



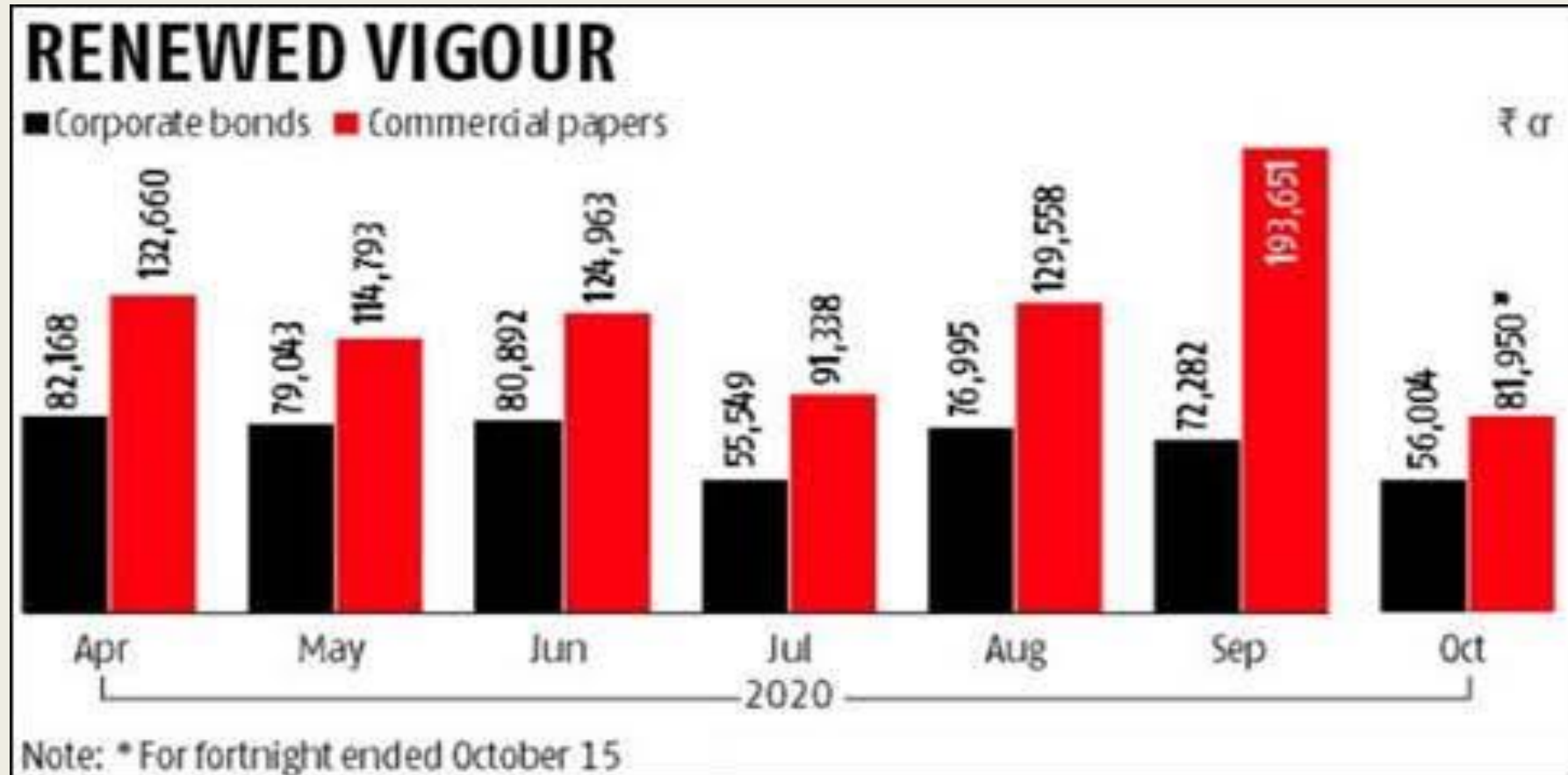
WHAT ARE WE SEEING

VERSION 1.057

13-11-2020

1. Corporate Bonds vs Commercial Papers

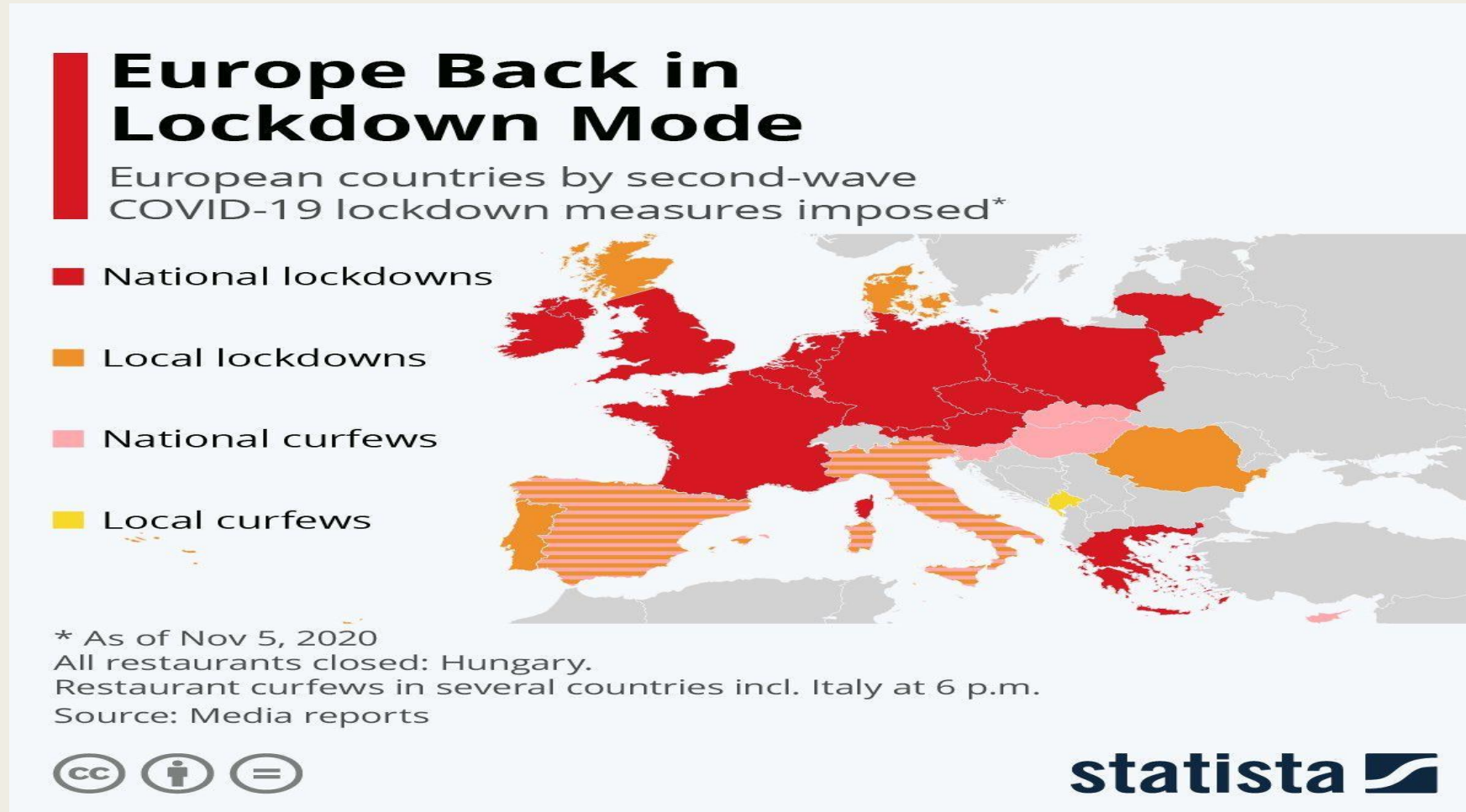
Companies are increasingly preferring the CP route to raise working capital due to lower yields and easy liquidity



