



treasurytoday

Exclusive Adam Smith Webinar



LARSEN & TOUBRO



Vijay Kuppa

Manager – Corporate Finance
Larsen & Toubro

Facilitator:



Richard Parkinson

Managing Director
Treasury Today

PLAYING POLITICS

Larsen & Toubro Treasury

24th June 2015

Agenda

- Overview of the Indian Economy
- Role of our team at Larsen & Toubro
- Impact of Politics on Markets
- Indian General Elections 2009 and UPA-2 (2009 - 2014)
- Build up towards the 2014 Elections (2013 - 2014)
- Indian General Elections 2014 (May 2014)
- Internal research and positions we took
- Outcome

How big is the Indian economy???

\$ 2.2 Trillion

Rs. 1,41,00,000 crore or Rs. 1.41 crore crores

What is India's share in world GDP?

3% in 2014

What is India's share in world population?

18% in 2014

THE INDIA MODEL

GDP (% breakdown)			
Private Consumption	60	Agriculture	16
Domestic Investment	30	Industry	31
Government Expenditure	11	Services	53
Exports(including services)	26		
Imports	-27		
Total	100	Total	100

Savings / Investment Matrix (% breakdown)			
Domestic Savings	29	Domestic Investment	30
Foreign savings	1		
Total	30		30

INDIA'S GROWTH RATE SINCE INDEPENDENCE...

India Growth rate since independence		
Years	Growth rate	Remarks
1948-1980	3.6%	<ul style="list-style-type: none"> • Focused on development of indigenous industries • Democratic socialism in India • State control in finance, Strong public sector
80s	5.6%	<ul style="list-style-type: none"> • Policy rethinking with de-licensing measures • Structural imbalances due to widening fiscal deficit • Fragile economic growth
90s	5.8%	<ul style="list-style-type: none"> • Balance of Payment crisis leading to \$1.8bn IMF loan • Economic policy liberalization, private sector growth • International trade, foreign investment and technology
00s	7.2%	<ul style="list-style-type: none"> • Pick-up in economic reforms, fiscal deficit narrows • Upswing in Indian industrial output and investment • Global crisis leading to tightening of lending rates
Upto 2015	6.9%	<ul style="list-style-type: none"> • Global crisis impact: slowing growth, inflationary pressures and rupee depreciation • Promising investment destination post government change and FDI opening • Trade and infrastructure seeing an upswing

ROLE AND PHILOSOPHY OF OUR TEAM AT L&T

To **manage surplus investments at L&T** until required for business related activities:

- Objectives in order of priority : 1st Liquidity, 2nd Returns and 3rd Limited capital risk

To act as an **effective market interface for the company**

Assets under management vary from **\$ 1.5 bn to \$ 2.0 bn** depending on the working capital cycle

We generate **alpha of 1% - 3%** absolute returns over and above the base yield every year

To identify turning points in the economic cycle and capture associated opportunities:

- 2011-12: (alpha of **1.2%** for the year)
 - a) Estimated ECB's LTRO impact accurately and caught the ensuing equity market rally
 - b) Corporate Bond spreads narrowed as credit pricing became finer leading to a cool off in bond yields
- 2012-13: (alpha of **2.0%** for the year)
 - a) Inflation cool off + fiscal consolidation by Govt. led to a rally in govt. securities
 - b) Short Term yields cool off in Apr-May 2012 post year end liquidity tightness
- 2013-14: (alpha of **2.5%** for the year)
 - a) Inflation cooling leading to rate cuts and rally in gsec markets in Apr-May 2013
 - b) **Modi wave in Equity markets from Oct 2013 to Jun 2014**

Investment Profile		
Category	% of AUM	Sub Category
Money Market (Short Term Debt)	30%	Certificate of Deposit
		Commercial Paper
		Treasury Bill
		Fixed Deposit
		MF Liquid Funds
Long Term Debt	35%	Bonds
		Govt. Securities
		MF Long Term Debt
Equity	5%	MF Equity
		Equity Structured
ICD-ICB	30%	Inter Corporate Deposit & Borrowing

IMPORTANCE OF POLITICS AND THEIR IMPACT ON ASSET MARKETS

- Politics and Election results play a major role in shaping a country's economy
- Election results impact asset markets in a big way. A few examples are:

Country Events	Movement in Equity	Movement in Debt	Movement in Currency
US - Bill Clinton - 1996	7.41%	-3.86%	0.47%
Japan - Shinzo Abe - 2012	17.47%	3.56%	8.68%
India - Narendra Modi - 2014	12.86%	-3.50%	-0.67%
Germany - Johannes Rau - 1999	8.90%		
Brazil - Fernando Henrique Cardoso -1998	31.16%		
Korea - Roh Tae-woo - 1987	29.09%		
UK - David Cameron - 2010	-12.31%		
Indonesia - Susilo Bambang Yudhoyono - 2009	62.09%		

- Non-Election Political events too impact capital markets

Country specific political event	Movement in Equity (-1m to +1m)
Greece - Greek/German 10-year debt yield spread surpasses 300 basis points – 2010	-4.08%
Greece - The agreement between Greece and Eurozone for a 4 month loan extension – 2015	17.38%
Japan - Selection of Kuroda for BOJ post - 2013	16.12%

IMPACT OF POLITICS ON INDIAN MARKETS

India Elections	Expected		Actual	Equity		Currency		10 year Benchmark yield	
	Opinion Poll	Exit Poll		-1m to Result	Result to +1m	-1m to Result	Result to +1m	-1m to Result	Result to +1m
2014	230	275	336	8%	5%	-2%	2%	-1%	-2%
2009	224	202	262	8%	23%	-1%	-4%	-1%	8%
2004	270	255	181	-7%	-11%	3%	0%	1%	4%
1999	225	255	270	-3%	-1%	0%	0%	0%	-1%

Note: India's Lower House for which Elections are held every 5 years has 543 seats. A party needs 272 to claim simple majority

Two important conclusions:

- *Reasonable chances of expected outcome deviating from actual outcome*
- *Sizeable market moves*

Clear opportunity which can be captured if one gets it right.

HISTORY OF INDIAN POLITICS SINCE INDEPENDENCE

Period	Ruling Party / Alliance	Remarks	Top Leaders
1952-1957	Indian National Congress	Single Party Majority	J.N. Nehru
1957-1962	Indian National Congress	Single Party Majority	J.N. Nehru
1962-1967	Indian National Congress	Single Party Majority	J.N. Nehru
1967-1971	Indian National Congress	Single Party Majority	Indira Gandhi
1971-1977	Congress	Single Party Majority	Indira Gandhi
1977-1980	Janata Party	Single Party Majority in an Alliance	Morarji Desai
1980-1984	Congress	Single Party Majority	Indira Gandhi
1984-1989	Congress	Single Party Majority	Rajiv Gandhi
1989-1991	Janata Alliance	Multi Party Coalition	V.P. Singh, R. Chandrasekhar
1991-1996	Congress	Multi Party Coalition	P.V. Narasimha
1996-1998	United Front	Multi Party Coalition	H.D.Deve Gowda, I.K.Gujral
1998-1999	BJP Alliance (NDA)	Multi Party Coalition	A.B.Vajpayee, L.K.Advani
1999-2004	BJP Alliance (NDA)	Multi Party Coalition	A.B.Vajpayee, L.K.Advani
2004-2009	Congress Alliance (UPA)	Multi Party Coalition	M.M. Singh, Sonia Gandhi, Rahul Gandhi
2009-2014	Congress Alliance (UPA)	Multi Party Coalition	M.M. Singh, Sonia Gandhi, Rahul Gandhi
2014-2019	BJP Alliance (NDA)	Single Party Majority in an Alliance (BJP)	Narendra Modi

- *Indian National Congress / Gandhi family has dominated the Indian political system since independence*
- *From a single party system till 1989, Indian politics has moved to a multiparty coalition due to the rise of a number of regional parties and lack of a strong party having a pan-india appeal*

2009 ELECTIONS

- Political Background**

Alliance	Main Party	Political Leaning	Role
United Progressive Alliance (UPA)	Indian National Congress	Center-Left	Ruling
National Democratic Alliance (NDA)	Bharatiya Janata Party	Right	Chief Opposition
Third Front	Communist Party of India	Left	Outside support to Incumbent
Fourth Front	Samajwadi Party	Opportunistic	Outside support to Incumbent

