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### Consumer Confidence improves in June 2021 with mild recovery: Refinitiv-Ipsos India monthly PCSI

**New Delhi, June 17, 2021:** Consumer Confidence for urban Indians has shown mild recovery in June 2021 with a slight uptick of 1.4 percentage points, over the previous month, according to the monthly **Refinitiv-Ipsos Primary Consumer Sentiment Index (PCSI)**.

May saw a sharp plunge of 6.3 percentage points in consumer sentiment, due to the resurgence of the outbreak.

The monthly PCSI, which is driven by the aggregation of the four weighted sub-indices, is a mixed bag: The **PCSI Employment Confidence ("Jobs") Sub-Index** is down by 0.1 percentage points; the **PCSI Current Personal Financial Conditions ("Current Conditions") Sub-Index** is slightly up by 0.1 percentage points; the **PCSI Investment Climate ("Investment") Sub-Index** has increased by 0.8 percentage points; and the **PCSI Economic Expectations ("Expectations") Sub Index**, has significantly moved up by 4.6 percentage points.

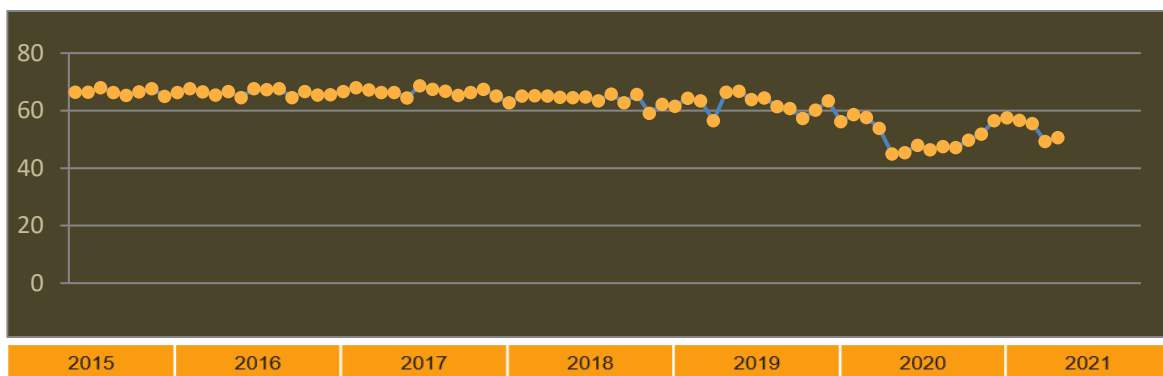
**Amit Adarkar, CEO, Ipsos India, said,** *"The second wave was very fierce and we saw its impact last month. With lockdowns, restrictions, ramping up of infrastructure for oxygen supply and gearing up hospitals for the influx of those afflicted, we are now past the peak and the consumer sentiment reflects this. We are also seeing restrictions, somewhat easing and the vaccination drive has picked up again. Confidence around jobs is on the blink but sentiment on personal finances and savings and investments has improved a bit. Confidence around the economy is seeing a major surge, this is in sync with stock markets reaching new peak recently. Treading with caution will need to be the buzzword until herd immunity is not achieved. Further relaxation of restrictions & rapid vaccination scale-up post June 21<sup>st</sup> will be key to consumer sentiment. A looming threat of a possible third wave denotes that we are not out of the woods yet, especially as most of the other major economies are showing a sustained rebound in consumer sentiment."*



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### India PCSI 2014-2021 Trend



### Methodology

These are findings of an Ipsos online poll conducted May 21, 2021 – June 4, 2021. For this survey, a sample of 500 adults from Ipsos' India online panel aged 16-64 was interviewed online. As this is an online poll in India, representative of the online community in the country, it is not reflective of the general population; however, the online sample is particularly valuable in their own right as they are more urban, educated and have more income than their fellow citizens and often referred to as “Upper Deck Consumer Citizens” or Primary Consumers. The precision of the Refinitiv/Ipsos online polls is measured using a Bayesian Credibility Interval. In this case, the poll has a credibility interval of plus or minus 5.0 percentage points for all adults. For more information on the Bayesian Credibility Interval please see <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=5836>

The Refinitiv/Ipsos India Primary Consumer Sentiment Index (PCSI), ongoing since 2010, is a monthly national survey of consumer attitudes on the current and future state of local economies, personal finance situations, savings and confidence to make large investments. The Index is composed of four sub-indices: Current Conditions Index; Expectations Index; Investment Index; and, Jobs Index.



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“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1<sup>st</sup>, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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### GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

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