DMI FINANCE



Households' Pulse Survey: Q2 FY27

Economic & Credit Perspectives

November 2026

Executive Summary

Households' Economic Assessment and Outlook

- **The Q2 FY27 survey covered 6,020 respondents, up from 4,248 in Q1 FY27, with only 84 repeat participants from Q1 FY27, making it largely a fresh sample.** Salaried and self-employed respondents together accounted for about 87% of the sample, up from 78% in Q1 FY27. The shares of respondents aged above 35 and those with monthly household income above Rs 50,000 also rose. These changes in sample composition should be considered when comparing the two survey rounds.
- **Household sentiment recovered after weakening in Q1 FY27.** The largest increase in positive assessments was for current economic conditions. A larger share of respondents also reported income gains over the past year and expected better income and job/business prospects.
- **Positive views again became the most common assessment of current economic conditions.** The positive share rose from 37.0% in Q1 FY27 to 45.2% in Q2 FY27, more than reversing its Q1 FY27 decline. Positive assessments rose across all five occupational groups. Self-employed respondents remained the most positive, followed by salaried respondents.
- **The assessment of the regional economic outlook also improved, although the recovery varied across states.** The share expecting conditions to improve rose from 39.5% in Q1 FY27 to 44.1% in Q2 FY27. The share expecting deterioration fell from 25.7% to 22.9%.
- **Income and job/business expectations strengthened.** The share expecting household income to improve over the next year rose from 59.7% in Q1 FY27 to 63.5% in Q2 FY27. The share expecting better job/business prospects over the next six months rose from 59.1% to 64.3%. Self-employed respondents remained the most optimistic on both measures.
- **More than half of respondents reported an increase in household income over the past year**, with the share rising to 51.3% in Q2 FY27 from 45.2% in Q1 FY27. Most of the increase came from respondents reporting income gains of more than 10%. The share reporting an income decline fell from 27.2% to 25.0%.
- **Price expectations remained broadly stable.** The share expecting prices to rise over the next 12 months was 64.4% in Q2 FY27, close to 64.5% for a third consecutive quarter.

Households' Credit Profile and Purchase Intentions

- Among respondents who borrowed during the past 12 months, **93.3% reported using formal channels in Q2 FY27**, up from 86.6% in Q1 FY27. Banks remained the most frequently reported formal source, followed by **NBFCs/fintechs, whose share increased sharply.** The share using informal sources fell from 31.9% to 28.8%, while 22.1% used both formal and informal sources, up from 18.5%.
- **Nearly three in five respondents reported two or more active loans**, up from 46.2% in Q1 FY27 to 59.3% in Q2 FY27. Most of the increase came from the share with **four or more active loans, which rose from 12.1% to 20.8%.**
- **Multi-loan exposure rose across all five occupational groups in Q2 FY27.** The increase was largest among contractual/part-time workers, followed by salaried respondents. Around two-thirds of contractual/part-time and self-employed respondents reported multiple active loans, compared with 57.1% of salaried respondents.
- **Reported EMI-management comfort improved overall, but salaried respondents reported mixed outcomes.** Among all respondents, the share describing EMIs as easily manageable rose from 48.4% in Q1 FY27 to 55.6% in Q2 FY27, and the combined share struggling or unable to pay EMIs fell from 15.0% to 13.1%. Among salaried respondents, the share describing EMIs as easily manageable rose from 49.6% to 53.8%, while the combined share struggling or unable to pay EMIs increased from 11.6% to 13.1%. Respondents currently not working continued to report the greatest repayment difficulty.
- **Personal loans remained the leading borrowing purpose.** Among respondents who borrowed during the past 12 months, the share reporting a personal loan rose from 45.4% in Q1 FY27 to 59.5% in Q2 FY27, while borrowing for electronics and home purchases lost share. Among respondents who took a personal loan during that period, 67.8% reported two or more active loans in Q2, up from 59.2% in Q1.
- **Mobile phones remained the leading planned electronics purchase**, particularly among younger respondents. Among those planning to buy electronics or appliances in the next six months, the share with two or more active loans rose from 43.6% in Q1 FY27 to 55.6% in Q2 FY27, remaining below the 59.3% share for all respondents.
- **Price remained the leading mobile-phone purchase consideration, followed closely by brand.** Price ranked first among respondents with monthly household income up to Rs 50,000, and brand led in both higher-income groups. The share citing financing fell in the lowest income group and rose in the highest, narrowing the gap between them.

Households' Perceptions – Snapshot

Household perceptions improved in Q2 FY27, supported by stronger economic and income sentiment following the weakening in Q1 FY27. The largest increase in positive assessments was for current economic conditions. Respondents' assessment of the regional economic outlook also improved, while their optimism about household income and job/business prospects strengthened. More than half of respondents reported an increase in income over the past year, while nearly two-thirds continued to expect prices to rise over the next year.

- **Positive assessments of current economic conditions rose the most.** The share of respondents with a positive assessment rose by 8.2 percentage points (pp) to 45.2%, more than reversing the 7.1 pp decline in Q1 FY27. Positive assessments again overtook neutral assessments as the most common response. The negative share fell to 16.1%.
- **The assessment of economic outlook strengthened.** The share of respondents with a positive outlook for their regional economy rose by 4.6 pp to 44.1% in Q2 FY27, and the negative share fell by 2.8 pp to 22.9%.
- **Positive job/business expectations rose more than positive household income expectations**. The share expecting better job/business prospects over the next six months rose by 5.2 pp QoQ to 64.3% in Q2 FY27. The share expecting household income to improve over the next year rose by 3.8 pp to 63.5%.
- **Reported household income outcomes improved**. The share reporting an income increase over the past year rose to 51.3% in Q2 FY27 from 45.2% in Q1 FY27. Most of the increase came from respondents reporting income growth of more than 10%, whose share rose by 5.1 pp QoQ to 28.0% in Q2 FY27.
- **The share expecting prices to rise, however, remained broadly unchanged.** Nearly two-thirds of respondents expected prices to rise over the next year, broadly unchanged from the previous quarter.

Households' Perceptions – Q2 FY27 versus Q1 FY27 (Share of Respondents, %)

Section	Indicator	Category	Q1 FY27	Q2 FY27	QoQ Change (Percentage Points)
Economic Assessment and Outlook	Current Economic Conditions	Positive	37.0	45.2	8.2
		Neutral	41.0	38.7	-2.3
		Negative	22.0	16.1	-5.9
	Regional Economic Outlook Over the Next Year	Positive	39.5	44.1	4.6
		Neutral	34.8	33.0	-1.8
		Negative	25.7	22.9	-2.8
	Household Income Outlook Over the Next Year	Positive	59.7	63.5	3.8
		Neutral	28.0	26.3	-1.7
		Negative	12.3	10.2	-2.1
	Job/Business Outlook Over the Next Six Months	Positive	59.1	64.3	5.2
		Neutral	30.2	26.5	-3.7
		Negative	10.7	9.2	-1.5
Inflation Outlook	Inflation Outlook Over the Next Year	Expect Prices to Fall	13.2	13.0	-0.2
		No Change	22.1	22.6	0.5
		Expect Prices to Rise	64.7	64.4	-0.3
Income Outcomes	Change in Household Income Over the Past Year	Rose by More Than 10%	22.9	28.0	5.1
		Rose by Up to 10%	22.3	23.3	1.0
		No Change in Income	27.6	23.7	-3.9
		Fell by Up to 10%	8.8	7.6	-1.2
		Fell by More than 10%	18.4	17.4	-1.0

Note: Percentages are shares of all respondents in each quarter. "Change" equals the Q2 FY27 share minus the Q1 FY27 share, expressed in percentage points (pp). ↑ indicates an increase of more than 0.5 pp; ↓ indicates a decrease of more than 0.5 pp; → indicates an absolute change of 0.5 pp or less. Arrows show changes in response shares, not whether outcomes improved or deteriorated. Quarter-on-quarter comparisons should account for differences in sample composition.

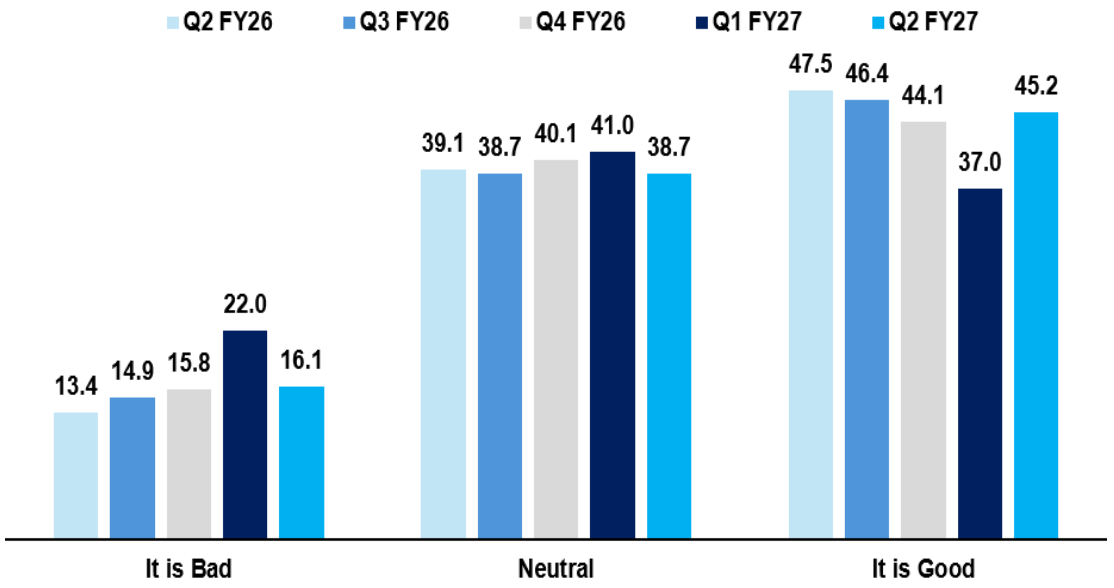


Households' Economic Assessment and Outlook

Assessment of Current Economic Conditions Improved Across All Occupational Groups in Q2 FY27

Respondents' Assessment of Current Economic Conditions (%)

Positive Views Overtook Neutral Views as Both Negative and Neutral Shares Declined



Note: Percentages are calculated as shares of all respondents in each quarter.