- Exit Polls:**

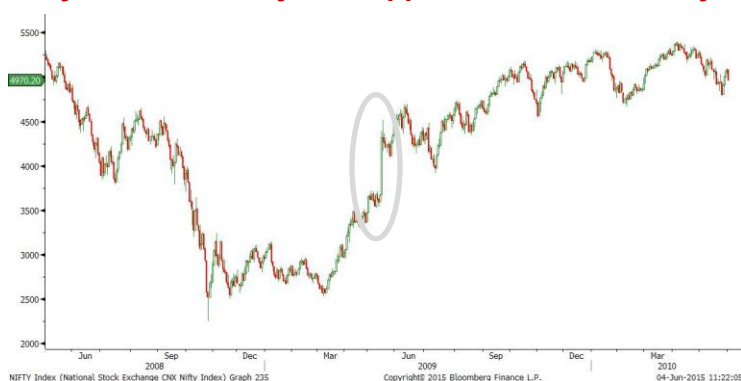
Agency	Publish Date	Predictions
CNN-IBN – Dainik Bhaskar	13 May 2009	UPA 185–205, NDA 165–185, Third Front 110–130, Fourth Front 25–35
Star-Nielsen	13 May 2009	UPA 199, NDA 196, Third Front 100, Fourth Front 36
India TV – CVoter	13 May 2009	UPA 189–201, NDA 183–195, Third Front 105–121

- Final Result - 16 May 2009:** (Total seats : 543) UPA-262, NDA-159, Third Front-79, Fourth Front-27, Others-16

- Election defied predictions: Clear mandate for the incumbent UPA to have a 2nd term**

“Markets had previously worried that gains by leftist and smaller regional parties would weigh on the reform agenda and lead to a further blow-out in the already large fiscal deficit. In previous elections, both BJP- and Congress-led alliances had been unable to push through reforms, held down by allies with their own agendas” – Moody’s

- Nifty creates history; two upper circuits in one day**



Market	12 Months Prior	On The Day	12 Months Post
Equity	-28.22%	17.74%	37.98%
CCY	-15.67%	2.98%	7.71%
Debt	18.21%	2.43%	-16.94%

MISRULE OF UPA II (2009 - 2014)

Government of Scams

Scam	Description	Amount
2G Spectrum Auction	Issued telecom licences to several domestic companies who had no experience in the telecom sector	Rs. 29 Bn
Chopper Purchase	Bribes paid to former Air Force Chief to procure choppers from an Italian firm	Rs. 1 Bn
Tatra Truck Purchase	Bribe offered to the incumbent Army Chief to purchase trucks for the army	Rs. 14 Cr
Commonwealth Games	Organizing committee chairman and ruling party MP charged with accepting bribes from construction contractors	Rs. 90 Cr
Cash-for-votes	Opposition MP's bribed by UPA to secure their support during the no-confidence motion raised over the Indo-US nuclear deal	
Adarsh Housing	Apartments meant for Kargil War widows were usurped by conniving politicians and bureaucrats	

Policy Paralysis

- Investments and other capex nose diving to a standstill
- Bureaucrats afraid to work: Environment and other govt. clearances at a standstill
- Banks afraid to lend

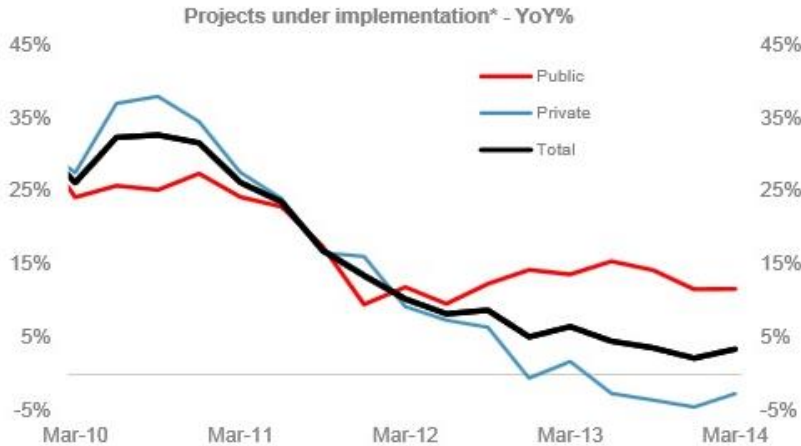
Worsening Macro

- Currency crisis in 2013
- Rating Downgrade

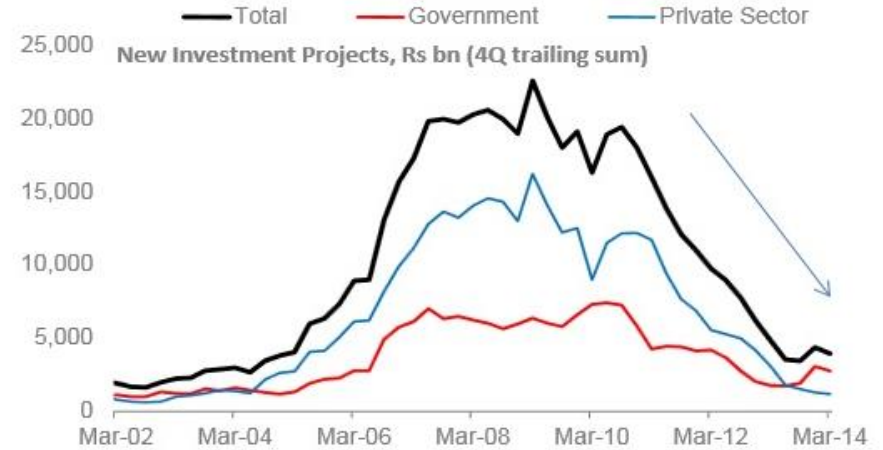
	Inflation	GDP	CAD	Fiscal Deficit
2009-10	12.32%	8.59%	-2.78%	-6.50%
2010-11	10.53%	8.91%	-2.56%	-4.90%
2011-12	8.42%	6.69%	-4.49%	-5.90%
2012-13	10.18%	4.47%	-4.10%	-4.90%
2013-14	9.51%	4.74%	-1.70%	-4.80%

MISRULE OF UPA II (2009 - 2014)

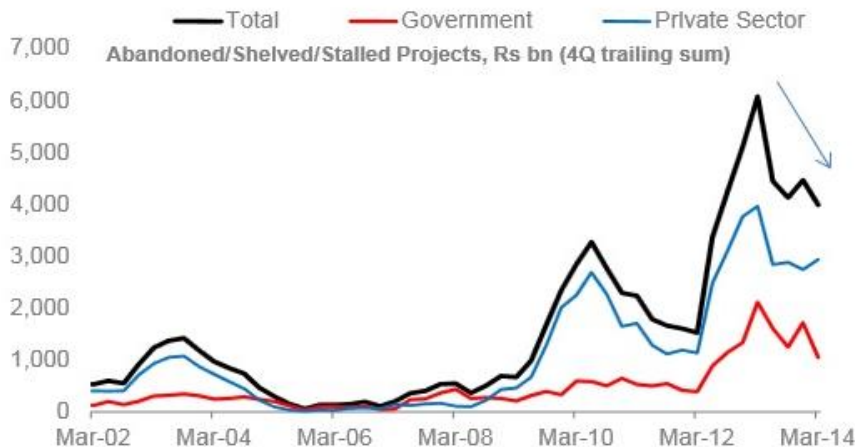
Projects Under Implementation (Qtrly)*



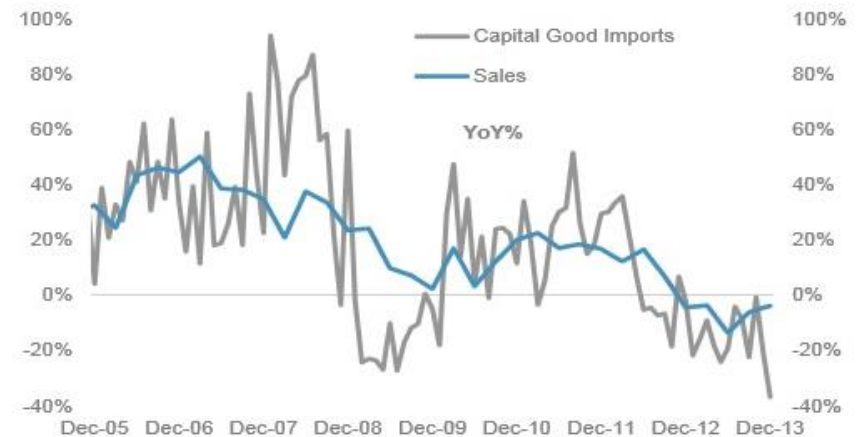
New Investment Projects (Qtrly)*



Abandoned/Shelved/Stalled Projects (Qtrly)*



Eng. Cos. Sales and Capital Goods Imports (Qtrly)

