowered its growth forecast for the 2013-14 fiscal year to 5.0% from 5.5% earlier in the year given weak consumption and investment demand. This was in line with the projections from both the World Bank and IMF who lowered their forecasts for India recently. The central bank's decision to increase the policy rate to 7.75% from 7.5% on October 29 to curb inflation will also hamper growth.

Economic growth in India slowed to 4.4% in April-June 2013 compared with the same period a year earlier, the lowest in four years. Output was hit by a 1.2% contraction in manufacturing, compared with a decline of 1.0% in April-June last year, while mining & quarrying fell by 2.8% compared with a small increase of 0.4% in the same period a year earlier. Services, which accounts for the highest proportion of GDP, grew at 6.6% on the year, compared with growth of 7.6% in the same period last year.

All eyes are on the July to September GDP data due for release on November 29 with analysts expecting to see growth broadly unchanged at around 4.5% on the year. RBI Governor Rajan has said he expects growth in the second half of the year accelerate on

the back of increased export growth and a boost to agriculture from a good monsoon season.

Economic Growth



— GDP y/y %

Source: Central Statistical Organisation, India

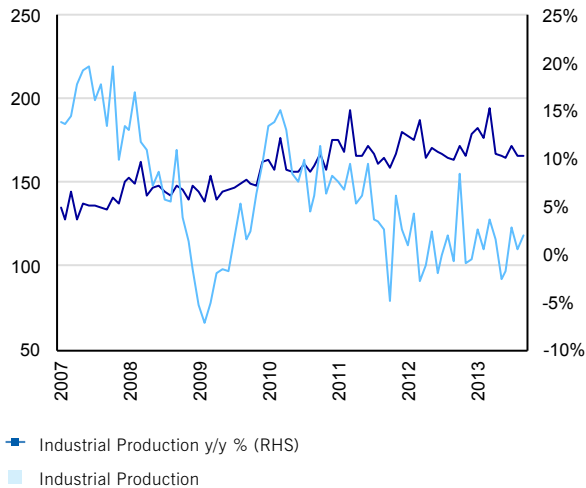
Industrial production rises but still weak

Industrial production rose 2.0% on the year in September, having declined in August by a revised 0.4%. From January-October this year, industrial production was up just 1.0% compared with the same period a year earlier. The September outturn was the third consecutive month of positive year-on-year growth, averaging 1.7% in three months to September. Still, growth remained weak and given the low base in September 2012 it was even less impressive.

The rise on the year was driven by strong growth in infrastructure output, which has a weight of 37.9% in industrial production, which could give a boost to construction output ahead. Output of India's eight infrastructure industries (coal, crude oil, fertiliser, electricity, cement, natural gas, refinery products, steel) rose 8.0% from a year earlier, following a growth of 3.7% in August.

Manufacturing output grew marginally by 0.6% compared with a year earlier, up from a decline of 0.1% in August. Mining expanded by 3.3%, after remaining in contraction for the last 10 months.

Industrial Production



Source: Central Statistical Organisation, India

Capital goods output contracted 6.8% on the year compared with a decline of 2.0% in August. Consumer durables, indicative of consumer demand, were also down 10.8% on the month, the tenth consecutive monthly decline.

The latest RBI Industrial Outlook survey showed a further weakening in business conditions, with the Business Expectation Index falling to 97.3 in July-September from 101.2 in April-June, below the 100 threshold which separates expansion from contraction. Expectations for the next quarter also declined to 109.9 from 112.7 previously. New Orders were down on the month while production was broadly unchanged.

Trade deficit jumps in October

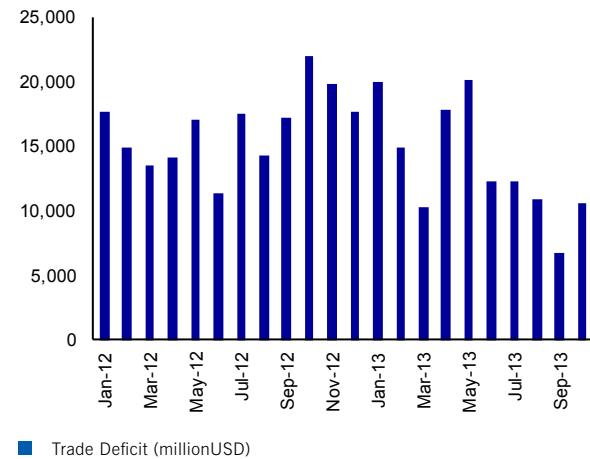
India's trade deficit widened to \$10.5 billion in October from a two and a half year low of \$6.7 billion in September. This was almost half the level seen in October last year when the trade deficit was \$20.2 billion. Imports stood at \$37.8 billion compared with \$34.4 billion in September, 14.5% down from a year earlier. Exports rose for the fourth straight month, up 13.5% from a year earlier to \$27.3 billion, little changed from September's \$27.7 billion outturn. Crude oil imports rose to \$15.2 billion from \$13.2

billion in September. Gold and silver imports increased to \$1.4 billion in October on festival season demand from \$800 million a month earlier but down from \$6.8 billion last year.

Measures such as increased taxation on gold imports to 15.0% in October from 2.0% previously, and allowing only 80% of gold imports to be used for domestic purposes, seems to have been effective in curbing imports.

Less timely data on the current account, showed the deficit reached \$21.8 billion in the three months to June, up from \$18.1 billion in the previous quarter and \$16.9 billion in the same period a year earlier. As a proportion of GDP the deficit widened to 4.9% from 3.6% in the previous quarter, and 4.0% a year ago.

Trade Deficit



Source: Indian Ministry of Commerce and Industry

The finance ministry expects to reduce the current account deficit to 3.7% of GDP for the current fiscal year and has said that it will be fully financed without having to draw on its reserves. The current account deficit is expected to moderate in the second broadly in line with the narrowing trade deficit.

Inflation accelerates further

India's headline rate of inflation, measured by the

wholesale price index, increased to 7.0% in October from 6.5% in September, further above the government's end-year target of 5.0%. Food price inflation remained broadly unchanged at 18.2% in October compared with 18.4% in September. Onion prices, a cooking essential, soared by 278% on the year, down from a rise of 323% in September. Fuel prices rose by 10.3% on the year compared with 10.1% in the previous month. Manufactured products inflation rose to 2.5%, up from 2.0% reported in October.

Consumer price inflation accelerated to 10.1% in October from 9.8% in September, of which food price inflation, having a weight of more than 45.7% in the index, rose to 12.6% compared with 11.4% in September. Vegetable prices remained high in October but are expected to decline due to a bumper harvest.

The quarterly Inflation Expectations survey of households conducted by the RBI for the July-September quarter revealed that 77% of respondents, up from 65% in the previous quarter expected double digit inflation to continue for the next three months. Eighty percent, up from 73%, thought that inflation would be in double digits one year ahead.

The RBI raised the policy interest rate to 7.75% at the end of October in a bid to break the spiral of rising price pressures in order to curb the erosion of savings and strengthen the foundations of growth.

Rupee stabilises and reserves increase

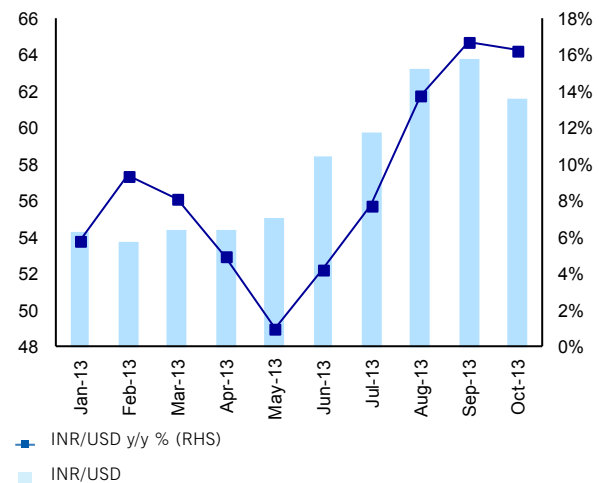
The level of India's foreign exchange reserves rose by \$6.7 billion to \$283 billion in October, the sharpest rise since 2011 helping to support the rupee. Moreover, the RBI's decision on November 22 to extend the deadline for banks to swap dollars at discounted rates has lent further support.

The Rupee rallied to 62.44 in trading on November 25 having hit a low of 68.85 in late August.

The Rupee fell sharply earlier this year after US Federal Reserve Chairman Ben Bernanke warned in May that it could start tapering its bond purchases

this year. India was hit harder than other emerging markets due to its sizeable current account deficit and also a growing inability of the government to move forward with reforms to drive investment – all of which have led to significant capital outflows. The rupee fell around 24% since May to reach an all time low against the US dollar at the end of August.

Rupee Exchange Rate



Source: Reserve Bank of India

Household spending remains weak

Consumer Spending in India decreased to Rs. 8507.67 billion in the second quarter from Rs.8668.54 billion in the first quarter of 2013 and was up only 1.6% from the same period last year, the slowest rise since 2005.

Car sales declined by almost 4.0% in October to 163,199 units compared with the same period a year ago, according to data released by the Society of Indian Automobile Manufacturers. From January to October, car sales were down 10.6% compared with the same period a year earlier. The industry body said that the fiscal year ending March 2014 would see car sales in India fall, marking a second straight year of decline, as high interest rates and a slowing economy forces consumers to delay purchases. They had earlier estimated in April that car sales would grow by 3-5% this year.



Indicators

The pick-up in consumer sentiment was driven by an increase in three out of the five components of the India Consumer Indicator. Both current and future measures of confidence rose for the second consecutive month.

MNI India Consumer Indicator

Consumer Sentiment Rises



The MNI India Consumer Indicator rose for the second consecutive month in November to the highest since June, led higher by an improvement in personal finances.

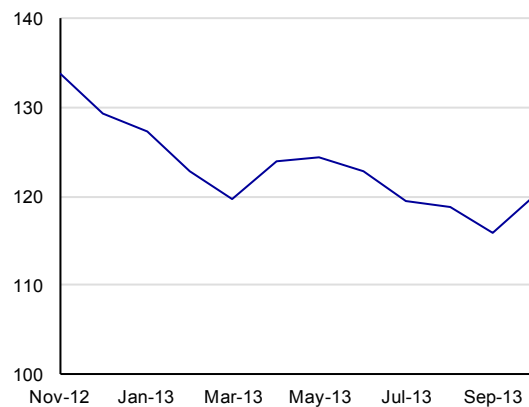
The rise of 1.9% on the month took the India Consumer Indicator to 122.5 in November from 120.2 in October. While sentiment is now 8.4% below the same month a year ago, when the survey started, the back-to-back monthly increases suggest that the record low of 115.9 seen in September could turn out to be the trough in sentiment. It is also possible, however, that the recent pick-up was seasonal due to the festival period and sentiment could turn lower.

The November pick-up was driven by an increase in three out of the five components which make up the India Consumer Indicator. Both Current and Expected Personal Finances increased and optimism about Business Conditions in Five Years rose on hopes of an economic revival after the elections next year.

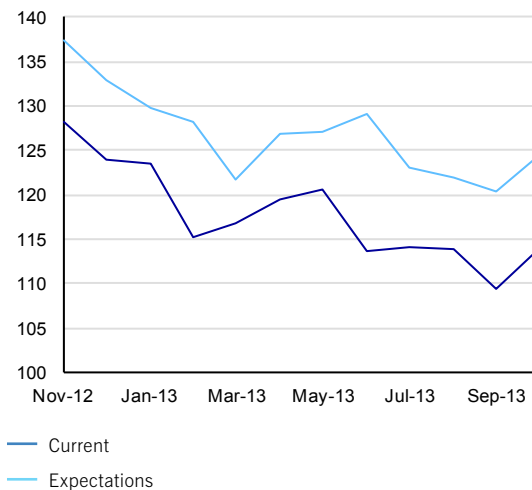
In contrast to the improvement in the long term business outlook, Business Conditions in One Year decreased slightly while Durable Buying Conditions remained unchanged compared with last month.

Both current and future measures of confidence rose for the second consecutive month, following record lows in September. The Current Indicator increased 2.7% on the month to 117.0 from 113.9 in October, led by a gain in Current Personal Finances which rose to 123.3 in November from 117.1 in October.

MNI India Consumer Indicator



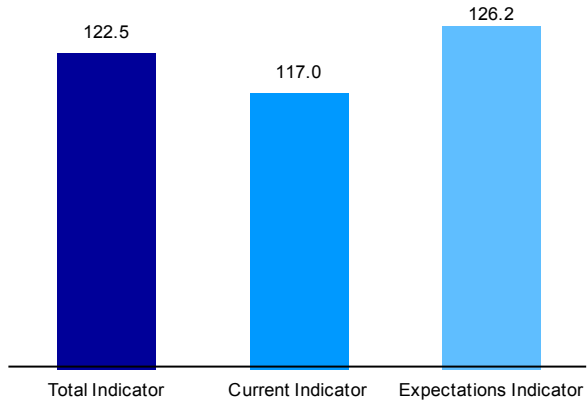
Consumer Indicators



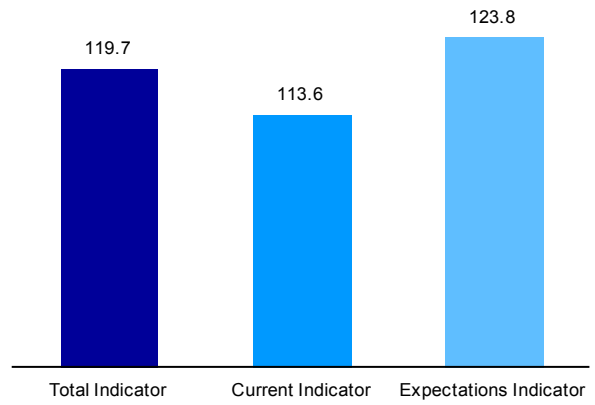
MNI India Consumer Indicator

	Nov-12	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
MNI India Consumer Indicator	133.7	122.9	119.5	118.7	115.9	120.2	122.5
Current	128.3	113.7	114.1	113.9	109.3	113.9	117.0
Expectations	137.3	129.0	123.0	122.0	120.3	124.3	126.2

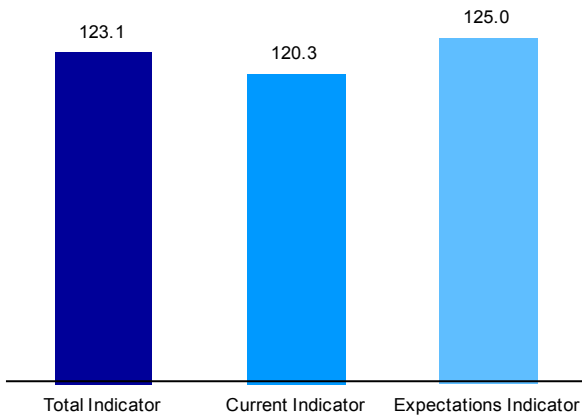
All India



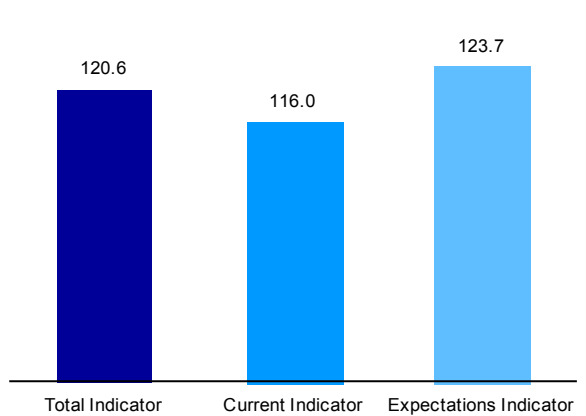
North India



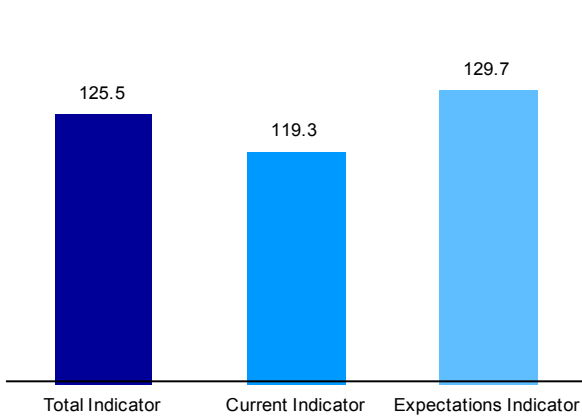
South India



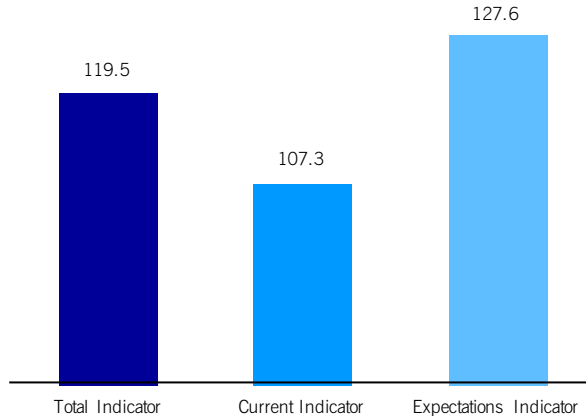
East India



West India



Central India





The Expectations Indicator rose 1.5% to 126.2 in November from 124.3 in October, the highest since June. Of the three components which comprise the Expectations Indicator, Expected Personal Finances and Business Conditions in Five Years improved while Business Conditions in a Year fell slightly.