Assessment of Current Economic Conditions, by Occupation (%)

Positive Views Led in Four of Five Groups. Self-Employed and Salaried Respondents Retained the Highest Positive Shares

Occupation Category	It is Bad	Neutral	It is Good
Salaried	**17.6%** (20.2%)	**39.5%** (41.1%)	**42.9%** (38.7%)
Self-employed	**12.0%** (14.2%)	**38.6%** (42.9%)	**49.4%** (42.9%)
Contractual/Part-time	**17.3%** (23.4%)	**41.8%** (49.0%)	**40.9%** (27.6%)
Daily-wage/Casual Worker	**21.6%** (33.0%)	**37.7%** (41.2%)	**40.7%** (25.8%)
Currently Not Working	**35.4%** (55.6%)	**27.4%** (25.6%)	**37.2%** (18.8%)

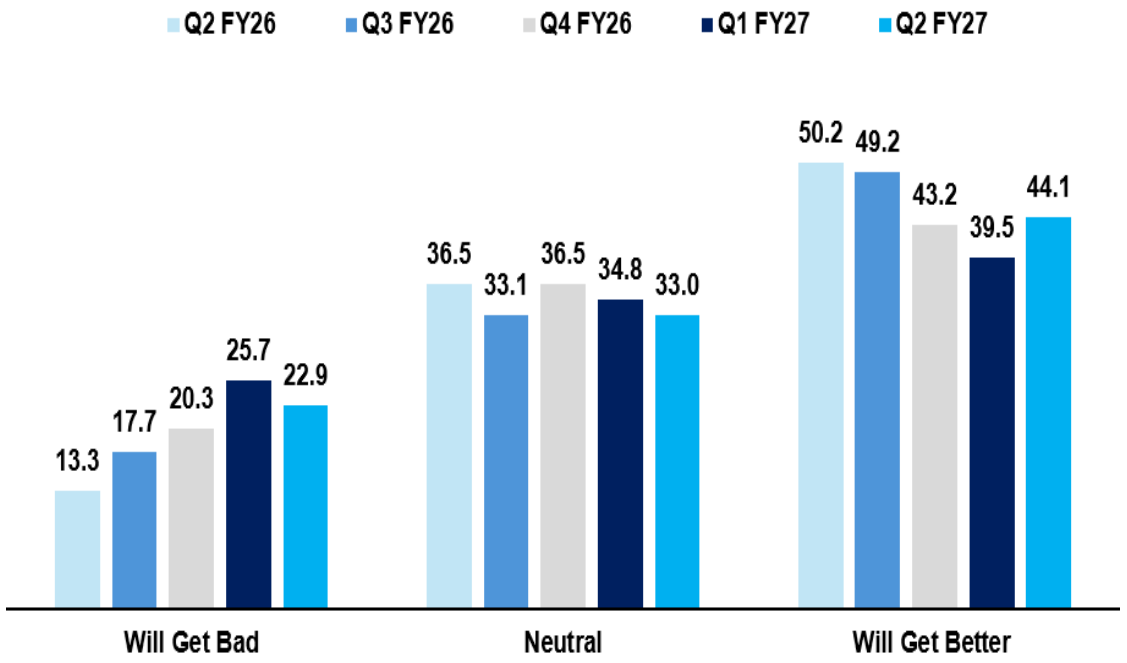
Note: Percentages are calculated within each occupational group in each quarter. Figures in brackets refer to Q1 FY27. "Salaried" includes full-time private- and government-sector employees; "Self-employed" includes respondents who own or help in a family business and skilled professionals; and "Contractual/part-time" includes contract, freelance and gig workers. "Daily-wage/casual" includes respondents engaged in daily-wage or casual work, while "Currently not working" includes those who reported that they were not working at the time of the survey.

- Positive views again became the most common assessment of current economic conditions. The positive share rose by 8.2 pp QoQ to 45.2% in Q2 FY27, more than reversing its Q1 FY27 decline. The negative share fell by 5.9 pp, compared with a smaller 2.3 pp decline in the neutral share, indicating a strong sequential improvement in respondents' assessments of current economic conditions.
- Self-employed and salaried respondents, who together accounted for about 87% of the Q2 FY27 sample, continued to report the highest positive shares. Among self-employed respondents, the positive share rose from 42.9% in Q1 FY27 to 49.4% in Q2 FY27. Among salaried respondents, it rose from 38.7% to 42.9%, overtaking the neutral share.
- The improvement was more pronounced among daily-wage/casual and contractual/part-time workers than among salaried and self-employed respondents. Their positive shares rose by 14.9 pp and 13.3 pp QoQ, respectively, reaching about 41% in both groups in Q2 FY27. Only among contractual/part-time workers was the neutral share (41.8%) slightly higher than the positive share (40.9%) in Q2 FY27.
- Respondents currently not working recorded the largest increase in positive views (+18.4 pp QoQ) but still had the lowest positive share (37.2%) in Q2 FY27. This comparison warrants caution given the group's relatively small (~4% of the sample size) and changing sample.

Optimism About the Regional Economic Outlook Rebounded in Q2 FY27, but the Recovery Varied Across States

Respondents' Regional Economic Outlook Over the Next 12 Months (%)

The Share of Respondents Expecting Improvement Rose to 44.1%, Above its Q4 FY26 Level



Note: Percentages are calculated as shares of all respondents in each quarter.

Assessment of Regional Economic Outlook, by State (%)

State	Number of Responses	Will Get Bad	Neutral	Will Get Better
Uttar Pradesh	**973** (929)	**20.2%** (24.5%)	**32.6%** (35.3%)	**47.2%** (40.2%)
Maharashtra	**570** (441)	**31.0%** (24.9%)	**34.4%** (41.3%)	**34.6%** (33.8%)
Bihar	**561** (454)	**21.4%** (28.0%)	**30.5%** (30.4%)	**48.1%** (41.6%)
Tamil Nadu	**436** (109)	**25.7%** (20.2%)	**34.6%** (41.3%)	**39.7%** (38.5%)
Gujarat	**389** (203)	**22.4%** (21.7%)	**29.0%** (35.5%)	**48.6%** (42.9%)
Rajasthan	**373** (345)	**17.4%** (29.3%)	**38.4%** (35.9%)	**44.2%** (34.8%)
Karnataka	**331** (144)	**21.2%** (25.7%)	**33.8%** (35.4%)	**45.0%** (38.9%)
West Bengal	**321** (219)	**27.4%** (26.9%)	**30.8%** (30.6%)	**41.8%** (42.5%)
Assam	**260** (174)	**20.0%** (24.7%)	**32.7%** (28.2%)	**47.3%** (47.1%)
Madhya Pradesh	**226** (176)	**22.1%** (28.4%)	**39.4%** (41.5%)	**38.5%** (30.1%)

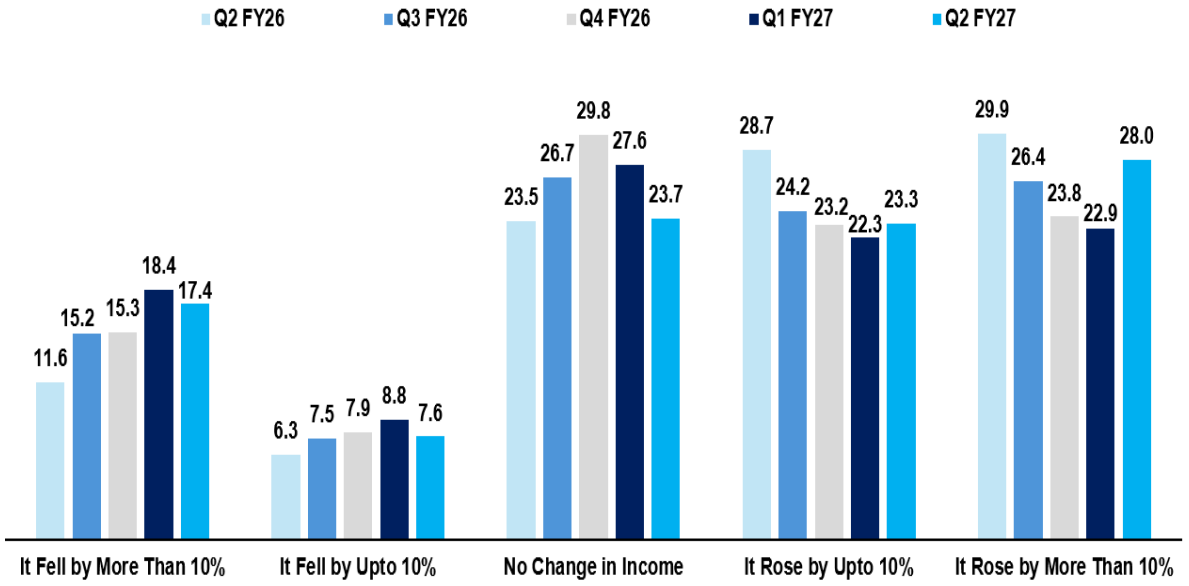
Note: Percentages are calculated within each state in each quarter. Figures in brackets refer to Q1 FY27. The ten states shown accounted for 73.8% of Q2 FY27 respondents. The remainder comprises respondents from other states or those who did not report a state. State sample sizes vary across quarters.