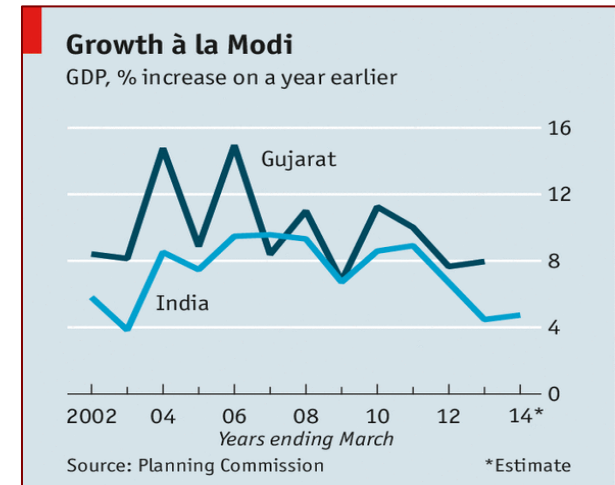


RESENTMENT BUILDING: EMERGENCE OF ALTERNATIVES

- **Rising food prices, lack of employment opportunities, middle class feeling squeezed**
- **India Against Corruption (IAC):** An anti-corruption movement that led the anti-corruption protests of 2011 and 2012, the central point of which was debate concerning the introduction of an Ombudsman Bill. It mobilised the masses in support of their demands for a less corrupt society in India.
- **Aam Aadmi Party (AAP):** Divisions amongst key members of the IAC's core committee eventually led to a split within the movement with a few key members forming AAP with the intention of cleaning the system from within
- **Emergence of BJP:** The principal opposition at the Centre, BJP, with its relatively clean right wing politics was doing extremely well in the states ruled by them;
- **Emergence of Modi in Gujarat**
 - Scorching growth numbers
 - Extremely business friendly
 - Role model of development and clean governance
 - Youth icon

WHY THE CLAMOUR FOR NARENDRA MODI?

- Replication of the **successful industrialisation and development model** in Gujarat
 - Gujarat's **annual GDP growth under his watch from 2001-2012 averaged almost 10%** (chart)
- The BJP manifesto promised a **moderately right-of-centre economic policy**, which markets saw as business-friendly
- Gujarat **moved from electricity generation deficit in 2002 to a surplus**
 - 18,000 rural villages are connected to the grid
- **Clean government and economic competence** seen as hallmarks of the Modi Govt.
- **Emphasis on basic infrastructure** - land easily available for commercial development, well-developed roads in and around Ahmedabad
- “Ease of doing business” high in Gujarat - **Permits, licences and environmental clearances are granted quickly**
 - E-governance: Application of IT to the provision of government services to make civil servants more accountable
- **Strong leadership style** spurred expectations of fast and fair decision making to overcome the policy paralysis
 - **A flair for marketing to business investors** - Some of his favourite comments: **“Minimum Government Maximum Governance”** and **“Government is not in the business of doing business”**



GUJARAT CM NARENDRA MODI ALL OVER TELEVISION



MODI'S PATH TO BJP'S PM NOMINEE

- **Nov 2012:** Mr. Modi wins third successive five-year stint as Gujarat chief minister
- **Mar 2013:** Modi inducted into BJP's central parliamentary Board, its top decision making body
- **Jun 2013:** BJP appoints Mr. Modi as head of its national election campaign, ahead of the general election in 2014
- **Aug 2013:** NDA allies Shiv Sena and Shiromani Akali Dal extend support for the PM candidate post
 - RSS, BJP's ideological parent organization lends support to Mr. Modi
 - BJP's Senior leader L.K. Advani objects to anointing Modi as PM candidate (Advani was PM candidate in 2009)
 - Other senior leaders oppose Mr. Modi's candidature in lieu of his polarizing nature ahead of the state elections in Dec 2013
 - Opposition more internal than external. He was seen as an "outsider" and a "regional leader"
- **Sep 2013:** BJP names Narendra Modi as its PM candidate

NARENDRA MODI FOR PM + ANTI-CONGRESS SENTIMENT



Distinguishing Minority on the basis of Religion is a crime against Constitution. NARENDRA MODI

COMMUNAL VIOLENCE BILL
 MODI OPPOSES COMMUNAL VIOLENCE BILL
 MODI QUESTIONS BILL
 'Communal Violence Bill is ill-conceived, poorly drafted & a recipe for disaster! My letter to PM opposing this Bill!'
 NARENDRA MODI on Twitter

MODI QUESTIONS BILL
 'Timing of Communal Violence Bill is suspicious. Political considerations & votebank politics rather than genuine concerns are guiding it!'
 NARENDRA MODI on Twitter

Prevention of Communal Violence (Access to Justice and Reparations) Bill, 2013
is trying to target the Majority people to accomplish the Minority Vote Bank Politics.
SCRAP THIS ANTI HINDU BILL IMMEDIATELY!

UPA Achievements

- 1 Oil for food scam
- 2 Satyam scam
- 3 Manchu Koda corruption
- 4 MHADA flats scam
- 5 Siachen army ration scam
- 6 Cash for votes scam
- 7 IPL scam
- 8 Sukma land scam
- 9 2G scam
- 10 Karnataka land scam
- 11 Commonwealth games scam
- 12 Adarsh society scam
- 13 ISRO Devas scam
- 14 Pune land scam
- 15 Fake pilots scam
- 16 Speak Asia scam
- 17 Telephone exchange scam
- 18 RAW scam
- 19 Kutchi Sibbal - Reliance Discount Scam
- 20 KG Basin Scam
- 21 Sonia Gandhi Air Travel (1857 Crores)
- 22 Coal mines scam
- 23 VideoCon Scam
- 24 Achak Gehlot Builder Scam
- 25 Oil-for-food programme scam
- 26 Human Trafficking Scam
- 27 Cash-for-votes scandal
- 28 NREGA Scam
- 29 Kardia Port Scam
- 30 US Arms Deal

Coming Soon: Jaitapur Nuclear Power Plant, French planes etc....

भारत विनाश का सपना बुना घोटाले हुरे कई गुना

RAHUL VS MODI INDUSTRY COMES CALLING

MADE FDI HIS U.P POLLS AGENDA BUT SEEN AS LACKING INDUSTRY PULSE

ASES GUJARAT'S PHENOMENAL INDUSTRIAL GROWTH AS PROOF

TOP STORY
 WATCH NEWSX STREAMED LIVE AT WWW.NEWSX.08 33

dra ANALYSIS NEWS SPORTS MONEY SCIENCE PHOTOS ENTERTAINMENT REVIEWS

Shri Atal Bihari Vajpayee
 Bharatiya Janata Party (BJP) prime ministerial candidate Narendra Modi said on Wednesday that if voted to power after the 2014 general elections, he would approach the Supreme Court of India with a request to set up special courts to deal with politicians who had criminal cases registered against them.

Modi told Smita Prakash, Editor (News)
 Action News International (ANI), in an exclusive interview held here, that: "Criminalisation of politics is a grave issue, and this concern, is shared by every citizen of the country, it should be the concern of every party and all leaders."

1984 VS 2002 FOR 2014 HISTORY STINGS BOTH WAYS?

'MODI TO BLAME FOR GUJ RIOTS'
 'The PM has stated his position on the Gujarat riots took place, people died...'
 Ashish Kulkarni, Congress State Propagandist

BREAKING NEWS
JAITLEY'S REPLY TO RAHUL
ARUN JAITLEY SLAMS RAHUL GANDHI'S DEFENCE IN 1984 RIOTS CASE

Narendra Modi coins a new success sutra of 'Skill+Will+Zeal=WIN'

India Against Congress

WakelIndiaNow.com



WHO WILL HAVE THE LAST WORD?

THE CABINET AGENDA
 Govt will discuss about withdrawing it

BREAKING NEWS
UPA'S ORDINANCE TUSSLE
HALF AN HOUR LONG MEET OF THE CONGRESS CORE GROUP MEET ENDS



'SOMIA & RAHUL SAVING HASSAN ALI'

MODI ACCUSES SONIA
 ...Why it is happening. Whom do they want to save. Why media is giving such things a miss."
 Narendra Modi, BJP's PM candidate

RAHUL'S JAIL THREAT TO MODI
GANDHI'S SCION'S ATTACK COMES DAYS AFTER MODI PROMISED PROBE AGAINST VADRA

TOP STORIES
 09 01AM

So our Home Minister Shinde is helping our enemy and Pakistan based Terrorist Organisation?

Shinde gave the statement on Hindu terrorism from Chintan Shivir of Congress in Jaipur...This shows what kind of Chintan they do...

Shinde says on behalf of SONIA G.
Proof:
 "I am Sonia's soldier & if Sonia asks me to shoot, I will, and I will shoot to kill."

