



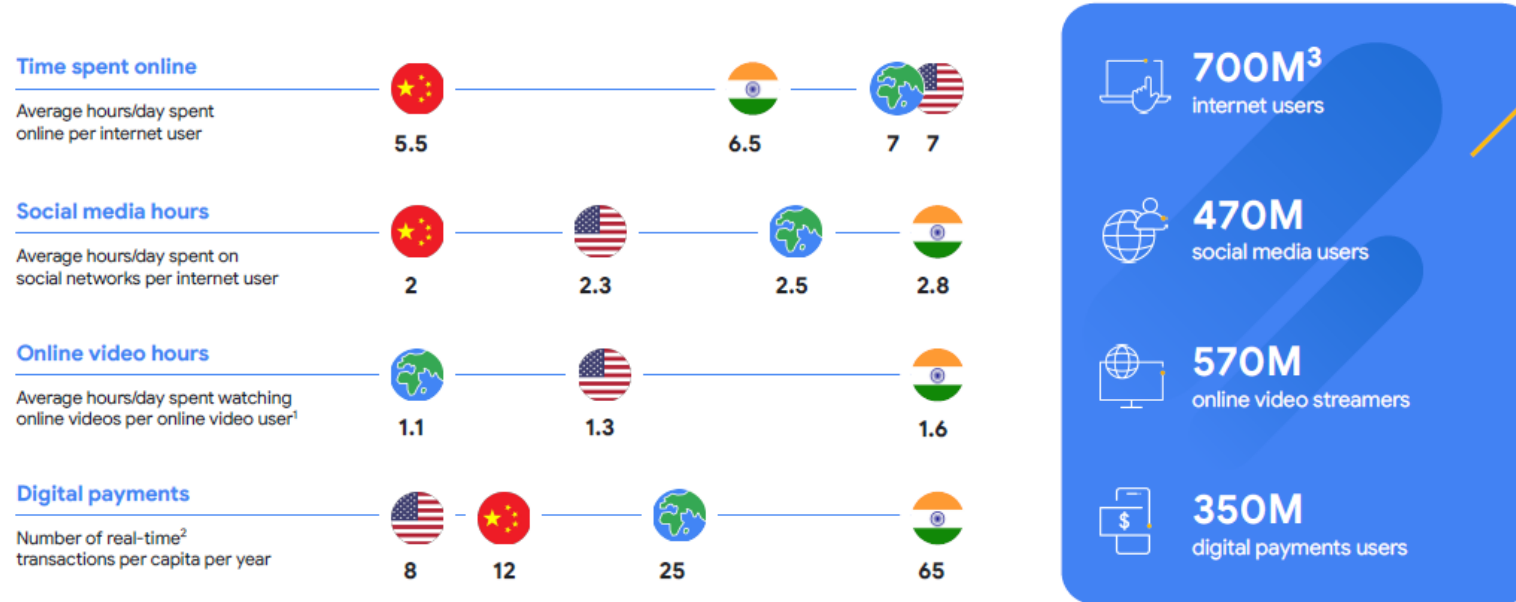
WHAT WE ARE SEEING

VERSION 1.125

23-06-2023

1 India's Digital Adoption

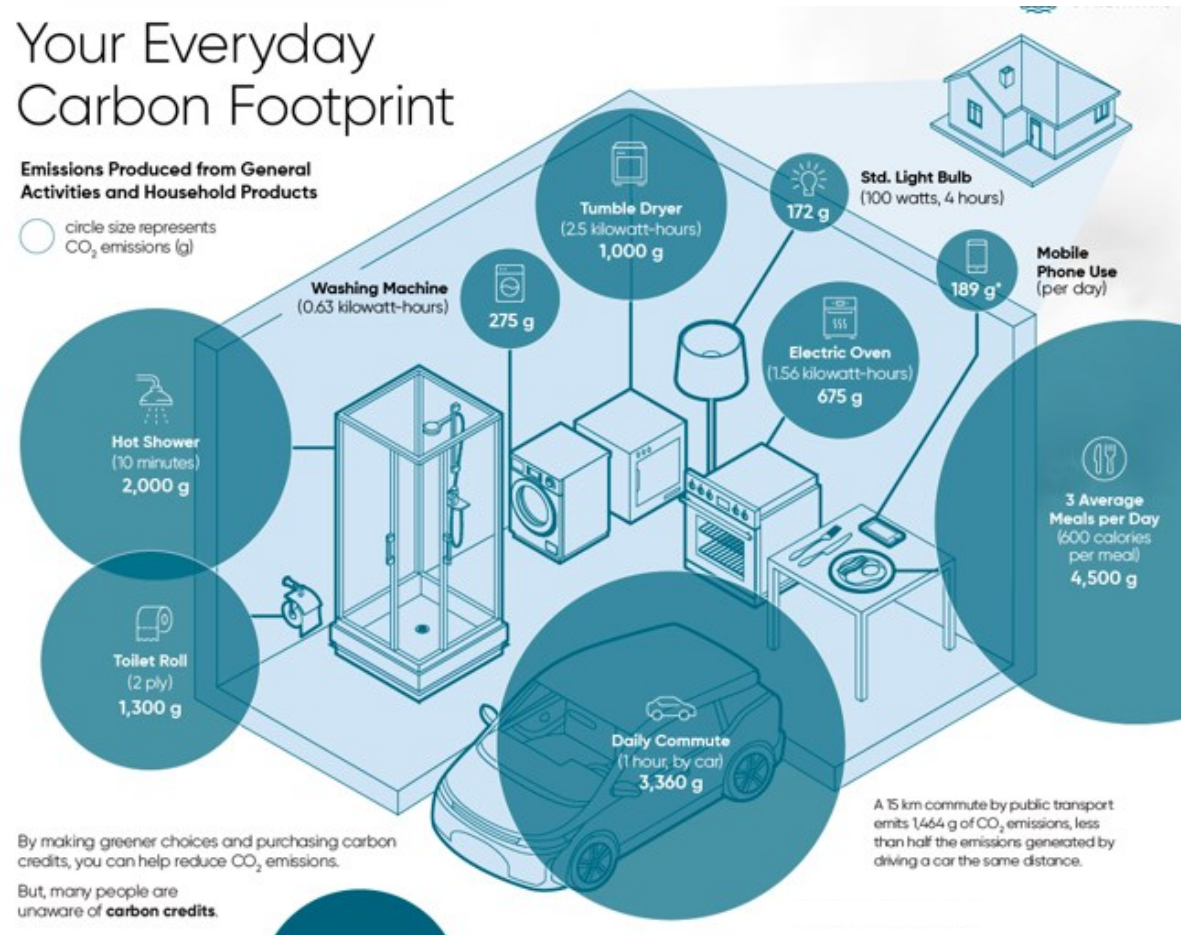
Phenomenal rise of online usage has put India well ahead of the world's largest digital economies



Notes: 1. Online video hours are as per a survey conducted by Limelight Networks in 2020 and includes time spent on online video content across platforms such as over-the-top (OTT), YouTube and social media. Data for online video hours for China is not available; 2. Real-time transactions are defined as payments occurring instantaneously and includes United Payments Interface (UPI) and Immediate Payment Service (IMPS) for India, Real-Time Payments (RTP) and Zelle for the US, and Internet Banking Payment System (IBPS) of China; 3. As of February 2023.

