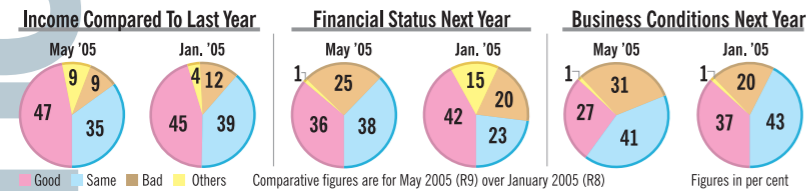


# Have Money, Will Spend

- 3% JUMP** in number of people (R9 43 per cent versus R8 40 per cent) who believe that their REAL INCOME, after adjusting for inflation, has gone up
- 17% INCREASE** (R9 79 per cent versus R8 62 per cent) in consumers who will SAVE MORE
- 11% JUMP** (R9 62 per cent versus R8 51 per cent) in number of people who say that it's a GOOD time to BUY an AUTOMOBILE
- 8% INCREASE** in number of people (R9 15 per cent versus R8 7 per cent) saying employment will be GOOD next year
- 16% JUMP** in consumers (R9 66 per cent versus R8 50 per cent) who believe it's a GOOD time to BUY a DURABLE



North: Spend and save

THE CONSUMER IN THE NORTH WANTS TO spend and save more at the same time. Well, it's not exactly a contradiction, for even while discretionary spends are down, rise in current and future income is buoying durable and auto purchases. And this even while agriculture, the mainstay of North's economy, fared badly in FY 2005. Imagine what an average-to-good monsoon can do to both sentiment and the market here.

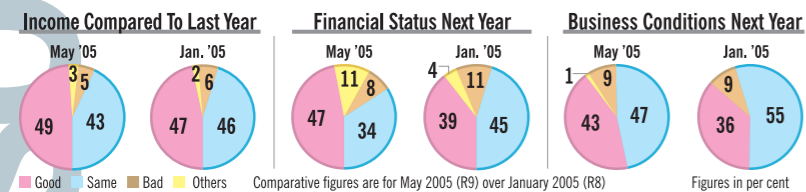


South: Jobs aplenty

THE SOUTH'S ECONOMIC ENGINE OF IT & ITES, apparel and auto manufacturing is chugging along nicely. No wonder income is up, job opportunities are aplenty and, therefore, the desire for indulgence is high. With most SEC A & B households already owning most consumer durables, South is splurging money on that coveted foreign holiday or that gaming console.

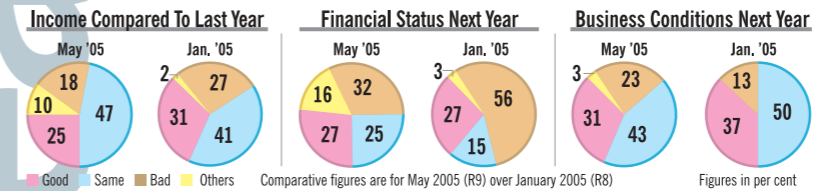
# Jobs Aplenty

- 10% JUMP** (R9 44 per cent versus R8 34 per cent) in consumers who say their price-adjusted REAL INCOME has gone UP
- 5% DECREASE** in number of consumers (R9 42 per cent versus R8 47 per cent) who want to SAVE MORE
- 1% DROP** (R9 79 per cent versus R8 80 per cent) who say now is a GOOD time to BUY an AUTOMOBILE
- 1% INCREASE** (R9 14 per cent versus R8 13 per cent) in people who say job market will be GOOD next year
- 5% DROP** (R9 81 per cent versus R8 86 per cent) in consumers who say now is a GOOD time to BUY a DURABLE



# In Sync With Times

- 10% JUMP** (R9 27 per cent versus R8 17 per cent) in consumers who say their REAL INCOME has gone UP
- 1% INCREASE** (R9 86 per cent versus R8 85 per cent) in people who say they will SAVE MORE
- 6% JUMP** (R9 48 per cent versus R8 42 per cent) in number of people who believe now is a GOOD time to BUY an AUTOMOBILE
- 14% DROP** (R9 7 per cent versus R8 21 per cent) in consumers who are optimistic about JOB opportunities next year
- STATUS QUO** (R9 49 per cent versus R8 49 per cent) in number of consumers who believe now is a GOOD time to BUY a DURABLE

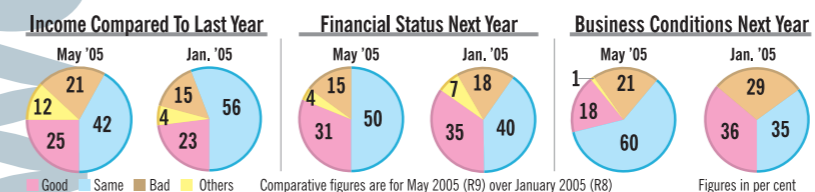


East: Will buy this car

THE EAST DEFIES ALL LOGIC. INCOME IS up here, and so is the intention to buy an automobile or a durable. And on a not-so-happy note, job optimism has taken a dive, already high savings rate is still up and broader business outlook a year from now looks bleak. The consumer is less optimistic of her financial status next year. With elections due in West Bengal next year, things can only get worse.

# Future Tense

- 2% DROP** (R9 14 per cent versus R8 16 per cent) in people who say their price-adjusted REAL INCOME has gone up
- 19% DROP** (R9 32 per cent versus R8 51 per cent) in consumers who intend to SAVE MORE
- 3% DROP** (R9 39 per cent versus R8 42 per cent) in people who believe now is a GOOD time to BUY an AUTOMOBILE
- 4% DECREASE** (R9 13 per cent versus R8 17 per cent) in number of consumers who are OPTIMISTIC about JOBS next year
- 32% DROP** (R9 31 per cent versus R8 63 per cent) in the number of consumers who believe now is a GOOD time to BUY a DURABLE



West: Downward journey

THE STOCK MARKET (READ: SENSEX), though off from its intra-day high of 6,954.86, is still going strong. Corporate profits and sales are again very strong and the economy is set to grow at least by 6.7 per cent this year. So it's a surprise why consumers in the West are feeling bad. Income is down, job expectations are down and so is the consumption mood. Do they know something that consumers in other regions don't?