Wake Up India
 Share it in National Interest

IMPACT OF MEDIA

- Social Media support for Mr. Modi's rise
- Daily play out of UPA misrule
- Looking for a messiah
- Modi's impeccable media management

NARENDRA MODI'S OPTIMUM UTILIZATION OF SOCIAL MEDIA

THE ECONOMIC TIMES Internet

Search for News, Stock Quotes & NAV

Home News Markets IPO Personal Finance Mutual Funds Tech Jobs Opinion Features Blogs Slideshows ET NOW ET Speed Health Tracking

Market Watch: **SENSEX** 19491.67, **NIFTY** 5768.55, **Gold (MCX)** 30386.00, **USD/INR** 62.38

Narendra Modi's presence in social media soars 126% over six months: Blogworks report

By Shomra Sengupta | ET Bureau | Sep 5, 2013, 01:58PM IST

Tags: YouTube | Twitter | Tumblr | Sonia Gandhi | Social media | Rahul Gandhi | Narendra Modi | Lok Sabha | Facebook | Congress | Chetan Bhagat | Anupam Kher

AHMEDABAD: Even as tainted IPS officer DG Vancara has trained his guns at Gujarat chief minister Narendra Modi for the government's alleged role in masterminding encounters, the latter's presence in social media jumped 126% over 6 months, with netizens primarily discussing him over 'law, order and internal affairs', an online study has revealed.



BE THE FASTEST FINGER ON

Modi Mantra to Ministries: Engage People and Tweet


10 SOCIAL MEDIA COMMANDMENTS



1. GOVERNMENT: Besides Twitter, FB & YouTube, ministries briefed on utility of other platforms such as Flickr, Instagram, Vine, Wikipedia & Google+ Hangouts

Modi's cyber champions start Web PM pitch

By D.P. Bhattacharya in Gandhinagar



POPULAR: Narendra Modi

9,37,692
The No. of people who've 'liked' the FB page 'Narendra Modi for PM'

14,88,527
The likes on his official Facebook page

WITH THE Lok Sabha elections approaching, Gujarat chief minister Narendra Modi's social media team has become hyper-active. And it is not just about cyber activists posting their opinion and lavishing praise on Modi and taking on his critics. Many have even initiated community web publications, compiling news and analysis published across media.

"The cyber campaign — started before the 2007 assembly polls through the BJP IT Cell — used to be a more centralised process. But the structure has evolved into a more decentralised and amorphous one over the years," said Shashiranjay Yadav, the former vice-chancellor of Kutch University and architect of the BJP's cyber campaign in Gujarat in 2007.

"Now a large number of net-savvy BJP party workers and sympathisers are actively campaigning on cyber space largely on their own," he added.

While, formally, the BJP is stopping short of declaring Modi the prime ministerial candidate, a huge campaign for him has already begun on social media.

A Facebook community page 'Narendra Modi for PM' boasts of 9,37,692 likes, while his official Facebook page has been liked by 14,88,527 people.

The activists' work, aligned with the party's political campaign, assumes extra significance since a recent research by IRS Knowledge Foundation and Internet and Mobile Association of India has revealed that out of the 543 Lok Sabha constituencies, 160 are likely to be highly influenced by social media.

Top popular politicians

NARENDRA MODI No. of unique people talking 2,97,976 Total buzz 21,39,315	ARVIND KEJRIWAL No. of unique people talking 1,84,925 Total buzz 10,97,533	RAHUL GANDHI No. of unique people talking 95,673 Total buzz 3,88,753
---	---	---

Top 3 States discussing on Indian Elections

26.5% MAHARASHTRA, 18% DELHI NCR, 8.7% KARNATAKA

Who were talking on Twitter

12% FEMALE, 88% MALE

Trending topics on the top politicians

ModiSendMeToPak: 58,912	StandWithArvind: 1,19,613	Wid.oveRahul: 79,881
UPNoedoNaMo: 58,778	Shape@again: 35,179	Raga@aga: 14,655
Anarbh@n@mo: 17,187	Kajriwal@Kashl: 58,363	Toffee Model: 17,268
ModiOnZoe: 21,587		

Twitter Daily

Politicians	Followers	Following	Tweets
Narendra Modi	4L,91,112	1045	5123
Shashi Tharoor	2L,76,200	463	22,019
Kajriwal	18,27,737	69	3163

Gujarat CM Narendra Modi Considers Social Media To Be The Most Powerful Channel Of Communication And Crowdsourcing Ideas

By Prasant Naidu | Business 2 Community — 11 hours ago

Email | Recommend | Tweet | Share | Print

Social media adoption by Gujarat Chief Minister Narendra Modi has been an eye opener not only to netizens of the country but also to his arch rivals. Speaking to Asian News International (ANI) in an exclusive interview, Narendra Modi revealed the importance of social media in creating awareness among voters in the country.

The hat tip provided by Oneindia News site, shared that the CM considers social media has become the most "powerful channel" of communication today. Sharing his thoughts on what role social media is playing for his party and for an individual like him, he considers this era to be the Age of Knowledge and Information and it has become imperative to listen and learn as much as pronounce.

Narendra Modi extends lead over rivals on social media

live mint & THE WALL STREET JOURNAL

NARENDRA MODI EXTENDS LEAD OVER RIVALS ON SOCIAL MEDIA

DAILY TRACKER

Even though the Aam Aadmi Party is giving the Bharatiya Janata Party a tough competition in mentions on social media, BJP's prime ministerial candidate Narendra Modi stretched his lead over political rivals Arvind Kejriwal of the AAP and Congress vice-president Rahul Gandhi, according to Blogworks data. Till 3pm on Monday, Modi had more mentions than three times that of Kejriwal and Gandhi put together.

Mint, together with Blogworks, tracks on a daily basis how the top three mentioned leaders and parties are faring in online conversations during the Lok Sabha election.

Date	Arvind Kejriwal	Narendra Modi	Rahul Gandhi
19 Apr	28,290	15,825	98,755
20 Apr	26,648	17,150	143,754
21 Apr (till 3pm)	14,477	8,447	79,422

Date	Aam Aadmi Party (AAP)	Bharatiya Janata Party (BJP)	Indian National Congress (INC)
19 Apr	92,964	84,100	48,950
20 Apr	83,441	83,092	46,056
21 Apr (till 3pm)	39,428	41,095	24,593

Date	Arvind Kejriwal + AAP	Narendra Modi + BJP	Rahul Gandhi + INC
19 Apr	121,254	182,855	64,775
20 Apr	110,089	226,846	63,206
21 Apr (till 3pm)	53,905	120,517	33,040

Note: All publicly available data from channels such as Twitter, forums, blogs, mainstream media, YouTube, Flickr and Facebook was tracked. Live leaderboard based on ranks (last updated on 21 April 2014, 15:00 IST).

Source: Blogworks

STATE ELECTIONS OF DEC 2013

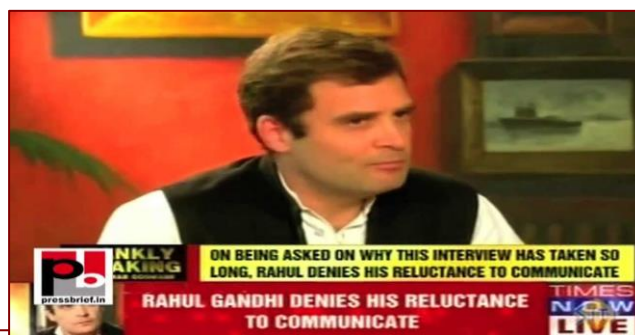
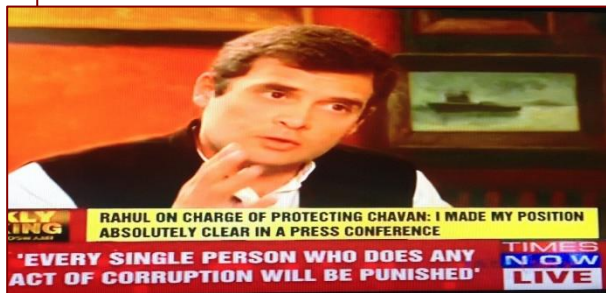
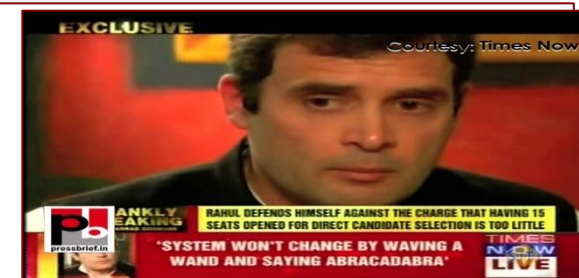
- 4 Key states: *Delhi, MP, Rajasthan, and Chhattisgarh* went to polls
- *BJP a big winner*
- *The emergence of Narendra Modi or NAMO has galvanised the BJP workers more. Though Modi was accused of splitting the top leaders earlier, he has succeeded in uniting the workers at every level across the nation. He is a great communicator and sets the agenda for the discussion for all parties. By making himself at the centre stage through positive or negative news, he has made BJP as the main force in India.*
- *Decimation of congress*
- *Emergence of AAP in Delhi*
- *Market acknowledged the move but it was a relief rally*