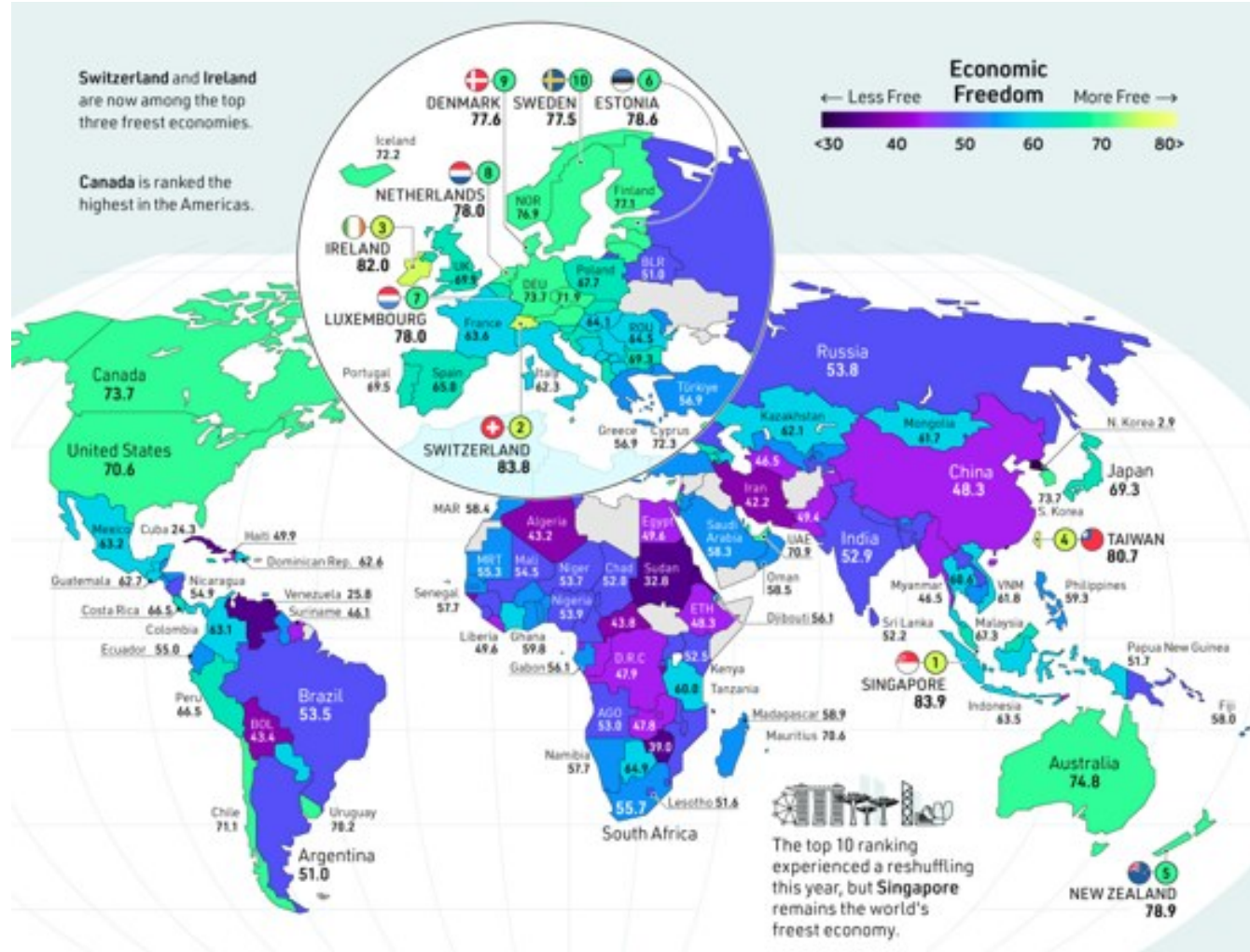
2 Carbon Emissions by Activity

Food and daily commute create maximum CO₂ emissions. Shower and toilet roll also big contributors!