- Optimism about the year-ahead regional economic outlook rebounded in Q2 FY27. The share expecting conditions to improve rose by 4.6 pp QoQ to 44.1% in Q2 FY27, more than reversing its Q1 FY27 decline. The negative share fell to 22.9% in Q2 FY27 but remained above its Q4 FY26 level of 20.3%.
- Optimism varied considerably across the ten states shown. Gujarat had the highest positive share (48.6%), closely followed by Bihar (48.1%), while Maharashtra had the lowest (34.6%). Maharashtra and Tamil Nadu recorded larger increases in negative than positive views, alongside declines in neutral responses.
- Compared to the Q1 FY27 levels, Rajasthan and Madhya Pradesh recorded the largest increases in positive views in Q2 FY27, at 9.4 pp and 8.4 pp, respectively. West Bengal was the only state among those shown where the positive share declined in Q2 FY27 from the previous quarter.

Reported Household Income Outcomes Improved in Q2 FY27, Led by Those Reporting Gains of More Than 10%

Respondents' Assessment of Change in Their Household Income Over the Past Year (%)

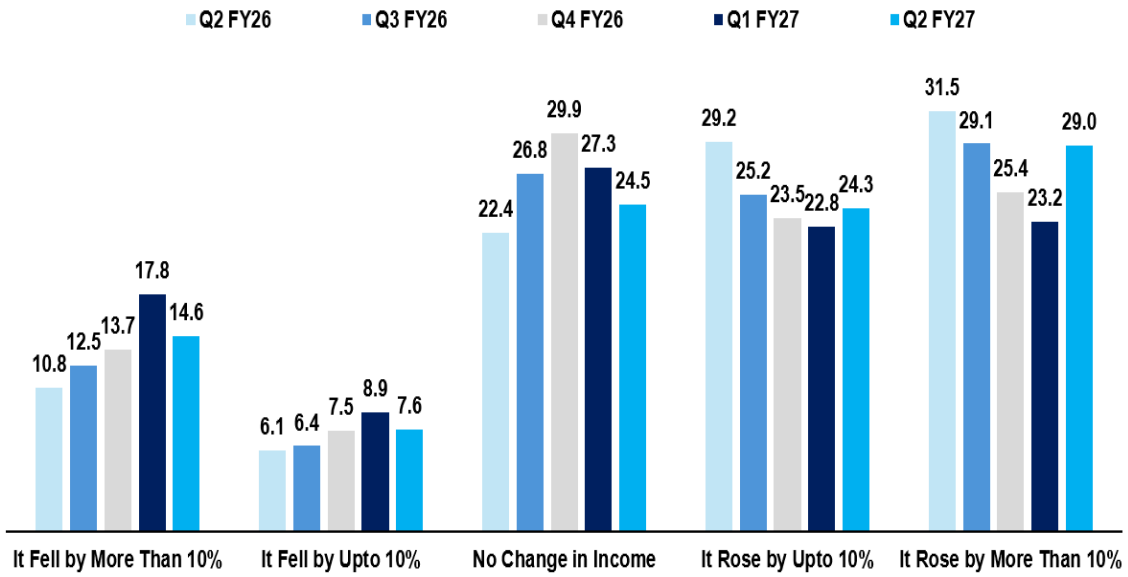
More Than Half of Respondents Reported an Income Gain, Up from 45.2% in Q1 FY27



Note: Percentages are calculated as shares of all respondents in each quarter.

Respondents with Two or More Active Loans: Share by Reported Change in Income (%)

Among Respondents with Two or More Active Loans, the Share Reporting Income Gains Rose More Than in the Full Sample

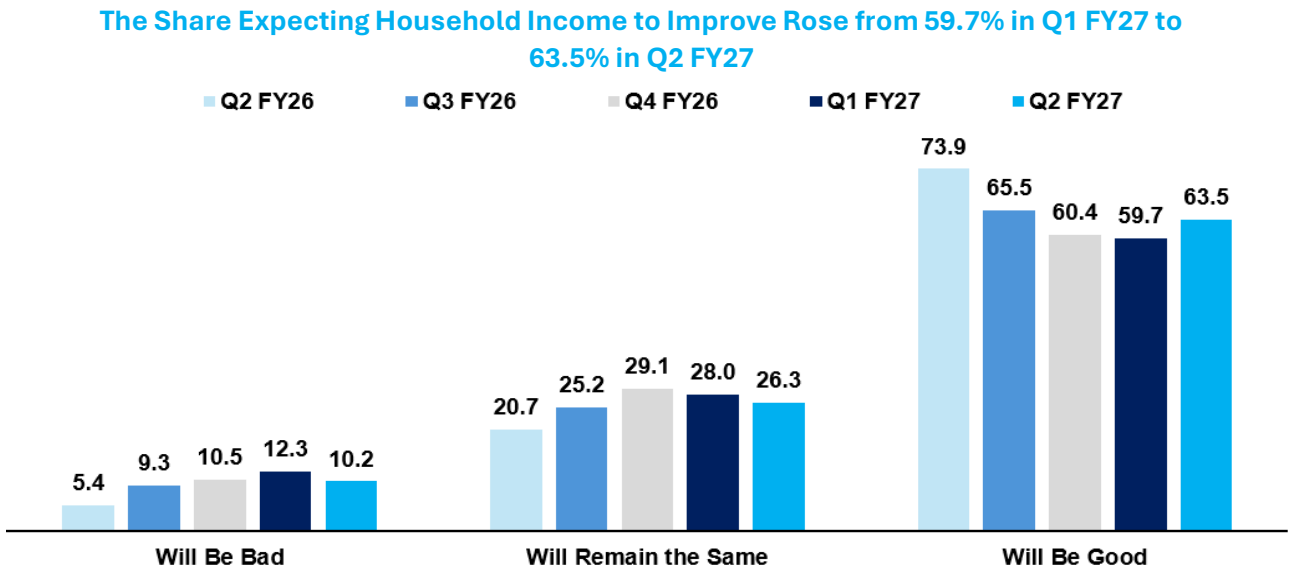


Note: Percentages are calculated among respondents with two or more active loans at the survey date. Income changes refer to the preceding 12 months.

- Reported household income outcomes improved in Q2 FY27. The share reporting an income gain over the past year rose to 51.3% in Q2 FY27 from 45.2% in Q1 FY27. Most of the 6.1 pp QoQ increase came from respondents reporting income growth of more than 10%, whose share rose by 5.1 pp QoQ to 28.0% in Q2 FY27. The share reporting no change fell by 3.9 pp QoQ, and the share reporting an income decline fell by 2.2 pp QoQ in Q2 FY27.
- The rebound was more pronounced among respondents with two or more active loans. The share reporting an income gain rose by 7.3 pp QoQ to 53.3% in Q2 FY27, including a 5.8 pp QoQ rise in the share reporting gains of more than 10%. The share reporting an income decline fell by 4.5 pp QoQ to 22.2% in Q2 FY27, more than twice the decline in the full sample.

Household Income Outlook Strengthened in Q2 FY27, With the Highest Optimism Among Self-Employed and Higher-Income Respondents

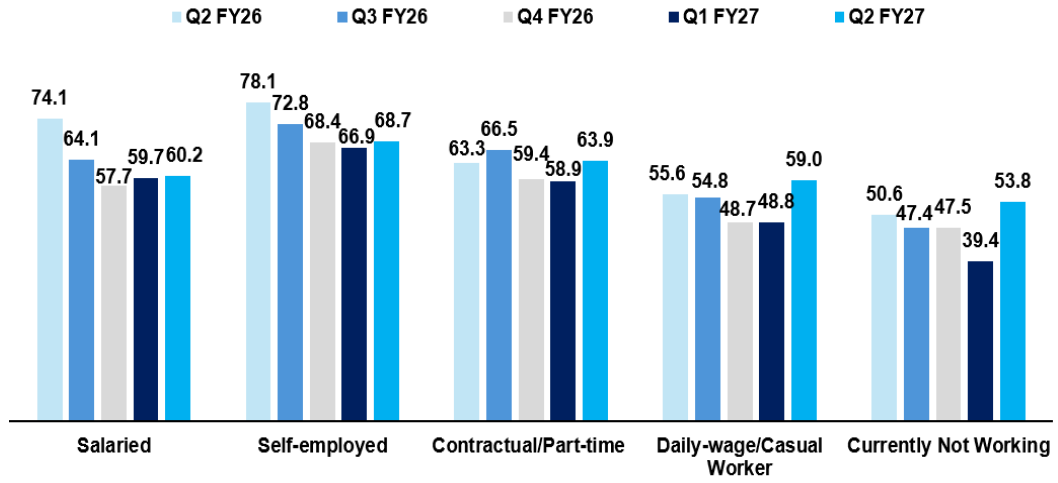
Respondents' Outlook for Household Income Over the Next Year (%)



Note: Percentages are calculated as shares of all respondents in each quarter.