NIFTY Index (National Stock Exchange CNX Nifty Index) Graph 260 Daily 01OCT2013 Copyright© 2015 Bloomberg Finance L.P. 04-Jun-2015 16:43:44

	Delhi		Rajasthan		MP		Chhattisgarh	
	2013	2009	2013	2009	2013	2009	2013	2009
Congress	8	43	21	96	58	71	49	50
BJP	31	23	163	79	165	143	39	38
AAP	28	0	0	0	0	0	0	0
Others	3	4	16	25	7	16	2	2
Total	70	70	200	200	230	230	90	90

RAHUL GANDHI INTERVIEW JAN 2014: FINAL NAIL IN THE COFFIN



INDIAN GENERAL ELECTION 2014

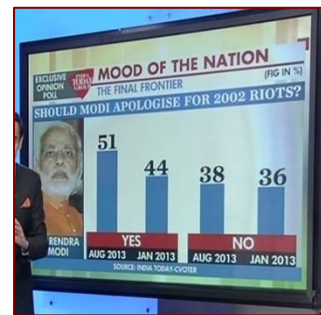
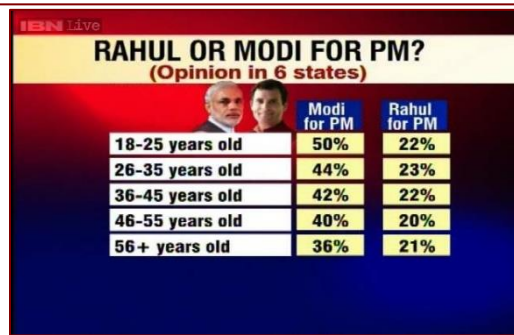
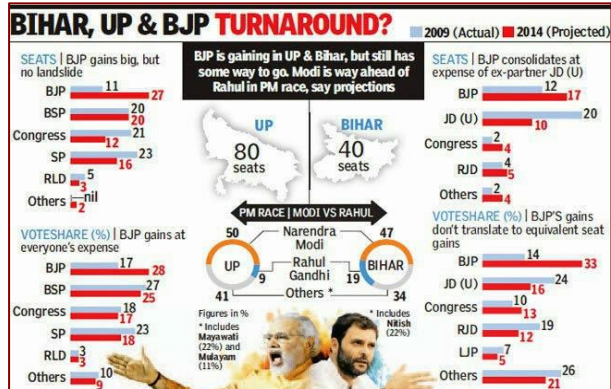
Carnival Time ! Election is like a big carnival in India with the entire population from all walks of life getting swayed by it. There are colours and flood of money flowing. Everything comes to stand still. School, colleges and offices close on voting day.

Parliamentary constituencies	543
Candidates contested	8251 (The first election allowed Non-Resident Indians to vote)
Phases held (longest in Indian history)	9 (7-Apr-14 to 12-May-14)
Eligible Voters	814.5Mn (100Mn new voters since the last general election in 2009) (Around 23.1Mn or 2.7% of the total eligible voters were aged 18–19 yrs)
Average Election Turnout	~66.38% (the highest ever in the history of Indian general elections)
Electronic Voting Machines	1.4Mn (the first election that had the “None Of The Above” option)
Voting Centers	0.93Mn
Election duty	1.1Mn Civil Servants and 5.5Mn Civilian Employees
Election Cost (excluding the expenses incurred for security and by the individual political parties)	₹3500 crore (\$577 million) (most expensive general election in the history of the country)
Political Parties Cost	₹30,500 crore (\$5 billion) (three times the amount spent in the previous election in 2009) (The world's second highest after the US\$7 billion spent on the 2012 US presidential election)
Increase in Tourist Arrivals	From US, UK, France, Singapore and the U.A.E. had gone up by 10–15% The movement of domestic tourists jumped by 62%.

OPINION POLLS

When conducted	Polling organisation/Agency	Sample size	UPA	NDA	Left	Other
Jan–Mar 2013	Times Now-Cvoter	No sample size provided	128	184	–	–
Apr–May 2013	Headlines Today-Cvoter	120,000	209 (without Modi) 155(with Modi)	179(without Modi) 220 (with Modi)	–	–
May 2013	ABP News-Nielsen	33,408	136	206	–	–
Jul 2013	The Week – Hansa Research	No sample size provided	184	197	–	162
Jul 2013	CNN-IBN and The Hindu by CSDS	19,062	149–157	172–180	–	208–224
Jul 2013	Times Now-India Today-Cvoter	36,914	134 (INC 119)	156 (BJP 131)	–	–
Aug–Oct 2013	Times Now-India TV-Cvoter	24,284	117 (INC 102)	186 (BJP 162)	–	240
Dec 2013 – Jan 2014	India Today-Cvoter	21,792	103 (INC 91)	212 (BJP 188)	–	228
Dec 2013 – Jan 2014	ABP News-Nielsen	64,006	101 (INC 81)	226 (BJP 210)	–	216
Jan 2014	CNN-IBN-Lokniti-CSDS	18,591	107 – 127 (INC 92 – 108)	211 – 231 (BJP 192 – 210)	–	205
Jan–Feb 2014	Times Now-India TV-Cvoter	14,000	101 (INC 89)	227 (BJP 202)	–	215
Feb 2014	ABP News-Nielsen	29,000	92	236	29	186
Feb 2014	CNN-IBN-Lokniti-CSDS	29,000	119 – 139 (INC 94 – 110)	212 – 232 (BJP 193 – 213)	105–193	
March 2014	NDTV - Hansa Research	46,571	128	230	55	130
March 2014	CNN-IBN - Lokniti-CSDS	20,957	111–123	234–246	174–198	
April 2014	NDTV - Hansa Research	24,000	111 (INC 92)	275 (BJP 226)	157	

EXIT POLLS, SURVEYS & RESULT

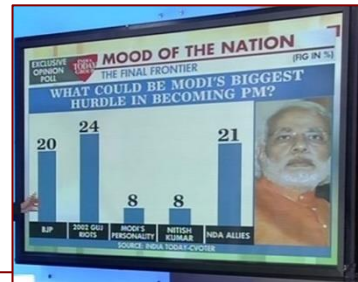
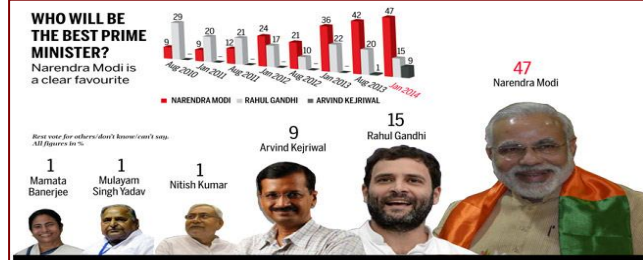


OTHER FINDINGS FROM UP

- BJP gains across all sections; SP loses across
- Best alliance for India? 49% say NDA, 26% UPA
- 57% say BJP gained the most from communal conflict in Muzaffarnagar in September
- Modi's nomination as BJP's PM candidate increased his, and his party's, acceptability

OTHER FINDINGS FROM BIHAR

- Barraging Muslims, BJP gains across all other sections of voters, while JD(U) loses across
- Voters unhappy with state gov't's handling of major issues, but belief in Nitish remains steadfast
- 48% feel NDA best alliance for India, followed by UPA with 33%



EXIT POLLS

Publish Date	Polling Organisation	NDA	UPA	Other
12 May 2014	CNN-IBN – CSDS – Lokniti	276	97	148
	India Today – Cicero	272	115	156
	News 24 – Chanakya	340	70	133
	Times Now – ORG	249	148	146
	ABP News – Nielsen	274	97	165
	India TV – CVoter	289	101	148
14 May 2014	NDTV – Hansa Research	279	103	161
	CNN-IBN – CSDS	280	97	148
12 May 2014	Poll of Polls	283	105	149

INTERNAL RESEARCH - I

• Constituency wise analysis

– Given below is a sample snapshot

Constituency	Sate/UT	Winner 2009		2009 Margin	NDA Candidate	UPA Candidate	Clear Winner	Comments
Munger	BIHAR	JD(U)	RJD	1,89,361	Vina Devi	Pragati Mehta	NDA	
Nalanda	BIHAR	JD(U)	LJP	1,52,677	Satyanand Sharma	ASHISH RANJAN SINHA	JDU	
Patna Sahib	BIHAR	BJP	RJD	1,66,770	SHRI SHATRUGHAN SINHA	KUNAL SINGH	NDA	
Pataliputra	BIHAR	JD(U)	RJD	23,541	Ram Kripal Yadav	Misha Bharti	CLOSE CONTEST	Triangular contest between JDU / BJP / RJD All Yadav candidates
Arrah	BIHAR	JD(U)	LJP	74,720	R.K.Singh	Bhagwan Kushwaha	CLOSE CONTEST	UPA has upper hand bcoz of division of BJP votes with JDU (both Rajput candidates)
Buxar	BIHAR	RJD	BJP	2,238	shri ashwani kumar	Jagnanad Singh	NDA	BSP has cut into RJD votes helping BJP
Sasaram	BIHAR	INC	BJP	42,954	Chhedi Paswan	SMT.MEIRA KUMAR	UPA	CLOSE CONTEST
Karakat	BIHAR	JD(U)	RJD	20,483	Upendra Kushwaha	Kanti Singh	NDA	NDA has upper hand
Jahanabad	BIHAR	JD(U)	RJD	21,327	Arun Kumar	Surendra Prasad Yadav	CLOSE CONTEST	Triangular contest 3 bhumihar candidates NDA / JDU / CPIML may help UPA
Aurangabad	BIHAR	JD(U)	RJD	72,058	Sushil Kumar Singh	NIKHAIL KUMAR	UPA	CLOSE CONTEST

