

Media Release

CMS Consumption Report unfolds the India Consumption Story

- FMCG and Consumer Durables feature in the Top 5 retail sectors with high growth consumption in FY24 at 16.76% and 3.74% respectively due to evolving consumer preferences.
- 4 key retail consumption trends highlight the positive shift in consumption-class Indians due to increased spending in Media & Entertainment, Aviation, Railways and E-commerce sectors.
- Consumption is reaching the grassroots even as Metros continue to hold sway with 10.37% increase in average ATM withdrawals for spends in Metros, followed by 3.94% increase in SURU locations.
- Delhi, Tamil Nadu, Uttar Pradesh, West Bengal, and Karnataka lead with the highest growth in ATM withdrawal for spends in FY24.

Mumbai, April 29, 2024: CMS Info Systems (CMS), India's leading business services company has today released CMS Consumption Report 2024 titled '**Unfolding India's Consumption Story**'. In the 2nd edition of its annual trends' compendium, CMS spotlights the consumption trends and hotspots of India, driven by increased cash-based spends. It is underpinned by the proprietary CMS Cash Index™ (CCI) covering 1,50,000 business points, where every second ATM and every third organized retail outlet in India is serviced by CMS Cash Logistics.

The report highlights compelling trends supporting the consumption boom in India and provides a sector-and state-level analysis of growth in domestic consumption. Key takeaways from the CMS Consumption Report 2024 are:

- Entertainment in India is no longer a luxury, during FY24, the average spending in the **Media & Entertainment** sector increased by **29.30%**. Over a two-year period, from FY22 to FY24, the average spending in the sector increased by nearly 100%.
- Indians are moving beyond the 'roti, kapda, makaan' paradigm and increasingly spending on both discretionary as well as non-discretionary goods. The latter is endorsed by a robust **16.76%** annual growth in the average spending in the **FMCG** sector in FY24, which is a remarkable recovery compared to the 21.94% decline observed in FY23.
- The travel economy is on the rise in India, which is validated by an annual growth of **6.36%** in the average spending in the **Aviation** sector and **8.16%** annual growth in **Railway** sector spending during FY24. Over a two-year period, from FY22 to FY24, the Aviation and Railway sectors have witnessed 27.42% and 56.35% growth respectively in the average spending.
- The Indian consumption story is undergoing a transformation as evident by the slowing pace of decline in the E-commerce and Education sectors' spending in FY24. In FY24, average spending in **E-commerce** was at **-14.61%** vs -25.44% in FY23 and average spending in **Education** remained **positively muted** vs -1.61% in FY23.

- **Metros** continue to dominate India's consumption spends in FY24 with **10.37%** increase in average ATM withdrawals for spends. This is complemented by a **3.94%** increase in **SURU** locations, closely followed by a **3.73%** increase in **Semi-metro** locations.
- During FY24, consumption hotspots in ATM withdrawal in India was led by **2 Northern states** – Delhi and Uttar Pradesh; **2 Southern states** – Tamil Nadu and Karnataka, and **1 Eastern state** – West Bengal.

Anush Raghavan, President, Cash Management Solutions, CMS Info Systems said, The Indian economy continues to be driven by consumption and we are observing a robust growth with evolution in spending patterns. The Indian consumption story is expected to play out robustly in the FY25, where sectors like FMCG, Aviation, and E-commerce would drive stronger consumption growth. The confluence of varied factors including increasing digitization, rising incomes, and demand for customization would boost consumption in these sectors”.

These consumption trends shed light on Indian consumer behavior and evolving preferences, while uncovering compelling patterns and trends that support India's consumption story.

CMS Consumption Report 2024 can be accessed [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 Withdrawals 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 second ATM and every third organized retail outlet in India is serviced by CMS Cash Logistics.

About CMS Info Systems:

CMS Info Systems Limited (BSE & 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. CMSINFO businesses include ATM and Retail Cash Management, Banking Automation, ATM-as-a-service, AIoT Remote Monitoring, Software Solutions and Card Issuance, Management & Personalization.

Contact Information:

**Media Relations
Representative**

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

Sandeep Sarkar
sandeep@thegoodedge.com
+91-9967104139

**Investor Relations
Representative**

Puneet Kokru
puneet.kokru@cms.com
+91-22-6918-4015

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

**Company Secretary &
Compliance Officer**

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