

India - A consumption story redefined by millennials



India is as much an old civilisation as a young country, with almost half of its population below the age of 25. These millennials, who grow up in the digital age, embrace new innovations and technology. Together with growing spending power, they will continue to fuel consumption and drive the nation's economic growth.

1.28 billion
total population¹



45%

under the age of 25¹

400 million
millennials²



50%

disposable income spent
on leisure activities³

217 million
active Facebook users⁴



25%

internet penetration⁵

300 million+
household bank accounts
opened since 2014⁶



73%

increase in digital
transactions⁷

1,000+
tech start-ups added in 2017⁸

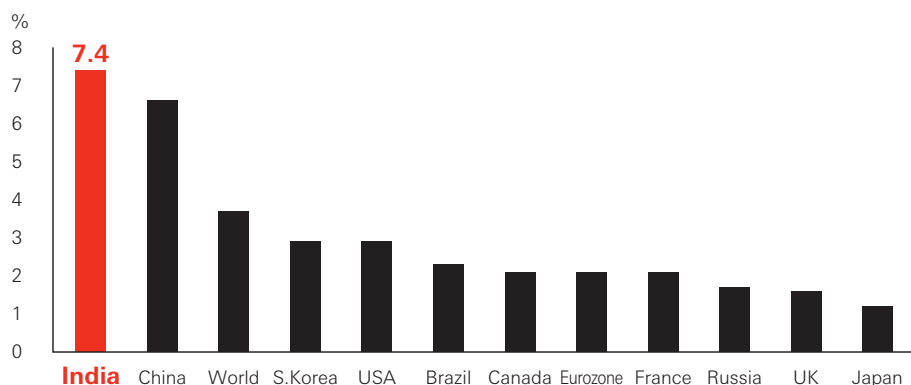


30%

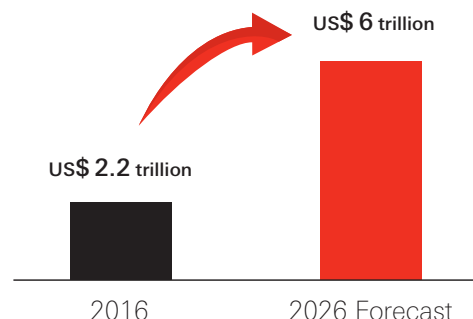
growth in advanced
tech start-ups in 2017⁸

India is outpacing China to become the world's fastest-growing major economy⁹

Real GDP growth 2018 forecast



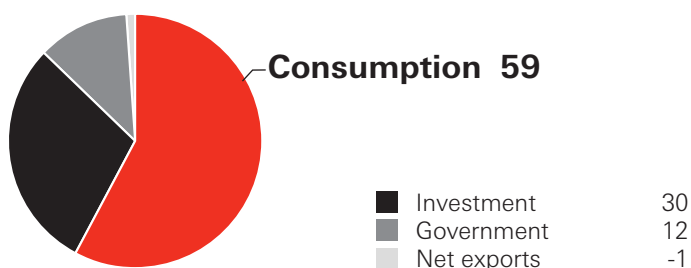
Within 10 years, the Indian economy is expected to nearly triple in size to reach US\$6 trillion in GDP¹⁰



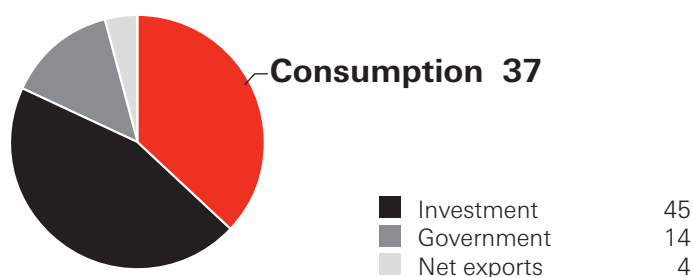
Consumption continues to be a growth driver on the back of a growing working-age population, rising urbanisation, and increasing levels of income.

Consumption is the largest contributor to India's economic growth¹¹

India(%)

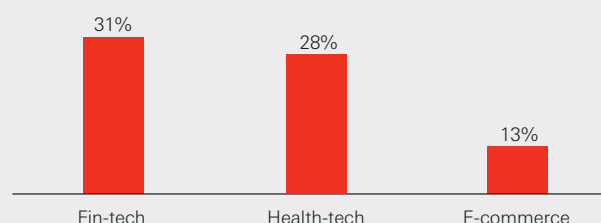


China(%)



The country is also seeing a rapid rise in the **technology** space and is now the third largest start-up base in the world, ranking only behind the US and the UK.

