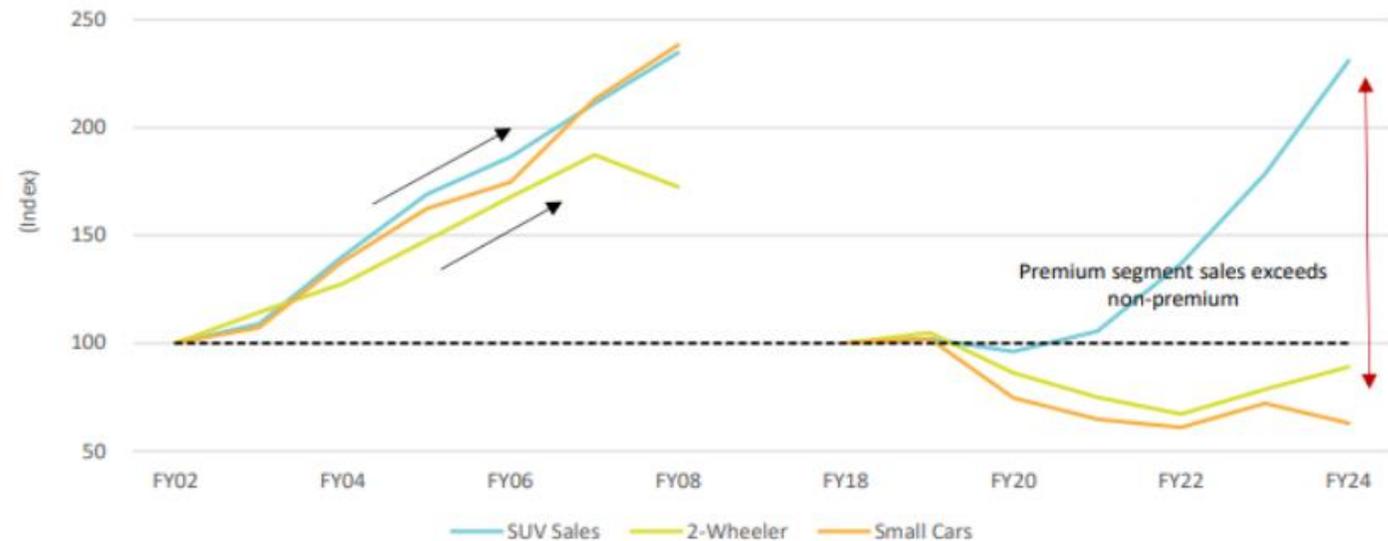
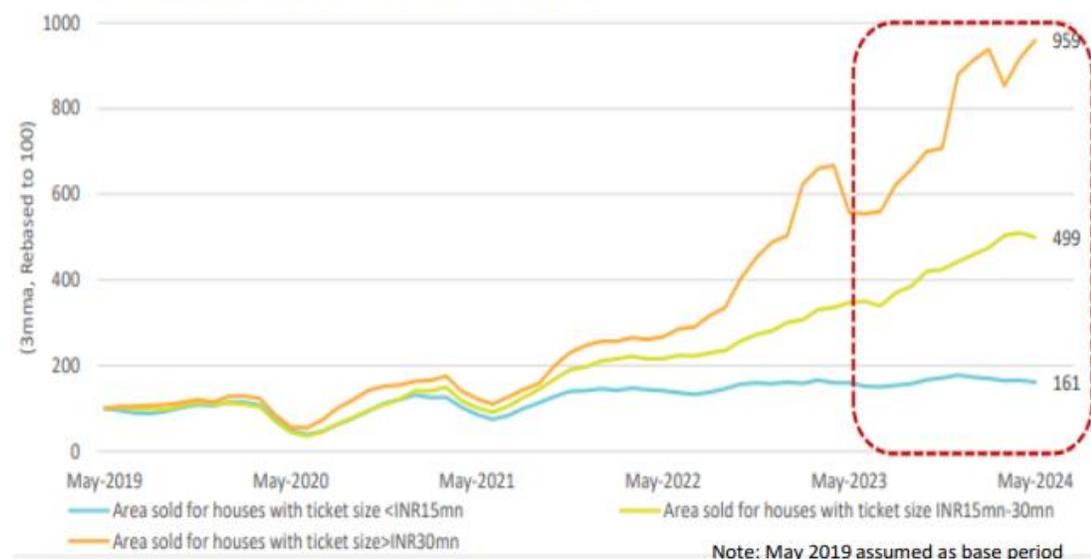


Premium cars versus small cars



Note: FY02=100 for analysis of 2000s phase; FY18 =100 for recent trend analysis

Sale of Real estate homes



Note: May 2019 assumed as base period

- Post-COVID, the demand for premium goods and services has gone up, evident in sectors such as luxury cars, jewellery, hotels, and high-value real estate (homes priced above ₹30 crore).
- Premiumization trend is expected to expand across most discretionary spending categories including lower ticket consumer discretionary.
- The trend of premiumization & higher product category preference is evident across. For instance, in FMCG consumers opting for liquid soaps over bar soaps, upgrading their apparel choices to branded wear, cars to SUVs, higher consumption of premium alcohol beverage.
- The concept of leisure and entertainment is also changing for new generation leading to preference for Better Malls, Hotels, higher travel, growing QSR demand & e-commerce etc.
- We anticipate the theme of premiumization, convenience, and formalization to continue growing in the coming years. ABSL India GenNext Fund is strategically positioned to capitalize on these trends

Source: research report by Nuvama Institutional Equities, Antique Stock broking research report ABSLAMC Research. Dt – 29.07.2024.

FMCG* – Fast moving consumer goods, QSR* – quick service restaurants.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.