

# Economy

Macro

July 16, 2025

# 8th Pay Commission: One-time boost... some time away

Even as the intermittent noise about the 8<sup>th</sup> Central Pay Commission continues, the implementation is likely to be around 1.5 years out, with the Terms of Reference (ToR) and Commission members yet to be finalized. Past Pay Commissions have pegged the fiscal cost at 0.6-0.8% of GDP. We estimate the fitment factor at the minimum pay level at around 1.8 (real growth in pay at around 13%). Select discretionary consumption and savings (physical and equities) have been key beneficiaries in past pay revisions.

#### Government yet to notify the ToR and appoint the CPC members

The process started in January 2025 with the announcement of the 8<sup>th</sup> Central Pay Commission (CPC). Subsequently, the Joint Consultative Machinery has been in discussions to finalize the Terms of Reference for the Commission, though it is yet to be finalized by the government. The usual process would be to constitute the CPC, which will then begin deliberations with central and state government officials, representatives of employee organizations and pensioners, experts, etc. After the consultations, the CPC will submit their report and recommendations to the government. The government will seek Cabinet approval to implement the recommendations.

#### 8th Central Pay Commission implementation unlikely before 4QCY26

Based on previous CPC timelines, we expect 8<sup>th</sup> CPC recommendations to be implemented around 4QCY26/1QCY27. We note that average time taken to submit the report is around 1.5 years from the date of CPC formation (1.5 years for 6<sup>th</sup> CPC and 7<sup>th</sup> CPC; around three years for 4<sup>th</sup> CPC and 5<sup>th</sup> CPC). The time taken by the government to implement after report submission has been 3-9 months. Exhibit 1 summarizes the timelines over the last four CPCs.

#### Fitment factor likely at 1.8; historically, fiscal cost at 0.6-0.8% of GDP

While it is premature and speculative to ascertain the impact of the 8<sup>th</sup> CPC on the fiscal, past CPC reports have pegged the impact at 0.6-0.8% of GDP. 8<sup>th</sup> CPC will likely keep the fiscal cost capped at similar levels, translating to around Rs2.4-3.2 tn of additional expenditure. We estimate that at the minimum pay level (Rs18,000 as per 7<sup>th</sup> CPC), the fitment factor could be around 1.8 (moving up to Rs30,000 in 8<sup>th</sup> CPC). This implies a pay growth (in real terms) of around 13% (14.3% in 7CPC) (see Exhibit 2).

#### 8th CPC to impact 3.3 mn employees, similar to 7th CPC

We expect the 8<sup>th</sup> CPC to directly impact 3.3 mn central government employees, similar to 7<sup>th</sup> Pay Commission (see Exhibit 3). The bulk of the benefit will accrue to employees in Grade C, who constitute almost 90% of the central government workforce and may have a higher marginal propensity to consume. It is important to note that the share of central government employees' compensation versus listed companies' compensation has steadily reduced over the past decade (see Exhibit 4).

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#### Summary of key macro metrics for India

2023	2024	2025E	2026E
7.6	9.2	6.5	6.2
14.0	12.0	9.8	8.0
6.7	5.4	4.6	2.6
6.4	5.6	4.8	4.4
6.50	6.50	6.25	5.00
6.25	6.25	6.00	4.75
4.5	4.5	4.0	3.0
(2.0)	(0.7)	(0.7)	(1.0)
95.4	82.9	78.9	70.0
80.3	82.8	84.6	86.1
	7.6 14.0 6.7 6.4 6.50 6.25 4.5 (2.0) 95.4	7.6         9.2           14.0         12.0           6.7         5.4           6.4         5.6           6.50         6.50           6.25         6.25           4.5         4.5           (2.0)         (0.7)           95.4         82.9	7.6         9.2         6.5           14.0         12.0         9.8           6.7         5.4         4.6           0.7         5.6         4.8           6.4         5.6         4.8           6.5         6.50         6.25           6.25         6.25         6.00           4.5         4.5         4.0           7         7.5         7.5           9.5         6.7         5.5

Source: CEIC, Bloomberg, RBI, Kotak Institutional Equities estimates

#### **Quick Numbers**

We estimate a fitment factor of around 1.83 as base case for  $8^{th}$  CPC

We estimate a pay increase (in real terms) of around 13% as base case for 8th CPC

We expect another 1.5-2 years for implementation of  $8^{\rm th}$  CPC

#### CPCs provided a short-lived boost to consumption in the past

We note that India historically witnessed consumption-led GDP growth in the year of CPCs. RBI estimated that 7<sup>th</sup> CPC and OROP had positively impacted real GDP growth by 2 ppt in FY2017. However, we note that a consumption-led growth cycle has not sustained historically, with the RBI noting a negative impact on consumption on the subsequent year (see Exhibit 5). It is also important to note that consumption has not been a sustainable driver of GDP growth over the past 30 years (see Exhibit 6).