• Periodic state wise analysis

	INC	BJP	Others
2009 Final	206	116	221
04-Jul-13	125	148	270
27-Nov-13	119	165	259
20-Jan-14	108	168	267
11-Feb-14	103	175	265
	UPA	NDA	Others
27-Apr-14	131	254	158
06-May-14	110	259	174
11-May-14	90	270	183
2014 Final	58	336	149

A	B	C	D	E	F	G	H	I		
1	2014 Seat by Seat Predictions									
2										
3	S.No.	Constituency	Sate/UT	Winner 2009	Runner Up	2009 Margin	NDA Candidate	UPA Candidate	Clear Winner	Comments
4	1	Munger	BIHAR	JD(U)	RJD	1,89,361	Vina Devi	Pragati Mehta	NDA	
5	2	Nalanda	BIHAR	JD(U)	LJP	1,52,677	Satyanand Sharma	ASHISH RANJAN SINHA	JDU	
6	3	Patna Sahib	BIHAR	BJP	RJD	1,66,770	SHRI SHATRUGHAN SINHA	KUNAL SINGH	NDA	
7	4	Pataliputra	BIHAR	JD(U)	RJD	23,541	Ram Kripal Yadav	Misha Bharti	CLOSE CONTEST	Triangular contest between JDU / BJP / RJD
8	5	Arrah	BIHAR	JD(U)	LJP	74,720	R.K.Singh	Bhagwan Kushwaha	CLOSE CONTEST	UPA has upper hand bcoz of division of BJP
9	6	Buxar	BIHAR	RJD	BJP	2,238	shri ashwani kumar	Jagnanad Singh	NDA	BSP has cut into RJD votes helping BJP
10	7	Sasaram	BIHAR	INC	BJP	42,954	Chhedhi Paswan	SMT.MEIRA KUMAR	UPA	CLOSE CONTEST
11	8	Karakat	BIHAR	JD(U)	RJD	20,483	Upendra Kushwaha	Kanti Singh	NDA	NDA has upper hand
12	9	Jahanabad	BIHAR	JD(U)	RJD	21,327	Arun Kumar	Surendra Prasad Yadav	CLOSE CONTEST	Triangular contest 3 bhumihar candidates
13	10	Aurangabad	BIHAR	JD(U)	RJD	72,058	Sushil Kumar Singh	NIKHAIL KUMAR	UPA	CLOSE CONTEST
14	11	Gaya	BIHAR	BJP	RJD	62,453	Hari Manjhi	Ramji Majhi	NDA	
15	12	Nawada	BIHAR	BJP	LJP	34,917	Giriraj Singh	Raj Ballabh Yadav	CLOSE CONTEST	
16	13	Jamui	BIHAR	JD(U)	RJD	29,797	Chirag Paswan	Sudhanshu Shekhar Bhaskar	CLOSE CONTEST	NDA has upper hand
17	14	Supaul	BIHAR	JD(U)		1,66,075	shri kameshwar choupal	RANJITA RANJAN	UPA	
18	15	Araria	BIHAR	BJP		22,502	Pradeep Kumar Singh	Mohammed Taslimuddin	CLOSE CONTEST	
19	16	Kishanganj	BIHAR	INC		80,269	Dr. Dilip Kumar Jaiswal	MOHMD ASRARUL HAQUE	UPA	
20	17	Katihar	BIHAR	BJP		14,015	Nikhil Kumar Choudhary	Tarik Anwer	UPA	UPA HAS UPPER HAND
21	18	Purnia	BIHAR	BJP		1,86,227	Uday Singh	AMARNATH TIWARI	NDA	
22	19	Bhagalpur	BIHAR	BJP		55,811	Syed Shah Nawaz Hussain	Bulo Mondal	CLOSE CONTEST	S. Hussain having a tough fight
23	20	Banka	BIHAR	IND		28,716	Putul Devi	Jay Prakash Narayan Yadav	NDA	
24	21	Madhubani	BIHAR	BJP		9,927	Hukumdev Narayan Yadav	Abdul Bari Siddiqui	UPA	
25	22	Begusarai	BIHAR	JD(U)		40,837	Bhola Singh	Ramjivan Singh	NDA	
26	23	Darbhanga	BIHAR	BJP		46,453	Kirti Azad	Mohammad Ali Ashraf Fatmi	CLOSE CONTEST	Kirti Azad not very popular here
27	24	Jhanjharpur	BIHAR	JD(U)		72,709	shri virendra kumar choudhary	Mangilal	CLOSE CONTEST	
28	25	Samastipur	BIHAR	JD(U)		1,04,376	Ram Chandra Paswan	ASHOK RAM	NDA	
29	26	Khagaria	BIHAR	JD(U)		1,38,755	Chaudhary Mehboob Kaisar	Krishna Yadav	CLOSE CONTEST	OPEN
30	27	Madhepura	BIHAR	JD(U)		1,77,621	Vijay Kumar Kushwaha	Pappu Yadav	UPA	JDU Chief Sharad Yadav likley to lose
31	28	Ambala	HARYANA	INC	BJP	14,570	shri ratan lai kahariya	RAJ KUMAR VALMIKI	NDA	
32	29	Kurukshetra	HARYANA	INC	INLD	1,18,729	shri rajkumar saini	NAVEEN JINDAL	INLD	
33	30	Sirsa	HARYANA	INC	INLD	35,499	Sushil Indora	ASHOK TANWAR	NDA	
34	31	Hisar	HARYANA	HJCBL	INLD	6,983	Kuldeep Bishnoi	CH SAMPAT SINGH	INLD	
35	32	Karnal	HARYANA	INC	BSP	76,346	shri ashwani kumar chopra	ARVIND SHARMA	NDA	
36	33	Sonapat	HARYANA	INC	BJP	1,61,284	shri ramesh kaushik	JAGBIR MALIK	NDA	
37	34	Rohtak	HARYANA	INC	INLD	4,45,736	shri om prakash dhankhad	DEEPENDER SINGH HOODA	UPA	
38	35	Bhiwani-Mahendragarh	HARYANA	INC	INLD	55,577	shri dharamveer	MS. SHRUTI CHOUDHARY	NDA	
39	36	Gurgaon	HARYANA	INC	BSP	84,864	shri rao indrajeet singh	RAO DHARAMPAL	CLOSE CONTEST	Between BJP & INLD
40	37	Faridabad	HARYANA	INC	BJP	68,201	shri krishnapal gurjar	AVTAR SINGH BHADANA	NDA	
41	38	Bargarh	ODISHA	INC	BJD	98,444	Shri Subash Chauhan	SANJAY BHOI	NDA	
42	39	Bargarh	ODISHA	INC	BJD	1,12,201	Shri Subash Chauhan	UPA		