Source: Care Ratings, Bloomberg, RBI

2. Second Wave hitting across Europe

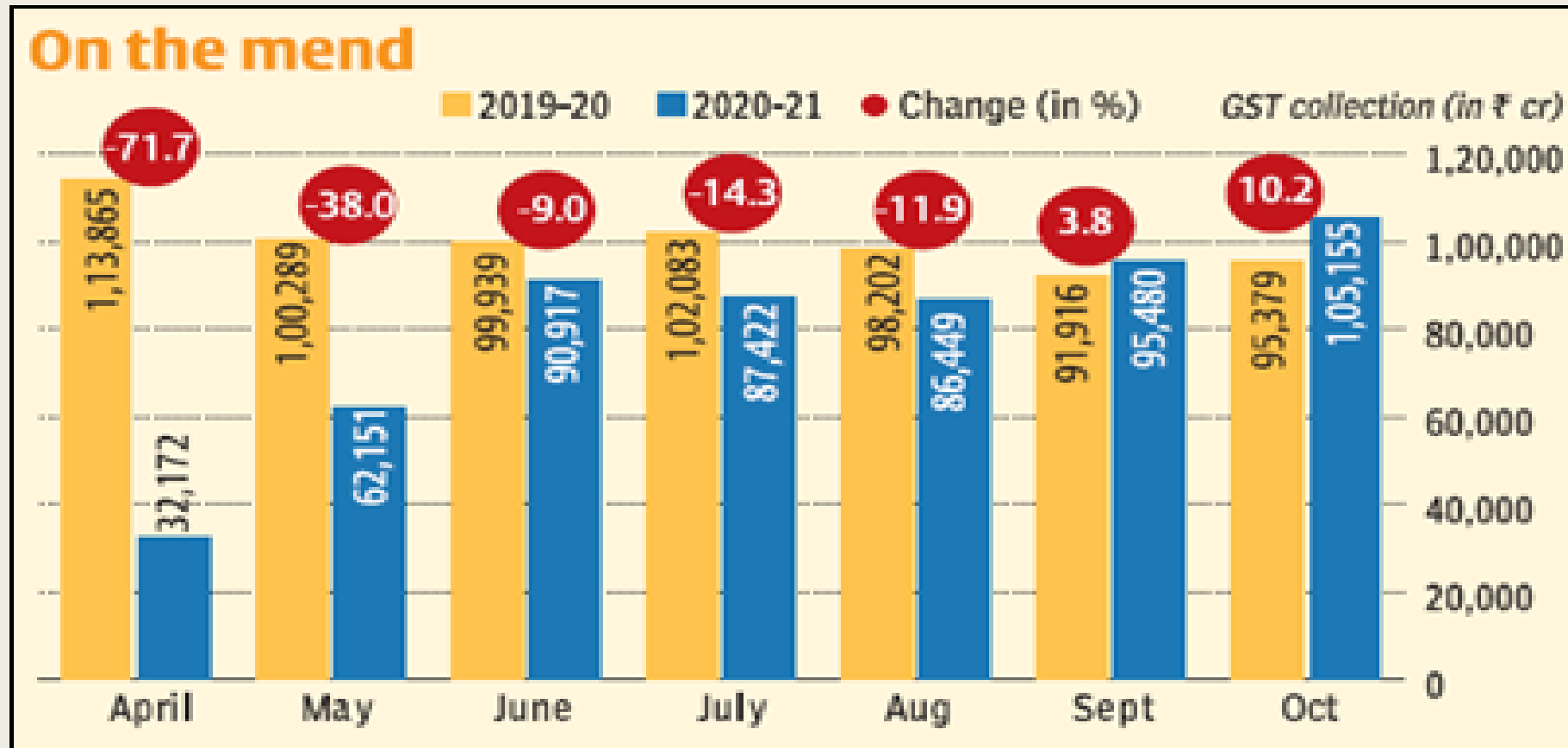
To minimize the impact of 2nd wave of COVID, intensity of lock down imposed by various European countries