We note that, volume growth of staples companies witnessed mild recovery during 7<sup>th</sup> CPC implementation, while certain discretionary companies witnessed decent growth (see Exhibits 7-9). It is important to note that there were disruptions from demonetization in 3QFY17, which may have diluted the impact of 7<sup>th</sup> CPC during this period. We note that most consumer companies delivered weaker-than-expected profit during this period, with actual profit being considerably less than 12m forward expectations (see Exhibit 10). Only a handful discretionary companies delivered better-than-expected earnings in FY2017, while the beat in earnings were more meaningful and slightly broader in FY2018.

#### 8th CPC can provide a tangible boost to savings

A more underrated impact of pay commissions had been on the savings front. Exhibit 11 shows that physical savings improved, post the implementation of the past few pay commissions, while gross financial savings improved post 7<sup>th</sup> CPC. At the same time, we note a sharp increase in allocation toward equities in gross financial savings of Indian households, during those periods (see Exhibit 12). Based on our estimate of Rs2.4-3.2 th of additional income accrued by the central government employees, we expect an incremental Rs1-1.5 th of savings to be created, which may incrementally flow into a mix of physical savings, deposits and shares and debentures segment.

# Implementation could take 1.5-2 years after formation of CPC

Exhibit 1: Summary of Pay Commissions in India

4th Pay Commission (1986)	
Dates	
Date of implementation (legal)	1-Jan-86
Date of Commission announcement	26-Jul-83
Date of Committee formation	1-Sep-83
Date of report submission	un-86 - May-87
Date of report acceptance/implementation	19-Sep-86
Implications	
Fiscal impact (Rs bn)	19
- Pay and allowances (Rs bn)	13
- Pensions (Rs bn)	3
- Arrears, est. (Rs bn)	3
Nominal GDP (Rs bn, FY1987)	3,184
Fiscal impact w/o arrears (% of GDP)	0.5
Fiscal impact (% of GDP)	0.6

6th Pay Commission (2006)	
Dates	
Date of implementation (legal)	1-Jan-06
Date of Commission announcement	20-Jul-06
Date of Committee formation	5-0ct-06
Date of report submission	24-Mar-08
Date of report acceptance/implementation	14-Aug-08
Implications	
Fiscal impact (Rs bn)	306
- Pay and allowances (Rs bn)	108
- Pensions (Rs bn)	18
- Arrears (Rs bn)	181
Nominal GDP (Rs bn, FY2009)	55,142
Fiscal impact w/o arrears (% of GDP)	0.2
Fiscal impact (% of GDP)	0.6

Source: Pay Commission reports, Media reports, Kotak Institutional Equities estimates

# 5th Pay Commission (1996)

Dates	
Date of implementation (legal)	1-Jan-96
Date of Commission announcement	1-Sep-93
Date of Committee formation	9-Apr-94
Date of report submission	30-Jan-97
Date of report acceptance/implementation	24-0ct-97
Implications	
Fiscal impact (Rs bn)	128
- Pay and allowances (Rs bn)	76
- Pensions (Rs bn)	12
- Arrears (Rs bn)	40
Nominal GDP (Rs bn, FY1998)	15,453
Fiscal impact w/o arrears (% of GDP)	0.6
Fiscal impact (% of GDP)	0.8

# 7th Pay Commission (2016) Dates Date of implementation (legal)

Date of implementation (legal)	1-Jan-16
Date of Commission announcement	25-Sep-13
Date of Committee formation	28-Feb-14
Date of report submission	19-Nov-15
Date of report acceptance/implementation	29-Jun-16
Implications	
Fiscal impact (Rs bn)	1,142
- Pay and allowances (Rs bn)	684
- Pensions (Rs bn)	337
- Arrears (Rs bn)	121
Nominal GDP (Rs bn, FY2017)	153,917
Fiscal impact w/o arrears (% of GDP)	0.7
Fiscal impact (% of GDP)	0.7

## We expect a fitment factor of around 1.8 and real pay increase of around 13% in 8CPC

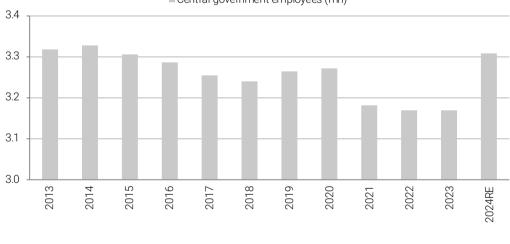
Exhibit 2: Estimated minimum pay required (Rs per month)