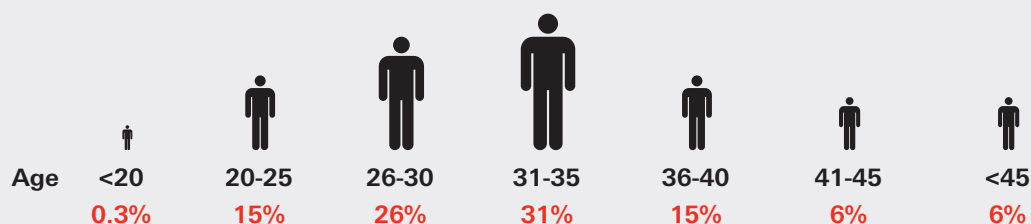
Start-up growth in top segments in 2017¹²



Did you know?

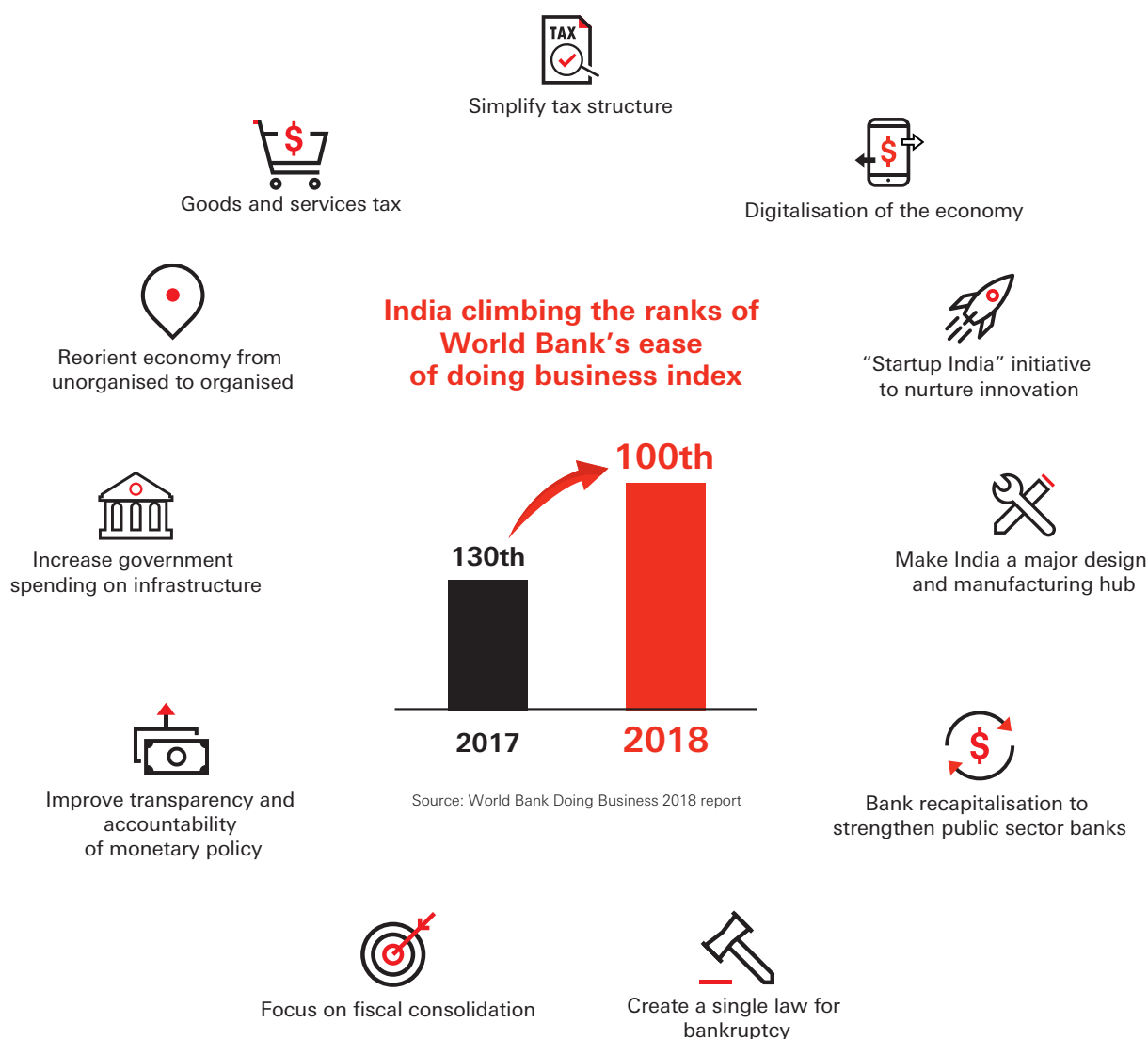
India is one of the youngest start-up nations in the world – 72% of the founders are less than 35 years old¹³. Over a third come from an engineering background.

Demography of start-up founders in India



Paving the way to sustainable development

In recent years, the Indian government has demonstrated its desire to accelerate its economic growth and create a more conducive business environment through a series of structural reforms...



The introduction of these structural reforms have not been without their challenges but the government has persevered, paving way for India's economy to grow in a more sustainable manner.

Over the longer term, India's competitive advantages in terms of favourable demographics, robust domestic demand and innovative strength represent a unique investment opportunity, particularly for foreign investors who want to capture the growth potential in this largely untapped market.



What you should learn about India's bond market

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