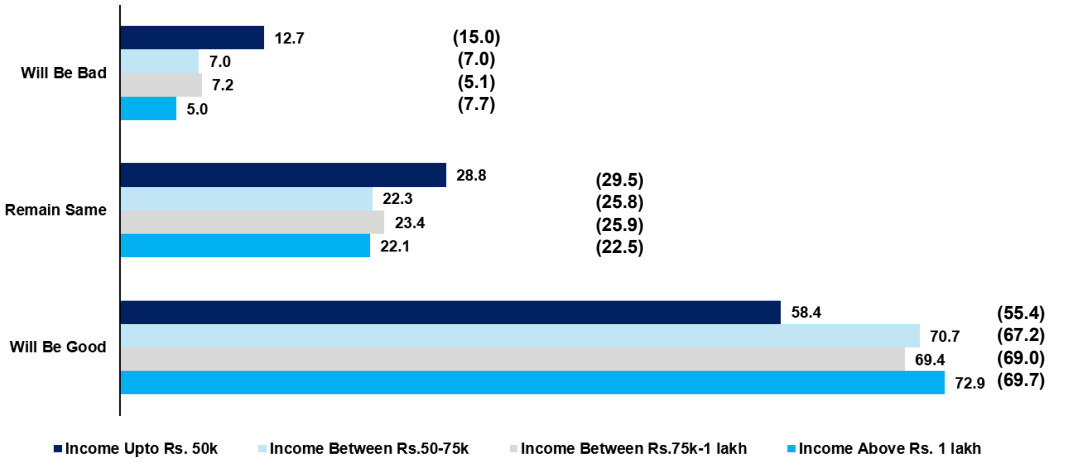
- The share of respondents expecting household income to improve over the next 12 months rose to 63.5% in Q2 FY27 from 59.7% in Q1 FY27. Both negative and neutral expectations eased, and the positive share rose above its Q4 FY26 level of 60.4%.
- Self-employed respondents remained the most optimistic occupational group in Q2 FY27, with 68.7% expecting higher household income, up from 66.9% in Q1 FY27. The salaried positive share was broadly unchanged at 60.2% in Q2 FY27, but the positive share among contractual/part-time workers rose by 5.0 pp QoQ to 63.9% in Q2 FY27, overtaking the salaried share.
- Daily-wage/casual workers narrowed much of the gap with salaried respondents, with their positive share rising by 10.2 pp QoQ to 59.0% in Q2 FY27. Respondents currently not working recorded the largest increase in the positive share (+14.4 pp QoQ to 53.8% in Q2 FY27), although they remained the least optimistic group.
- The share expecting higher household income rose across all four income groups shown in the right-hand chart, although the increase was marginal among respondents with monthly household income of Rs. 75,000–1 lakh. It rose from 55.4% in Q1 FY27 to 58.4% in Q2 FY27 among respondents with monthly household income up to Rs. 50,000, and from 69.7% to 72.9% among those above Rs. 1 lakh. The gap between the highest and lowest income groups therefore remained around 15 pp in Q2 FY27.

Positive Household Income Outlook, by Occupational Group (%)



Note: Percentages are calculated within each occupational group and represent the share of respondents expecting their household income to improve over the next 12 months.

Household Income Outlook, by Monthly Household Income (%)

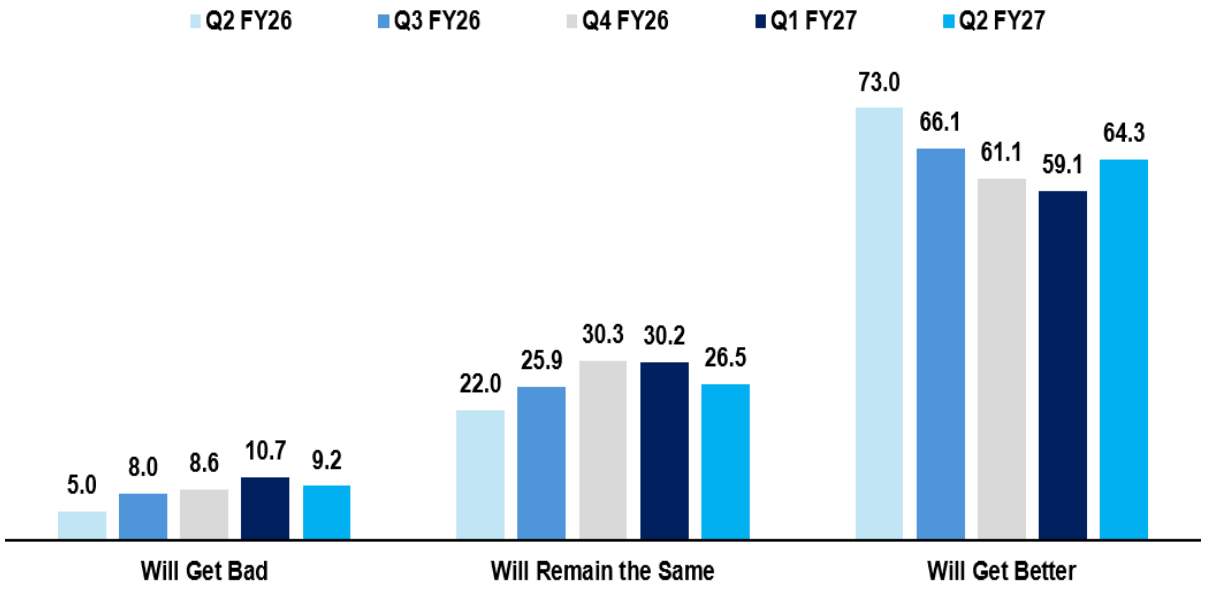


Note: Percentages are calculated within each monthly household-income group. Figures in brackets refer to Q1 FY27.

Job/Business Outlook Improved Across All Occupational Groups in Q2 FY27

Respondents' Job/Business Outlook (%)

The Share of Respondents Expecting Better Job/Business Prospects Over the Next Six Months Rose from 59.1% in Q1 FY27 to 64.3% in Q2 FY27



Note: Percentages are calculated as shares of all respondents in each quarter.

Job/Business Outlook by Occupational Group (%)

Self-Employed Respondents Remained the Most Optimistic. The Share Reporting Positive Views Rose Most Among Respondents Currently Not Working

Occupation Category	Will Get Bad	Will Remain the Same	Will Get Better
Salaried	**10.3%** (9.3%)	**28.5%** (32.6%)	**61.2%** (58.1%)
Self-employed	**6.4%** (7.0%)	**23.2%** (25.9%)	**70.4%** (67.1%)
Contractual/Part-time	**9.1%** (13.0%)	**30.3%** (28.6%)	**60.6%** (58.3%)
Daily-wage/Casual Worker	**13.3%** (14.6%)	**31.0%** (36.8%)	**55.7%** (48.6%)
Currently Not Working	**20.8%** (30.0%)	**28.3%** (30.9%)	**50.9%** (39.1%)