Regions

The increase in the MNI India Consumer Indicator was widespread with confidence rising in the North, West, East and South India regions. Consumer confidence in the Central India region worsened in November.

The level of confidence was highest in West India and lowest in the Central region.

The Current Conditions Indicator improved in all regions apart from Central India, while the Expectations Indicator improved in all regions except for South India, where it remained unchanged compared with October. Respondents from West India were the most optimistic about the future.

Age

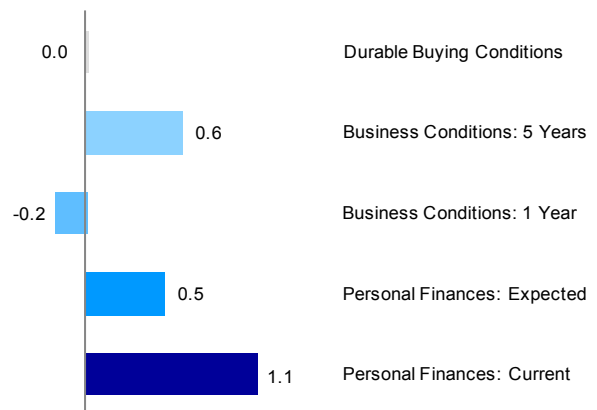
Consumer sentiment improved significantly in both the 35 to 54 and 55 to 64 year age ranges, while it remained stable in the youngest age group.

The Consumer Indicator for the 18-34 year age range stood at 122.1 in November compared with 122.8 in the previous month.

For the 35-54 age group, confidence increased by 16.1% to 123.2 following a sharp decline in October to 106.1.

For the oldest age range, 55-64 year olds, the indicator increased to 122.4 after four consecutive

Consumer Indicator: Contribution to Monthly Change (% pt.)





monthly declines.

Confidence this year has been higher among 18-34 year olds and weaker for the 55-64 age range. In November, however, the 18-34 age group reported the weakest confidence among all the age groups.

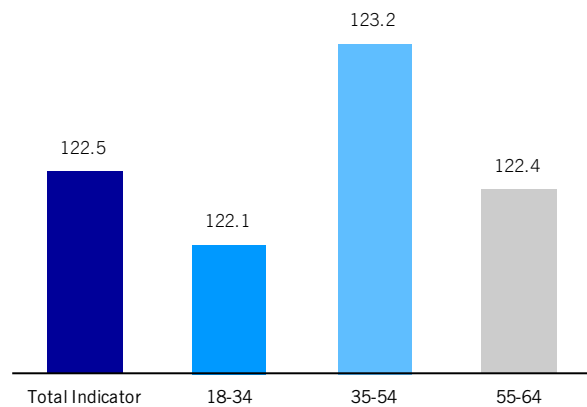
Income

Consumer confidence improved in both low and high income households, though it rose more strongly in the latter.

The Consumer Indicator for households with an average annual income of over INR 432,000 per annum increased 3.2% on the month to 125.2 in November compared with 121.3 in October. For households with an average annual income under INR 432,000 the indicator rose 2.8% on the month to 125.4 in November from 122.0 a month earlier.

Since data on income became available in February, confidence has fallen 2.1% in higher income households while it has increased 4.1% in lower income households, supported by the gains seen in October and November. On average, though, the level of confidence remains greater for high income households.

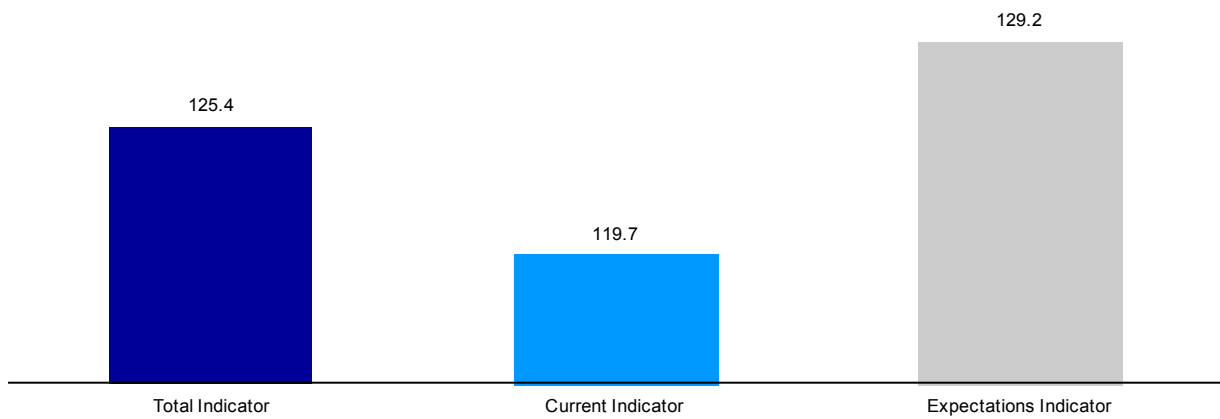
Consumer Indicator: Age Groups



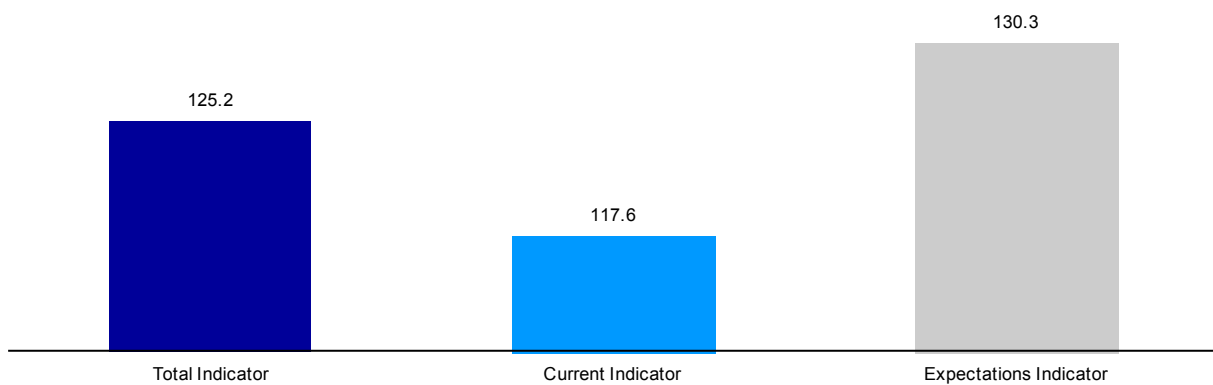
MNI India Consumer Indicator Income Groups



< INR 432,000 per annum



> INR 432,000 per annum



MNI India Consumer Indicator

Main Cities



The Consumer Indicator improved in five out of the ten major Indian cities - Delhi, Bangalore, Chennai, Ahmedabad and Surat. However, it deteriorated in Mumbai, Hyderabad, Pune, Visakhapatnam and remained unchanged in Kolkata.

In the capital Delhi, the Consumer Indicator rose 4.3% on the month to 122.3 in November, the highest since January. All five components contributing to the overall indicator increased on the month, with Durable Buying Conditions leading the way with a rise of 7.4% on the month.

Current Conditions and Future Expectations improved at roughly the same pace for Delhi. The Current Indicator increased from 103.1 in October to 107.6 in November while the Expectations Indicator rose from 126.7 to 132.1.

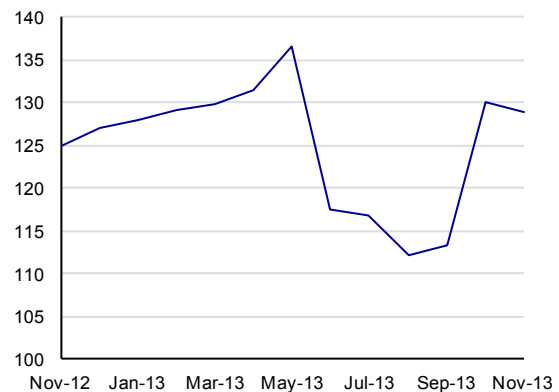
In Mumbai, India's most populous city, consumer sentiment declined slightly to 129.0 in November compared with 130.0 in October. The decline in sentiment was led by a sharp decrease in the percentage of consumers who felt it was a good time to buy a large household item.

The Current Indicator for Mumbai decreased by 2.4% from 115.5 in October to 112.7 in November. The Expectations Indicator remained broadly stable at 139.9 compared with 139.7 in the previous month.

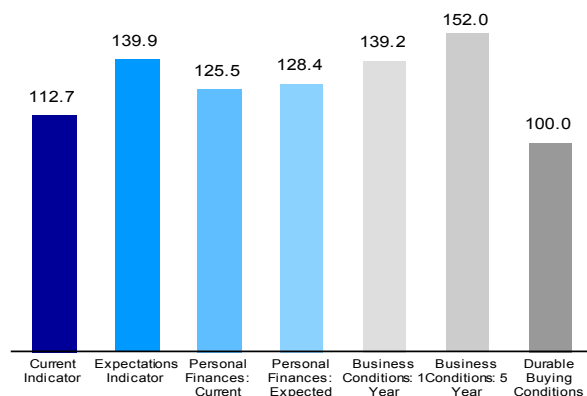
In Bangalore, the third largest city by population in India, the Consumer Indicator increased by 4.0% to 99.0 in November compared with 95.2 in October. The rise in sentiment was led by sharp increases in Durable Buying Conditions and Business Conditions in One Year.

The Current Conditions Indicator rose from 79.0 in October to 85.9 in November, while the Expectations Indicator increased 1.5% on the month to 107.6. Bangalore continued to remain the least optimistic among the 10 major cities of India.

Consumer Indicator - Mumbai



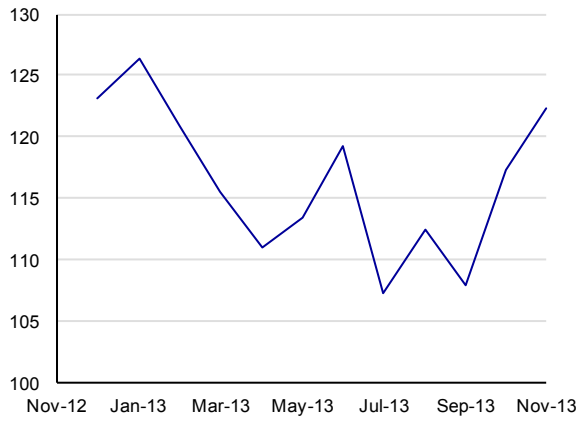
Consumer Indicator Components - Mumbai



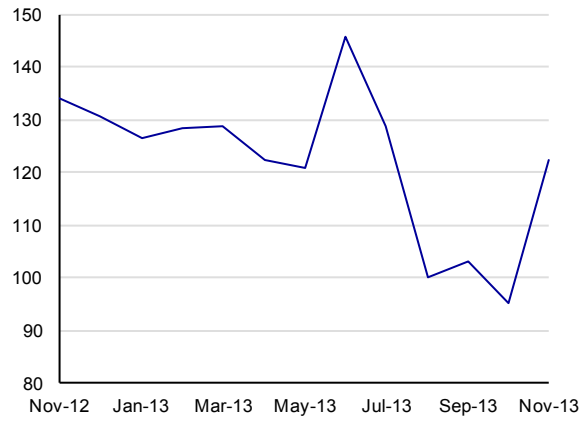
Chennai held its place as the most optimistic city. Consumer sentiment increased to 151.0 in November, following two months of decline.



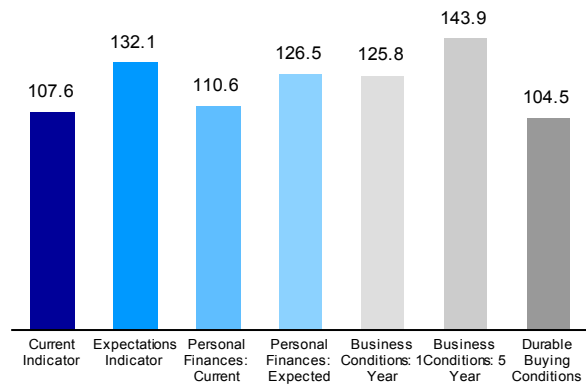
Consumer Indicator - Delhi



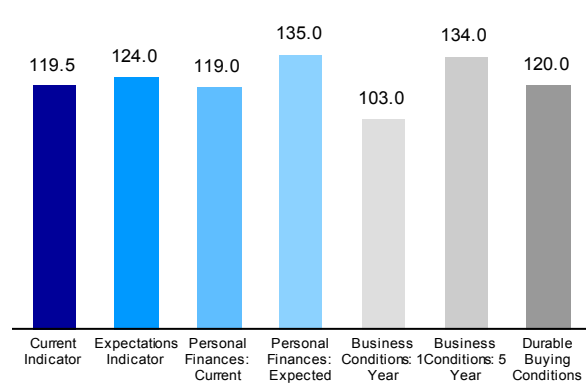
Consumer Indicator - Bangalore



Consumer Indicator Components - Delhi



Consumer Indicator Components - Bangalore



Personal Finances

Personal Finances Improve



Current and Expected Personal Finances have trended down since the start of the survey, though both improved in November.

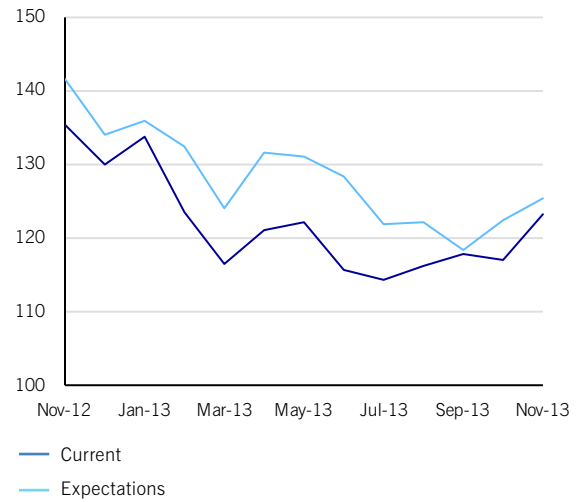
The Current Personal Finances Indicator, which measures whether the financial situation of a household is better, the same or worse than a year ago, increased by 5.3% to 123.3 from 117.1 in October, the highest reading in the past 10 months.