3 The State of Economic Freedom

Singapore remains the world's freest economy followed by Switzerland and Ireland



4 India Consumer Market

A few players dominate most consumer categories

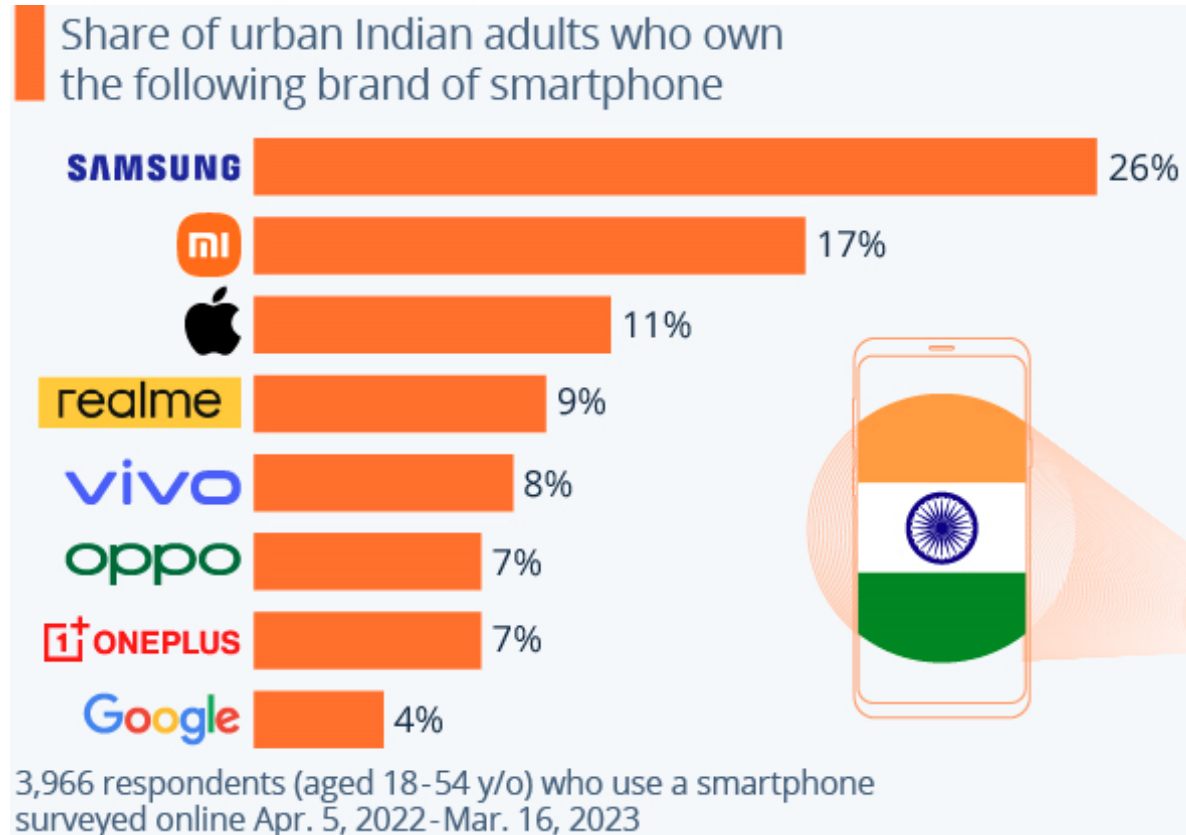
Company market share as a % of retail value (RSP), calendar year-end, 2022					
Beauty and Personal Care					
Shampoos		Soaps		Toothpaste	
HUL	48.4	HUL	38.2	Colgate	43.7
P&G	21.7	GCPL	11.3	HUL	19.4
L'Oréal	4.5	Wipro	11.2	Dabur	15.8
Home Care					
Dish w ash		Home insecticides		Laundry care	
HUL	59.9	GCPL	62.4	HUL	46.5
Jyothy	12.2	Reckitt Benckiser	15.6	RSPL	17
Henkel	7.6	SC Johnson	9.2	P&G	8.4
Foods and Beverages					
Baby Food		Biscuits		Chocolate confectionary	
Nestle	62.5	Parle	29.8	Mondelez	57.4
Danone	11.4	Britannia	29.7	Nestle	16.1
Abbott	8.3	ITC	12.8	Ferrero	8.4
Coffee		Flavored Powder Drinks		Tea	
HUL	33.9	HUL	54.9	TCPL	28.5
Nestle	28.2	Mondelez	13.4	HUL	27.3
Narasu's Coffee	4.7	Others	31.7	Gujarat Tea Proce	7.6

Source: Euromonitor, Kotak Institutional Equities

"The securities/company/product names, quoted are for illustration only and are not recommendatory."