	Monthly h	ousehold spending (Rs	/month)
	January 2006 (6CPC	January 2016 (7CPC	January 2026 (KIE
	estimates)	estimates)	estimates)
Rice/wheat	770	1,108	1,829
Pulses (tur/urad/moong)	288	704	1,057
Vegetables	270	1,177	2,285
Fruits	324	693	1,144
Milk	432	679	1,019
Sugar/jaggery	120	188	272
Edible oil	180	410	657
Fish, meat, egg	1,080	3,059	5,565
Detergents, etc.	200	291	423
Clothing	440	907	1,453
Fuel, electricity, water charges	827	2,305	3,926
Other expenditures (incl. housing)	548	5,946	12,259
Calculated minimum pay	5,479	17,469	31,889
Minimum pay (incl. DA step up/grade pay)	6,660	17,993	32,697
Recommended minimum pay	6,660	18,000	33,000
Government approved minimum pay	7,000	18,000	
Fitment factor (minimum pay level, X)	1.86	2.57	1.83
Pay increase (nominal terms, %)	86	157	83
Pay increase (real terms, %)	54	14	13

Source: Pay commission reports, Kotak Institutional Equities estimates

# We expect 3.3-3.5 mn central government employees to benefit from 8th CPC

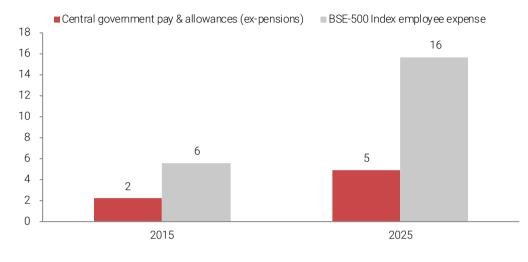
Exhibit 3: Number of central government employees, March fiscal year-ends, 2013-24RE (mn)



Central government employees (mn)

Source: Union budget, Kotak Institutional Equities

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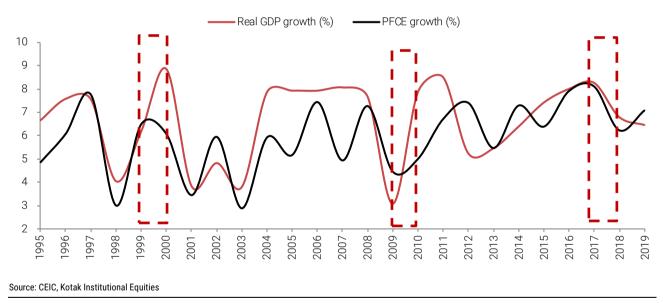
# Steady decline in role of central government versus corporate sector in formal income growth of salaried individuals

Exhibit 4: Pay and allowances of central government employees versus employee expenses of BSE-500 Index companies (current constituents), March fiscal year-ends, 2015-25 (Rs tn)

Source: Union budget, Capitaline, Kotak Institutional Equities

# India witnessed consumption-led GDP growth in the year of pay commission implementation; impact withered away the following year

Exhibit 5: Real PFCE versus real GDP growth, March fiscal year-ends, 1995-2025 (%)

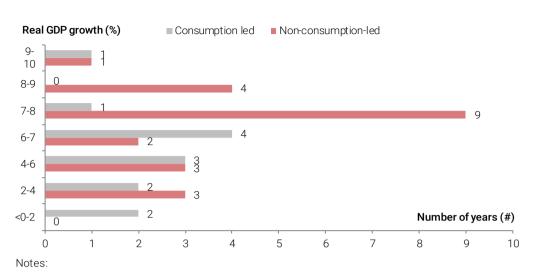


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#### Consumption has not been a sustainable driver of GDP growth

Exhibit 6: Count of driver of real GDP growth across growth rate ranges, March fiscal year-ends, 1991-2025 (#)



(a) Consumption-led is defined as real private consumption growth higher than real GDP growth.