The percentage of respondents who reported that their current financial situation improved compared with a year ago increased from 43.3% in October to 49.6% in November. Those reporting financial conditions were the same as last year decreased from 43.8% to 40.5%, while those reporting a worsening fell from 12.8% to 10.0% in November.

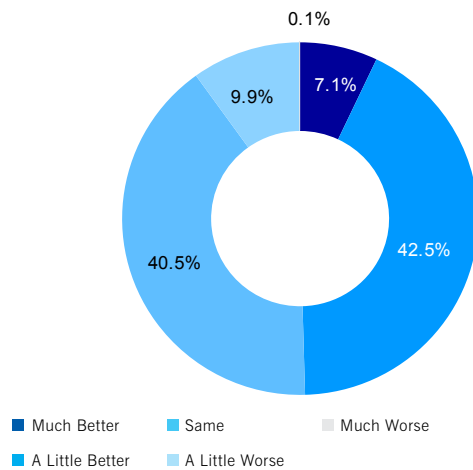
The majority of the respondents, although fewer than in previous months, cited a higher income level as the main reason behind the improvement in their current financial situation in November. Out of those who responded that their financial condition worsened, most continued to point to increased family expenses, although this was down from October.

Expected Personal Finances, which measures whether households think their finances will be better in a years' time, also improved in November to 125.3 compared with 122.4 in October, a 2.4% gain on the month and the highest reading since June. The latest rise still leaves the indicator around 8.0% below the start of the year.

Personal Finances



Current Financial Situation Compared with 1 Year Ago (% of Households)



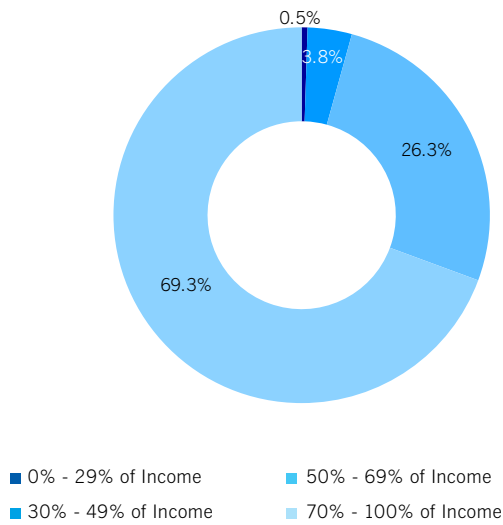
Personal Finances

	Nov-12	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
Current	135.4	115.8	114.2	116.3	118.0	117.1	123.3
Expectations	141.5	128.3	121.9	122.1	118.4	122.4	125.3

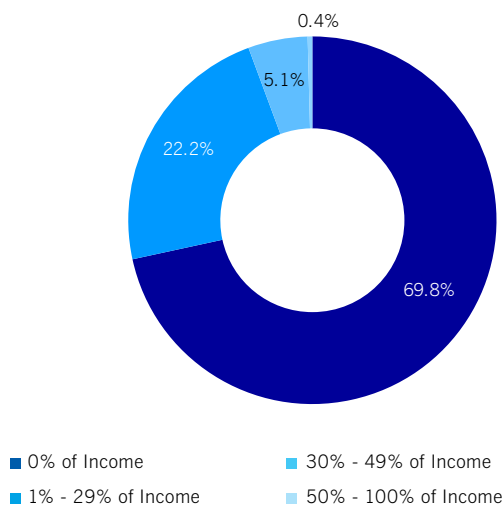
How Households Spend their Money



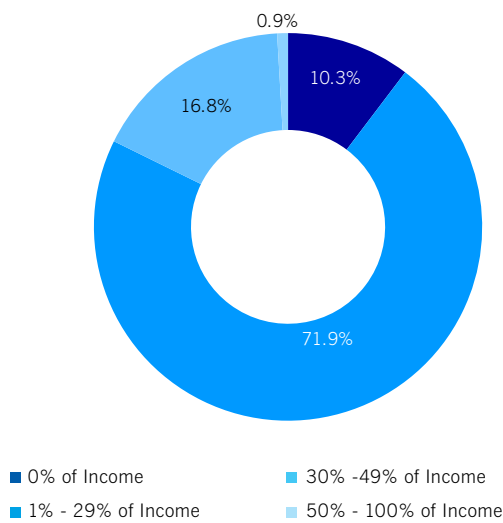
Monthly Household Income Used for Daily Expenses (% of Households)



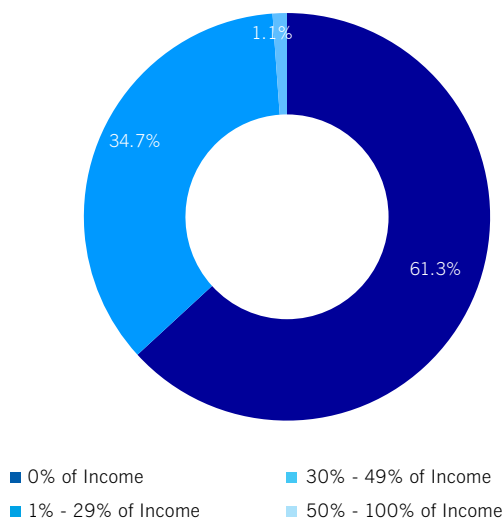
Monthly Household Income Used for Large Loan Repayment (% of Households)



Monthly Household Income Used for Savings (% of Households)



Monthly Household Income Used for Investments (% of Households)



Respondents became more optimistic about the long-term business outlook.

The indicator for Business Conditions in Five Years rose to 135.2 in November from 131.3 in October, a 3.0% rise on the month.

Business Conditions

Five Year Expectations Improve



Perceptions about the current state of business improved slightly in November. Respondents also became more optimistic about the long-term outlook.

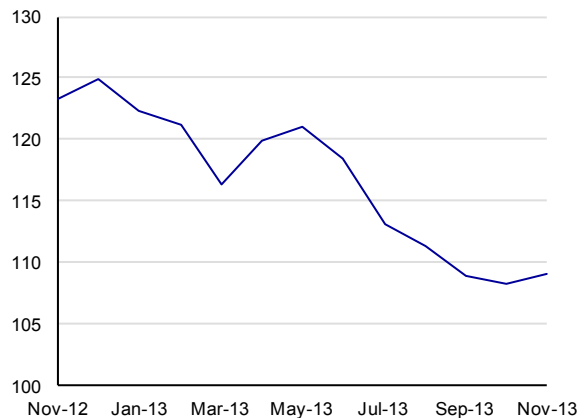
The Current Business Conditions Indicator, which measures respondents' views on the state of business compared with a year earlier, improved slightly after five consecutive months of declines. The indicator stood at 109.1 in November, up from 108.2 in the previous month. While it has remained above the 100 breakeven level, it has been on a downward trend since the series started a year ago.

Economic data has remained gloomy with the Reserve Bank of India revising down its GDP forecast for 2013 to 5.0% from 5.5% previously. Manufacturing output growth remained weak in September while inflation has stayed uncomfortably high. Given the high level of inflation, the central bank hiked the policy interest rate for the second consecutive month in October to 7.75% from 7.5% in September in spite of weak growth.

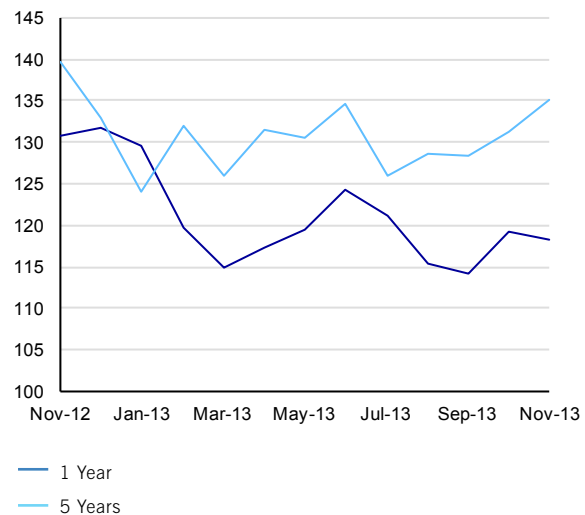
The majority of respondents continued to report that current business conditions were "only fair", although the proportion of respondents who said business conditions were "excellent" increased significantly compared with the previous month.

In contrast, Expectations for Business Conditions in a Year declined in November after a pick up in the previous month. The indicator stood at 118.2 in November, down from 119.3 in October, as the percentage of respondents who reported business

Current Business Conditions Indicator



Expected Business Conditions: 1 Year and 5 Years



Business Conditions

	Nov-12	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
Current	123.4	118.4	113.1	111.4	108.9	108.2	109.1
In 1 Year	130.8	124.2	121.2	115.3	114.1	119.3	118.2
In 5 Years	139.7	134.6	126.0	128.5	128.4	131.3	135.2

Business Conditions in 1 Year Selected Reasons

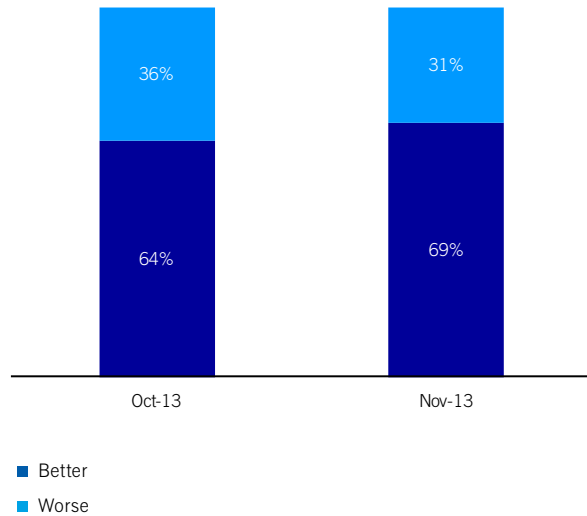


conditions would improve dropped 3.1 percentage points on the month to 44.1% in November.

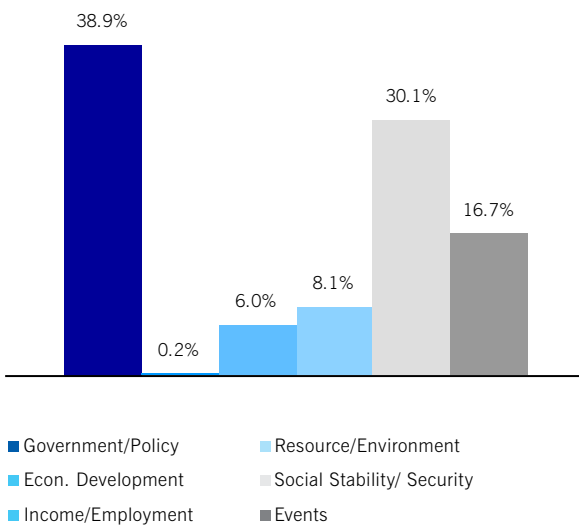
Respondents who expected business conditions to worsen in a year cited poor income and employment as the main reasons. Respondents from East and South India were the least optimistic about Business Conditions in a Year.

Longer term, Expectations for Business Conditions in Five Years improved, rising to 135.2 in November from 131.3 in October, a 3.0% rise on the month.

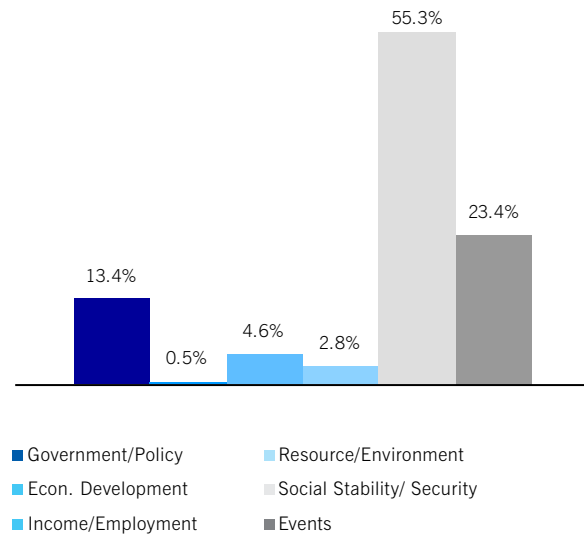
All India



All India, Reasons for Better



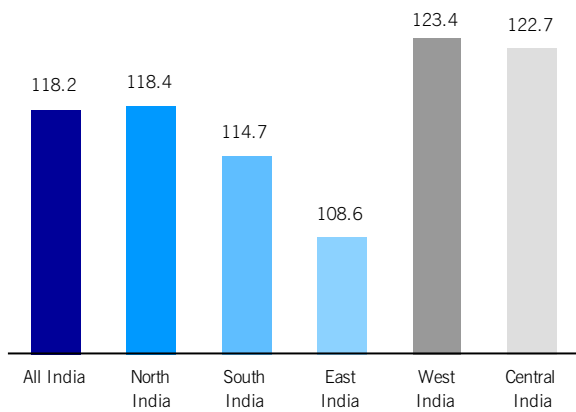
All India, Reasons for Worse



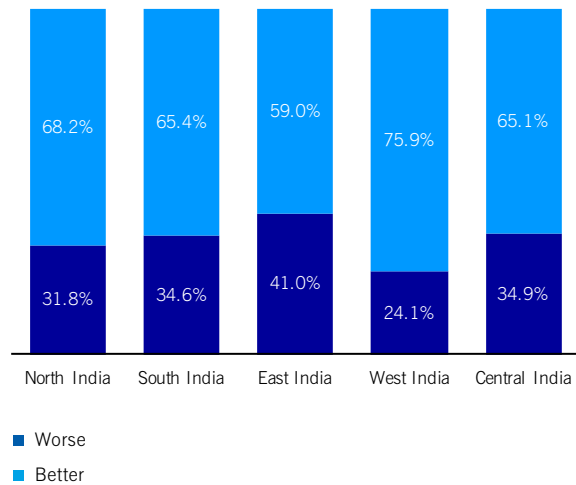
Business Conditions in 1 Year Regions



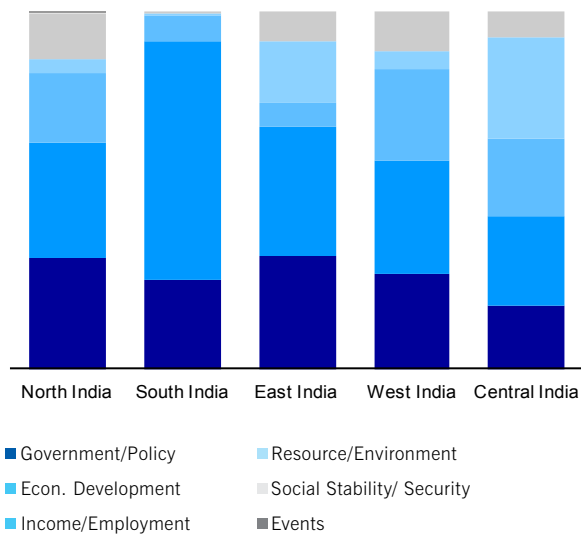
Business Expectations



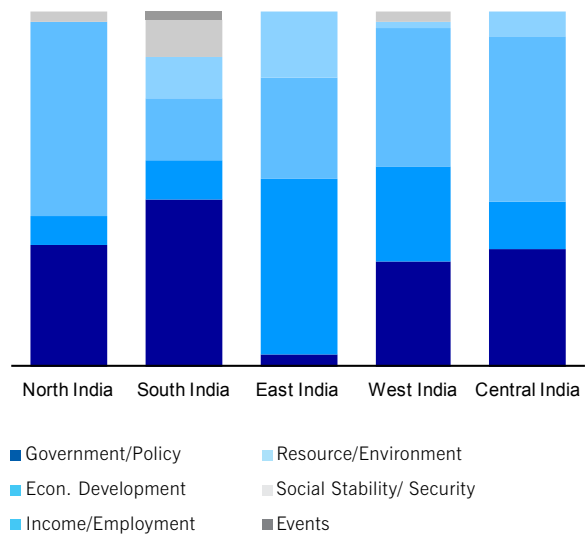
Business Expectations: Worse or Better? (% of Respondents)



Reasons for Better (% of Respondents)



Reasons for Worse (% of Respondents)



Durable Buying Conditions Remain Unchanged



The Durable Buying Conditions Indicator remained unchanged in November, following a seasonal bounce in October as consumers picked up bargains during the traditional festival season sales.