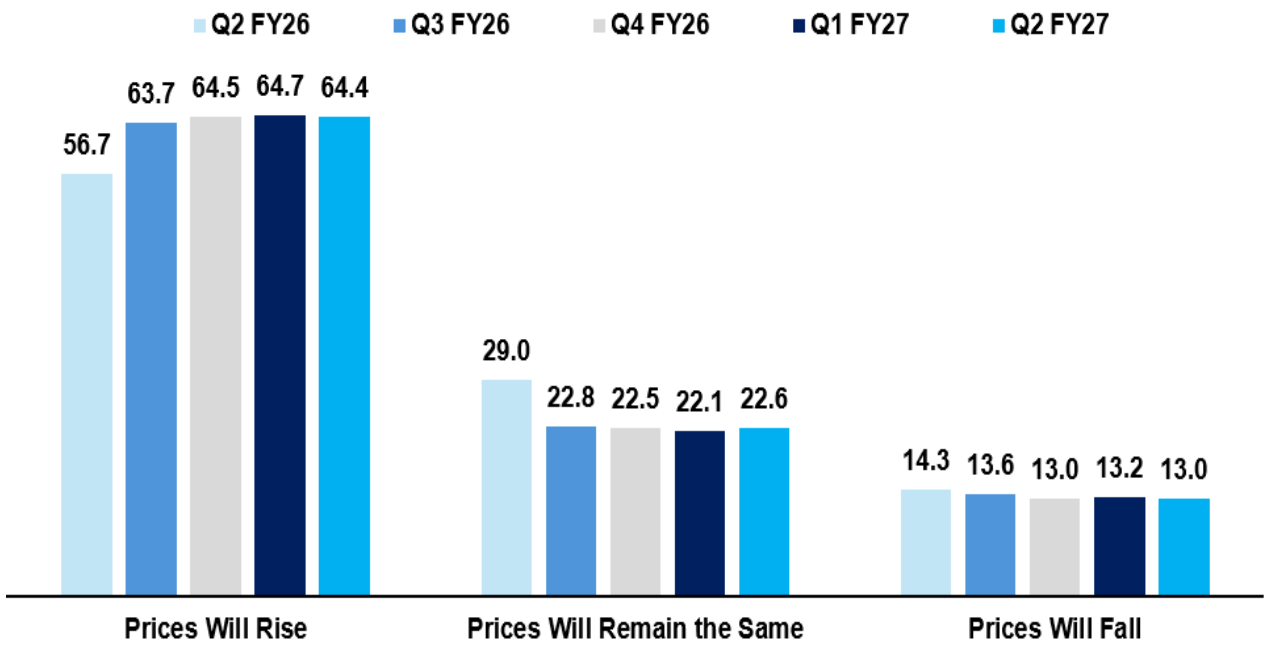
Note: Percentages are calculated within each occupational group in each quarter. Figures in brackets refer to Q1 FY27.

- The share of respondents expecting job/business prospects to improve over the next six months rose by 5.2 pp QoQ to 64.3% in Q2 FY27, reversing the Q1 FY27 decline. The neutral share fell more sharply than the negative share, down 3.7 pp QoQ to 26.5% in Q2 FY27, compared with a 1.5 pp decline in negative views to 9.2% over the same period.
- Self-employed respondents retained the strongest outlook in Q2 FY27, with 70.4% expecting better prospects, up from 67.1% in Q1 FY27. Among salaried respondents, the positive share rose from 58.1% in Q1 FY27 to 61.2% in Q2 FY27. Salaried respondents were the only group in which negative views also increased, from 9.3% to 10.3%, as the neutral share declined.
- The shares reporting positive expectations among daily-wage/casual workers and respondents currently not working both crossed the 50% mark, rising to 55.7% and 50.9% in Q2 FY27, respectively. The gain was the highest among respondents currently not working (+11.8 pp QoQ), although they remained the least optimistic group and accounted for a smaller share of the Q2 sample. Among contractual/part-time workers, positive expectations rose, but the relatively larger change was the decline in negative views, from 13.0% in Q1 FY27 to 9.1% in Q2 FY27.

Nearly Two-Thirds of Respondents Expected Prices to Rise, a Share Broadly Stable Since Q4 FY26

Respondents' Expectations for Prices Over the Next 12 Months (%)

The Share of Respondents Expecting Prices to Rise Was Broadly Steady at 64.4% in Q2 FY27



Note: Percentages are calculated as shares of all respondents in each quarter.

Expectations for Prices: Share of Respondents Within Each Occupational Group (%)

Price-Rise Expectations Eased Among Salaried and Self-Employed Respondents but Rose Among Contractual/Part-Time Workers and Those Currently Not Working

Occupation Category	Prices Will Rise	Prices Will Remain the Same	Prices Will Fall
Salaried	**63.5%** (64.3%)	**21.9%** (22.3%)	**14.6%** (13.4%)
Self-employed	**64.9%** (65.6%)	**24.2%** (24.1%)	**10.9%** (10.3%)
Contractual/Part-time	**66.8%** (65.1%)	**24.1%** (25.5%)	**9.1%** (9.4%)
Daily-wage/Casual Worker	**63.7%** (63.4%)	**21.1%** (17.2%)	**15.2%** (19.4%)
Currently Not Working	**68.4%** (63.4%)	**14.1%** (15.9%)	**17.5%** (20.6%)

Note: Percentages are calculated within each occupational group in each quarter. Figures in brackets refer to Q1 FY27.

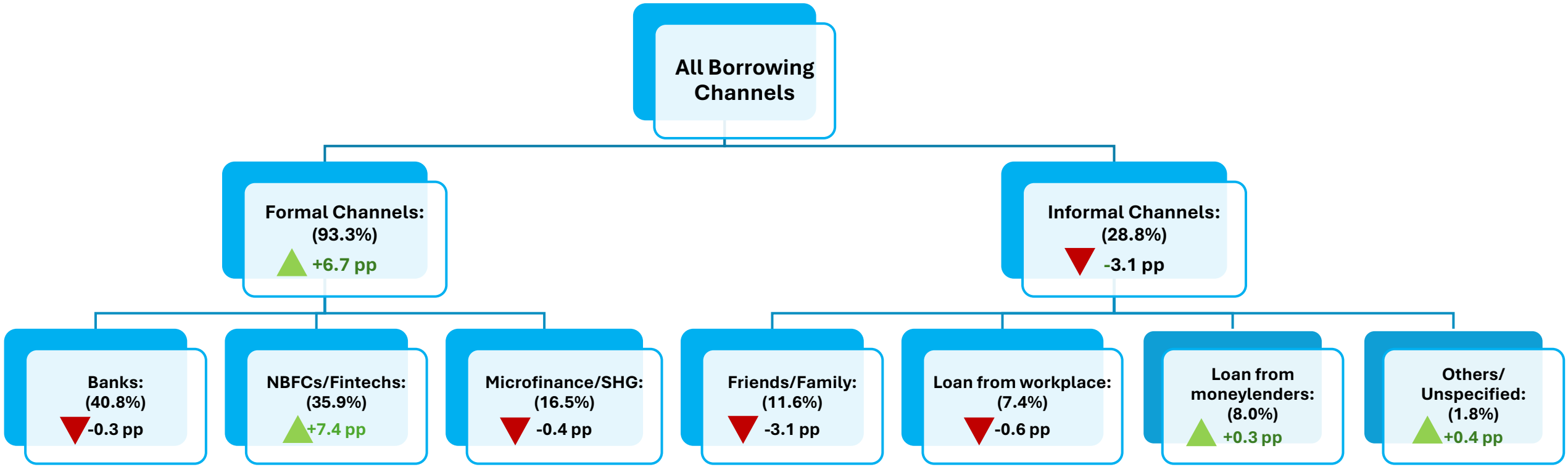
- Income and job/business expectations improved in Q2 FY27, but the price outlook broadly remained unchanged. The share expecting prices to rise over the next 12 months stayed close to 64.5% in Q2 FY27, for a third consecutive quarter.
- The share expecting prices to rise decreased among salaried and self-employed respondents, to 63.5% and 64.9% in Q2 FY27, respectively. It rose among contractual/part-time workers (+1.7 pp QoQ to 66.8% in Q2 FY27) and respondents currently not working (+5.0 pp QoQ to 68.4% in Q2 FY27). The latter group accounted for ~4% of the Q2 sample, down from ~8% in Q1 FY27.
- Among daily-wage/casual workers, the main change was a higher share expecting stable prices. That share rose from 17.2% in Q1 FY27 to 21.1% in Q2 FY27, and the share expecting prices to fall declined from 19.4% to 15.2%. The share expecting prices to rise was broadly unchanged at 63.7% in Q2 FY27.

Households’ Credit Profile and Purchase Intentions

The Share of Borrowers Using Formal Channels of Borrowing Rose as NBFCs/Fintechs Gained Share and Reliance on Informal Sources Declined

Sources of Borrowing Among Respondents Who Borrowed During the Past 12 Months (%)

- Among respondents who borrowed during the past 12 months, the share using formal channels rose from 86.6% in Q1 FY27 to 93.3% in Q2 FY27, while the share using informal sources fell from 31.9% to 28.8%.
- The share using both formal and informal sources rose from 18.5% in Q1 FY27 to 22.1% in Q2 FY27, explaining why the combined channel shares exceed 100%.
- Banks remained the most frequently reported formal source at 40.8% in Q2 FY27, broadly unchanged from 41.1% in Q1 FY27. NBFCs/fintechs recorded the largest gain, rising from 28.5% in Q1 FY27 to 35.9% in Q2 FY27, narrowing their gap with banks. Friends/family remained the leading informal source, but their share fell from 14.7% in Q1 FY27 to 11.6% in Q2 FY27, the largest decline among informal sources.