Source: Media reports, Statista

3. Momentum reviving back

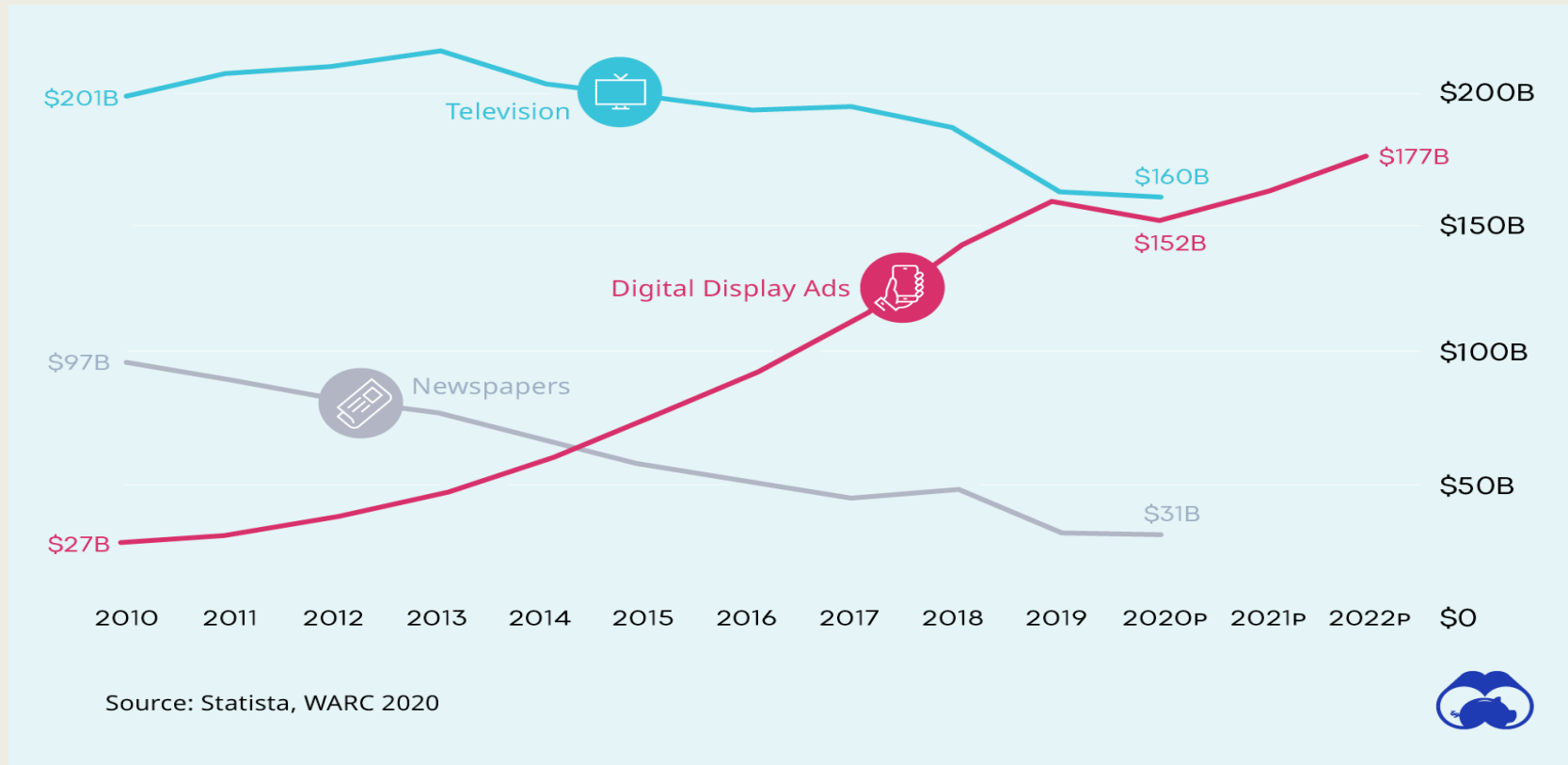
10% YoY increase in October collection reflects sales growth momentum catching up after 5 months of decline