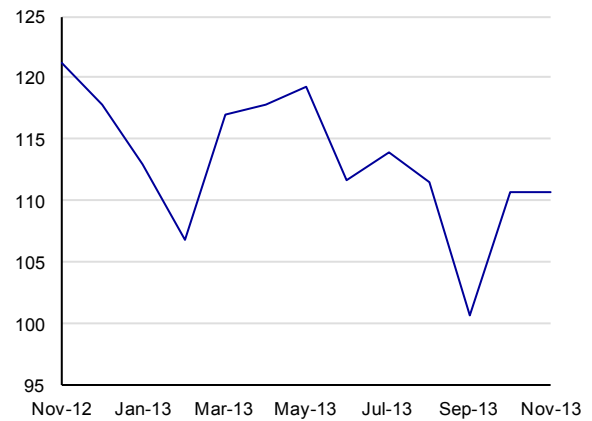
The Indicator on Durable Buying Conditions measures whether respondents think it is a good time or bad time to buy a large household good. It remained steady at 110.7 in November, although was down 8.6% from November 2012.

In spite of the many festivals in October and November when people usually buy lots of large household goods, the current level of the indicator was below the levels seen earlier in the year and the same period a year ago. Many respondents cited increased interest rates and high inflation as having a negative impact on their disposable income.

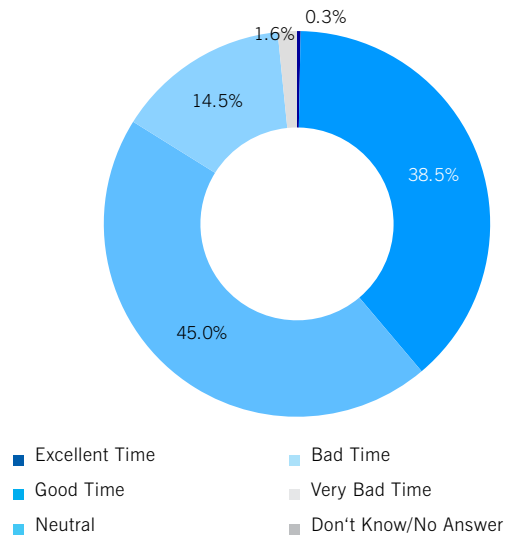
Survey participants saying it was an “excellent time” or “good time” to buy a large household durable decreased on the month from 41.3% in October to 38.5% in November, while the proportion of those saying it was a “bad time” or “very bad time” also fell from 19.1% in October to 16.1%. Those responding “no change” totalled 45.0%, up from 39.6% in October.

“Due to the festival season, there were discounts on many electronic items.”

Durable Buying Conditions



Is It a Good or Bad Time to Buy Large Household Goods? (% of Households)



Durable Buying Conditions

	Nov-12	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
Durable Buying Conditions	121.1	111.6	114.0	111.5	100.7	110.7	110.7

Employment Outlook Indicator

Second Consecutive Monthly Rise

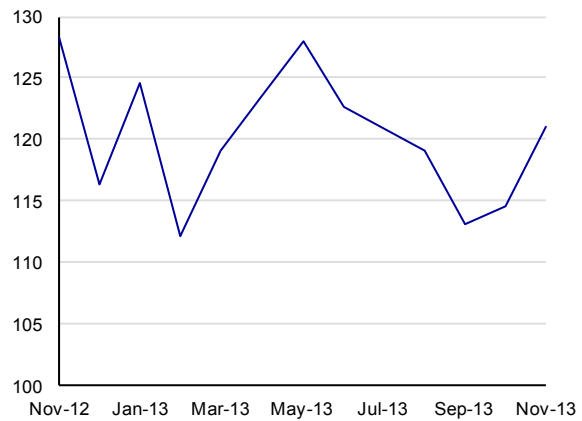


The Employment Outlook Indicator increased to 121.0 in November from 114.6 a month earlier, the second consecutive monthly rise, though it was down 5.7% from the level a year ago. Of the five regions, respondents in North, South, West and Central India expected employment conditions to improve, while those in East India expected to see a worsening.

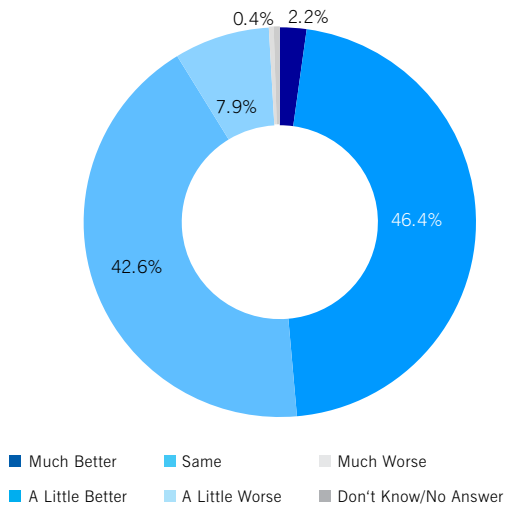
The indicator measures opinion on the outlook for the employment market over the next 12 months. A reading above 100 suggests most of respondents expected the employment market to improve over the period.

Survey participants forecasting an improvement in employment totalled 48.6% in November, up from 47.0% in October, while the proportion of those forecasting a worsening fell considerably to 8.3% compared with 18.6% in October. Those suggesting there would be no change increased from 34.3% to 42.6% in November.

Employment Outlook Indicator



Employment Outlook for the Next 12 Months (% of Households)



“Due to many IT and ITES companies, there are a good number of jobs available in the market in Pune.”

“The jobs we get are not as per our qualifications and we have to work at very low salary so it is hard to meet basic needs.”

Employment Outlook

	Nov-12	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
Employment Outlook	128.3	122.6	120.9	119.2	113.2	114.6	121.0

Respondents were increasingly concerned about the current and future level of prices.

The majority of respondents thought that prices could rise between 10% to 24% next year.

Prices Sentiment

Highly Dissatisfied with Current Prices



Concerns over inflation worsened in November as respondents became increasingly concerned about the current level of prices and future inflation expectations hit a record high.

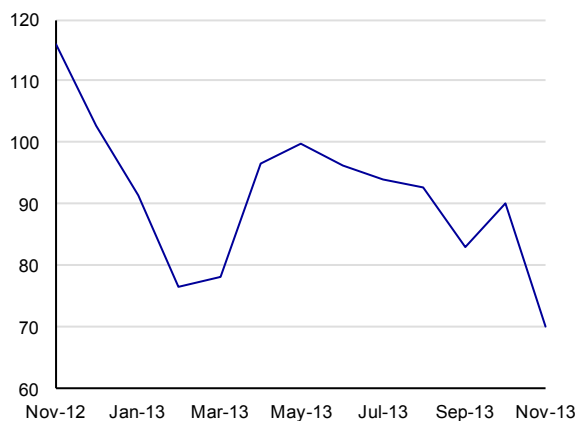
The Satisfaction with Current Prices Indicator decreased significantly to 70.2 in November from 90.2 in October, the lowest since the series started a year ago. A figure below 100 indicates wider dissatisfaction with the current level of prices. The further below 100, the greater the dissatisfaction. The indicator has only ever been above 100 in November and December 2012.

Consumer price inflation rose to 10.1% in October, up from 9.8% in September. Food prices rose 12.6% in October, up from 11.4% in September with the cost of onions increasing 278% compared with a year earlier.

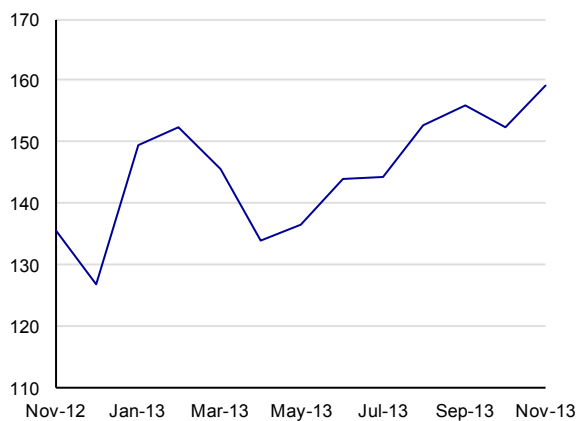
The Inflation Expectations Indicator, which measures whether respondents think prices will be higher or lower in 12 months' time, increased to 159.2 in November after the previous month's fall to 152.4 as fewer consumer's perceived inflation will be lower in a year's time.

Respondents who forecast prices would be lower decreased significantly to 1.5% from 3.9% in October. The percentage of respondents who believed prices would be higher in a years' time increased slightly to 90.7% in November from 88.9% in October, while those saying prices would be unchanged rose to 7.8% from 7.0% a month earlier.

Current Prices Satisfaction Indicator



Inflation Expectations Indicator



Prices Sentiment

	Nov-12	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
Satisfaction with Current Prices	115.9	96.4	93.9	92.6	83.2	90.2	70.2
Inflation Expectations	135.7	143.9	144.4	152.9	156.1	152.4	159.2

Prices Sentiment Regions



Asked about how much prices would rise, the majority of respondents in November thought that prices could rise between 10% and 24% next year.

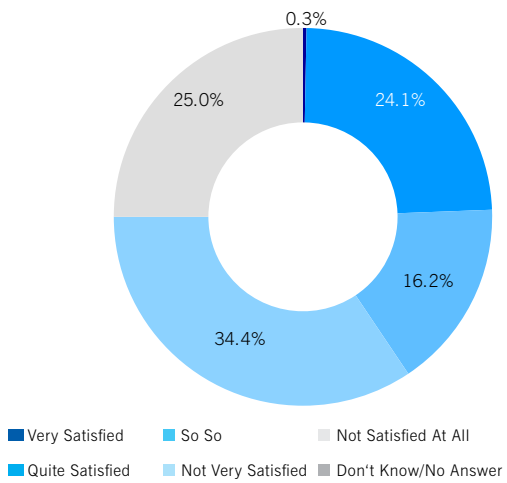
Regions

Respondents from all five regions surveyed showed greater dissatisfaction with current prices compared with the previous month. South India showed the largest decline in satisfaction, falling 32.1% to below the breakeven 100 mark. Respondents from North India were the most dissatisfied with current prices.

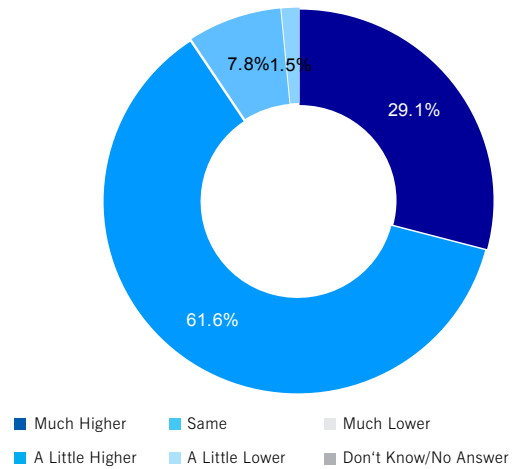
The Inflation Expectations Indicator rose in North, West, South and East India. Only Central India reported a fall in the Inflation Expectations Indicator.

“Prices of onion and tomatoes, the basic cooking essentials have soared.”

Satisfaction with Prices
(% of Households)

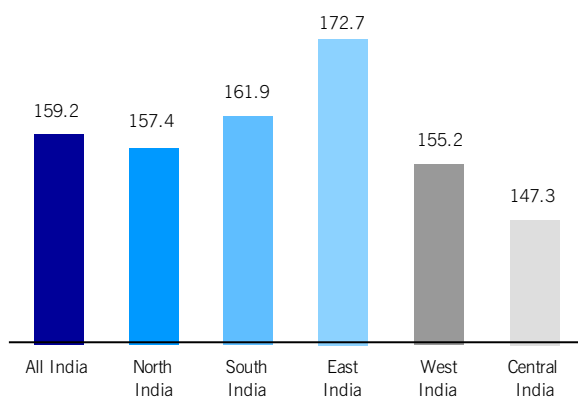


Inflation Expectations in 12 Months
(% of Households)

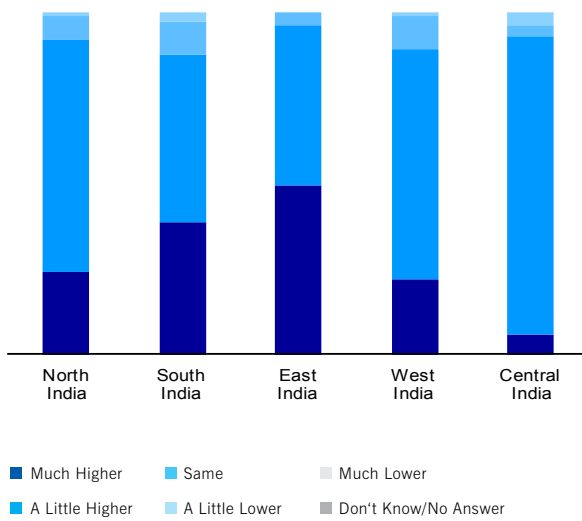




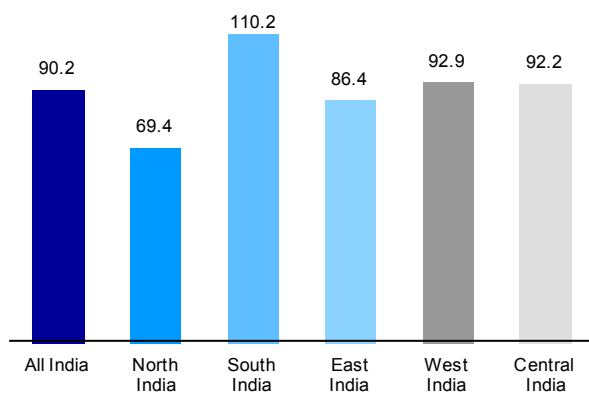
Inflation Expectations Indicator



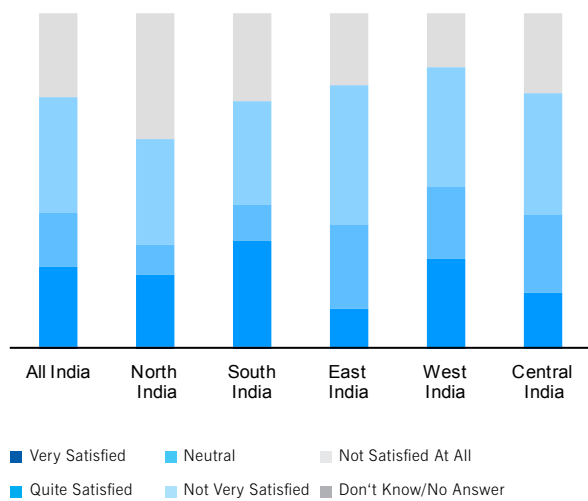
Inflation Expectations in 12 Months (% of Households)



Current Prices Satisfaction Indicator



Satisfaction with Current Prices Indicator (% of Households)



Interest Rate Expectations Indicator

Highest on Record



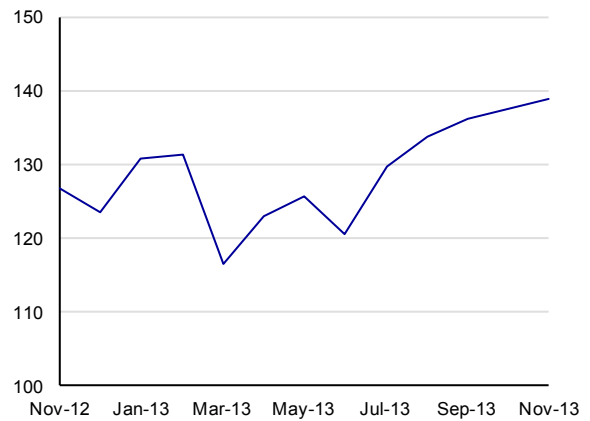
The Interest Rate Expectations Indicator rose to 138.8 in November from 137.5 in October, the fifth consecutive monthly hike and the highest since the series started in November 2012, led by an increased percentage of respondents who thought rates would be “much higher” in a year’s time.

