

North

Headed North

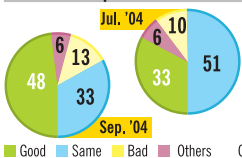
- 23% JUMP** in number of people (R7 49 per cent versus R6 26 per cent) who believe that their REAL INCOME, after adjusting for inflation, has gone up
- 3% INCREASE** (R7 67 per cent versus R6 64 per cent) in consumers who will SAVE MORE
- 18% JUMP** (R7 63 per cent versus R6 45 per cent) in number of people who say that it is a GOOD time to BUY an AUTOMOBILE
- 1% INCREASE** in number of people (R7 15 per cent versus R6 14 per cent) in number of people saying employment (opportunities) will be GOOD next year
- 19% JUMP** in consumers (R7 80 per cent versus R6 61 per cent) who believe it is a GOOD time to BUY a DURABLE



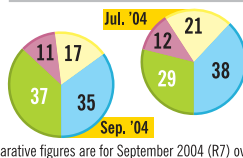
North: Better than expected

MAYBE THEY WERE EXPECTING A drought. But things turned out to be much better with late showers in August and September coming to the Kharif crop's rescue. "North is expected to be buoyant this Diwali," says Shiv Kumar, VP (Consumer Electronics), Philips India. With consumers upbeat on just about everything in the next one year, only the winter Rabi crop needs to deliver!

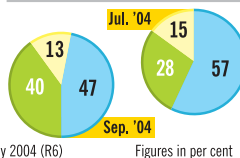
Income Compared To Last Year



Financial Status Next Year



Business Condition Next Year



Comparative figures are for September 2004 (R7) over July 2004 (R6) Figures in per cent

South

Feel Bad, Won't Buy

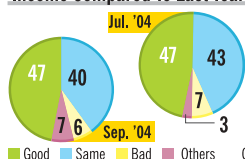
- 8% DROP** (R7 35 per cent versus R6 43 per cent) in consumers who say their price adjusted REAL INCOME has gone UP
- 12% DECREASE** in number of consumers (R7 45 per cent versus R6 57 per cent) who want to SAVE MORE
- 4% DROP** (R7 63 per cent versus R6 67 per cent) in number of consumers who say now is a GOOD time to BUY an AUTOMOBILE
- 13% DROP** (R7 8 per cent versus R6 21 per cent) in people who say job market will be GOOD next year
- 7% DROP** (R7 61 per cent versus R6 68 per cent) in consumers who say now is a GOOD time to BUY a DURABLE



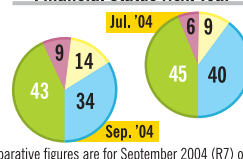
South: Good market, bad sentiment

THE MOOT QUESTION IS WHY DO consumers in the South feel so bad? "South is a thinking market and they're aware of the macro-economic problems," says V. Chandramouli, VP (Sales & Marketing), Mirc Electronics. While the region remains a big market for durables, even auto, there is no mistaking the real fear consumers have about jobs, real income and business conditions. That will hurt. Soon.

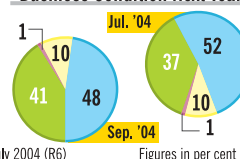
Income Compared To Last Year



Financial Status Next Year



Business Condition Next Year

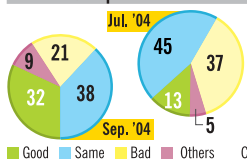


Comparative figures are for September 2004 (R7) over July 2004 (R6) Figures in per cent

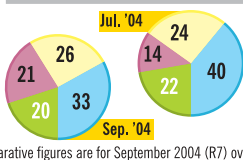
East Not As Bad

- 1%** DROP (R7 18 per cent versus R6 19 per cent) in consumers who say their REAL INCOME has gone UP
- 12%** DROP (R7 84 per cent versus R6 96 per cent) in people who say they will SAVE MORE
- 15%** JUMP (R7 57 per cent versus R6 42 per cent) in number of people who believe now is a GOOD time to BUY an AUTOMOBILE
- 3%** DROP (R7 8 per cent versus R6 11 per cent) in consumers who are optimistic on JOB opportunities next year
- 5%** INCREASE (R7 53 per cent versus R6 48 per cent) in number of consumers who believe now is a GOOD time to BUY a DURABLE

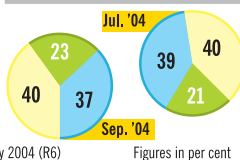
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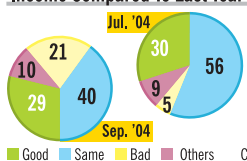
East: Spend more, save less

THE EAST MAY BE A DULL BLIP ON the radar of most marketers, but consumers here are surprisingly sanguine. Income, compared to last year, is up almost three-fold! People want to save less and spend more. And they are even upbeat on job prospects. Has it got to do anything with the new clothes of the Left (government) in West Bengal?

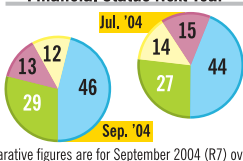
West Jobless Growth

- 7%** DROP (R7 23 per cent versus R6 30 per cent) in people who say their price adjusted REAL INCOME has gone up
- 7%** JUMP in number of consumers (R7 45 per cent versus R6 57 per cent) who want to SAVE MORE
- 4%** DROP (R7 50 per cent versus R6 54 per cent) in people who believe now is a GOOD time to BUY an AUTOMOBILE
- 16%** DECREASE (R7 4 per cent versus R6 20 per cent) in number of consumers who are OPTIMISTIC about JOBS next year
- 13%** DROP (R7 49 per cent versus R6 62 per cent) in the number of consumers who believe now is a GOOD time to BUY a DURABLE

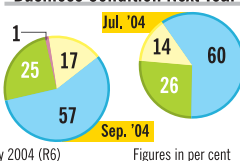
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West: Anticipating trouble

WELL, IT WAS JUST ABOUT THREE months ago that West had a certain vibrancy about it—jobs were aplenty, discretionary spends were high, and no one was bothered about poor rains. So what happened? Well, much like the South, consumer sentiment here has more to do with the region's ability to anticipate coming problems rather than already dealing with them.