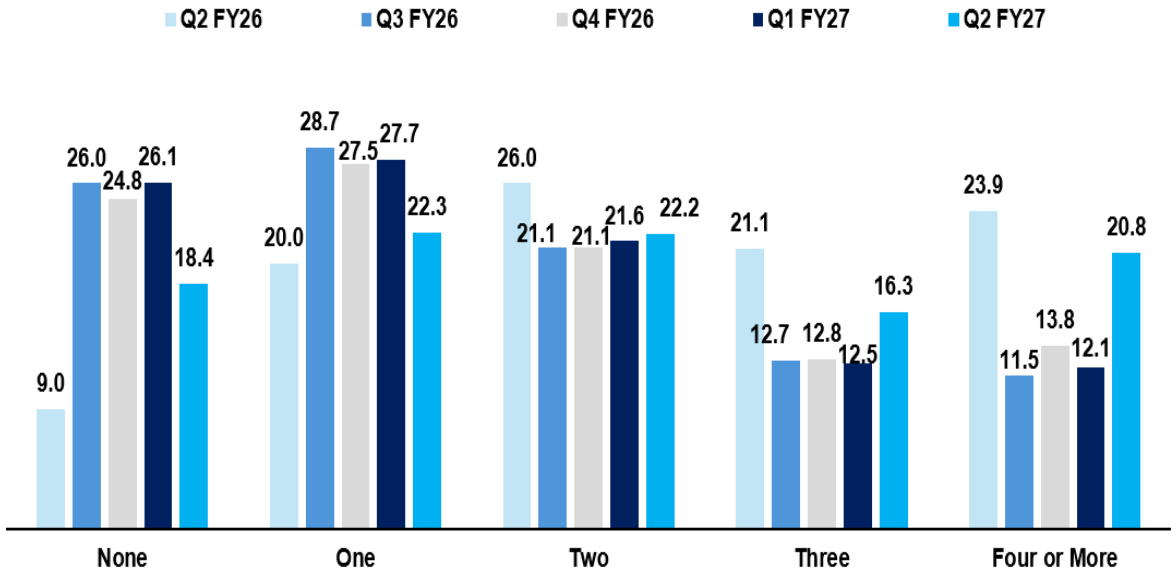


Note: Percentages are calculated among respondents who reported taking at least one loan during the past 12 months. Respondents could report both formal and informal sources, so the two channel shares sum to more than 100%. Arrows show the change from Q1 FY27 to Q2 FY27 in percentage points (pp).

Multi-Loan Exposure Rose Across All Occupational Groups in Q2 FY27, With the Largest Increase Among Contractual/Part-Time Workers

Distribution of Respondents by Number of Active Loans (%)

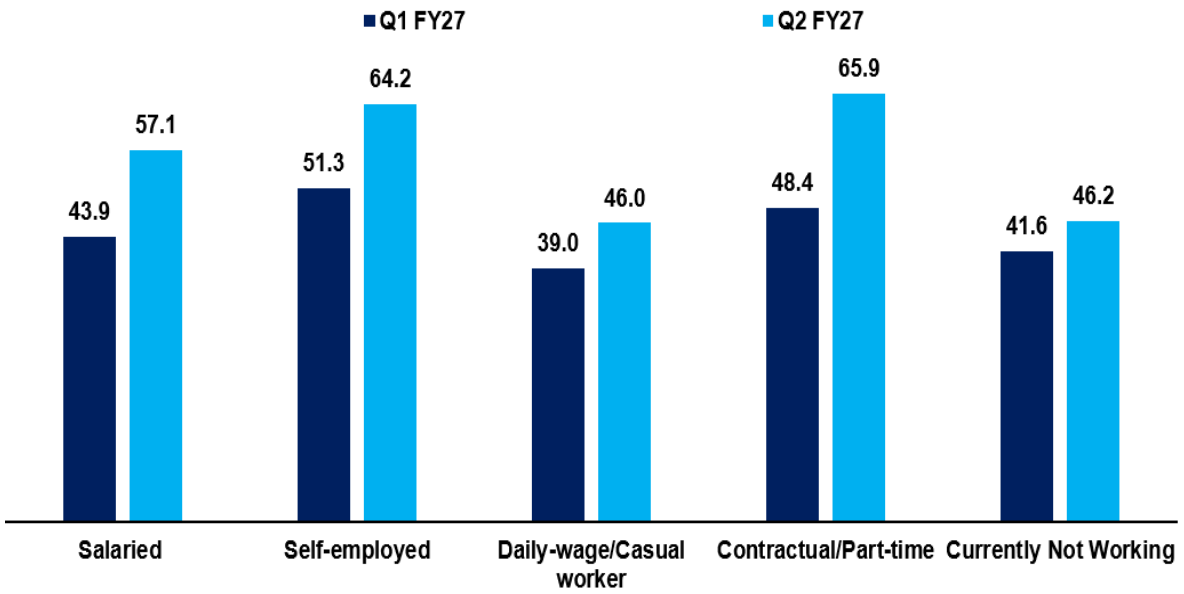
The Share With Two or More Active Loans Rose from 46.2% in Q1 FY27 to 59.3% in Q2 FY27, Led by a Sharp Increase in the Share of Respondents with Four or More Loans



Note: Percentages are calculated as shares of all respondents in each quarter. Active loans refer to loans outstanding at the survey date.

Share Reporting Two or More Active Loans Within Each Occupational Group (%)

Multi-Loan Exposure Increased Across All Occupational Groups, With the Largest Increases Among Contractual/Part-Time and Salaried Workers



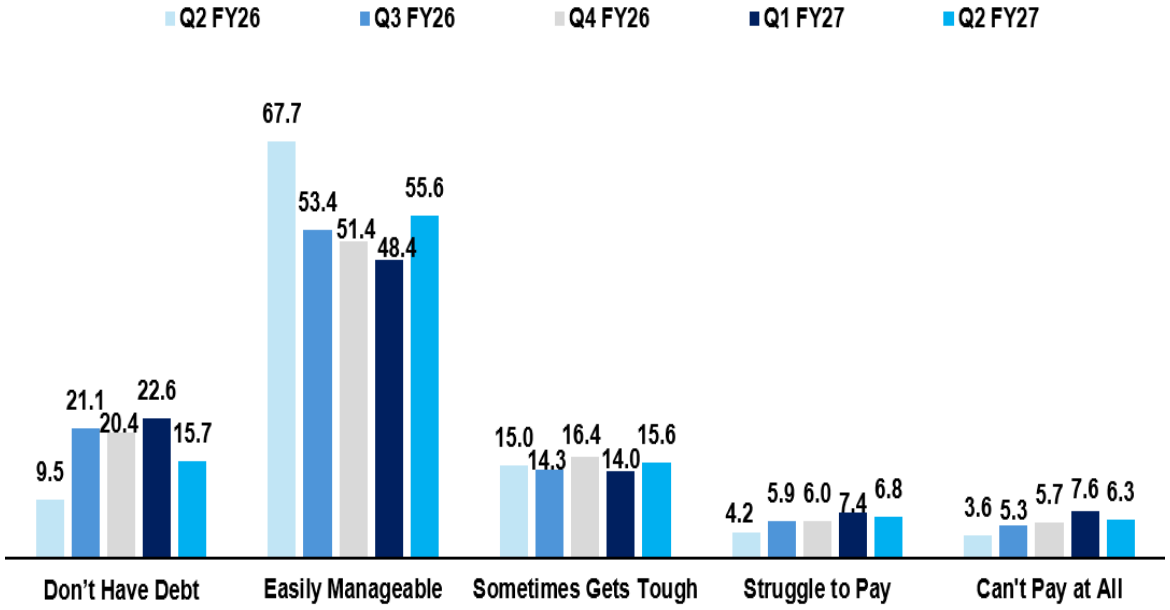
Note: Percentages are calculated within each occupational group in each quarter.

- The share of respondents reporting two or more active loans rose by 13.1 pp QoQ to 59.3% in Q2 FY27, more than reversing the Q1 FY27 decline. Most of the increase came from the four-or-more-loan category, whose share rose by 8.7 pp QoQ to 20.8% in Q2 FY27. The share of respondents with three loans also rose by 3.8 pp QoQ in Q2 FY27, compared with just 0.6 pp QoQ for two loans.
- Multi-loan exposure increased across all occupational groups. It rose from 43.9% in Q1 FY27 to 57.1% in Q2 FY27 among salaried respondents and from 51.3% to 64.2% among self-employed respondents. Contractual/part-time workers overtook self-employed respondents, recording the largest increase, from 48.4% in Q1 FY27 to 65.9% in Q2 FY27.
- The increase extended to daily-wage/casual workers and respondents currently not working, with about 46% of each group reporting two or more active loans.

Reported EMI-Management Comfort Improved in Q2 FY27: The Share of Respondents Struggling or Unable to Pay EMIs Fell

Respondents' Reported Ability to Manage Loan EMIs (%)

The Share Describing EMIs as Easily Manageable Rose from 48.4% in Q1 FY27 to 55.6% in Q2 FY27



Note: Percentages are calculated as shares of all respondents in each quarter.