The Reserve Bank of India hiked the key policy rate for the second consecutive month in October to 7.75% from 7.5% in September, citing the elevated level of inflation expectations as the main reason. India’s headline rate of inflation, measured by the wholesale price index, increased to 7.0% in October from 6.5% in September.

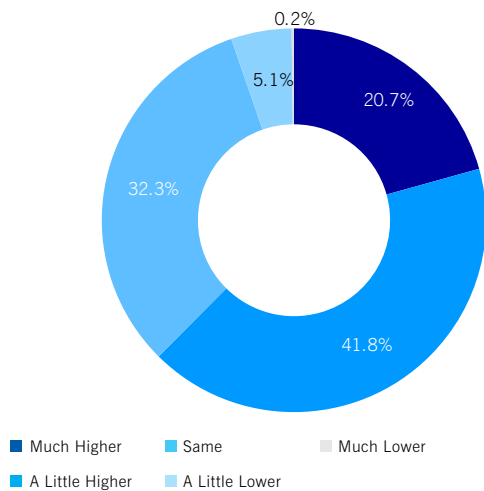
Survey participants forecasting interest rates on home and car loans would be higher in a year accounted for 62.5% in November, up from 66.7% in October. Those forecasting lower rates fell from 8.2% in October to just 5.3% in November while the percentage of respondents who thought interest rates would remain the same increased from 24.9% to 32.3%.

“Interest rates on loans have increased so it is very difficult to buy a house.”

Interest Rates Expectations Indicator



Expected Change in Interest Rates in 1 year (% of Households)



Interest Rate Expectations

	Nov-12	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
Interest Rate Expectations	126.7	120.4	129.6	133.8	136.1	137.5	138.8

Stock Investment Indicator Remains Stable



The November reading of the Stock Investment Indicator remained unchanged from October at 96.8, below the breakeven 100 level and the lowest since the series began in February.

The Indicator is made up of three components; Investment Return, Stock Price Sentiment and Stock Market Expectation.

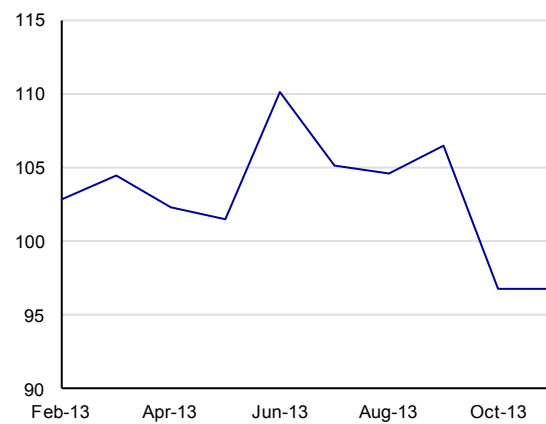
Stock Price Sentiment, which measures whether respondents view equity prices as high or low, increased from 107.5 in October to 115.8 in November, a rise of 7.7% on the month. The component has a negative impact on the overall investment indicator.

The Sensex hit a high of 21,293.88 in November, 8.8% up since the start of the year, surpassing the previous record high of 21,206.77 reached in January 2008.

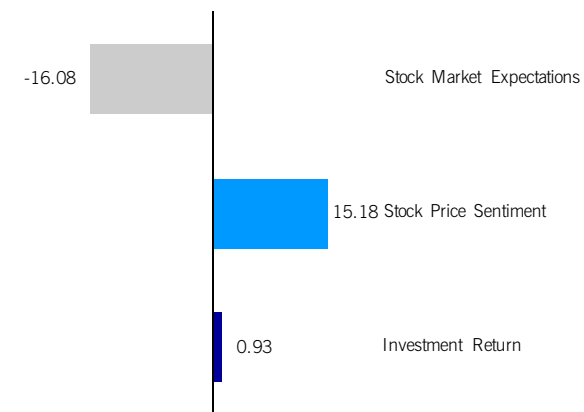
The Stock Investment Return component posted a smaller decline after a sharp fall in October. It fell from 94.0 in October to 93.5 in November, the lowest since the series started in November 2012. Returns have been positive in the past 12 months, although they have decreased sharply during this period and turned negative in October.

Expectations for stock prices in three months' time increased to 112.6 from 103.8 in October following two consecutive monthly declines.

Stock Investment Indicator



Stock Investment Indicator: Contribution to Monthly Change (% pt.)



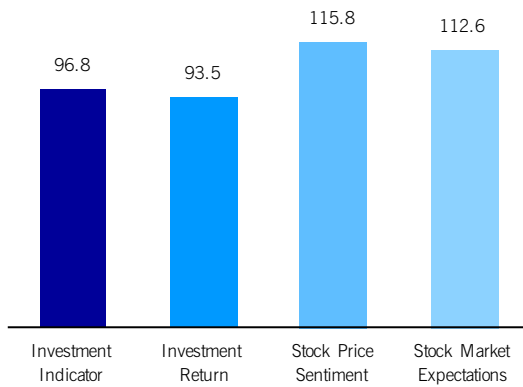
Investment Sentiment

	Nov-12	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
Investment Sentiment Indicator		110.1	105.1	104.6	106.4	96.8	96.8
Investment Return	136.5	102.7	112.7	111.1	125.2	94.0	93.5
Stock Price Sentiment		100.4	111.9	116.5	124.8	107.5	115.8
Stock Market Expectation	134.4	127.8	114.6	119.2	118.8	103.8	112.6

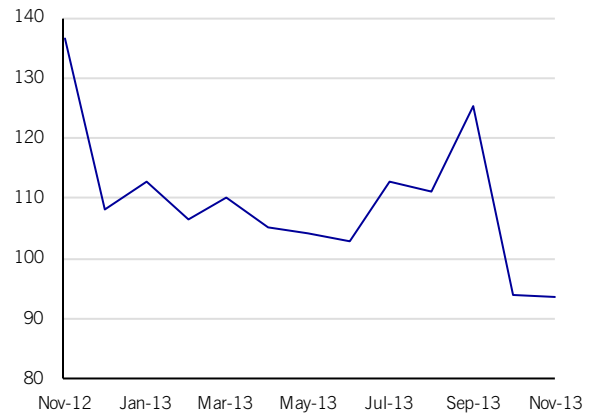
Stock Investment Indicator Regions and Components



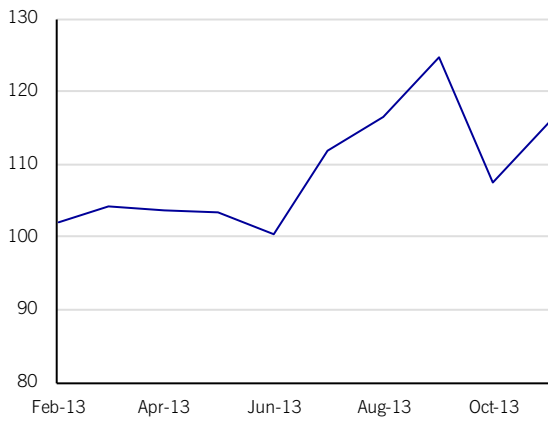
Stock Investment Indicator - Components



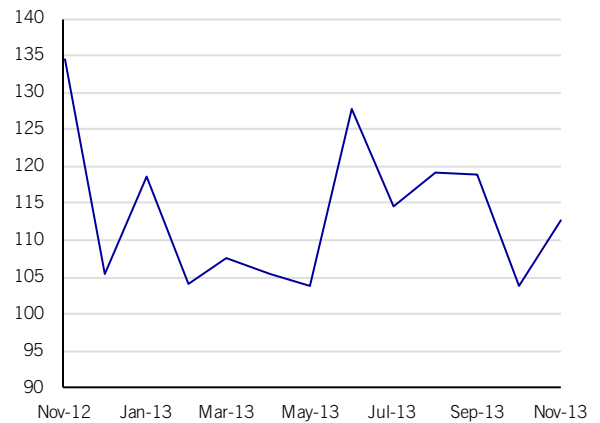
Investment Return



Stock Price Sentiment

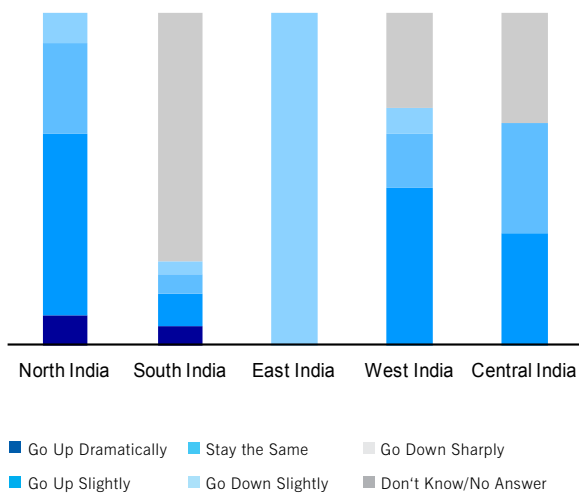


Stock Market Expectation

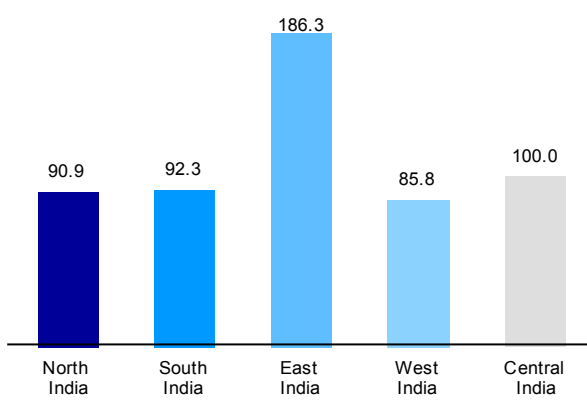




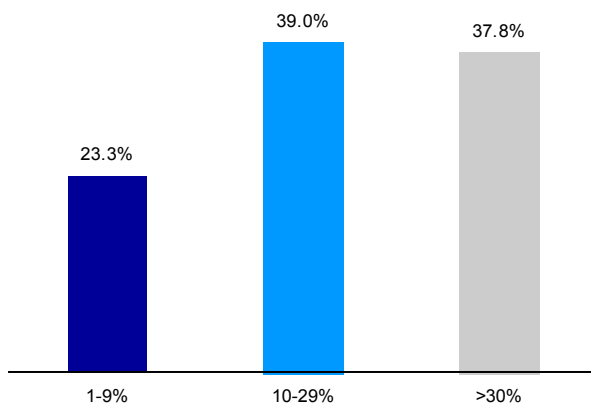
Stock Investment Indicator - Regions



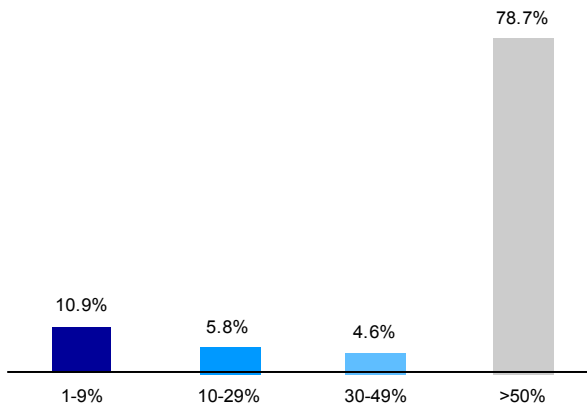
Investment Return - Regions



Loss in Last 3 months



Profit in Last 3 months



The Real Estate Investment Indicator picked up in the past two months.

The Indicator increased in North, East, West and Central India while it remained stable in South India.

Real Estate Investment Indicator Improves for Second Consecutive Month



After falling to a record low of 109.7 in September, the Real Estate Investment Indicator has picked up in the past two months, increasing by 2.6% to 113.2 in November, up from 110.4 in October.

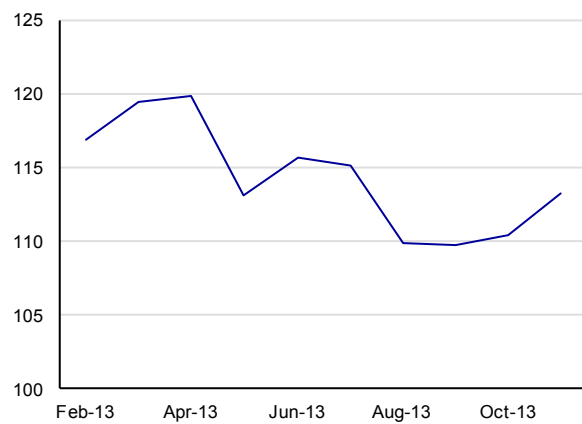
The Real Estate Investment Indicator is composed of three sub-indicators to gauge sentiment on the housing market; House Price Expectations, House Buying Sentiment and House Selling Sentiment.

House Price Expectations remained broadly stable at 147.9 in November compared with 148.6 in October, following three consecutive monthly rises. Expectations have remained above 100 since February, indicating more people expect prices to increase in the next six months.

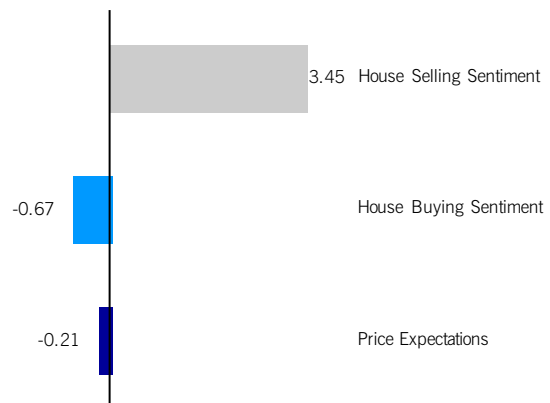
The percentage of respondents who said prices of houses will go up in the next six months stood at 68.7% in November, down from 72.7% in October, while those saying prices would go down increased to 5.2% from 4.8%. Those who said prices would “stay the same” stood at 24.0% compared with 21.5% in October, while 2.0% were unsure or did not respond.

House Buying Sentiment, a measure of whether it is a good or a bad time to buy a house in the next six months, had been on an upward trend until April, but has subsequently declined. The component fell further in November to 92.8 from 95.0 in October, the fifth consecutive monthly drop and considerably below the 109.4 reported in November last year.

Real Estate Investment Indicator



Real Estate Investment Indicator: Contribution to Monthly Change (% pt.)