Source: PIB

4. Global advertising spend

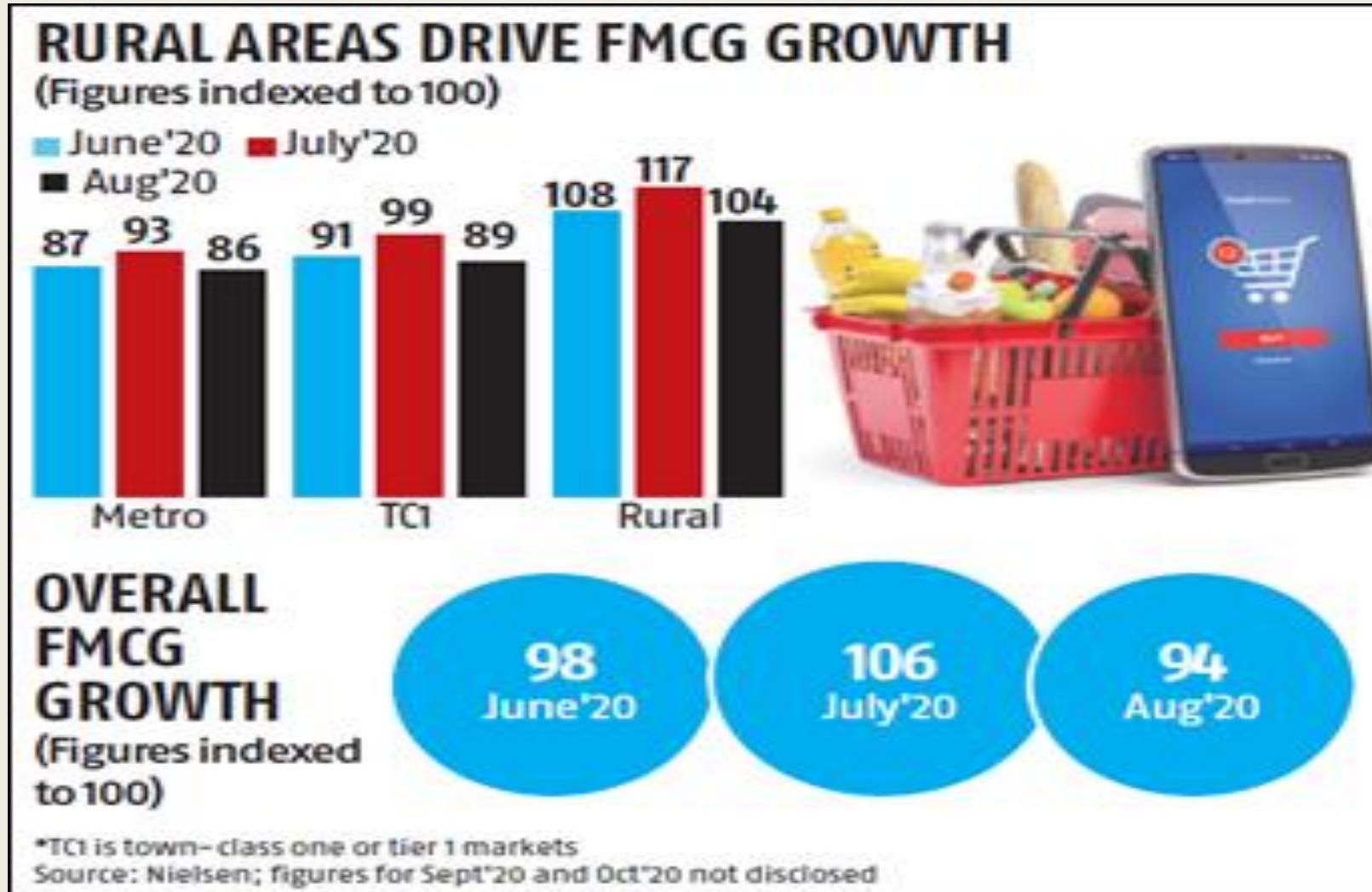
Television is rapidly losing its dominance to the digital display advertisements



