

Media Release

India's consumption broadens beyond Metros as cash usage remains resilient in CY'25: CMS Report

Mumbai, 28th January 2026: CMS Info Systems Limited (CMS), India's leading business services company offering logistics, technology solutions & services, today released **India's Consumption Story CY'25 - CMS Consumption Report**, the fourth edition of its flagship consumption trends report.

Commenting on the report, **Mr. Anush Raghavan, Chief Business Officer**, said, "In a year shaped by macro headwinds and GST reforms, the report captures the underlying resilience of the Indian consumer. Now in its fourth edition, it shows households rebalancing priorities rather than cutting back, anchored by sustained cash usage, especially across semi-urban and rural India (SURU). Spending has become more deliberate, with a visible shift away from transient splurges toward value, protection, and utility. This is reflected in stronger momentum across organised retail and consumer durables, driven by policy-led price rationalisation and festive demand."

Key highlights from the CMS Consumption Report CY'25:

- Retail consumption remains broad-based and resilient, with annual growth in Insurance, Organised Retail Chain and Consumer Durables sectors, together signalling a decisive shift towards regulated, formal and upgrade-oriented consumption, bolstered by festive demand and the impact of GST reforms.
- Cash usage remains structurally embedded in India's consumption ecosystem, with average cash dispensed per ATM at ₹1.21 Cr in CY'25, peaking during the festive period as November 2025 marked the year's high ₹1.30 Cr.
- India's monthly average ATM withdrawal ticket size rose 4.5% in CY'25 to ₹5,835 from ₹5,586 in CY'24, with SURU maintaining its lead in ATM cash withdrawals at an annual average of ₹1.30 Cr, compared with ₹1.18 Cr and ₹ 1.11 Cr in metro and urban cities, respectively.

The full report is available for download [here](#).

About CMS Cash Index™: The CMS Cash Index™ was created by CMS Info Systems in 2016, to track the infusion of cash back into the economy across various modes. Over time, this tracking of inflows and outflows of the currency has become a valid measure of the commerce and economic health of India. The CMS Cash Index™ is a weighted index consisting of two factors; the cash that goes into circulation via the ATM channels as replenishment and the cash collected from the organized retail channels post-consumer purchases, both covered by CMS Info Systems across cities and towns in India.

About CMS Info Systems' Data & Analysis: Retail Consumption Trends is a macroeconomic indicator of retail purchases based on the annual average cash collected and processed per organized retail touchpoint across India. And ATM Dispense Trends is consumer's spending habit indicator based on

annual average cash replenished per ATM across India. CMS Info Systems today caters to 1,50,000+ business points, where every 2nd ATM and every 3rd organised retail outlet in India is serviced by CMS Cash Logistics.

About CMS Info Systems Limited (CMSINFO):

CMS Info Systems Limited (BSE: CMSINFO | 543441, NSE: CMSINFO) is India's leading business services company providing logistics and technology solutions to banks, financial institutions, organized retail, and e-commerce companies with a presence across Cash Logistics, Managed Services, and Technology Solutions.

CMS empowers businesses with a scalable, unified platform that delivers innovative, technology-driven solutions and services – enabling them to accelerate growth, expand reach, and serve millions of consumers.

Contact Information:

Media Relations Representative

Smita Sengupta
smita.sengupta@cms.com
+91-9769550799

Pushkar Gupta
pushkar@thegoodedge.com
+91-9323080909

Investor Relations Representative

Sumeet Bhansali
sumeet.bhansali@cms.com
+91-8879966413

Anuj Sonpal
cms@valoremadvisors.com
+91-22-4903-9500

Company Secretary & Compliance Officer

Debashis Dey
company.secretary@cms.com
+91-22-4889-7400