Real Estate Investment Sentiment

	Nov-12	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
Real Estate Investment Sentiment	-	115.7	115.1	109.8	109.7	110.4	113.2
Price Expectations	-	136.3	135.1	140.8	144.7	148.6	147.9
House Buying	109.4	119.7	114.7	100.6	98.1	95.0	92.8
House Selling	112.6	109.0	104.4	111.9	113.6	112.5	101.2



Real Estate Investment Indicator

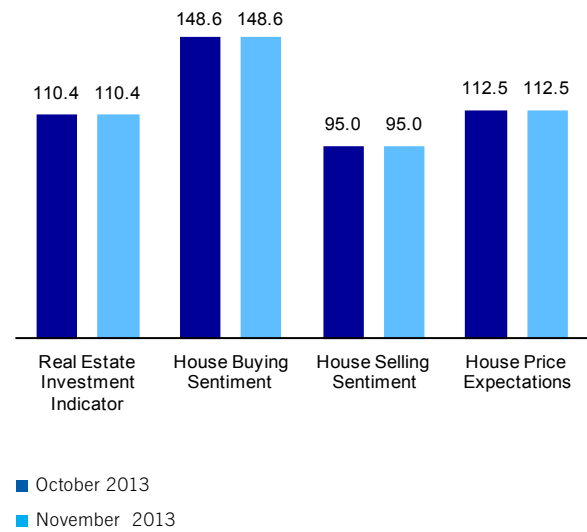
Components and Balances

The House Selling Indicator, a measure of whether it is a good or a bad time to sell a house, fell in November from 112.5 in October, a decline of 10.0% and close to the record low seen in April. The indicator has a negative impact on the overall Real Estate Investment Indicator.

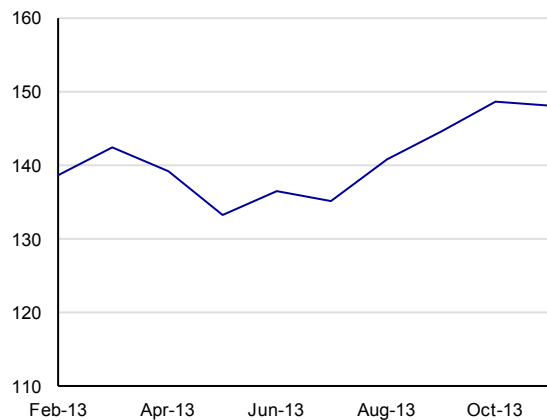
Regions

The Real Estate Investment Indicator remained stable in South India in November while it increased in North, East, West and Central India. Respondents from both Central and South India expected house prices to decline significantly in the next six months.

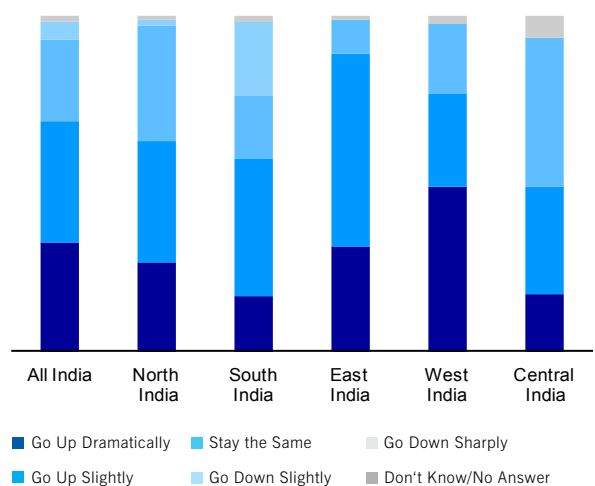
Real Estate Investment Indicator - Components



Real Estate Price Expectations

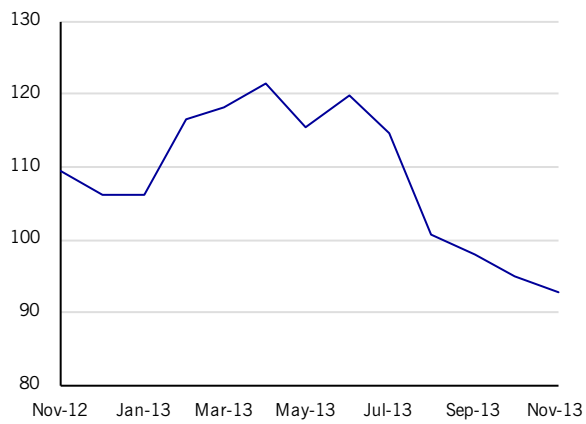


Expected Changes in Real Estate Prices in the Next 6 months (% of Households)

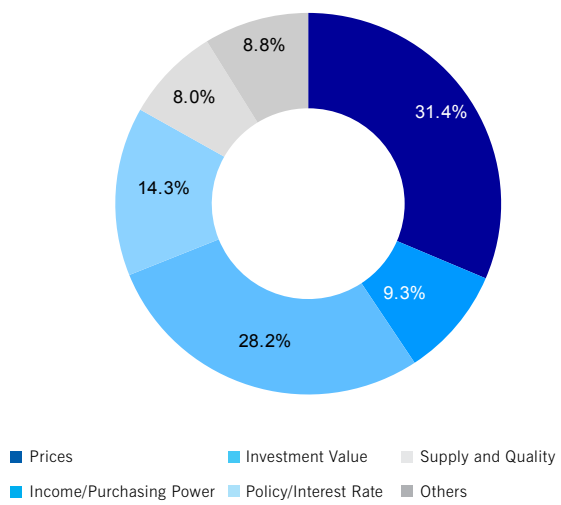




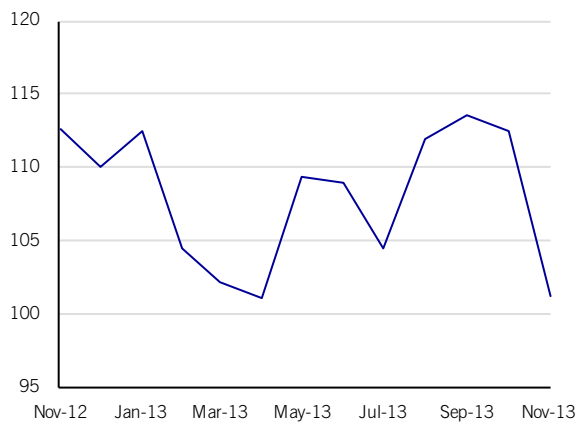
House Buying Sentiment



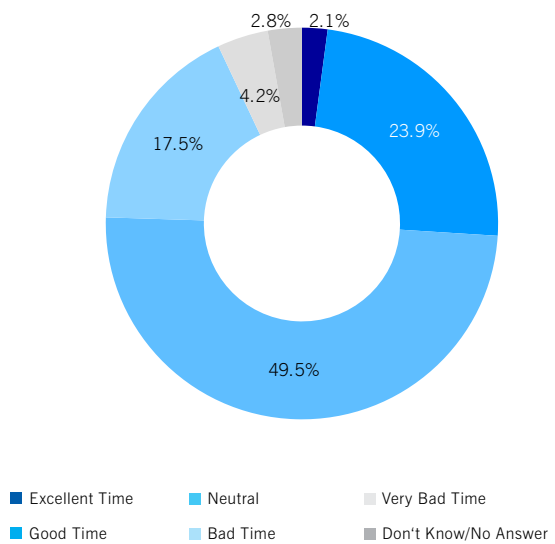
Reasons for Buying Houses (% of Households)



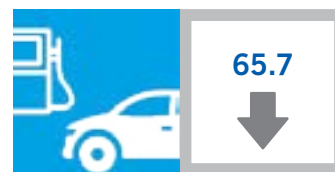
House Selling Sentiment



Timing for Selling Houses (% of Households)



Car Purchase Indicator Falls Further



The Car Purchase Indicator fell slightly in November following a sharp seasonal rise in October as consumers took advantage of the annual festival season price discounts.

The Car Purchase Indicator fell by 2.1% to 65.7 in November from 67.1 in October, although remained above the three month average of 64.3. The indicator was, however, around 21.0% down from the same period last year as high interest rates and inflation have weighed.

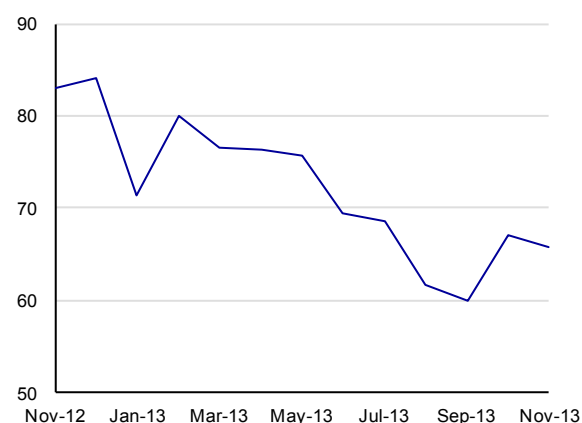
The climate for buying a car has worsened down since the start of the survey in November 2012, falling to a record low in September. It is too early to say if September will mark a trough in the series or whether following the seasonal rise in October sentiment will continue to trend downwards.

The Overall Car Purchase Sentiment Indicator is made up of two components, Car Purchase Expectations and Price of Gasoline Expectations.

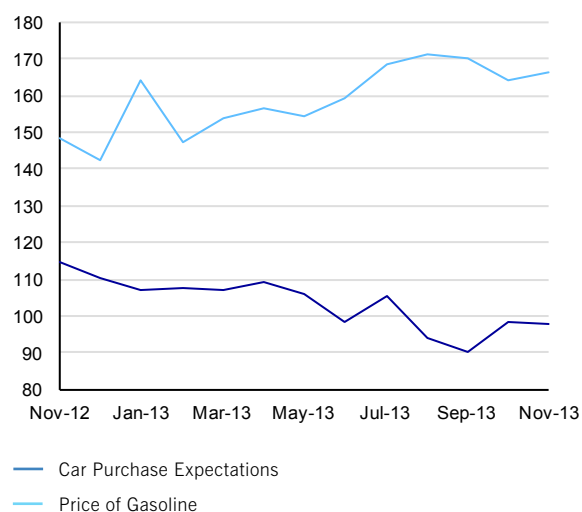
The Car Purchase Expectations component, which measures the willingness to buy a car, has fallen since its inception and it remained broadly stable at 97.7 in November, compared with 98.4 in October.

The Indicator on Gasoline Prices, which measures expectations for the price of gasoline in a year, increased to 166.3 from 164.1 in October, almost 12.0% higher than last year. Increasing gasoline prices have a negative impact on the overall Car Purchase Indicator.

Car Purchase Indicator



Car Purchase Indicator - Components



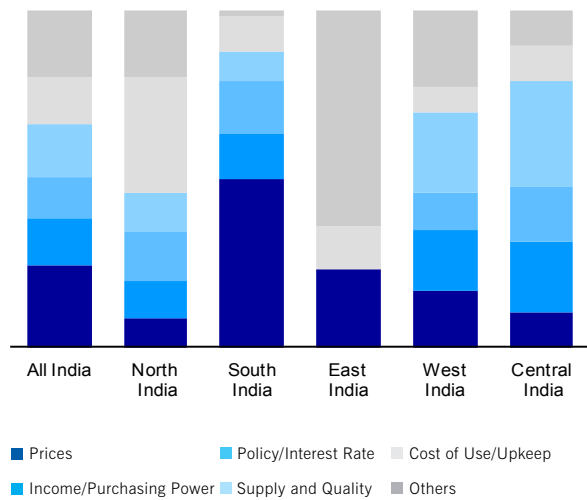
Car Purchase Sentiment

	Nov-12	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
Car Purchase Sentiment	83.1	69.5	68.5	61.6	60.1	67.1	65.7
Car Purchase Expectations	114.8	98.5	105.7	94.3	90.3	98.4	97.7
Price of Gasoline	148.6	159.5	168.7	171.0	170.2	164.1	166.3

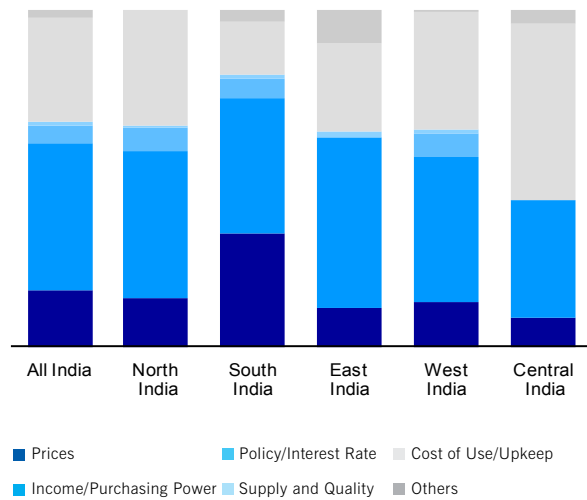
Car Purchase Indicator Regions



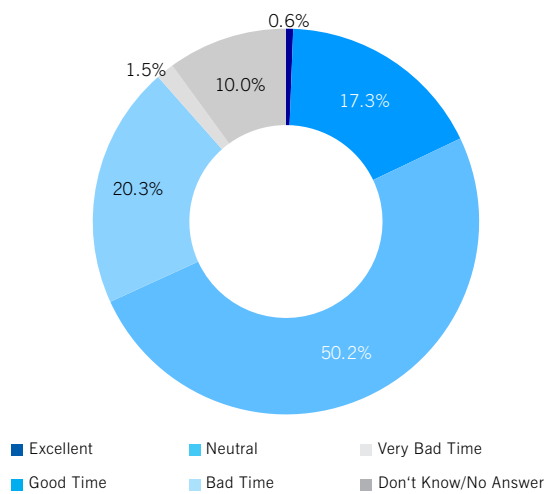
Reasons for a Good Time to Buy a Car (% of Households)



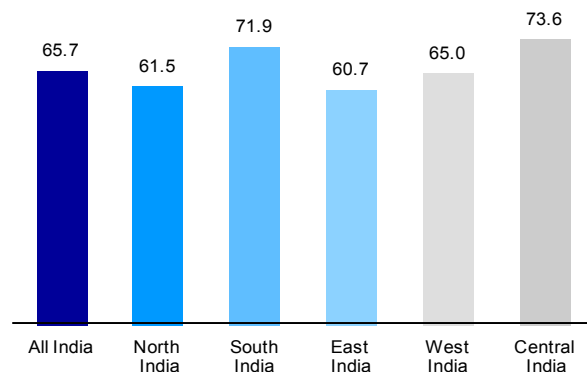
Reasons for a Bad Time to Buy a Car (% of Households)



Is it a Good Time to Buy a Car? (% of Households)



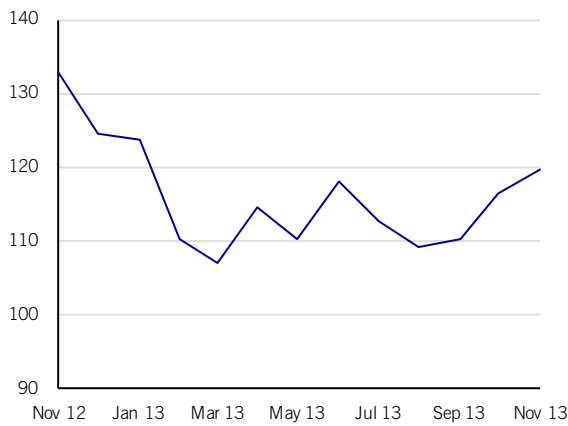
Car Purchase Expectations Indicator - Regions