#### A number of auto companies reported strong volume growth during 7th CPC; 3QFY17 distorted by demonetization

## Exhibit 7: Volume growth of auto OEMs, March fiscal year-ends, 2016-19 (%)

105111	0051/14	005144	1051/14	105/17	0051/17	2051/17	4051/17	1051/10	0051/10	20 51/10	40 51/10	1051/10	0051/10	0051/10	4051/10
TQFY16	2QFY16	3QFY16	4QFY16	1QFY17	2QFY17	3QFY17	4QFY17	TQFY18	2QFY18	3QFY18	4QFY18	1QFY19	2QFY19	3QFY19	4QFY19
42.5	56.9	28.8	31.0	16.8	(12.5)	7.4	9.9	(12.1)	20.3	40.8	24.2	49.9	35.1	(1)	2
(1.0)	1.7	8.2	23.8	13.0	23.5	(3.3)	(11.8)	(22.3)	0.8	1.5	20.4	39.3	18.6	38	23
(8.8)	(10.3)	19.5	46.3	48.3	10.8	(18.8)	(29.8)	(30.4)	14.2	105.4	144.7	80.4	31.6	(17)	(16)
44.5	55.6	53.9	60.0	37.4	30.8	37.0	19.8	24.8	21.7	18.0	27.9	22.8	5.4	(5)	(15)
14.2	14.7	35.5	39.5	27.7	18.4	(8.3)	10.4	(27.1)	18.1	41.2	31.5	42.8	21.3	4	(10)
(4.6)	(7.2)	3.9	8.1	6.6	17.2	(12.7)	(5.8)	6.1	11.3	16.4	22.9	13.7	5.0	5	(11)
13.0	12.4	16.2	5.1	5.4	18.5	3.9	14.8	14.3	19.4	12.4	11.6	25.9	(0.4)	1	0
(1.3)	(1.1)	17.5	20.0	13.4	16.4	(11.7)	(9.1)	(6.0)	16.9	1.5	10.0	9.0	(7.1)	(0)	7
(1.0)	(0.2)	1.4	17.7	11.2	(2.6)	(2.3)	(2.8)	(17.5)	28.0	42.3	37.2	84.7	33.9	3	(1)
11.9	(2.5)	(11.0)	(21.4)	(1.2)	19.7	20.8	22.4	8.3	12.2	22.7	41.7	33.3	3.1	(0)	(9)
	42.5 (1.0) (8.8) 44.5 14.2 (4.6) 13.0 (1.3) (1.0)	42.5         56.9           (1.0)         1.7           (8.8)         (10.3)           44.5         55.6           14.2         14.7           (4.6)         (7.2)           13.0         12.4           (1.3)         (1.1)           (1.0)         (0.2)	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	42.5         56.9         28.8         31.0           (1.0)         1.7         8.2         23.8           (8.8)         (10.3)         19.5         46.3           44.5         55.6         53.9         60.0           14.2         14.7         35.5         39.5           (4.6)         (7.2)         3.9         8.1           13.0         12.4         16.2         5.1           (1.3)         (1.1)         17.5         20.0           (1.0)         (0.2)         1.4         17.7	42.5         56.9         28.8         31.0         16.8           (1.0)         1.7         8.2         23.8         13.0           (8.8)         (10.3)         19.5         46.3         48.3           44.5         55.6         53.9         60.0         37.4           14.2         14.7         35.5         39.5         27.7           (4.6)         (7.2)         3.9         8.1         6.6           13.0         12.4         16.2         5.1         5.4           (1.3)         (1.1)         17.5         20.0         13.4           (1.0)         (0.2)         1.4         17.7         11.2	42.5         56.9         28.8         31.0         16.8         (12.5)           (1.0)         1.7         8.2         23.8         13.0         23.5           (8.8)         (10.3)         19.5         46.3         48.3         10.8	42.5         56.9         28.8         31.0         16.8         (12.5)         7.4           (1.0)         1.7         8.2         23.8         13.0         23.5         (3.3)           (8.8)         (10.3)         19.5         46.3         48.3         10.8         (18.8)           44.5         55.6         53.9         60.0         37.4         30.8         37.0           14.2         14.7         35.5         39.5         27.7         18.4         (8.3)           (4.6)         (7.2)         3.9         8.1         6.6         17.2         (12.7)           13.0         12.4         16.2         5.1         5.4         18.5         3.9           (1.3)         (1.1)         17.5         20.0         13.4         (11.7)           (1.0)         (0.2)         1.4         17.7         11.2         (2.6)         (2.3)	42.5       56.9       28.8       31.0       16.8       (12.5)       7.4       9.9         (1.0)       1.7       8.2       23.8       13.0       23.5       (3.3)       (11.8)         (8.8)       (10.3)       19.5       46.3       48.3       10.8       (18.8)       (29.8)         44.5       55.6       53.9       60.0       37.4       30.8       37.0       19.8         14.2       14.7       35.5       39.5       27.7       18.4       (8.3)       10.4         (4.6)       (7.2)       3.9       8.1       6.6       17.2       (12.7)       (5.8)         13.0       12.4       16.2       5.1       5.4       18.5       3.9       14.8         (1.3)       (1.1)       17.5       20.0       13.4       16.4       (11.7)       (9.1)         (1.0)       (0.2)       1.4       17.7       11.2       (2.6)       (2.3)       (2.8)	42.5       56.9       28.8       31.0       16.8       (12.5)       7.4       9.9       (12.1)         (1.0)       1.7       8.2       23.8       13.0       23.5       (3.3)       (11.8)       (22.3)         (8.8)       (10.3)       19.5       46.3       48.3       10.8       (18.8)       (29.8)       (30.4)	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	42.5       56.9       28.8       31.0       16.8       (12.5)       7.4       9.9       (12.1)       20.3       40.8         (1.0)       1.7       8.2       23.8       13.0       23.5       (3.3)       (11.8)       (22.3)       0.8       1.5         (8.8)       (10.3)       19.5       46.3       48.3       10.8       (18.8)       (29.8)       (30.4)       14.2       105.4         44.5       55.6       53.9       60.0       37.4       30.8       37.0       19.8       24.8       21.7       18.0         14.2       14.7       35.5       39.5       27.7       18.4       (8.3)       10.4       (27.1)       18.1       41.2         (4.6)       (7.2)       3.9       8.1       6.6       17.2       (12.7)       (5.8)       6.1       11.3       16.4         (1.3)       (1.1)       17.5       20.0       13.4       16.4       (11.7)       (9.1)       (6.0)       16.9       1.5         (1.0)       (0.2)       1.4       17.7       11.2       (2.6)       (2.3)       (2.8)       (17.5)       28.0       42.3	42.5       56.9       28.8       31.0       16.8       (12.5)       7.4       9.9       (12.1)       20.3       40.8       24.2         (1.0)       1.7       8.2       23.8       13.0       23.5       (3.3)       (11.8)       (22.3)       0.8       1.5       20.4         (8.8)       (10.3)       19.5       46.3       48.3       10.8       (18.8)       (29.8)       (30.4)       14.2       105.4       144.7         44.5       55.6       53.9       60.0       37.4       30.8       37.0       19.8       24.8       21.7       18.0       27.9         14.2       14.7       35.5       39.5       27.7       18.4       (8.3)       10.4       (27.1)       18.1       41.2       31.5         (4.6)       (7.2)       3.9       8.1       6.6       17.2       (12.7)       (5.8)       6.1       11.3       16.4       22.9         13.0       12.4       16.2       5.1       5.4       18.5       3.9       14.8       14.3       19.4       12.4       11.6         (1.3)       (1.1)       17.5       20.0       13.4       16.4       (11.7)       (9.1)       (6.0)	42.5       56.9       28.8       31.0       16.8       (12.5)       7.4       9.9       (12.1)       20.3       40.8       24.2       49.9         (1.0)       1.7       8.2       23.8       13.0       23.5       (3.3)       (11.8)       (22.3)       0.8       1.5       20.4       39.3         (8.8)       (10.3)       19.5       46.3       48.3       10.8       (18.8)       (29.8)       (30.4)       14.2       105.4       144.7       80.4         44.5       55.6       53.9       60.0       37.4       30.8       37.0       19.8       24.8       21.7       18.0       27.9       22.8         14.2       14.7       35.5       39.5       27.7       18.4       (8.3)       10.4       (27.1)       18.1       41.2       31.5       42.8         (4.6)       (7.2)       3.9       8.1       6.6       17.2       (12.7)       (5.8)       6.1       13.1       16.4       22.9       13.7         13.0       12.4       16.2       5.1       5.4       18.5       3.9       14.8       14.3       19.4       12.4       11.6       25.9         (1.3)       (1.1)       17.5	42.5       56.9       28.8       31.0       16.8       (12.5)       7.4       9.9       (12.1)       20.3       40.8       24.2       49.9       35.1         (1.0)       1.7       8.2       23.8       13.0       23.5       (3.3)       (11.8)       (22.3)       0.8       1.5       20.4       39.3       18.6         (8.8)       (10.3)       19.5       46.3       48.3       10.8       (18.8)       (29.8)       (30.4)       14.2       105.4       144.7       80.4       31.6         44.5       555.6       53.9       60.0       37.4       30.8       37.0       19.8       24.8       21.7       18.0       27.9       22.8       5.4         14.2       14.7       35.5       39.5       27.7       18.4       (8.3)       10.4       (27.1)       18.1       41.2       31.5       42.8       21.7         (4.6)       (7.2)       3.9       8.1       6.6       17.2       (12.7)       (5.8)       6.1       11.3       16.4       22.9       13.7       5.0         13.0       12.4       16.2       5.1       5.4       18.5       3.9       14.8       14.3       19.4       12.4 </td <td>42.5       56.9       28.8       31.0       16.8       (12.5)       7.4       9.9       (12.1)       20.3       40.8       24.2       49.9       35.1       (1)         (1.0)       1.7       8.2       23.8       13.0       23.5       (3.3)       (11.8)       (22.3)       0.8       1.5       20.4       39.3       18.6       38         (8.8)       (10.3)       19.5       46.3       48.3       10.8       (18.8)       (29.8)       (30.4)       14.2       105.4       144.7       80.4       31.6       (17)         44.5       55.6       53.9       60.0       37.4       30.8       37.0       19.8       24.8       21.7       18.0       27.9       22.8       5.4       (5)         14.2       14.7       35.5       39.5       27.7       18.4       (8.3)       10.4       (27.1)       18.1       21.5       42.8       21.3       4         (4.6)       (7.2)       3.9       8.1       6.6       17.2       (12.7)       (5.8)       6.1       11.3       16.4       22.9       13.7       5.0       5         13.0       12.4       16.2       5.1       5.4       18.5</td>	42.5       56.9       28.8       31.0       16.8       (12.5)       7.4       9.9       (12.1)       20.3       40.8       24.2       49.9       35.1       (1)         (1.0)       1.7       8.2       23.8       13.0       23.5       (3.3)       (11.8)       (22.3)       0.8       1.5       20.4       39.3       18.6       38         (8.8)       (10.3)       19.5       46.3       48.3       10.8       (18.8)       (29.8)       (30.4)       14.2       105.4       144.7       80.4       31.6       (17)         44.5       55.6       53.9       60.0       37.4       30.8       37.0       19.8       24.8       21.7       18.0       27.9       22.8       5.4       (5)         14.2       14.7       35.5       39.5       27.7       18.4       (8.3)       10.4       (27.1)       18.1       21.5       42.8       21.3       4         (4.6)       (7.2)       3.9       8.1       6.6       17.2       (12.7)       (5.8)       6.1       11.3       16.4       22.9       13.7       5.0       5         13.0       12.4       16.2       5.1       5.4       18.5