EMI Management: Share of Respondents Within Each Occupational Group (%)

The Share Reporting Easily Manageable EMIs Rose Across All Five Occupational Groups, but Outcomes Were Mixed Among Salaried Respondents

Occupation Category	Easily Manageable	Sometimes Gets Tough	Struggle to Pay	Can't Pay at All	No Debt
Salaried	**53.8%** (49.6%)	**16.0%** (15.0%)	**7.2%** (6.0%)	**5.9%** (5.6%)	**17.0%** (23.8%)
Self-employed	**61.3%** (56.3%)	**14.5%** (12.1%)	**5.4%** (5.4%)	**5.7%** (5.6%)	**13.2%** (20.6%)
Contractual/Part-time	**50.0%** (47.4%)	**22.1%** (18.2%)	**10.6%** (11.5%)	**5.8%** (4.7%)	**11.5%** (18.2%)
Daily-wage/Casual Worker	**46.3%** (36.6%)	**17.5%** (16.3%)	**8.0%** (13.2%)	**6.6%** (9.1%)	**21.6%** (24.9%)
Currently Not Working	**31.6%** (18.4%)	**15.1%** (12.2%)	**11.3%** (14.7%)	**19.3%** (28.4%)	**22.6%** (26.3%)

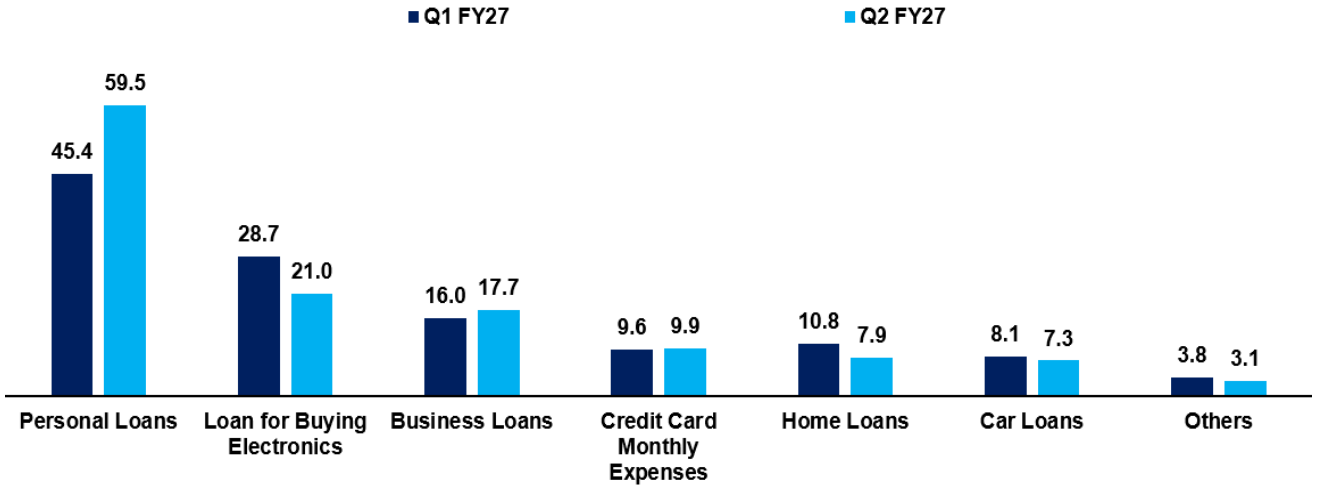
Note: Percentages are calculated within each occupational group in each quarter. Figures in brackets refer to Q1 FY27. Percentages may not sum to 100% due to rounding.

- The share of all respondents describing EMIs as easily manageable rose to 55.6% in Q2 FY27 from 48.4% in Q1 FY27, alongside a decline in the share reporting no debt to 15.7% from 22.6%. Repayment difficulty eased overall: the combined share struggling or unable to pay EMIs fell to 13.1% from 15.0%, although the share reporting that EMI payments sometimes became difficult rose to 15.6% from 14.0%.
- Self-employed respondents reported the highest EMI-management comfort, with 61.3% describing EMI payments as easily manageable in Q2 FY27. Among salaried respondents, the share describing EMIs as easily manageable rose to 53.8% in Q2 FY27 from 49.6% in Q1 FY27, but the combined share struggling or unable to pay EMIs also rose, to 13.1% from 11.6%.
- Repayment difficulty eased among daily-wage/casual workers and respondents currently not working, with the combined share struggling or unable to pay EMIs falling to 14.6% in Q2 FY27 from 22.3% in Q1 FY27 and to 30.6% from 43.1%, respectively. Respondents currently not working still had the highest share struggling or unable to pay EMIs. Comparisons for this group warrant caution, as its share of the overall sample fell from about 8% to 4%.
- Among contractual/part-time workers, the combined share struggling or unable to pay EMIs remained broadly unchanged at 16.4% in Q2 FY27, despite the sharp rise in multi-loan exposure.

The Share of Borrowers Taking Personal Loans Rose in Q2 FY27; Two-Thirds of Personal-Loan Borrowers Reported Multiple Active Loans

Share of Respondents by Borrowing Purpose Over the Past 12 Months (%)

Personal Loans Remained the Leading Borrowing Purpose, with Their Share Rising to 59.5%, While Borrowing for Electronics and Home Purchases Lost Share



Note: Percentages are calculated among respondents who reported taking at least one loan during the past 12 months. Respondents could report more than one borrowing purpose and are counted under each purpose selected; therefore, category shares may sum to more than 100%. "Others" comprises less common borrowing purposes and excludes respondents reporting no borrowing during the past 12 months.

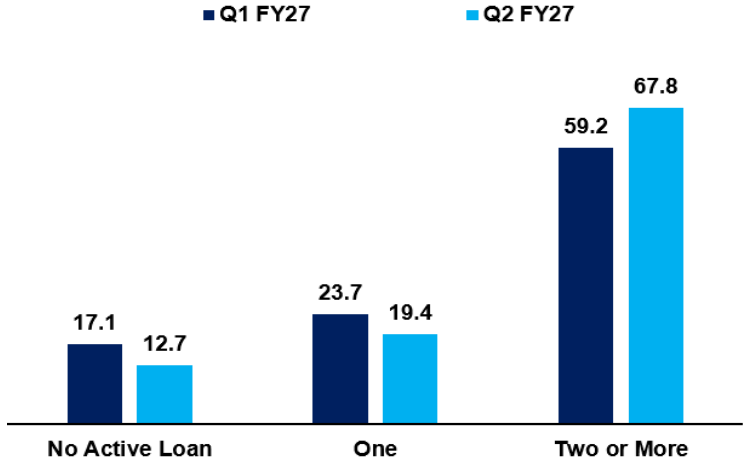
Share of Respondents by First-Recorded Borrowing Purpose, by Age Group (%)

Age bucket	Personal Loans	Loan for Buying Electronics	Business Loans	Home Loans	Credit Card Monthly Expenses	Car Loans
Up to 25	42%	20%	11%	10%	10%	6%
25 – 30	44%	18%	12%	9%	9%	5%
30 – 35	47%	16%	12%	7%	8%	6%
35 – 40	49%	17%	12%	7%	7%	6%
Above 40	49%	17%	12%	7%	8%	6%

Note: Percentages are calculated within each age group among respondents who borrowed during the past 12 months, using each borrower's first recorded purpose. "Others" is omitted in the table.

Respondents Who Took a Personal Loan: Distribution by Number of Active Loans (%)

Among Personal-Loan Borrowers, the Share Reporting Two or More Active Loans Rose to 67.8% in Q2 FY27 from 59.2% in Q1 FY27



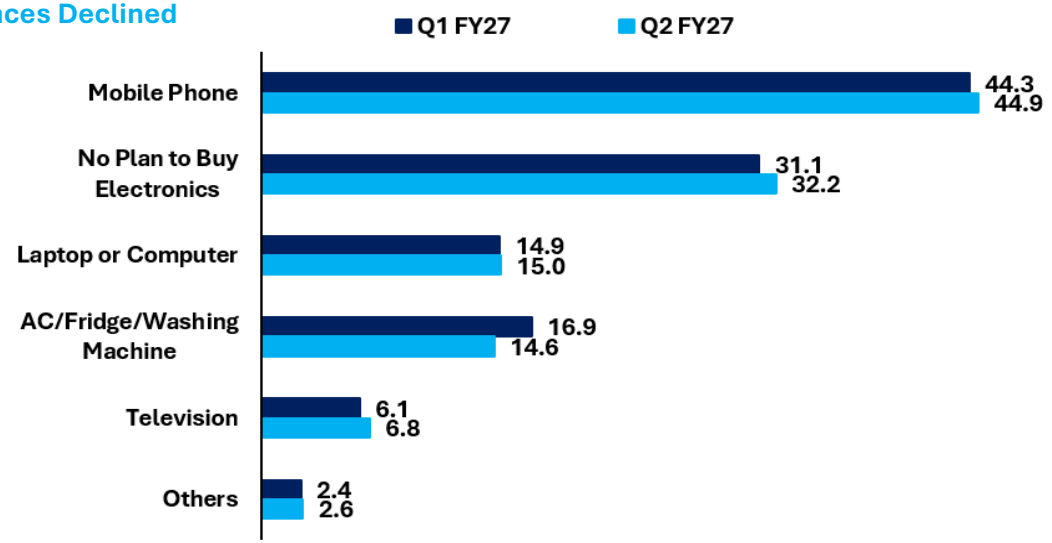
Note: Percentages are calculated among respondents who reported taking a personal loan during the past 12 months. Figures may not sum to 100% due to rounding. Active loans include all loan types outstanding at the survey date.

