

ZyFin Research

Vehicle Purchase Sentiment Index

June 2014

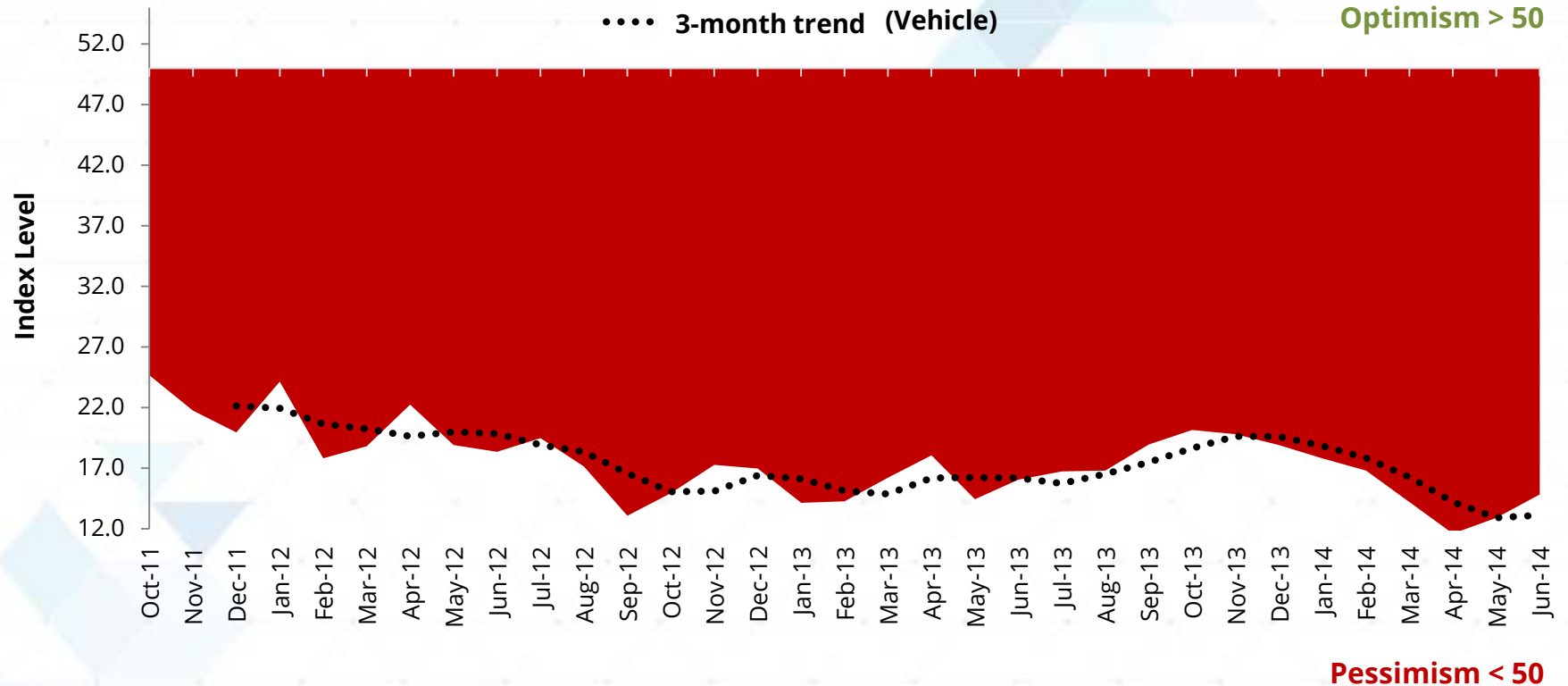
Vehicle Purchase Sentiment Index : June 2014

Highlights

- Index remains on recovery path, registers improvement for second consecutive month.
- Demand to be greatest in South India in coming months.
- Consumers in Tier-II cities most likely to purchase vehicles.
- Consumers in Mumbai are optimistic about purchasing vehicles.
- Male consumers are less pessimistic than female consumers when it comes to vehicle purchase plans.