Source: SIAM, Kotak Institutional Equities

#### Only a handful of consumer companies witnessed improvement in volume growth, after the implementation of 7th CPC

Exhibit 8: Volume growth of consumer companies, March fiscal year-ends, 2016-19 (%)

	1QFY16	2QFY16	3QFY16	4QFY16	1QFY17	2QFY17	3QFY17	4QFY17	1QFY18	2QFY18	3QFY18	4QFY18	1QFY19	2QFY19	3QFY19	4QFY19
Staples																
Britannia Industries - Domestic	10.0	12.0	11.0	10.0	8.0	8.0	2.0	2.0	2.0	6.0	13.0	12.5	12.5	11.0	8.0	7.0
Colgate - Overall	3.0	3.0	1.0	6.0	6.0	4.0	4.0	(3.0)	(5.0)	(1.0)	12.0	4.0	4.0	7.0	7.0	5.0
Dabur - Domestic	8.1	5.0	(2.5)	7.0	4.1	4.5	4.5	2.4	(4.4)	7.2	13.0	7.7	21.0	8.1	12.4	4.2
HUL (FMCG business)	6.0	7.0	6.0	4.0	4.0	(1.0)	(1.0)	4.0	-	4.0	11.0	11.0	12.0	10.0	10.0	7.0
Marico - Domestic	6.0	5.5	10.5	8.4	8.0	3.4	3.4	10.0	(4.0)	8.5	9.4	1.0	12.4	6.0	6.0	8.0
Marico - Parachute	8.0	11.0	4.0	6.0	7.0	(6.0)	(6.0)	15.0	(5.0)	8.0	15.0	(5.0)	9.0	8.0	9.0	6.0
Marico - Saffola	4.0	4.0	17.0	13.0	11.0	8.0	8.0	6.0	(3.0)	9.0	-	(1.0)	10.0	5.0	2.0	18.0
Discretionary																
Asian Paints (decoratives)	10.0	7.0	16.5	14.0	12.0	12.0	3.0	10.0	2.0	9.0	6.0	10.0	13.0	11.0	22.0	11.0
ITC - Cigarettes	(17.0)	(17.0)	(4.0)	-	3.0	4.0	(1.0)	-	2.0	(7.0)	(5.0)	(4.0)	1.0	7.0	7.5	10.0
Pidilite - Domestic consumer business	5.0	3.0	12.0	14.0	9.0	7.8	7.8	6.0	-	15.0	23.0	13.0	20.0	11.0	13.0	4.0

#### Source: Companies, Kotak Institutional Equities

Source: CEIC, Kotak Institutional Equities

# Most consumer companies delivered modest revenue growth, but better PAT growth, driven by improvement in margins

Exhibit 9: Key financial metrics of major consumer companies during 7th CPC, March fiscal year-ends, 2016-19 (%)