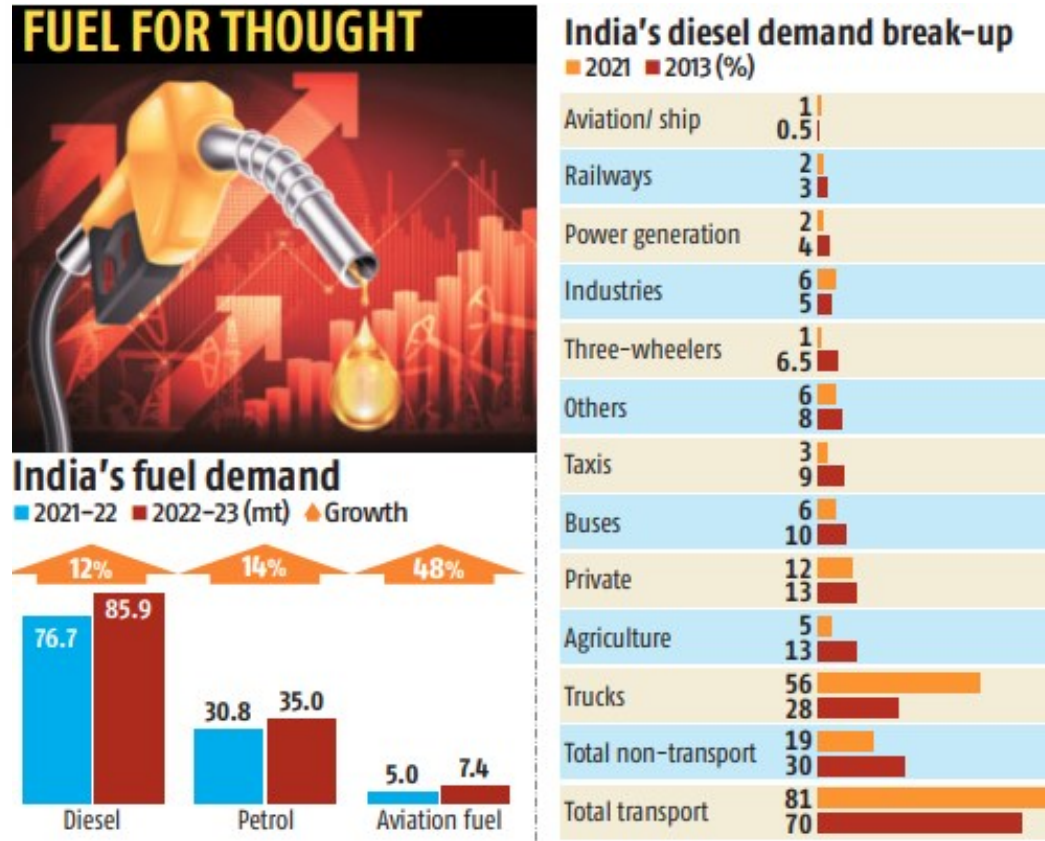
5 Smartphones in India

Samsung leads. Google Pixel not as popular in India Yet



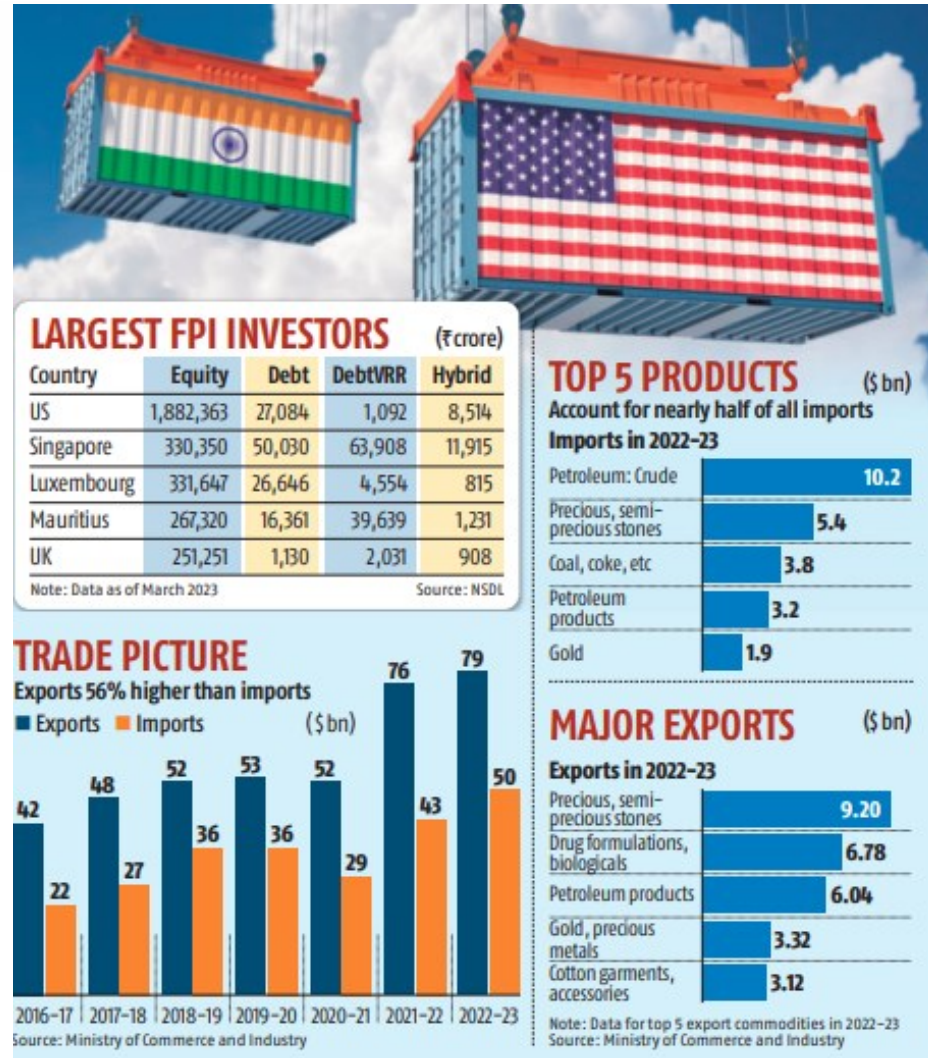
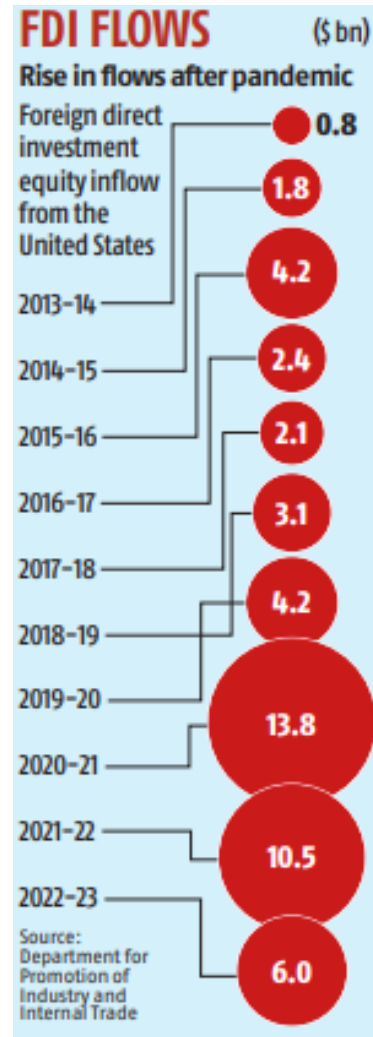
6 India Rides- 'High on Diesel'

