



Edelweiss Global Wealth Management's Proprietary Investors' Conference: The Emerging India Growth Story - Decoding the Urban led Growth

Unveils Thematic Research Reports on "Branded Apparel" And "Mid Cap Cement – Mega Trends and Factors"

-Expect market share of Branded apparel in the readymade garment segment to grow 46% in 2019 from 35% in 2014

-Infrastructure creation will spearhead cement demand recovery

Mumbai, December 1, 2015: Edelweiss Financial Services Limited, India's leading diversified financial services company's Global Wealth Management business organized its first ever 'Edelweiss Proprietary Investors' Conference: **The Emerging India Growth Story - Decoding the Urban led Growth** for **Proprietary and HNI investors**. On the sidelines of the conference there was also the unveiling of two thematic reports on the **'Branded Apparel and Cement Mega Trends and Factors'**.

At the conference, the discussions between the investors and corporates revolved around the Emerging India story - Decoding the Urban led Growth. The conference witnessed participation of more than 35 midcap companies and India's top most HNI proprietary investor clients including Proprietary Funds, Investment Managers and Family Offices.

Unveiled at the conference, the report on branded apparel revealed likelihood of huge demand surge in the sector driven by urbanization, rising per capita income, presence of international brands and ecommerce. Pick-up in urban discretionary spends and benign Inflation will also help demand for branded apparel. A paradigm shift in the fashion space led by changing consumer preferences and incomes as well as shift from traditional season-based fashion to fast and trendy fashion will drive the domestic apparel industry over the coming decade. Share of branded garments in readymade garment segment is expected to catapult to 46-48% in 2019 from ~35% in 2014.

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Also, the Midcap cement report highlights the fact that infrastructure creation will spearhead recovery in demand for cement as stalled projects are cleared, roads and railways garner higher allocation and schemes like *Housing for All*, *Swachh Bharat Abhiyan*, etc., are launched. Benign global commodity prices - 60% dip in international coal prices and the fall in diesel prices will bring operating costs under control, thus, boosting profitability. Also, waning supply-side pressures and demand triggers ~119MT of incremental capacities over the past five years versus ~78MT over FY05-10, would lead to improved utilization from all time low value of 74% over next two years.

Speaking on the unveiling of the report, Mr. Harish Sharma, Business Head Brokerage and Advisory Services, Edelweiss Broking Ltd said, "With over 120 unique Proprietary Investors including Proprietary Funds, Investment Managers and Family Offices in attendance, makes this conference a first of its kind catering to the cutting edge requirements of proprietary investors. The idea is to put across the table new generation investment opportunities that we have identified as the next growth drivers. We have always aimed at providing high quality, stock specific advice and value added research services to our clients."

"We believe that the conference was is the ideal platform to showcase the 'India Growth Story' to proprietary investor ,"said **Mr. Vinay Khattar, Head of Research, Edelweiss Broking Ltd.** "At this juncture, we believe India will attract growth capital led by dwindling confidence in other emerging markets and Indian vectors aligning for a real pick up in domestic demand. These reports are a part of a strong line-up of specific sector research that will follow in the near future."

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