

DATA TRACKER

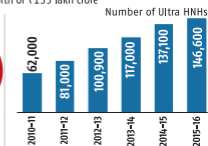
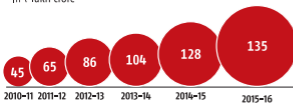
Tracking the ultra rich

The growth of ultra high net worth households (UHNHs) slowed down in 2015-16, growing at seven per cent, compared with 17 per cent in the previous year. Such households recorded a compound annual growth rate (CAGR) of 16 per cent in the past five years, according to Kotak Wealth Management's report 'Top of the Pyramid 2016'

GROWTH OF UHNHs IN INDIA

There were 146,600 HNHs in FY16 with an accumulated net worth of ₹135 lakh crore

In ₹ lakh crore

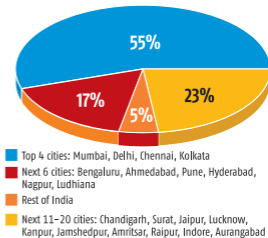


- Number of UHNHs in India increased 7% to approximately 146,600 in FY16, represent an accumulated net worth of ₹135 lakh crore
- 45% of the UHNHs are based out of emerging cities and small towns
- Nearly half the ultra high net worth individuals (UHNIs) are below 40 years
- Family-centred expenses (jewellery, holidays, apparel, automobiles, home décor and events) continued to dominate spending by UHNHs, contributing to 68% of overall spends
- UHNH investments across asset classes in FY16: equity - 39%, real estate - 28%, debt - 22% and alternate investments - 11%

- 59% increased their investments in primary businesses and 43% saw a decrease in their overall savings, which they substituted with investments
- For professionals, the proportion of savings reduced over last year with a commensurate increase in their investments for personal wealth
- Wearables, jewellery and apparel top spending categories, 64% are impulsive buyers when it comes to apparel and accessories
- Number of ultra rich households is estimated to increase to 294,000 by FY 2021 with a combined net worth of ₹319 lakh crore

THE GEOGRAPHICAL SPREAD OF UHNHs

Metros continued to hold 55%, emerging cities and small towns stayed at a significant 45%



HOW UHNHs ALLOCATED THEIR INCOME 2016

Prioritised investment into primary businesses and personal wealth over savings