A record 86 million tonnes of diesel was sold in FY23, led by increasing consumption by trucks



7 FDI Flows

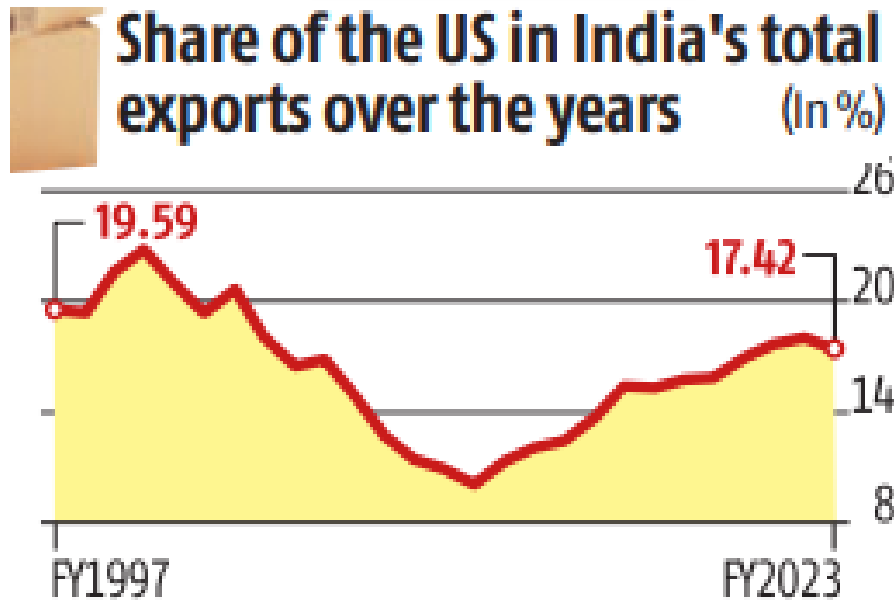
There is more money coming into India post pandemic through Foreign Direct Investment (FDI)