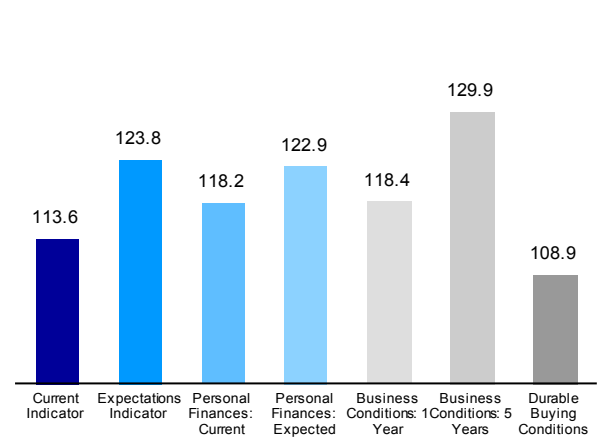
MNI India Consumer Indicator Regions



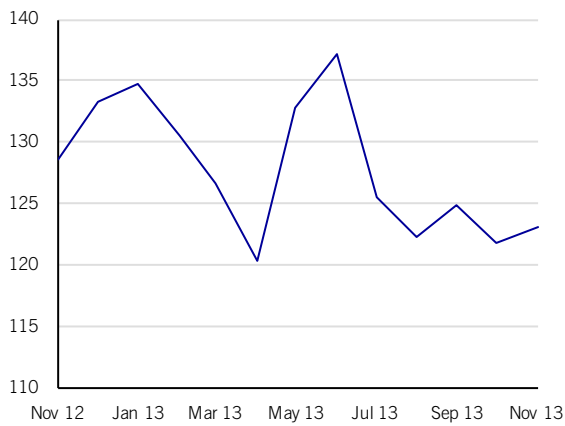
Consumer Indicator: North India



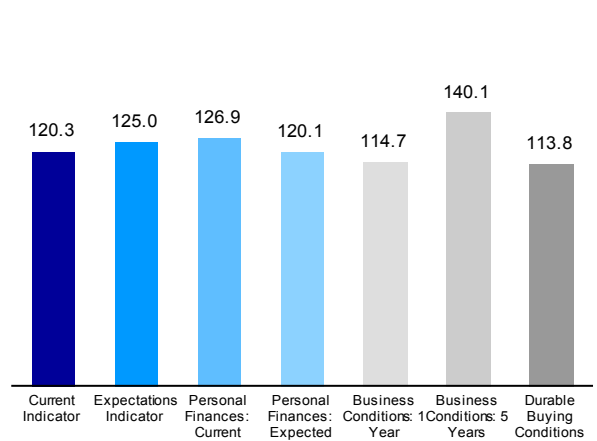
Consumer Indicator Components: North India



Consumer Indicator: South India

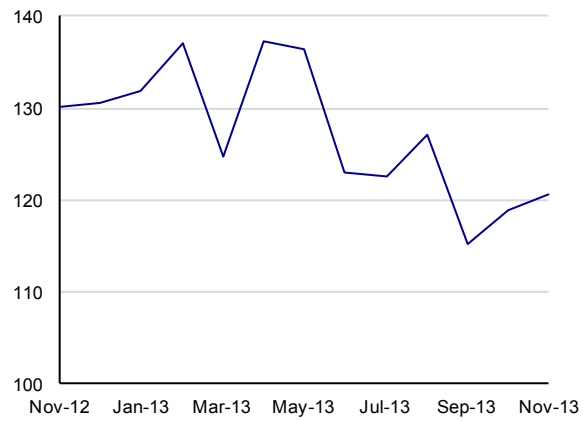


Consumer Indicator Components: South India

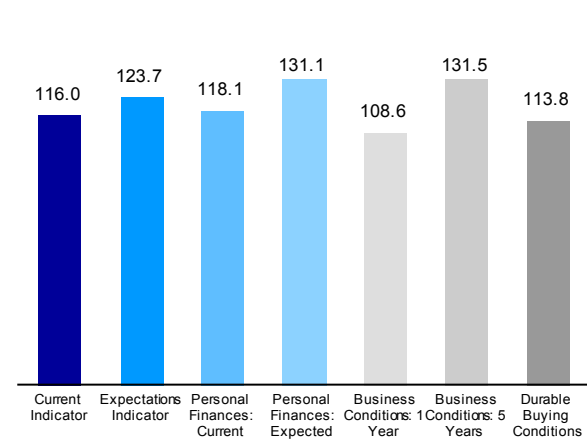




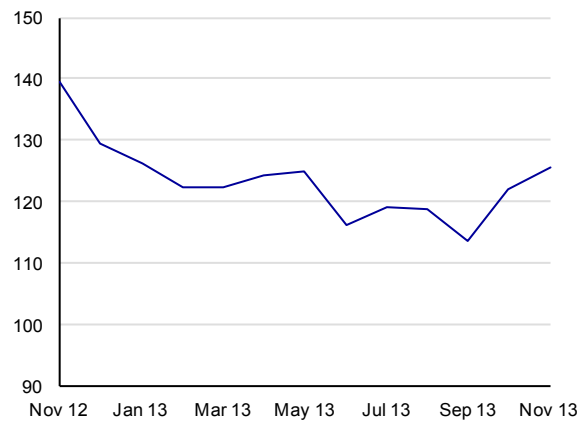
Consumer Indicator: East India



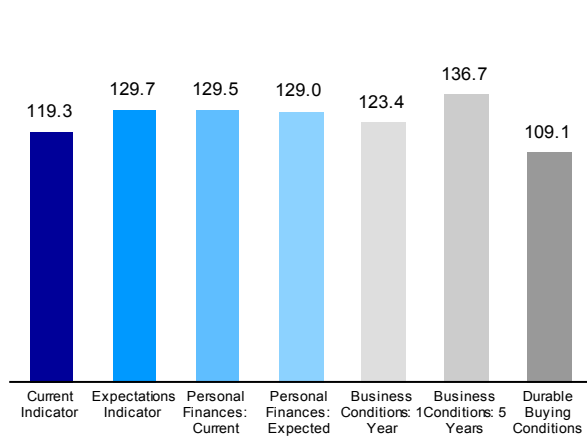
Consumer Indicator Components: East India



Consumer Indicator: West India

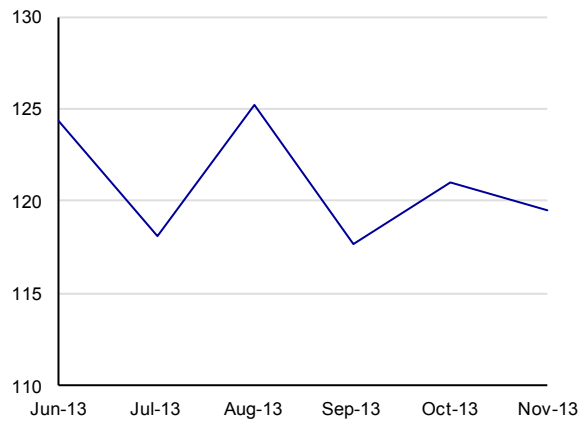


Consumer Indicator Components: West India

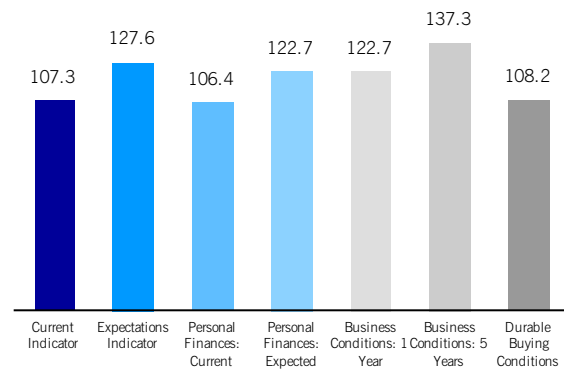




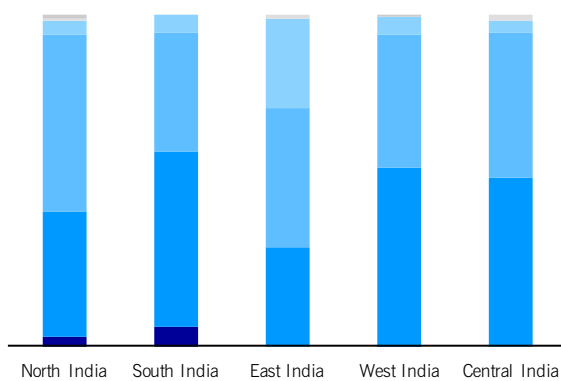
Consumer Indicator: Central India



Consumer Indicator Components: Central India

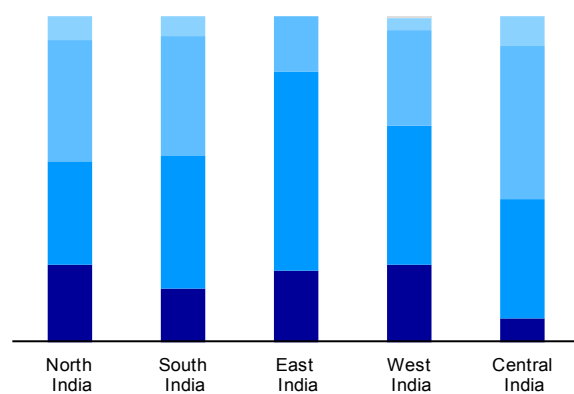


Employment Outlook for the Next 12 Months (% of Households)



■ Much Higher ■ A Little Higher ■ About the Same ■ A Little Lower ■ Much Lower ■ Don't Know/No Answer

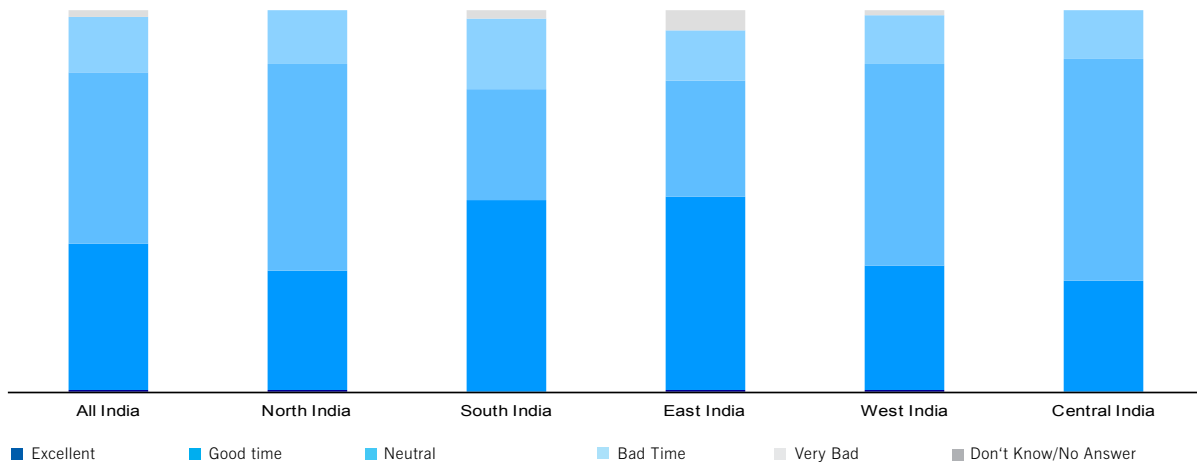
Interest Rates Expectations (% of Households)



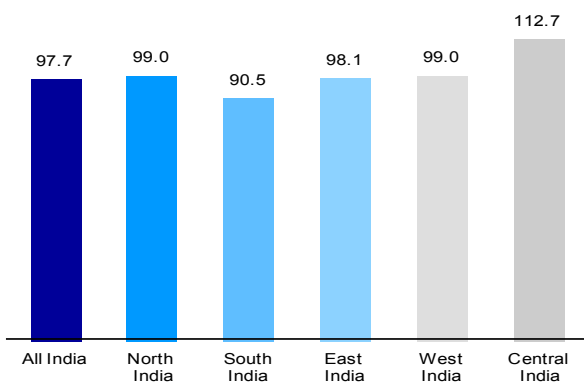
■ Much Higher ■ A Little Higher ■ About the Same ■ A Little Lower ■ Much Lower ■ Don't Know/No Answer



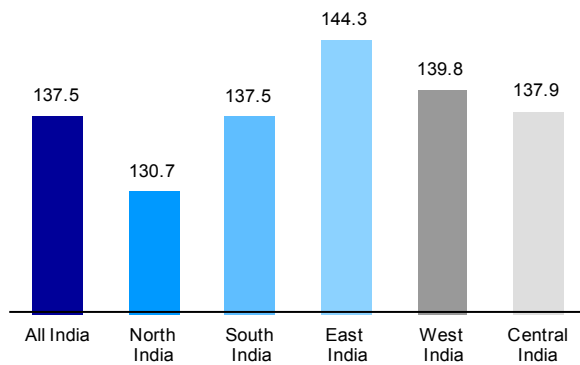
Is It a Good/Bad Time to Buy Large Household Goods? (% of Households)



Car Purchase Expectations - Regions



Expected Interest Rates on House and Car Loans Indicator

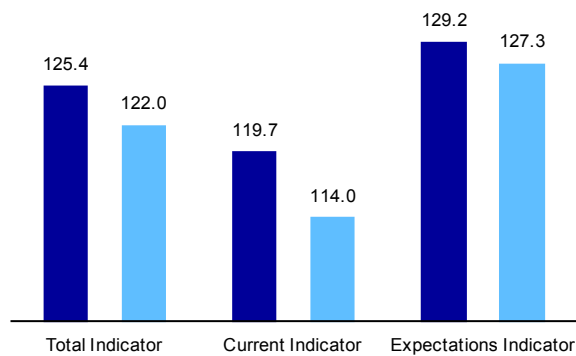


MNI India Consumer Indicator

Income Groups

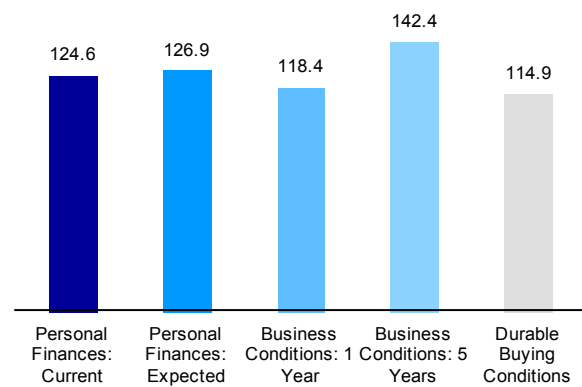


< INR 432,000 per annum

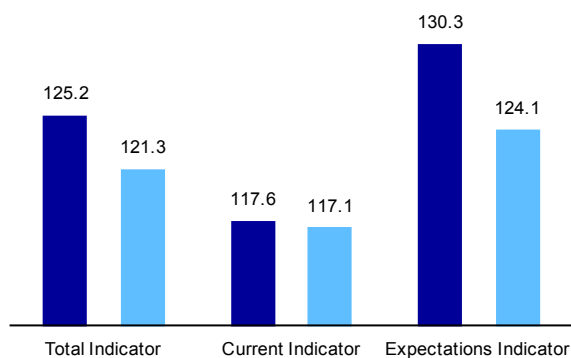


■ October 2013
■ November 2013

< INR 432,000 - Components

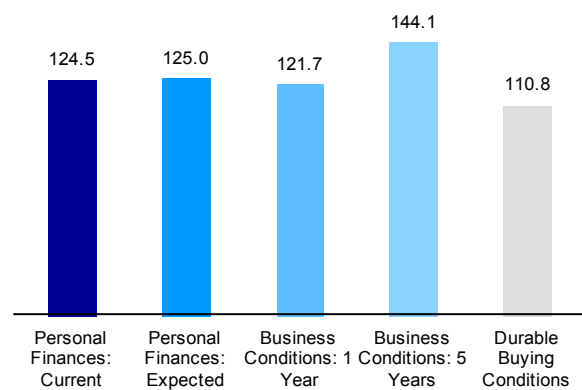


> INR 432,000 per annum



■ October 2013
■ November 2013

> INR 432,000 - Components



The Car Purchase Indicator fell in November following a sharp seasonal rise in October.