Source: Statista, WARC 2020

5. Rural area – In the Drivers Seat

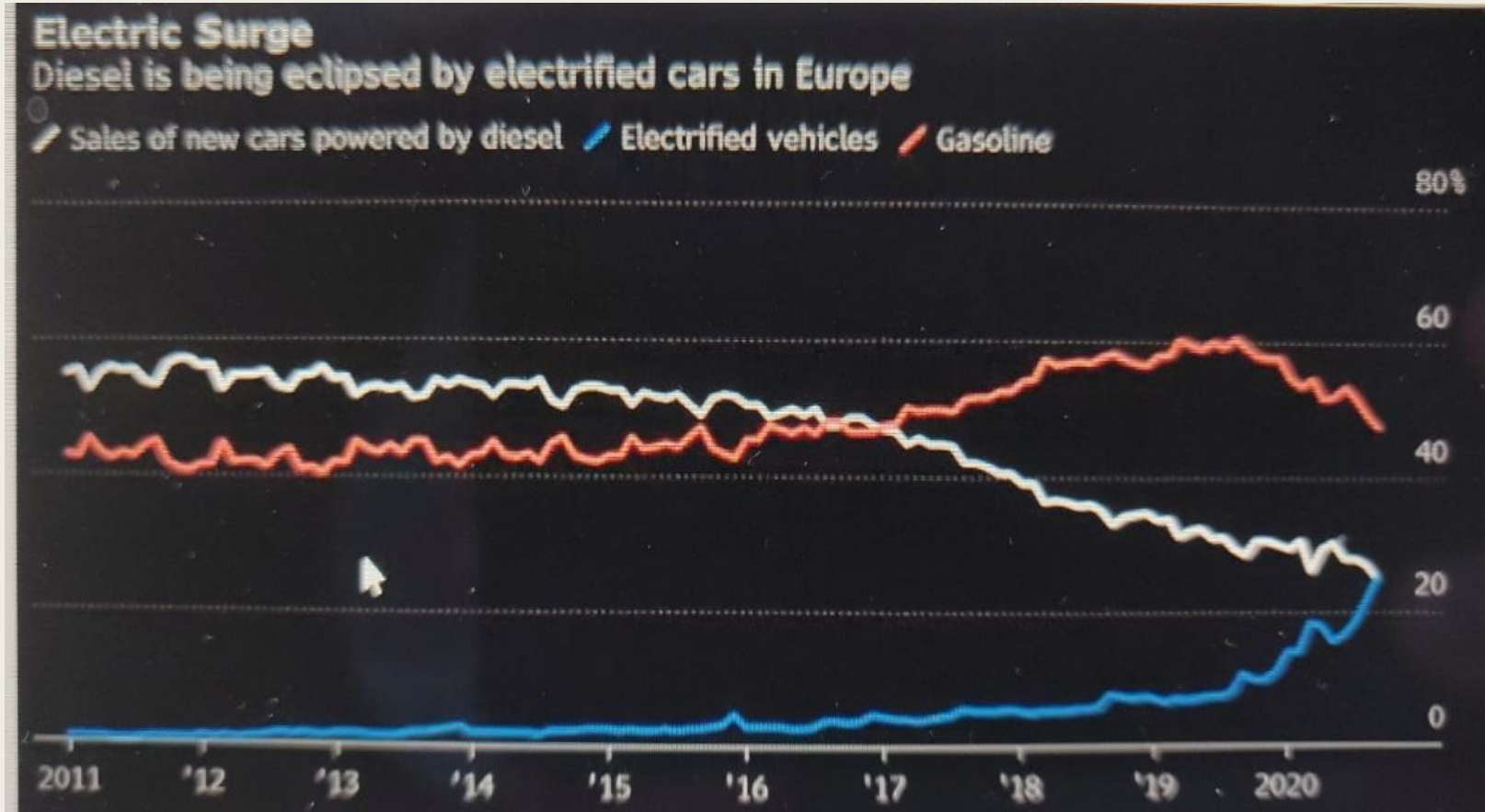
Government incentives and good rainfall driving the rural growth