Source: Ministry of Commerce and Industry

8 Trade Dynamics

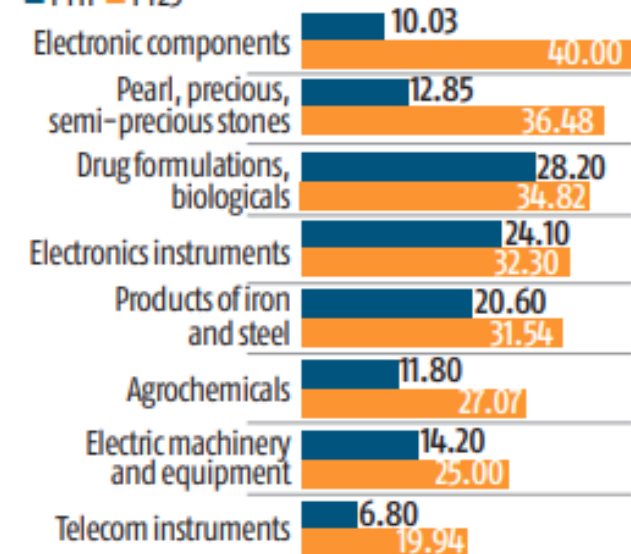
Exports to US have rebounded to 17.4% of India's total exports, after declining to a low of 10.1% in FY11. Electronic components, agrochemicals, iron and steel products are major exports items to US



Sectoral share of exports to the US

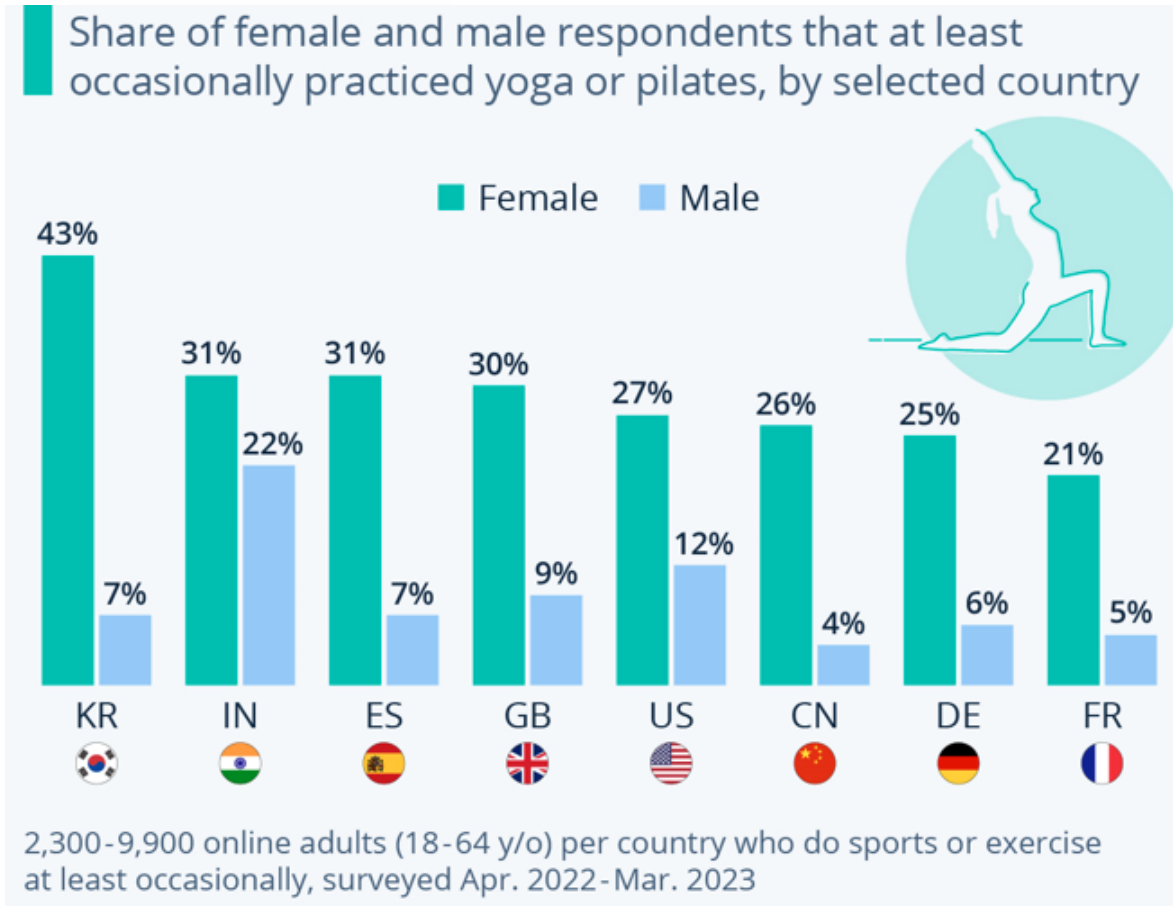
(In %)