		R	Revenue growth (%) EBITDA margin (%)			PAT growth (%)							
Company	Sector	2016	2017	2018	2019	2016	2017	2018	2019	2016	2017	2018	2019
Bajaj Auto	Automobiles & Components	4.5	(3.6)	16	20	21	20	19	17	30	0	4	10
Eicher Motors	Automobiles & Components	NA	14	27	9.3	27	31	31	30	NA	25	31	2
Hero Motocorp	Automobiles & Components	3.3	0.5	13	4.7	15	16	16	15	34	16	2	(6)
Mahindra & Mahindra	Automobiles & Components	6	10	10	13.7	13	13	14	14	5	9	68	(10)
Maruti Suzuki India	Automobiles & Components	13	18	17	7.8	15	15	15	13	39	27	11	(9)
Tata Motors	Automobiles & Components	3.8	(1.2)	8.1	3.6	13	11	10	(2)	(8)	(49)	16	(118)
TVS Motor Co	Automobiles & Components	11	10	31	23	7	7	9	11	36	31	31	5
Asian Paints	Commodity Chemicals	8.1	6.2	(2.7)	14.4	17	17	19	20	25	12	5	5
Berger Paints	Commodity Chemicals	(2.3)	7.8	13.5	17.3	15	16	16	15	38	18	5	8
Ambuja Cements	Construction Materials	112	17	10	4.1	16	16	15	17	29	63	53	(8)
UltraTech Cement	Construction Materials	3	1	22	34	19.5	20.5	18.7	17.4	26	10	(11)	1
Blue Star	Consumer Durables & Apparel	19	15	6	13	4.2	5.1	5.7	6.4	15	12	14	35
Havells India	Consumer Durables & Apparel	(16)	(19)	32	24	10	11	12	12	47	0	17	19
Page Industries	Consumer Durables & Apparel	16	19	20	12	21	19	21	22	18	15	30	11
Voltas	Consumer Durables & Apparel	10	5.5	6.2	11	7.4	9.1	10.3	7.7	(3)	56	11	(10)
Britannia Industries	Consumer Staples	6.9	7.8	9.5	12	14	14	15	16	48	6	14	15
Colgate Palmolive (India)	Consumer Staples	(2.9)	2.9	5.2	6.6	23	24	26	28	8	(4)	18	11
Dabur India	Consumer Staples	(0.6)	(2.1)	1.4	10.3	20	20	21	20	17	4	7	10
Godrej Consumer Products	Consumer Staples	1.8	10	6.3	4.7	16	20	21	20	17	22	14	45
Hindustan Unilever	Consumer Staples	0.7	3.0	7.2	11	18	19	21	22	13	3	21	19
ITC	Consumer Staples	0.9	9.1	1.6	11	37	36	38	38	(1)	9	8	15
Marico	Consumer Staples	5.0	(1.7)	16	16	17	20	17	17	24	10	7	36
Nestle India	Consumer Staples	12	9	13	10	20	21	23	24	14	22	31	22
Radico Khaitan	Consumer Staples	11	1.7	8.5	15	11	13	15	17	8	1	53	56
Tata Consumer Products	Consumer Staples	(17)	2.2	0.5	6.4	5	11	11	10	(108)	(1,477)	29	(18)
United Breweries	Consumer Staples	3.1	(2.2)	18.8	15	14	14	16	18	5	(16)	72	43
United Spirits	Consumer Staples	(9.0)	3.8	(2.6)	8.7	3.7	7.0	13	15	(115)	104	85	23
Varun Beverages	Consumer Staples	14	3.7	51	41	21	21	17	17	(54)	340	47	53
Indian Hotels Co	Hotels & Restaurants	(4.0)	(0.1)	2.1	10	13	12	16	17	15	(59)	(200)	189
Jubilant Foodworks	Hotels & Restaurants	16	6	17	18	10.8	8.9	14.6	16.8	(12)	(31)	193	63
Avenue Supermarts	Retailing	33	30	26	33	7.2	8.1	9.0	8.2	52	49	67	13
Titan Co	Retailing	(5.4)	18	22	23	8.3	7.9	10.1	10.1	(17)	16	45	23
Trent	Retailing	(29)	7.5	19	22	5.9	7.1	8.9	8.7	72	66	16	4