Source: Nielsen

6. Electric cars penetration Europe

Diesel mix is rapidly declining while that of Electric vehicles is on rapid rise as can be seen from the chart



Source: JATO, Bloomberg

7. Indian start-ups that turned unicorns this year

More Indian companies making to the list of unicorns in this challenging times

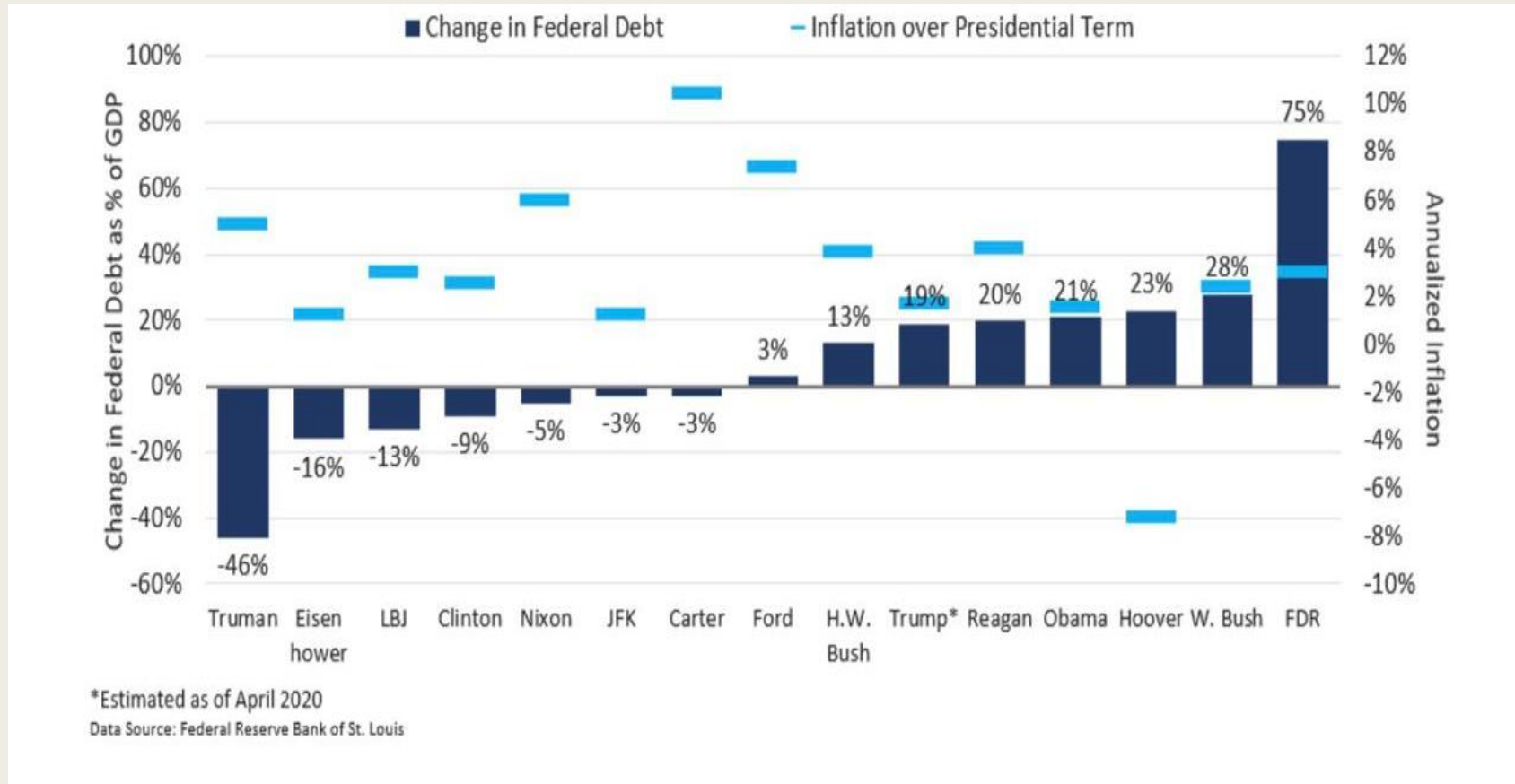
Name	What does it do	Sector
Unacademy	Online learning platform	Edtech
Nykaa	Online retail platform for beauty and wellness products	Retail
Razorpay	Payment processing solutions for businesses	Fintech
FirstCry	Online retailer for baby products	Retail
Postman	Collaboration platform for API development	Enterprise Infrastructure
Nxtra Data	Colocation, Nxtra cloud, and managed services	Enterprise Infrastructure
Zerodha	Trading platform for multiple assets	Fintech

