

Luxury is a privilege that must be earned, which makes this segment a poster child for cyclical demand. As the global macro-economic wheels churn, the consumer's disposable wealth in hands also changes. As disposable wealth increases, the segment witnesses a demand surge and as the environment becomes tenuous, luxury items are often the first expenses to be reduced.



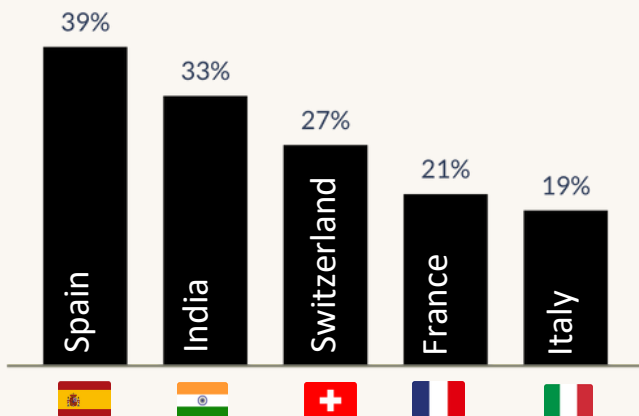
THE CATALYSTS RISE OF THE WEALTHY

India now boasts 1,319 individuals with a net worth exceeding **INR 1,000 crore**

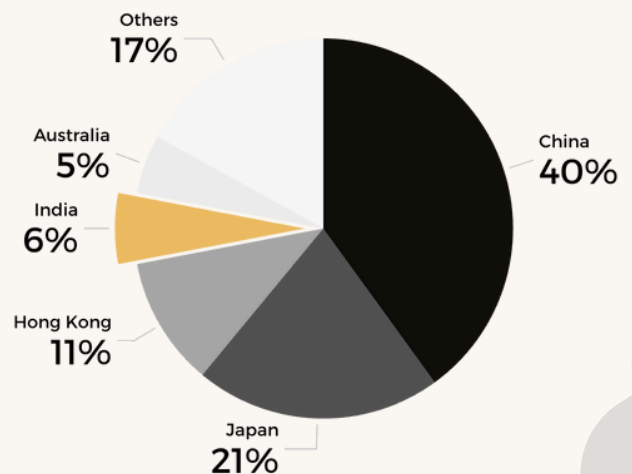
In 5 years, a 76% wealth surge has pushed their combined fortunes beyond the **GDP of Singapore, the UAE, and Saudi Arabia**

Billionaires are getting younger, with **20-year-old Kaivalya Vohra** making waves in India's startup scene.

Sales growth of luxury market by country, 2022¹



Market share of luxury market in APAC by country, 2022²



The allure of luxury is undeniable, as evidenced by the impressive financial performance of renowned brands like Louis Vuitton Moët Hennessy (LVMH).



Revenue of Louis Vuitton India Retail Pvt Ltd (FY19 to FY23)(INR) ³



The surge in private jet activity, especially during the India-Pakistan cricket match, reflects the rising demand for exclusive experiences among India's affluent.

From 2019 to 2023, helicopter demand grew from 70-100 to 100-130, and fixed-wing plane demand rose from 30-40 to 50-60.



Luxury watches are now prized investments for India's ultra-high-net-worth individuals, with rising demand and premiums for brands like Omega and Tag Heuer.

Source: 3. Statista

Statutory Details: Multi-Act Trade and Investments Private Limited (“MATI”) (SEBI Registered Investment Adviser – Registration No. INA000008589) Disclaimer: This article and the views expressed therein has been made solely for information and educational purpose only. MATI or the employee does not solicit any course of action based on the information provided by it and the reader is advised to exercise independent judgment and act upon the same based on its/his/her sole discretion based on their own investigations and risk-reward preferences. The information in the article is meant for general reading and understanding purpose and is not meant to serve as a professional guide. The article is prepared on the basis of publicly available information, internally developed data and from sources believed to be reliable. This article and its contents are property of MATI, and no part of it or its subject matter may be reproduced, redistributed, passed on, or the contents otherwise divulged, directly or indirectly, to any other person (excluding the relevant person’s professional advisers) or published in whole or in part for any purpose without the prior written consent of MATI. If this article has been received in error, it must be returned immediately to MATI. MATI, its associates or any of their respective directors, employees, affiliates, or representatives do not assume any responsibility for, or warrant the accuracy, completeness, adequacy and reliability of such views and consequently are not liable for any direct, indirect, special, incidental, consequential, punitive or exemplary damages, including lost profits arising in any way for decisions taken based on this article.