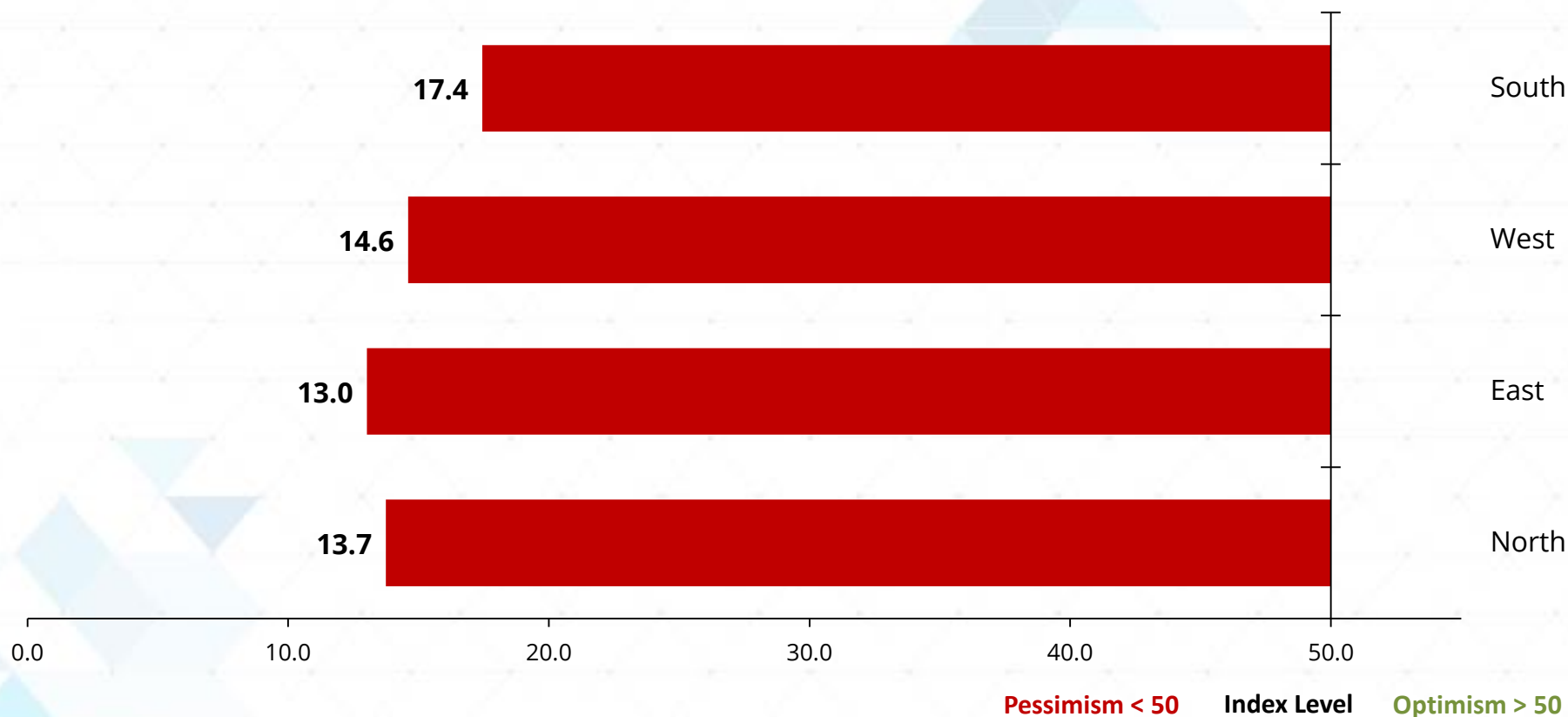
Vehicle Purchase Sentiment Index

Index remains on recovery path, registers improvement for second consecutive month