* Companies founded since 2010 only have been considered for this analysis, Source: Tracxn

Source: Tracxn,

8. Change in Federal Debt as % of GDP

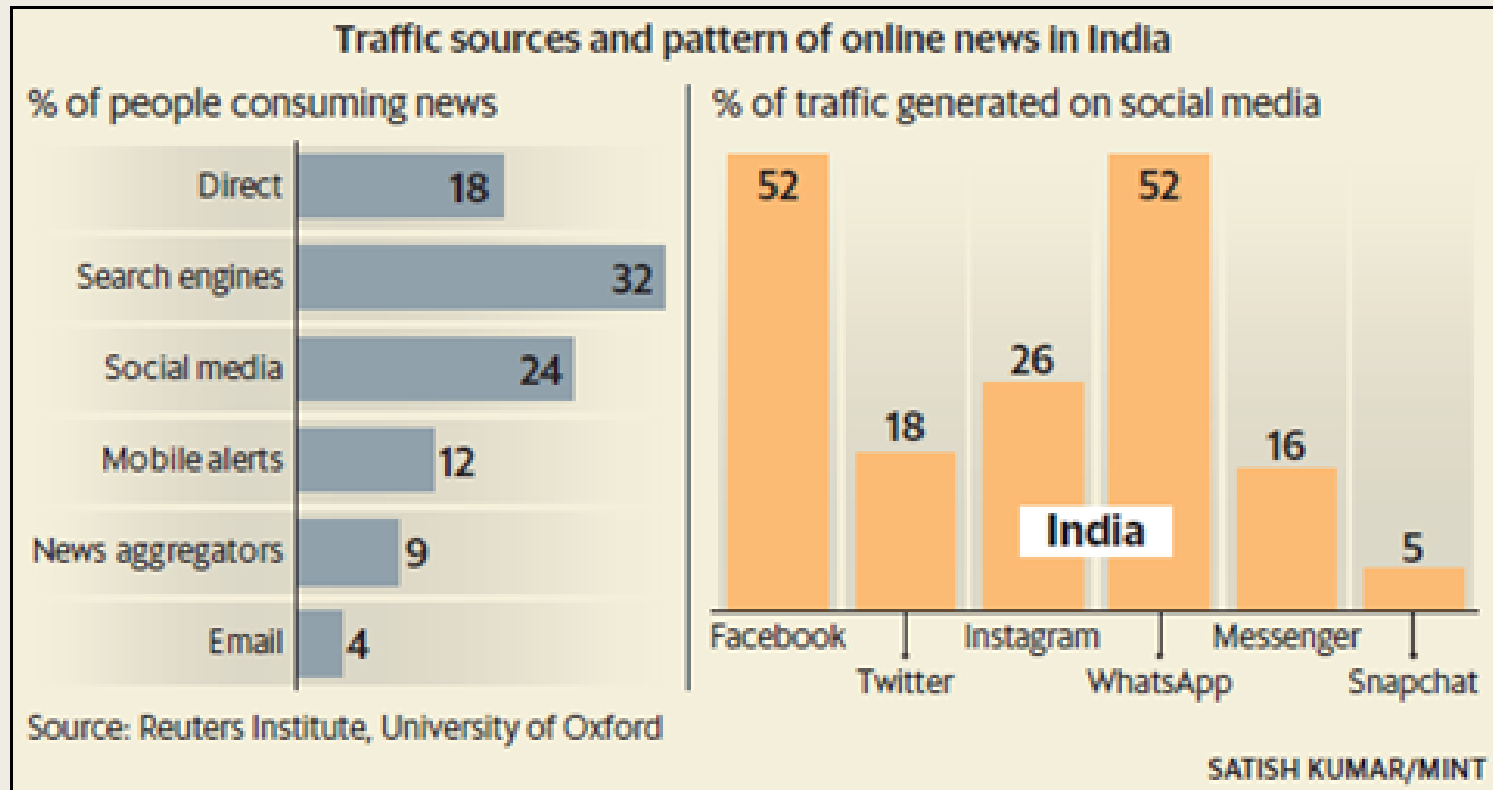
Despite such massive stimulus announced post COVID, debt change and inflation level has been lower than that witnessed during Obama's presidential term