A	B	C	D	E	F	G	H	I		
1	2014 Seat by Seat Predictions									
2										
3	S.No.	Constituency	Sate/UT	Winner 2009	Runner Up	2009 Margin	NDA Candidate	UPA Candidate	Clear Winner	Comments
42	39	Sundargarh	ODISHA	INC	BJP	11,624	Shri Jual Oram	HEMANAND BISWAL	NDA	
43	40	Sambalpur	ODISHA	INC	BJD	14,874	Shri Suresh Pujari	AMARNATH PRADHAN	NDA	
44	41	Keonjhar	ODISHA	BJD	INC	1,26,484	shri anant nayak	MADHAV SARDAR	NDA	
45	42	Mayurbhanj	ODISHA	BJD	JMM	66,178	Dr. Nepol Raghu Murmu	SHYAM SUNDER HANSDAH	NDA	
46	43	Balasore	ODISHA	INC	NCP	38,900	Shri Pratap Sarangi	SRIKANT JENA	NDA	
47	44	Bhadrak	ODISHA	BJD	INC	54,938	Shri sarat dash	SANGRAM JENA	BJD	
48	45	Jajpur	ODISHA	BJD	INC	1,27,747	Shri amiua mallick	ASHOK DAS	BJD	
49	46	Dhenkanal	ODISHA	BJD	INC	1,86,587	Shri Rudra Narayan Pani	SUDHIR KUMAR SAMAL	NDA	
50	47	Bolangir	ODISHA	BJD	INC	90,835	Smt. Sangeeta Kumari Singh Deo	SARAT PATNAIK	NDA	
51	48	Kalahandi	ODISHA	INC	BJD	1,54,037	Pradeep Nayak	BHAKTA CHARAN DAS	CLOSE CONTEST	
52	49	Nabarangpur	ODISHA	INC	BJD	29,977	Shri Parsuram Majhi	PRADEEP KUMAR MAJHI	UPA	
53	50	Kandhamal	ODISHA	BJD	INC	1,51,007	shri sukanta panigrahi	HARIHAR KARAN	BJD	
54	51	Cuttack	ODISHA	BJD	INC	2,36,292	shri sameer dey	SMT.APARAJITA MOHANTY	CLOSE CONTEST	
55	52	Kendrapara	ODISHA	BJD	INC	1,27,107	shri bishnu das	DHARNIDHAR NAYAK	BJD	
56	53	Jagatsinghpur	ODISHA	CPI	INC	76,735	Shri Baidhar Mallik	BIBHU PRASAD TARAI	BJD	
57	54	Puri	ODISHA	BJD	INC	2,11,305	shri ashok sahu	SMT.SUCHARITA MOHANTY	BJD	
58	55	Bhubaneswar	ODISHA	BJD	INC	2,52,760	shri pruthwiraj harichandan	BIJAY MOHANTY	CLOSE CONTEST	
59	56	Aska	ODISHA	BJD	INC	2,32,834	shri mahesh mohanty	LOKNATH RATH	BJD	
60	57	Berhampur	ODISHA	BJD	INC	57,287	shri ram chandra panda	CHANDRA SEKHAR SAHU	UPA	
61	58	Koraput	ODISHA	BJD	INC	96,360	Shri Shibashankar Ulka	DR.GIRIDHAR GAMANG	UPA	
62	59	Saharanpur	UTTAR PRADESH	BSP	SP	84,873	shri raghav lakhnapal	IMRAN MASOOD	CLOSE CONTEST	Between BJP & Congress
63	60	Kairana	UTTAR PRADESH	BSP	BJP	22,463	shri hukum singh	Kartar Singh Bhadana	NDA	Nashid Hassan is 2nd.
64	61	Muzaffarnagar	UTTAR PRADESH	BSP	RLD	20,598	Dr.sanjeev balyan	PANKAJ AGGARWAL	NDA	Kadir Rana (BSP) 2nd. Pankaj may lose dep
65	62	Bijnor	UTTAR PRADESH	RLD	BSP	28,430	shri rajendra singh	Jaya Prada	NDA	
66	63	Nagina	UTTAR PRADESH	SP	BSP	59,688	Dr. Yashwant Singh	Bhagwan Dass Rathore	NDA	
67	64	Moradabad	UTTAR PRADESH	INC	BJP	49,107	kunwar sarvesh singh	BEGUM NOOR BANO	CLOSE CONTEST	Between BJP & Congress
68	65	Rampur	UTTAR PRADESH	SP	INC	30,931	Dr naipal singh	KAZIM ALI KHAN(NAVED MIYAN)	SP	
69	66	Sambhal	UTTAR PRADESH	BSP	SP	13,464	shri satyapal saini	ACHARYA PRAMOD KRISHNAM	CLOSE CONTEST	SP chances higher
70	67	Amroha	UTTAR PRADESH	RLD	SP	92,083	shri kanwar singh tanwar	Rakesh Tikait	NDA	
71	68	Meerut	UTTAR PRADESH	BJP	BSP	47,146	shri rajendra aggarwal	DAYANANAD GUPTA	NDA	
72	69	Baghpat	UTTAR PRADESH	RLD	BSP	63,027	Dr. satpal sing	Ajit Singh	NDA	Biggest upset for RLD.
73	70	Ghaziabad	UTTAR PRADESH	BJP	INC	90,681	General v.k singh	RAJ BABBAR	CLOSE CONTEST	Close but VK Singh to benefit from split in
74	71	Gautam buddh Nagar	UTTAR PRADESH	BSP	BJP	15,904	Dr. mahesh sharma	RAMESH CHAND TOMAR	CLOSE CONTEST	Between SP & NDA
75	72	Bulandshahr	UTTAR PRADESH	SP	BJP	66,065	Dr.bhola singh	Anju	NDA	
76	73	Aligarh	UTTAR PRADESH	BSP	SP	16,557	shri satish Goutam	CH.BIJENDRA SINGH	NDA	
77	74	Badaun	UTTAR PRADESH	SP	BSP	32,542	shri vagish pathak	Paglanand	BSP	
78	75	Aonla	UTTAR PRADESH	BJP	SP	7,681	shri dharmedra kashyap	SALEEM IQBA LSHERWANI	NDA	
79	76	Bareilly	UTTAR PRADESH	INC	BJP	9,338	shri santosh gangwar	PRAVEEN SINGH ARON	CLOSE CONTEST	OPEN
80										

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK			
1	Name	Se	INC	BJP	TDP	TRS	MIM	AUDF	AGP	Bodo PF	JD (U)	RJD	HJC	J&K NC	JMM	JD (S)	LDF	IUML	Ker Con	BSP	Shiv Sena	NCP	Nag PF	BJD	CPI	SAD	Sikkim DF	DMK	AIADMK	CPI (M)	MDMK	SP	RLD	TC	Ind	Total			
2	Andhra Pradesh		42	33	6	2	1																														42		
3	Arunachal Pradesh		2	2																																		2	
4	Assam		14	7	4			1	1	1																											14		
5	Bihar		40	2	12						20	4																								2	40		
6	Chattisgarh		11	1	10																																11		
7	Goa		2	1	1																																2		
8	Gujarat		26	11	15																																26		
9	Haryana		10	9									1																								10		
10	Himachal Pradesh		4	1	3																																4		
11	J&K		6	2										3																						1	6		
12	Jharkhand		14	1	8										2																					3	14		
13	Karnataka		28	6	19											3																					28		
14	Kerala		20	13													4	2	1																		20		
15	Madhya Pradesh		29	12	16																																29		
16	Maharashtra		48	17	9																1															3	48		
17	Manipur		2	2																		11	8													2			
18	Meghalaya		2	1																																	2		
19	Mizoram		1	1																																	1		
20	Nagaland		1																																		1		
21	Odisha		21	6																																	21		
22	Punjab		13	8	1																																13		
23	Rajasthan		25	20	4																																25		
24	Sikkim		1																																		1		
25	Tamil Nadu		39	8																																	39		
26	Tripura		2																																		2		
27	Uttar Pradesh		80	21	10																	20															80		
28	Uttarakhand		5	5																																	5		
29	West Bengal		42	6	1												15																				42		
30	Andaman & NI		1	1																																	1		
31	Chandigarh		1	1																																	1		
32	Dadra & NH		1	1																																	1		
33	Daman & Diu		1	1																																	1		
34	Delhi		7	7																																	7		
35	Lakshadweep		1	1																																	1		
36	Puducherry		1	1																																	1		
37																																					0		
38																																						0	
39			543	206	116	6	2	1	1	1	20	4	1	3	2	3	19	2	1	21	11	9	1	14	2	4	1	18	9	3	1	23	5	19	13	543			
40																																							
41																																							
42																																							
43																																							
44																																							
45																																							
46																																							
47																																							
48																																							
49																																							

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	A			
1	Name	Seats	INC	BJP	TDP	TRS	MIM	AUDF	AGP	Bodo PF	JD (U)	RJD	HJC	J&K NC	JMM	JD (S)	LDF	IUML	Ker Con / RSP	BSP	Shiv Sena	NCP	Nag PF	BJD	CPI	SAD	Sikkim DF	DMK	AIADMK	CPI (M)	MDMK	SP	RLD	TC	Ind	YSR @	PDP	DM			
2	Andhra Pradesh	42	6	3	9	11	1																																		
3	Arunachal Pradesh	2	2	0																																					
4	Assam	14	6	3				1	2	2																															
5	Bihar	40	2	17							9	11																													
6	Chattisgarh	11	4	7																																					
7	Goa	2	1	1																																					
8	Gujarat	26	3	23																																					
9	Haryana	10	3	2																																					
10	Himachal Pradesh	4	2	2																																					
11	J&K	6	2	1																																					
12	Jharkhand	14	2	8																																					
13	Karnataka	28	11	12																																					
14	Kerala	20	7	0																																					
15	Madhya Pradesh	29	5	23																																					
16	Maharashtra	48	9	15																																					
17	Manipur	2	1	0																																					
18	Meghalaya	2	1	1																																					
19	Mizoram	1	1	0																																					
20	Nagaland	1	1	0																																					
21	Odisha	21	3	4																																					
22	Punjab	13	6	2																																					
23	Rajasthan	25	4	20																																					
24	Sikkim	1	1	0																																					
25	Tamil Nadu	39	1	1																																					
26	Tripura	2	0	0																																					
27	Uttar Pradesh	80	7	38																																					
28	Uttarakhand	5	2	3																																					
29	West Bengal	42	3	1																																					
30	Andaman & NI	1	1	0																																					
31	Chandigarh	1	1	0																																					
32	Dadra & NH	1	0	1																																					
33	Daman & Diu	1	0	1																																					
34	Delhi	7	2	3																																					
35	Lakshadweep	1	1	0																																					
36	Puducherry	1	1	0																																					
37																																									
38																																									
39		102	192	9	11	1		1	2	2	9	11	0	2	3	4	20	3	0	15	12	8	0	13	2	2	0	7	22	3	1	14	2	27	6	12	1				
40																																									
41																																									
42																																									
43																																									
44	BJP	192																																							
45	NDA	223																																							
46	NDA+	225																																							
47																																									
48	TRS	11																																							
49																																									