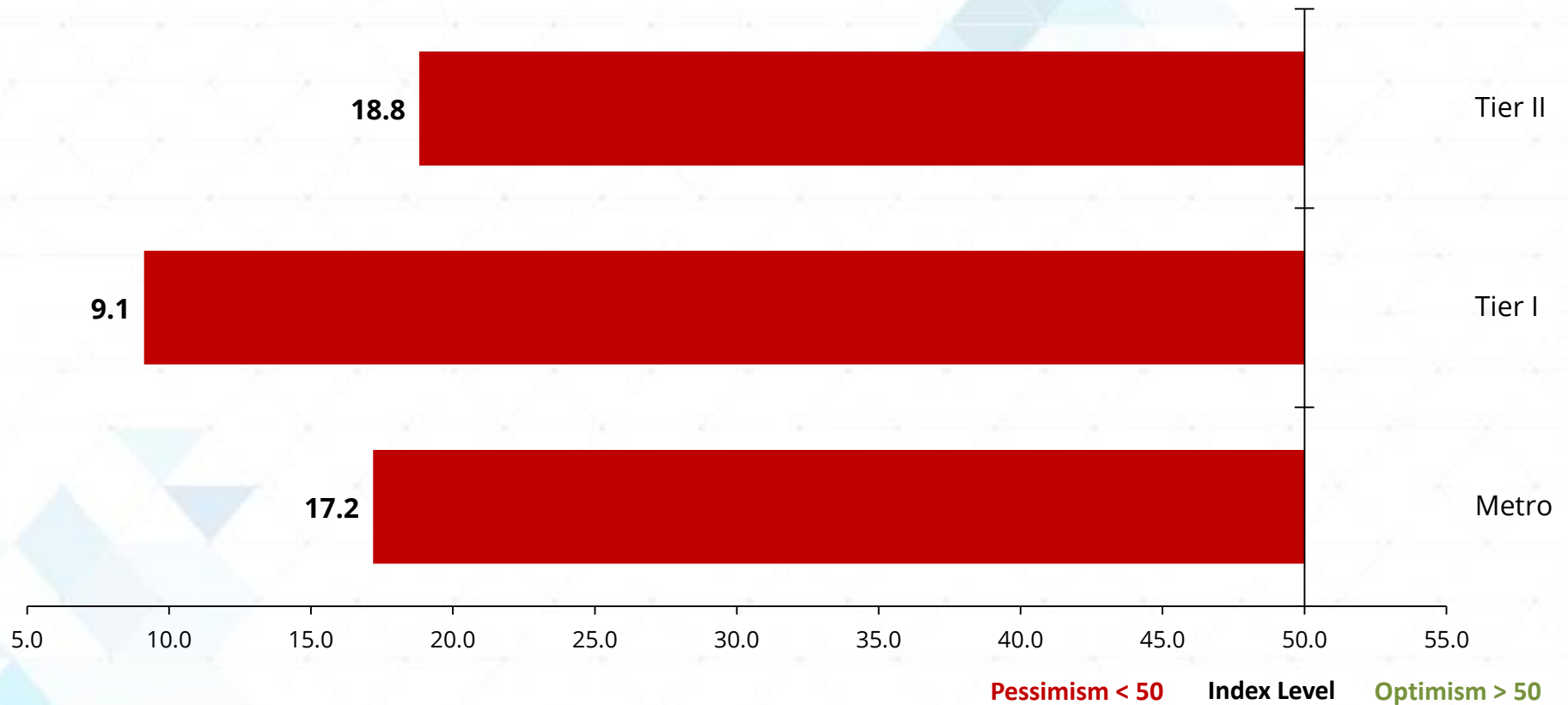
Vehicle Purchase Sentiment Index

Demand to be greatest in South India in coming months