■ FY11 ■ FY23



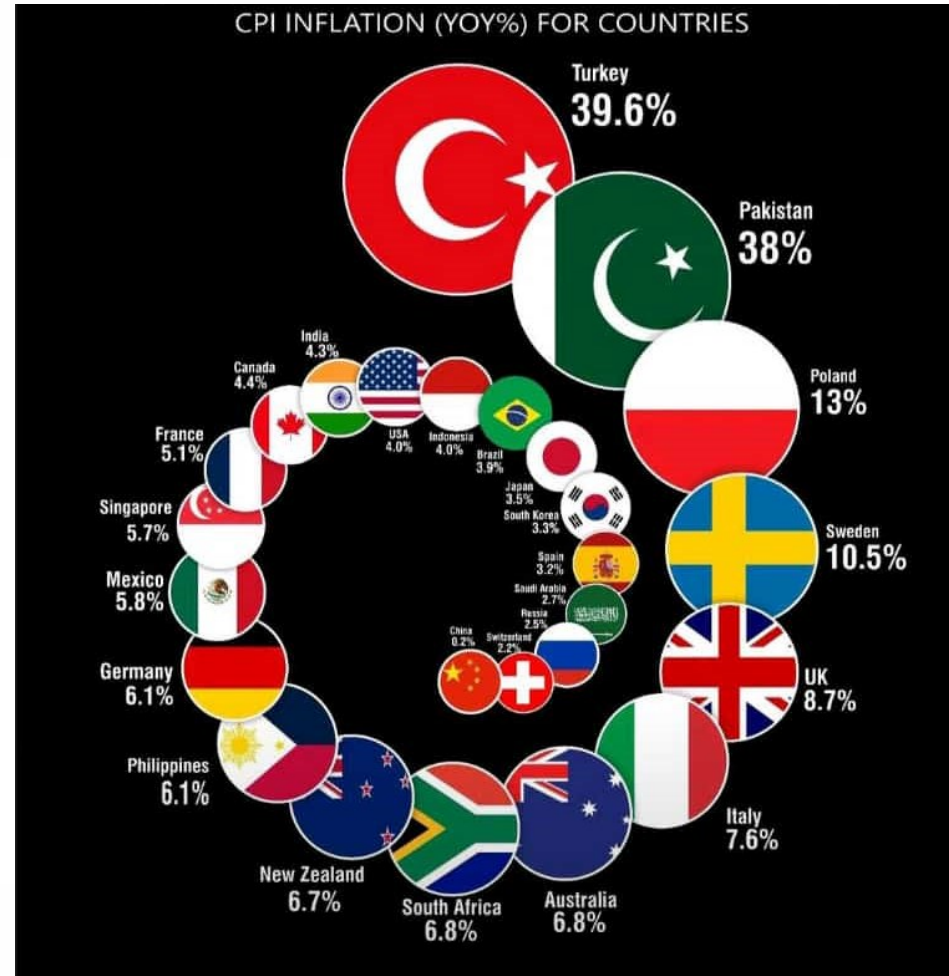
9 Who Practices Yoga?

Share of men practicing yoga or Pilates in India is higher as compared to the rest of the world



10 Global Inflation Rates

Turkey has the highest inflation rate in the world, while China has the lowest inflation rate.



THANK YOU



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