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	A		
1	Name	Seats	INC	BJP	TDP	TRS	MIM	AUDF	AGP	Bodo PF	JD (U)	RJD	HJC	J&K NC	JMM	JD (S)	LDF	IUML	Ker Con / RSP	BSP	Shiv Sena	NCP	Nag PF	BJD	CPI	SAD	Sikkim DF	DMK	AIADMK	CPI (M)	MDMK	SP	RLD	TC	Ind	YSR @	PDP	DM		
2	Andhra Pradesh	42	2	3	16	11	1																															9		
3	Arunachal Pradesh	2	1	1																																				
4	Assam	14	3	7				3																														1		
5	Bihar	40	2	22							2	4																												
6	Chattisgarh	11	1	10																																				
7	Goa	2		2																																				
8	Gujarat	26		26																																				
9	Haryana	10	1	7																																				
10	Himachal Pradesh	4		4																																				
11	J&K	6		3																																			3	
12	Jharkhand	14		12												2																								
13	Karnataka	28	9	17													2																							
14	Kerala	20	8															2		2						1					5					2				
15	Madhya Pradesh	29	2	27																																				
16	Maharashtra	48	2	23																		18	4																	
17	Manipur	2		2																																				
18	Meghalaya	2	1																																					
19	Mizoram	1	1																																					
20	Nagaland	1																						1																
21	Odisha	21		1																					20															
22	Punjab	13	3	2																							4													
23	Rajasthan	25		25																																				
24	Sikkim	1																										1												
25	Tamil Nadu	39		1																																				
26	Tripura	2																																						
27	Uttar Pradesh	80	2	71																																				
28	Uttarakhand	5		5																																				
29	West Bengal	42	4	2																																				
30	Andaman & NI	1		1																																				
31	Chandigarh	1		1																																				
32	Dadra & NH	1		1																																				
33	Daman & Diu	1		1																																				
34	Delhi	7		7																																				
35	Lakshadweep	1																																						
36	Puducherry	1																																						
37																																								
38																																								
39			44	282	16	11	1	3	0	0	2	4	0	0	2	2	0	2	2	0	2	2	0	2	0	1	20	1	4	1	0	37	9	0	5	0	34	3	9	3
40																																								
41																																								
42																																								
43																																								
44	BJP		282																																					
45	NDA		334																																					
46																																								
47																																								
48	AIDMK		37																																					
49																																								
50																																								

INTERNAL RESEARCH - II

- *Tracking historical and current perspectives (for e.g. Mr. Jokowi from Indonesia)*
- *Opposition parties losing morale*
- *Complete domination of social media; Social Media tracking*
- *Media and press articles*
- *Personalized opinion polls + Published opinion polls*
 - *Talking to people from all walks of life: taxi men, sweepers, house help etc.*
 - *Road trips to Indian hinterland*
 - *Informal polls after every phase*
- *Research analysts, economists, Psephologists*
- *Action of big business houses close to BJP*
- *Potential impact of a Modi victory and transformation of India*
- *Volatility in markets due to Russia-Ukraine conflict, Argentina Debt Crisis etc.*
- *Interaction with bank economists / research analysts*

POSITIONS WE BUILT IN ANTICIPATION

- We assessed the **potential impact of a possible Modi victory**
- **Invested in infrastructure and midcap stocks**, which had the maximum potential to go up
 - Focus on infrastructure was the need of the hour in India
 - Modi's governance in Gujarat focused on improving business climate, land acquisition and investments in infrastructure
- Invested Rs 100 Cr (\$16 mn) on Oct 2013, Invested Rs. 100 Cr (\$16 mn) more in Dec 2013, Invested Rs. 100 Cr (\$16 mn) in Feb 2014, and finally invested Rs. 100 Cr (\$16 mn) in May 2014
- **Total size = Rs. 400 Cr (\$64 mn); Average Investment = Rs 250 Cr (\$40 mn)**
- Also bought INR vs. USD to play for the strengthening of the local currency due to inflows

VOLATILITY - EMOTIONS - DRAMA

- Excitement, stress, complete involvement
- Dealing with volatility: External (Geopolitics, EM debt crisis, Fed Rate Hike etc.) + Internal (Team, Management etc.)
- We were getting more and more confident as the build up was happening but the market was just not reacting till Feb 2014
- Market movement till T-1 day before the results ~ only 10% (very important decision to continue into the actual counting)

Nifty : Oct 2013 – Feb 2014



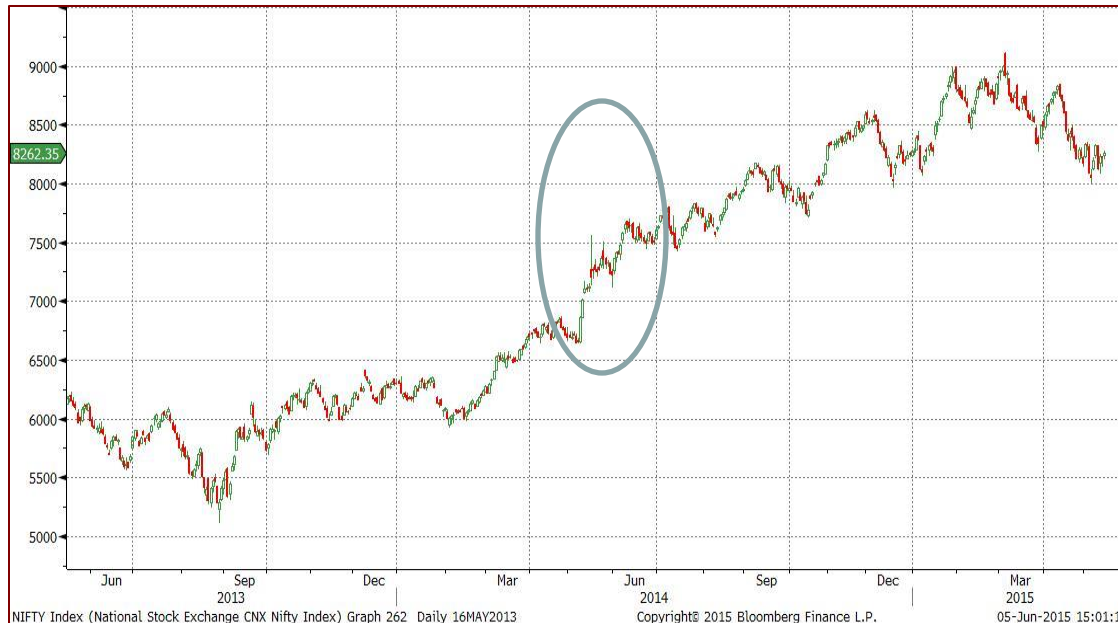
Nifty : Oct 2013 – Jun 2014



OUTCOME

- BJP emerged as the single largest part with 282/543 seats. BJP and its allies got 336/543 seats
- UPA got its lowest tally of 59/543 seats
- Market gave a big thumbs up to the decisive victory
- We made \$18 mn on avg. capital of \$40 mn in 8 months

Nifty : Jun 2013 – Jun 2015



Market	12 Months Prior	On The Day	12 Months Post
Equity	15.45%	1.12%	14.71%

CONCLUSION

- The most important political event for any country is 'Elections'
- Elections can have tremendous impact in changing the direction of a country's economy
- As a result, an election event can have sizeable impact on the asset markets of that country
- **Accurately predicting the outcome** in advance and **Timing the move** can help generate significant capital gains in a short span of time



treasurytoday Question Time



LARSEN & TOUBRO



Vijay Kuppa
Manager – Corporate Finance
Larsen & Toubro

Facilitator:



Richard Parkinson
Managing Director
Treasury Today