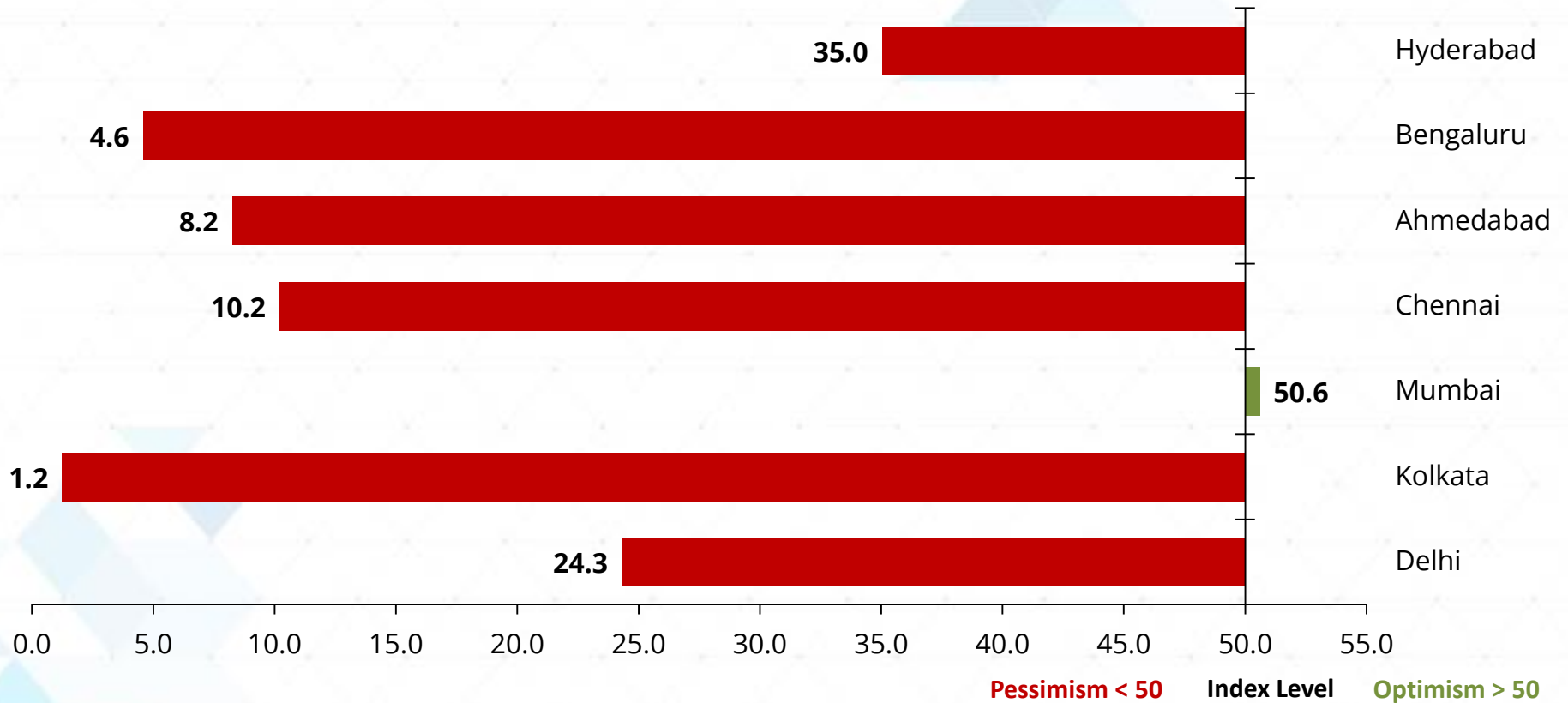
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Consumers in Tier-II cities most likely to purchase vehicles