Source: Capitaline, Kotak Institutional Equities

#### Most consumer companies delivered poor earnings versus 12m prior expectations

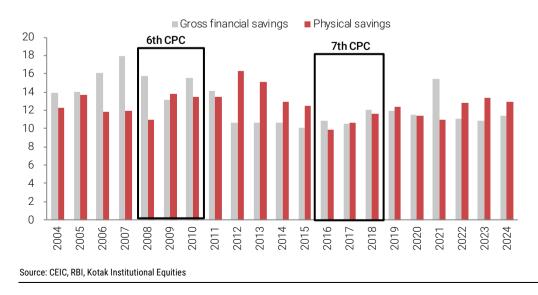
Exhibit 10: Actual PAT versus 12-m forward consensus PAT estimates during 7th CPC, March fiscal yearends, 2016-19 (%)

		Act	uals versus es	timates (%)	
Company	Sector	2016	2017	2018	2019
Bajaj Auto	Automobiles & Components	4.0	(2.9)	(5)	(3)
Eicher Motors	Automobiles & Components	(8.1)	(0.6)	0	(18)
Hero Motocorp	Automobiles & Components	(8.7)	1.4	(6)	(17)
Mahindra & Mahindra	Automobiles & Components	(40.6)	(27.9)	5	(23)
Maruti Suzuki India	Automobiles & Components	(7.4)	(1.1)	(23)	(41)
Tata Motors	Automobiles & Components	(39.3)	(57.2)	(43)	NM
TVS Motor Co	Automobiles & Components	(25.0)	(23.3)	(14)	(36)
Blue Star	Consumer Durables & Apparel	(19.3)	(19.1)	(22)	(10)
Havells India	Consumer Durables & Apparel	(8.2)	(11.1)	(1)	(5)
Page Industries	Consumer Durables & Apparel	(11.4)	(7.6)	3	(8)
Voltas	Consumer Durables & Apparel	(13.4)	30.3	16	(23)
Britannia Industries	Consumer Staples	21.8	(13.0)	(6)	(6)
Colgate Palmolive (India)	Consumer Staples	(10.7)	(15.4)	(0)	(0)
Dabur India	Consumer Staples	(5.5)	(11.4)	(7)	(5)
Godrej Consumer Products	Consumer Staples	(7.5)	(3.7)	(4)	22
Hindustan Unilever	Consumer Staples	(11.4)	(10.7)	6	2
ITC	Consumer Staples	(16.0)	(12.0)	(9)	0
Marico	Consumer Staples	(2.5)	(10.7)	(12)	10
Nestle India	Consumer Staples	(41.0)	(16.1)	5	10
Radico Khaitan	Consumer Staples	(8.8)	(24.9)	19	36
Tata Consumer Products	Consumer Staples	(105.5)	(12.7)	(0)	(35)
United Breweries	Consumer Staples	(30.3)	(43.6)	2	25
United Spirits	Consumer Staples	(75.7)	(54.5)	(14)	(13)
Varun Beverages	Consumer Staples	NA	NA	10	23
Indian Hotels Co	Hotels & Restaurants	NM	NM	(52)	5
Jubilant Foodworks	Hotels & Restaurants	(44.4)	(61.2)	45	28
Avenue Supermarts	Retailing	NA	NA	10	(16)
Titan Co	Retailing	(35.0)	(16.1)	15	(4)
Trent	Retailing	(70.3)	(58.6)	(53)	(52)

Source: Bloomberg, Kotak Institutional Equities

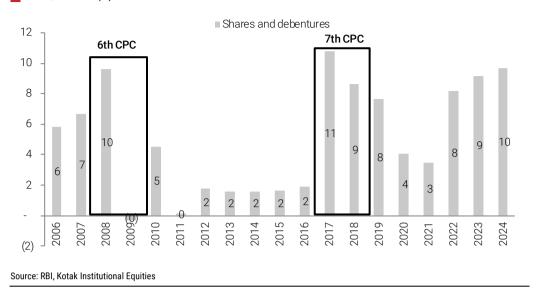
#### India witnessed decent increase in physical savings during the periods of 6th and 7th CPC

Exhibit 11: Household gross financial and physical savings as a proportion of GDP, March fiscal year-ends, 2004-24 (%)



## Sharp increase in allocation to shares and debentures seen during earlier CPCs

Exhibit 12: Shares and debentures as a proportion of gross household financial savings, March fiscal yearends, 2006-24 (%)



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ADD. We expect this stock to deliver 5-15% returns over the next 12 months.

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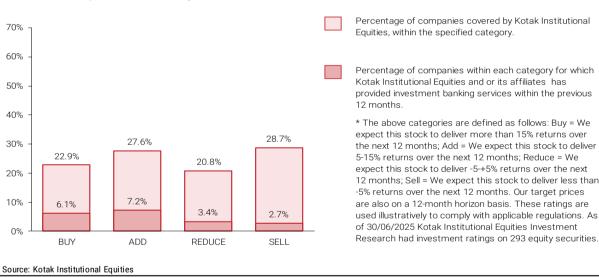
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