"Logic Will Get You From A To B. Imagination Will Take You Everywhere"

US elections today; how a Trump win may impact our stock market, sectors

Stock markets globally are jittery as millions of US voters are ready to cast their votes to select the next US President today. Sensex and Nifty fell in early trade, as analyst views largely vary on whether the Donald Trump-led Republicans or the Kamala Harris-led Democrats would be positive for India. Nomura India believes a Trump win is likely net-negative for Asia ex-Japan stocks, while it sees Harris as net-positive. In the betting markets, Trump has lost some earlier momentum, with Trump/Harris odds now almost neck-to-neck. "Our US economics team notes that US swing states will be the ones to watch on elections night (Wednesday morning Asia) where early swing state calls will likely signal the candidate with greater momentum, given that polling errors tend to be correlated across swing states. A unified government is the most likely scenario under a Trump victory, while a divided government would be likely under Harris," the foreign brokerage said. Emkay Global said stock markets

Source: **Business Today, November 5, 2024**

Premiumisation and data analytics core to Wakefit's festive season strategy

Sleep solutions brand Wakefit reported a 50% increase in festive season sales this year compared to 2023, benefitting from a growing trend of premiumisation in the category, according to Chaitanya Ramalingegowda, co-founder of Wakefit. The company's 15-member data science team played a key role in preparing for peak season events, mapping consumer trends like premiumisation that could drive higher sales, Wakefit said. Ramalingegowda said with eight years of operations under their belt, the firm relies on data science to make projections for demand and tweaks its supply chain to meet said demand. "What we learnt over the past year or so is that the premium (end of the product spectrum) is very lucrative (in terms of demand) and it is underserved. These customers (who opt for premium offerings) are well travelled, have steady jobs, have experienced quality

Source: **Financial Express, November 5, 2024**

Expect 30-35 per cent non-grocery mix in quick commerce: Swiggy CFO

Swiggy's quick commerce division, Instamart, expects revenue contribution from non-grocery items to account for 30-35% of total sales, as consumer demand in India's high-growth market shifts beyond daily essentials. While some competitors like Zepto have reportedly predicted a 50-50 split between grocery and non-grocery, Swiggy CFO Rahul Bothra said high-frequency grocery categories would remain the core of quick commerce. While high-frequency categories such as fruits, vegetables, and FMCG products are expected to continue driving repeat transactions, the company has begun experimenting with a "megastore" model, which is designed to support a broader selection, including household goods, kitchen appliances, and stationery. The format, currently piloted in select locations in Bengaluru, features larger dark stores each spanning 8,000 to 10,000 square feet, and expands

Source: **Financial Express, November 5, 2024**

Reliance Retail's Q-commerce foray may not be smooth sailing

Reliance Industries has a track record of disrupting any space it enters, whether telecom with Jio or e-commerce with JioMart. However, experts anticipate Reliance Retail's entry into the booming quick commerce space might not be as easy. To be sure, it is deep-pocketed and could cause significant shifts in consumer loyalty and market dynamics. But the incumbents have the experience, execution skills and a track record. As of now, Blinkit enjoys a 39% market share as of September, Zepto 28%, Swiggy Instamart 28%. BigBasket's BB Now and Flipkart Minutes together have a 6% share in the Q-commerce segment, as per brokerage firm CLSA. Reliance Retail could have the edge in certain geographies like Tier 2, 3 and 4 towns, where it has a presence and can move faster than competitors. According to reports, Reliance Retail will not be setting up dark stores. It will leverage its vast network of over 18,000 stores across India and the services of its acquired last-mile logistics company Grab to fulfil orders in 10-30 minutes. Initially, the company will focus on grocery products and soon expand to fashion and small electronic products.

Source: **The Financial Expess, November 5, 2024**