Consumers took advantage of the annual festival season price discounts in the previous month.



What the Panel Said



A selection of comments from consumers surveyed over the past month.

“Due to the festival season, there were discounts on many electronic items.”

“Due to many IT and ITES companies, there are a good number of jobs available in the market in Pune.”

“Prices of onion and tomatoes, the basic cooking essential have soared.”

“Due to instability in Srinagar, there is a lack of business jobs opportunities.”

“In Metro cities, property rates are too high and common people cannot afford them.”

“The jobs we get are not as per our qualifications and we have to work at very low salary so it is hard to meet basic needs.”

“Interest rates on loans have increased so it is very difficult to buy a house.”

“Salary is not increasing as the rate of inflation, so it is difficult to meet daily needs.”

“Government should retain the subsidy on petrol and cooking gas to decrease the price hike a little bit.”

“Education expenses have increased.”

“The government should change in upcoming elections for improvement of the economy.”

“Petrol prices are volatile.”



Data Tables

A closer look at the data behind the MNI India Consumer Sentiment.

North India Overview

	Sep-13	Oct-13	Nov-13	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
North India Consumer Indicator	110.2	116.5	119.7	-	115.5	3.2	2.8%	2.76%
Current Indicator	104.3	110.0	113.6	-	109.3	3.6	3.3%	3.29%
Expectations Indicator	114.2	120.8	123.8	-	119.6	3.0	2.5%	2.46%
Personal Finance: Current	110.3	111.1	118.2	-	113.2	7.1	6.4%	6.40%
Personal Finance: Expected	113.1	119.5	122.9	-	118.5	3.4	2.9%	2.88%
Business Condition: 1 Year	110.3	115.5	118.4	-	114.7	2.9	2.5%	2.55%
Business Condition: 5 Year	119.3	127.6	129.9	-	125.6	2.3	1.8%	1.84%
Durable Buying Conditions	98.3	108.9	108.9	-	105.3	0.0	0.0%	0.02%
Current Business Conditions Indicator	103.8	100.1	109.7	-	104.6	9.6	9.5%	9.54%
Stock Investment Indicator	102.0	92.9	99.8	-	98.2	6.9	7.5%	7.46%
Real Estate Investment Indicator	108.0	107.1	111.1	-	108.8	4.0	3.7%	3.70%
Car Purchase Indicator	59.1	65.3	61.5	Sep-13	62.0	-3.8	-5.8%	-5.84%
Employment Outlook Indicator	105.9	109.4	121.0	-	112.1	11.6	10.6%	10.58%
Inflation Expectations Indicator	155.1	153.6	157.4	-	155.4	3.8	2.5%	2.48%
Current Prices Satisfaction Indicator	72.8	69.4	57.9	series low	66.7	-11.5	-16.6%	-16.63%
Interest Rates Expectations Indicator	131.8	130.7	135.7	-	132.8	5.0	3.8%	3.80%

South India Overview

	Sep-13	Oct-13	Nov-13	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
South India Consumer Indicator	124.9	121.9	123.1	Sep-13	-	123.3	1.2	1.01%
Current Indicator	119.9	117.1	120.3	Aug-13	-	119.1	3.2	2.69%
Expectations Indicator	128.2	125.0	125.0	-	Aug-13	126.1	0.0	-0.02%
Personal Finance: Current	128.9	122.0	126.9	Sep-13	-	125.9	4.9	4.01%
Personal Finance: Expected	127.1	119.2	120.1	Sep-13	-	122.2	0.9	0.72%
Business Condition: 1 Year	119.6	117.4	114.7	-	series low	117.2	-2.7	-2.29%
Business Condition: 5 Year	137.9	138.4	140.1	Jun-13	-	138.8	1.7	1.21%
Durable Buying Conditions	111.0	112.3	113.8	Aug-13	-	112.4	1.5	1.36%
Current Business Conditions Indicator	122.1	118.2	116.4	-	Nov-12	118.9	-1.8	-1.53%
Stock Investment Indicator	98.5	98.9	98.0	-	Aug-13	98.5	-0.9	-0.86%
Real Estate Investment Indicator	114.8	112.5	111.7	-	Aug-13	113.0	-0.8	-0.75%
Car Purchase Indicator	70.7	73.2	71.9	-	Sep-13	71.9	-1.3	-1.81%
Employment Outlook Indicator	130.3	114.9	129.8	Sep-13	-	125.0	14.9	13.00%
Inflation Expectations Indicator	159.0	148.3	161.9	Feb-13	-	184.1	96.7	65.24%
Current Prices Satisfaction Indicator	99.0	110.2	74.8	-	Mar-13	94.7	-35.4	-32.15%
Interest Rates Expectations Indicator	139.3	137.5	133.7	-	Jun-13	136.8	-3.8	-2.74%

East India Overview

	Sep-13	Oct-13	Nov-13	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
East India Consumer Indicator	115.3	118.8	120.6	Aug-13	-	118.3	1.8	1.50%
Current Indicator	103.7	113.1	116.0	Aug-13	-	111.0	2.9	2.55%
Expectations Indicator	123.1	122.6	123.7	Aug-13	-	123.1	1.1	0.88%
Personal Finance: Current	118.1	116.2	118.1	Aug-13	-	117.4	1.9	1.67%
Personal Finance: Expected	117.6	126.0	131.1	Aug-13	-	124.9	5.1	4.02%
Business Condition: 1 Year	116.7	116.0	108.6	-	series low	113.8	-7.4	-6.37%
Business Condition: 5 Year	134.9	125.8	131.5	Sep-13	-	130.8	5.7	4.49%
Durable Buying Conditions	89.4	110.1	113.8	May-13	-	104.4	3.7	3.39%
Current Business Conditions Indicator	110.3	103.2	102.9	-	series low	105.5	-0.3	-0.32%
Stock Investment Indicator	125.0	103.8	83.3	-	series low	104.0	-20.5	-19.74%
Real Estate Investment Indicator	107.8	109.2	115.8	series high	-	110.9	6.6	6.07%
Car Purchase Indicator	52.2	63.7	60.7	-	Sep-13	58.9	-3.0	-4.70%
Employment Outlook Indicator	111.1	108.8	100.4	-	series low	106.7	-8.4	-7.69%
Inflation Expectations Indicator	158.4	161.0	172.7	series high	-	164.1	11.7	7.26%
Current Prices Satisfaction Indicator	69.9	86.4	63.7	-	series low	73.3	-22.7	-26.24%
Interest Rates Expectations Indicator	139.6	144.3	152.4	series high	-	145.4	8.1	5.62%

West India Overview

	Sep-13	Oct-13	Nov-13	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
West India Consumer Indicator	113.8	122.1	125.5	Jan-13	-	120.5	3.4	2.78%
Current Indicator	108.2	114.4	119.3	Jan-13	-	114.0	4.9	4.27%
Expectations Indicator	117.6	127.2	129.7	May-13	-	124.8	2.5	1.94%
Personal Finance: Current	116.1	118.7	129.5	Jan-13	-	121.4	10.8	9.09%
Personal Finance: Expected	116.9	125.0	129.0	May-13	-	123.6	4.0	3.23%
Business Condition: 1 Year	111.5	124.2	123.4	-	Sep-13	119.7	-0.8	-0.65%
Business Condition: 5 Year	124.3	132.5	136.7	Apr-13	-	131.2	4.2	3.15%
Durable Buying Conditions	100.2	110.1	109.1	-	Sep-13	106.5	-1.0	-0.92%
Current Business Conditions Indicator	103.1	109.9	109.5	-	Sep-13	107.5	-0.4	-0.38%
Stock Investment Indicator	109.2	89.6	89.7	Sep-13	-	96.2	0.1	0.13%
Real Estate Investment Indicator	107.7	111.1	114.0	Jul-13	-	110.9	2.9	2.61%
Car Purchase Indicator	56.2	65.8	65.0	-	Sep-13	62.3	-0.8	-1.20%
Employment Outlook Indicator	107.9	121.3	124.3	Jan-13	-	117.8	3.0	2.50%
Inflation Expectations Indicator	154.6	149.7	155.2	Jan-13	-	153.2	5.5	3.66%
Current Prices Satisfaction Indicator	83.3	92.9	79.4	-	series low	85.2	-13.5	-14.50%
Interest Rates Expectations Indicator	134.1	139.8	142.5	series high	-	138.8	2.7	1.93%

Central India Overview

	Sep-13	Oct-13	Nov-13	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
Central India Consumer Indicator	117.7	121.0	119.5	-	Sep-13	119.4	-1.5	-1.27%
Current Indicator	107.8	116.8	107.3	-	series low	110.6	-9.5	-8.14%
Expectations Indicator	124.3	123.9	127.6	Aug-13	-	125.3	3.7	3.03%
Personal Finance: Current	117.2	116.4	106.4	-	series low	113.3	-10.0	-8.57%
Personal Finance: Expected	117.2	124.1	122.7	-	Sep-13	121.4	-1.4	-1.16%
Business Condition: 1 Year	118.0	123.3	122.7	-	Sep-13	121.3	-0.6	-0.47%
Business Condition: 5 Year	137.7	124.1	137.3	Sep-13	-	133.0	13.2	10.60%
Durable Buying Conditions	98.4	117.2	108.2	-	Sep-13	107.9	-9.0	-7.71%
Current Business Conditions Indicator	107.4	104.3	88.2	-	series low	100.0	-16.1	-15.44%
Stock Investment Indicator	113.9	116.7	105.6	-	Aug-13	112.1	-11.1	-9.49%
Real Estate Investment Indicator	110.4	112.2	113.5	Aug-13	-	112.1	1.3	1.12%
Car Purchase Indicator	61.9	65.9	73.6	Apr-13	-	67.1	7.7	11.60%
Employment Outlook Indicator	109.8	111.2	121.8	Aug-13	-	114.3	10.6	9.53%
Inflation Expectations Indicator	151.6	159.5	147.3	-	Jul-13	152.8	-12.2	-7.64%
Current Prices Satisfaction Indicator	93.4	92.2	66.4	-	series low	84.0	-25.8	-28.01%
Interest Rates Expectations Indicator	144.3	137.9	120.9	-	Jul-13	134.4	-17.0	-12.35%

All India Overview by Age

	Sep-13	Oct-13	Nov-13	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
Age 18-34								
MNI India Consumer Indicator	118.5	122.8	122.1	-	Sep-13	121.1	-0.7	-0.5%
Current Indicator	111.5	113.4	117.2	Jun-13	-	114.0	3.8	3.3%
Expectations Indicator	123.2	129.0	125.3	-	Sep-13	125.8	-3.7	-2.9%
Personal Finance: Current	119.5	105.5	121.7	Jun-13	-	115.5	16.2	15.4%
Personal Finance: Expected	121.7	117.6	125.6	Aug-13	-	121.6	8.0	6.8%
Business Condition: 1 Year	116.2	125.7	115.2	-	series low	119.0	-10.5	-8.4%
Business Condition: 5 Year	131.9	143.6	135.2	-	Sep-13	136.9	-8.4	-5.9%
Durable Buying Conditions	103.5	121.4	112.8	-	Sep-13	112.5	-8.6	-7.0%
Age 35-54								
MNI India Consumer Indicator	117.4	106.1	123.2	Jan-13	-	115.6	17.1	16.1%
Current Indicator	111.3	93.1	117.8	May-13	-	107.4	24.7	26.6%
Expectations Indicator	121.5	114.8	126.8	Jun-13	-	121.0	12.0	10.5%
Personal Finance: Current	121.3	94.9	125.3	Jan-13	-	113.8	30.4	32.0%
Personal Finance: Expected	119.4	99.8	125.9	May-13	-	115.0	26.1	26.2%
Business Condition: 1 Year	116.0	111.3	119.8	Jul-13	-	115.7	8.5	7.7%
Business Condition: 5 Year	129.0	133.3	134.8	series high	-	132.4	1.5	1.1%
Durable Buying Conditions	101.3	91.2	110.4	Aug-13	-	101.0	19.2	21.0%
Age 55-64								
MNI India Consumer Indicator	111.0	108.8	122.4	Jan-13	-	114.1	13.6	12.5%
Current Indicator	106.4	98.7	117.6	Jan-13	-	107.6	18.9	19.1%
Expectations Indicator	114.1	115.5	125.7	Mar-13	-	118.4	10.2	8.9%
Personal Finance: Current	114.6	100.5	124.7	Feb-13	-	113.3	24.2	24.1%
Personal Finance: Expected	112.1	110.1	124.2	May-13	-	115.5	14.1	12.8%
Business Condition: 1 Year	107.3	115.5	119.5	Jan-13	-	114.1	4.0	3.5%
Business Condition: 5 Year	123.0	120.8	133.3	Jun-13	-	125.7	12.5	10.4%
Durable Buying Conditions	98.1	96.9	110.4	Jul-13	-	101.8	13.5	13.9%

All India - Overview by Income

	Sep-13	Oct-13	Nov-13	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
< INR 432,000 per annum								
MNI India Consumer Indicator	117.3	122.0	125.4	series high	-	121.6	3.4	2.8%
Current Indicator	111.7	114.0	119.7	May-13	-	115.2	5.7	5.0%
Expectations Indicator	121.0	127.3	129.2	series high	-	125.9	1.9	1.5%
Personal Finance: Current	119.7	117.9	124.6	series high	-	120.7	6.7	5.7%
Personal Finance: Expected	120.7	124.9	126.9	May-13	-	124.2	2.0	1.6%
Business Condition: 1 Year	112.5	120.1	118.4		Sep-13	117.0	-1.7	-1.5%
Business Condition: 5 Year	129.9	137.0	142.4	series high	-	136.4	5.4	4.0%
Durable Buying Conditions	103.8	110.2	114.9	May-13	-	109.6	4.7	4.3%
> INR 432,000 per annum								
MNI India Consumer Indicator	119.3	121.3	125.2	Jul-13	-	121.9	3.9	3.2%
Current Indicator	112.1	117.1	117.6	Aug-13	-	115.6	0.5	0.4%
Expectations Indicator	124.2	124.1	130.3	Jun-13	-	126.2	6.2	5.0%
Personal Finance: Current	123.6	122.5	124.5	Jun-13	-	123.5	2.0	1.6%
Personal Finance: Expected	119.4	120.1	125.0	Jul-13	-	121.5	4.9	4.1%
Business Condition: 1 Year	117.4	121.8	121.7	-	Sep-13	120.3	-0.1	-0.1%
Business Condition: 5 Year	135.7	130.4	144.1	series high	-	136.7	13.7	10.5%
Durable Buying Conditions	100.6	111.7	110.8	-	Sep-13	107.7	-0.9	-0.8%

Methodology

The MNI India Consumer Sentiment Survey is a wide ranging monthly survey of consumer confidence across India.

Data is collected via telephone interviews. At least 1,000 interviews are conducted each month across the country.

The survey adopts a similar methodology to the University of Michigan survey of U.S. consumer sentiment.

The main MNI India Consumer Indicator is derived from five questions, two on current conditions and three on future expectations:

- 1) Current personal financial situation compared to a year ago
- 2) Current willingness to buy major household items
- 3) Personal financial situation one year from now
- 4) Overall business conditions one year from now
- 5) Overall business conditions for the next 5 years

Indicators relating to specific questions in the report are diffusion indices with 100 representing a neutral level, meaning positive and negative answers are equal. Values above 100 indicate increasing positivity while values below show increasing negativity.



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