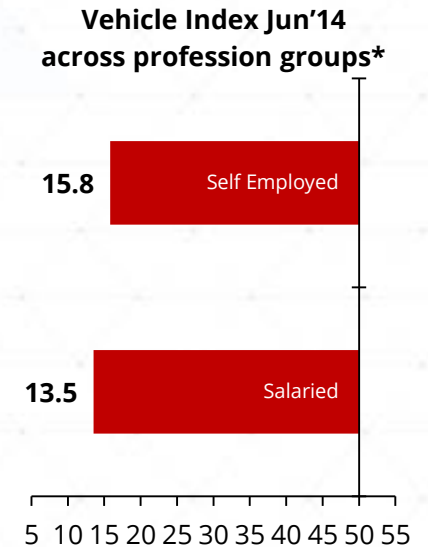
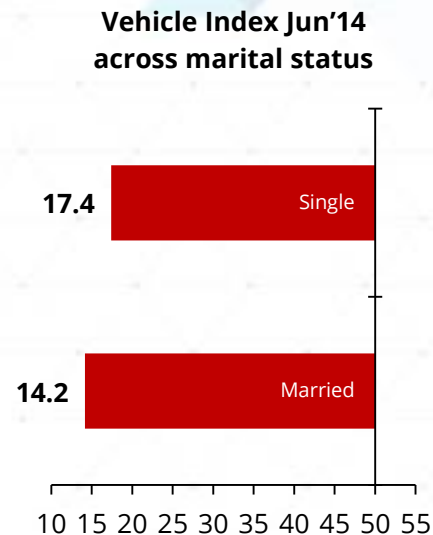
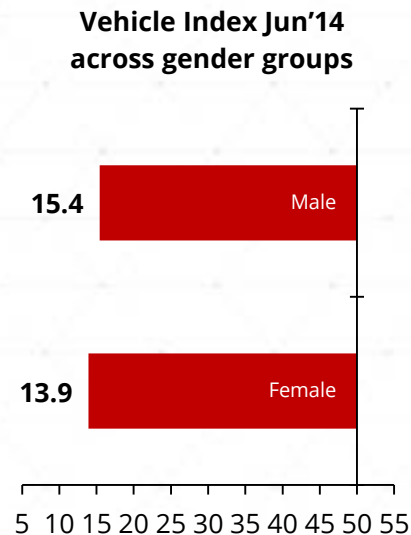
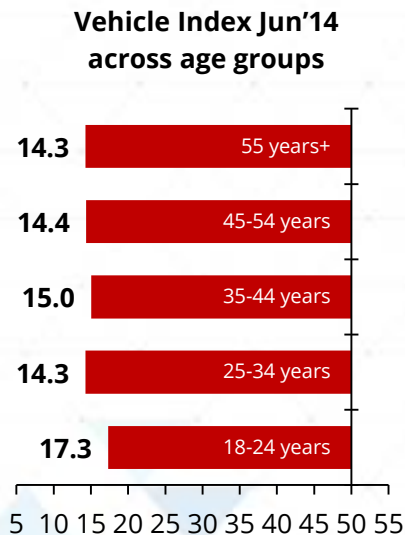
Vehicle Purchase Sentiment Index within Metros

Consumers in Mumbai are optimistic about purchasing vehicles



Vehicle Purchase Sentiment Index within Demographic Groups

Male consumers are less pessimistic than female consumers when it comes to vehicle purchase plans



*Profession Groups include Self-Employed, Salaried, Housewife, Students and Unemployed. For the sake of simplicity we have only included data for the first two categories in the chart

About ZyFin

ZyFin Research is India's first and foremost Macro Analytics firm. We provide unique insights and forecasts on the Indian economy and convert them into actionable strategies for market participants.

Our unique insights are derived from an exclusive, monthly survey of 4,000 Indian consumers across 18 key Indian cities. This first-of-its-kind survey provides us with a real-time view on consumption, employment and inflation in India. Our team of economists, strategy and market analysts use these, along with over 100 real economy elements, to forecast a range of macro-economic variables, and create actionable strategies for market participants.

Our clients comprise strategy, research teams and traders at buy-side and sell-side firms, commercial and retail banks, manufacturing and services firms, multilaterals, government and academic institutions. Regulators and industry bodies use our insights as part of their policy making activities.

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