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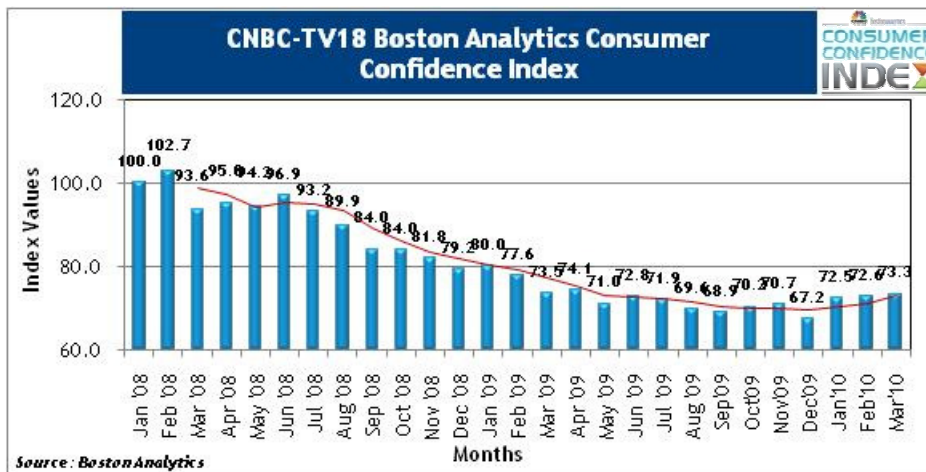
CONSUMER CONFIDENCE IMPROVES IN MARCH 2010 DRIVEN BY IMPROVEMENT IN SENTIMENT ABOUT OVERALL ECONOMIC CONDITIONS, PERSONAL FINANCIAL OUTLOOK, AND DISCRETIONARY SPENDING

MUMBAI, April 8, 2010 – Today CNBC TV18 and Boston Analytics released the CNBC-TV18 Boston Analytics Consumer Confidence Index for February 2010. The index is designed to measure consumer confidence in India on a monthly basis. The index is derived from a monthly survey targeting nearly 10,000 respondents across fifteen Indian cities, which makes it the largest and most comprehensive exercise of this kind in the country. The index is a monthly barometer of the opinion of Indian consumers regarding the current state and future expectations of the macro economy, household financial conditions and consumption. The index is computed from responses to 25 questions covering different variables known to affect consumer confidence. These variables pertain to general economic conditions, employment, inflation, interest rates, real estate, household financial conditions, household income, household spending plans, and savings.

The index for March 2010 stands at 73.3, an increase of 0.9 percent from February’s reading of 72.6. The improvement in consumer confidence is driven by increasing optimism related to overall economic conditions, personal financial outlook, and discretionary spending. However, sentiment related to inflation has declined significantly in the last month. Employment sentiment appears to have flattened out in the last two months and it remains quite low.

Disaggregation of the data by tiers of cities reveals that Tier-I cities and Tier III cities and towns have been the largest contributor to the improvement in the national composite. In contrast, consumer confidence in Tier II cities remain below the national average.

The exhibit below shows the CNBC-TV18 Boston Analytics Consumer Confidence Index between January 2008 and March 2010.



Source: Boston Analytics

The CNBC-TV18 Boston Analytics Consumer Confidence Index consists of two sub-indices – the Current Situation Index and the Future Expectations Index. Both the sub-indices: The Current Situation and Future Expectations Index recorded an increase in the last month.

The Current Situation Index for March 2010 stands at 77.8, an increase of 1.6 percent from February's reading of 76.5. The Future Expectations Confidence Index increased by 3.0 percent from 66.6 in February 2010 to 68.6 in March 2010.

"Consumer confidence in the March 2010 survey continues the improving trend observed in January of 2010. While the levels remain low, we continue to see relative improvement in consumer sentiment pertaining to employment conditions and consumer spending. Sentiment related to inflation, however, remains very weak," said **Dr. Sam Thomas, Ph.D., Director of Research and Development at Boston Analytics.**

"Though sentiment towards employment appears to have flattened out at the aggregate national level, disaggregated data shows interesting variations by tier of cities. The employment component of the Consumer Confidence index saw a decline in Tier I and Tier II cities. However a significant rise in sentiment in Tier III cities helped the aggregate value to remain stable. Among Tier I cities, except for the southern cities of Chennai and Bengaluru, employment sentiment weakened elsewhere (in Delhi, Mumbai, Kolkata and Hyderabad)," said **Debopam Chaudhuri, Economist, Boston Analytics.** "This decline was propagated by weakening confidence of respondents towards their own level of job security."

About the CNBC-TV18 Boston Analytics Consumer Confidence Index

The index is designed to measure consumer confidence in India on a monthly basis. The index is derived from a monthly survey targeting 10,000 respondents across fifteen Indian cities—Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bangalore, Ahmedabad, Chandigarh, Nagpur, Kochi, Jaipur, Lucknow, Bhubaneswar, Patna, and Vishakhapatnam. The sample is stratified based on the socio-economic characteristics of the Indian population in order to ensure sufficient sample sizes for sub-groups of interest. All data are collected via face-to-face interviews. The index is computed from responses to 25 questions covering various variables known to affect consumer confidence. These variables pertain to general economic conditions, employment, inflation, interest rates, real estate, household financial conditions, household income, spending plans, and savings. The index value in January 2008 was set to 100 to serve as the starting benchmark value of the time series. Inspired by the product design and index computation methodologies of consumer sentiment and consumer confidence indices across the world, the index has been adapted to the Indian economy's unique conditions.

About CNBC-TV 18: CNBC-TV18 is the undisputed leader in the business. The channel's benchmark coverage extends from corporate news, financial markets coverage, expert perspective on investing and management to industry verticals and beyond. CNBC-TV18 has been constantly innovating with new genres of programming that helps make business more relevant to different constituencies across India. CNBC-TV18 is currently available in over 30 million households in India. Boston Analytics provides its corporate, consulting and financial clients the most current, accurate and actionable research and analysis—so they can be the first to uncover and exploit opportunities. The firm's work powers knowledge processes and enables effective decisions at all levels of its clients' businesses. Boston Analytics brings together leading analytical minds worldwide, delivers robust offerings of knowledge services, and works as a genuine partner. Boston Analytics is headquartered in Boston with offices in New York, London, and Mumbai. For more information visit www.bostonanalytics.com. Monthly reports—Executive Summary and Full Report and the Data Sets—Nationwide Aggregate and City-wise Disaggregate Data are available for purchase from Boston Analytics at www.bostonanalvtics.com/India_Watch/India_Watch.html