Source: Federal Reserve Bank of St. Louis

9. Traffic source and pattern of online news in India

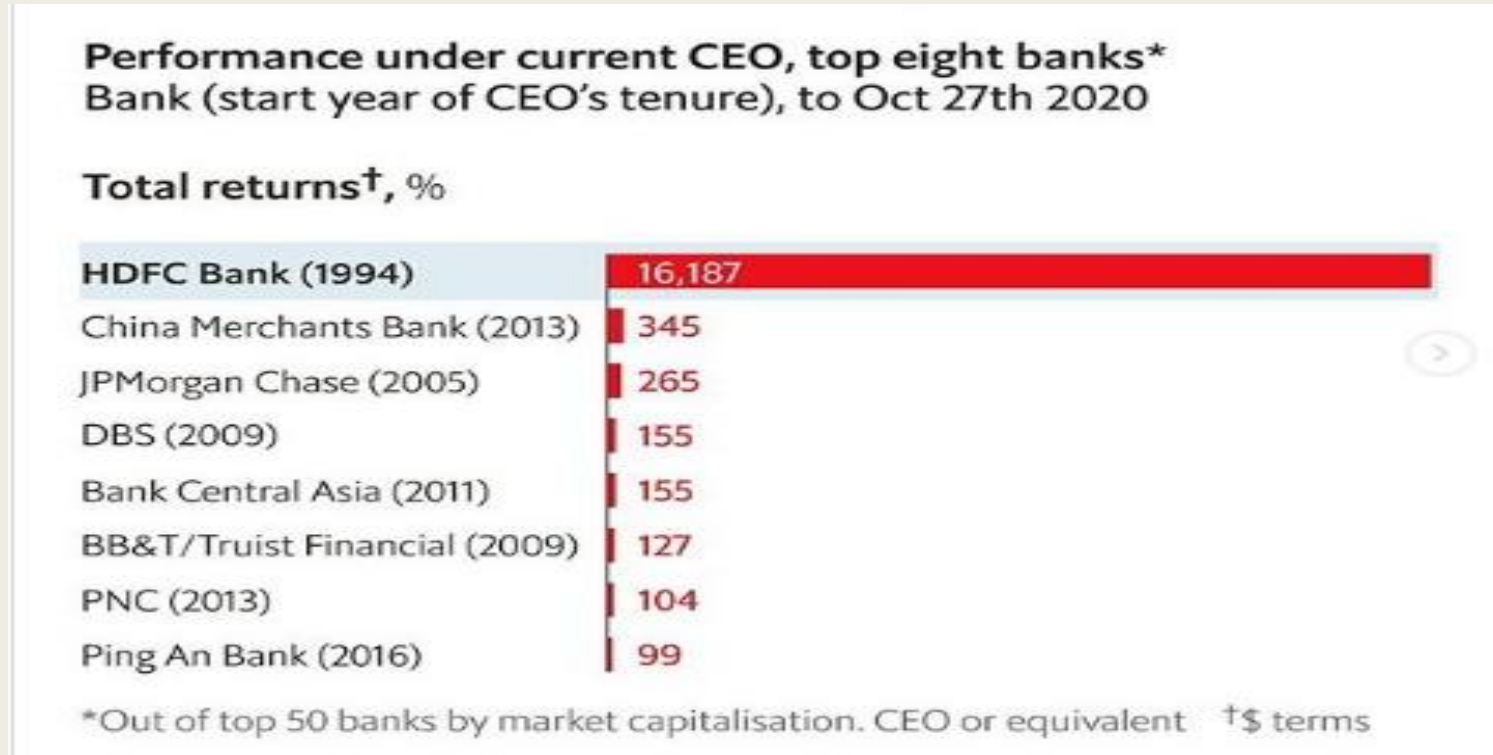
Consumption via digital media is gaining at strong pace.



Source: Mint, Reuters Institute, University of Oxford

10. World's best bankers!

HDFC Bank stands out way ahead over other banks in terms of wealth created for the shareholders



Source: The Economist, Bloomberg, Refinitiv Datastream



THANK YOU