- Personal loans strengthened their position as the leading borrowing purpose, with the share of borrowers reporting a personal loan over the past 12 months rising from 45.4% in Q1 FY27 to 59.5% in Q2 FY27. Electronics remained the second most common purpose despite falling from 28.7% to 21.0%. The gap between electronics and business loans narrowed, as the business-loan share rose to 17.7% in Q2 FY27.
- Among respondents who reported taking a personal loan during the past 12 months, 67.8% reported two or more active loans at the survey date, up from 59.2% in Q1 FY27. Multi-loan exposure remained more common in this group than among all respondents (59.3%), although the gap narrowed from 13.0 pp in Q1 FY27 to 8.5 pp in Q2 FY27.
- Personal loans were the most common first-recorded purpose in every age group. The age profile changed from Q1 FY27: the highest share was then among borrowers aged 25–30 (38%). In Q2 FY27, it was highest in the 35–40 and above-40 groups (49% each).
- Across age groups, borrowers aged up to 25 were the most likely to list electronics as their first-recorded borrowing purpose (20%).

Mobile Phones Remained the Leading Planned Purchase, and Over Half of Prospective Electronics Buyers Had Multiple Active Loans

Respondents' Intended Electronics/Appliance Purchases Over the Next Six Months (%)

Mobile-Phone Purchase Intentions Edged Up to 44.9%, but Plans to Buy Major Home Appliances Declined



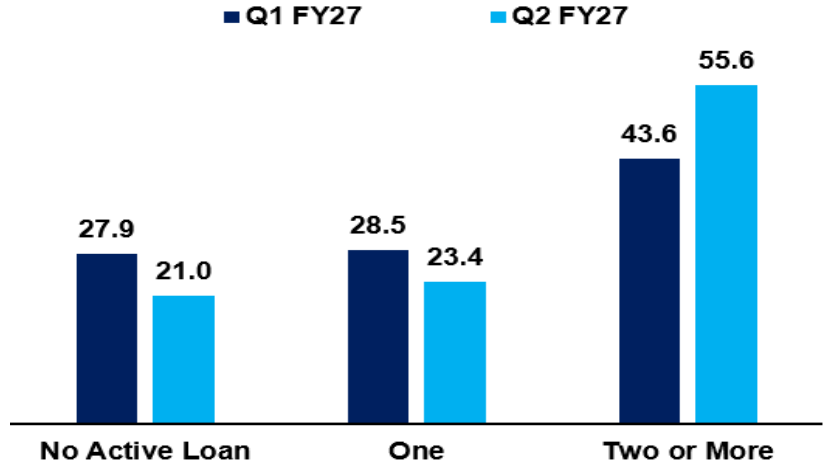
Note: Percentages are calculated as shares of total respondents. Respondents intending to purchase could select more than one product category; therefore, product-category shares may sum to more than 100%.

Electronics/Appliance Purchase Intentions, by Age Group (First-Recorded Response, %)					
Age Bucket	Mobile Phone	Laptop or Computer	AC/Cooler/Fridge/ Washing Machine	Television	No Plan to Buy Electronics
Up to 25	56.2%	10.9%	8.0%	2.9%	19.9%
25 - 30	49.6%	8.2%	7.4%	2.4%	30.7%
30 - 35	45.9%	7.6%	7.7%	3.1%	32.9%
35 – 40	43.1%	9.6%	9.1%	2.9%	32.9%
Above 40	37.1%	10.6%	9.2%	3.5%	37.3%

Note: Based on each respondent's first recorded response. Rows sum to 100% after including "Others", which is not shown and includes electric vehicles, kitchen electronics, cameras, tablets and other categories.

Respondents Planning an Electronics/Appliance Purchase: Distribution by Number of Active Loans (%)

Among Respondents Planning a Purchase, the Share With Two or More Active Loans Rose from 43.6% to 55.6%

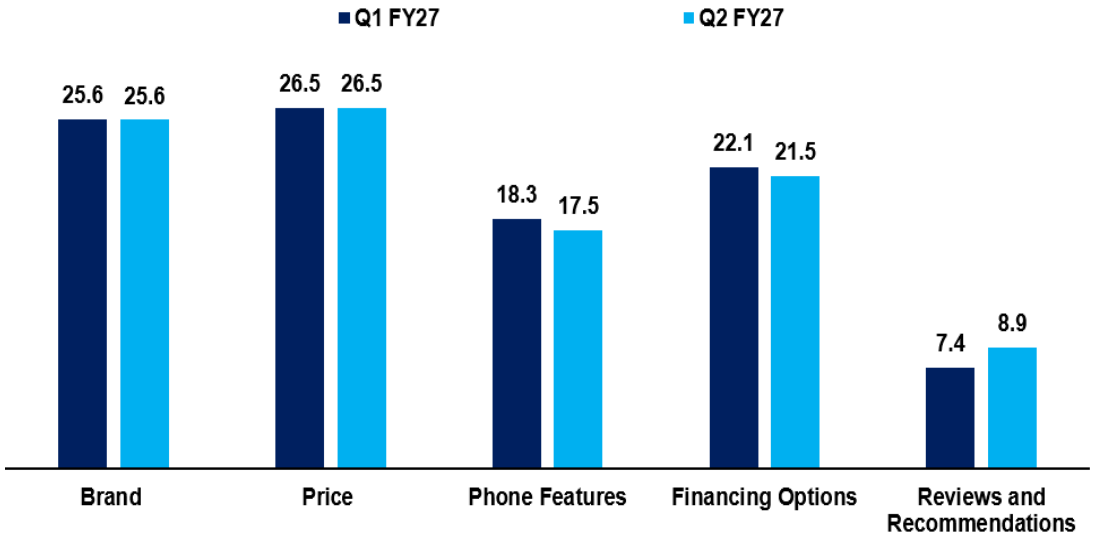


Note: Percentages are calculated among respondents reporting an intention to purchase at least one electronics/appliance category; each quarterly distribution sums to 100%. Active loans refer to loans outstanding at the time of the survey.

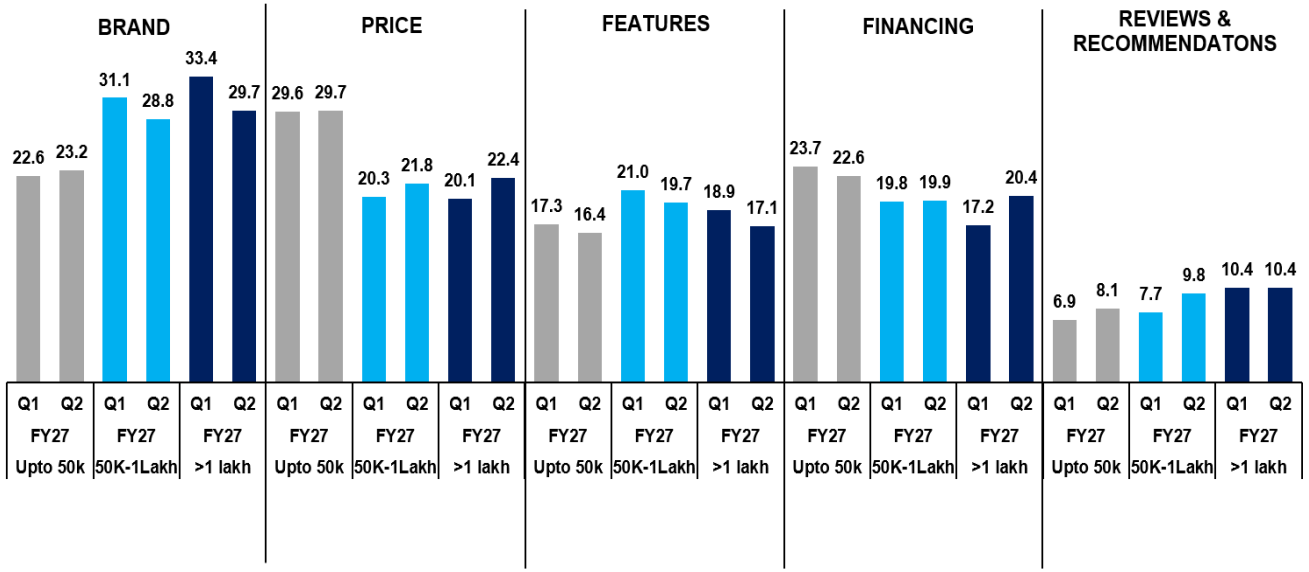
- Mobile phones remained the most common planned purchase in Q2 FY27, with 44.9% of respondents planning to buy one in the next six months, slightly up from 44.3% in Q1 FY27. Laptop/computer purchase intentions were broadly unchanged at 15.0%, exceeding the share planning to buy an AC, fridge or washing machine, which fell from 16.9% in Q1 FY27 to 14.6% in Q2 FY27.
- Mobile-phone purchase intentions were strongest among younger respondents in Q2 FY27. A mobile phone was the first recorded response for 56.2% of respondents aged up to 25, compared with 37.1% of those above 40.
- Among respondents planning an electronics or appliance purchase, the share with two or more active loans rose by 12.0 pp QoQ to 55.6% in Q2 FY27. Multi-loan exposure became more common among prospective buyers, although their share with two or more active loans remained below the full-sample share of 59.3% in Q2 FY27.

Price Remained the Leading Mobile-Phone Purchase Consideration, While the Importance Attached to Financing Converged Across Income Groups

Factors Influencing Mobile-Phone Purchase Decisions (%)



Mobile Phone Purchase Drivers: Share of Respondents Within Each Income Group (%)



Note: Percentages are calculated as shares of all respondents in each quarter in the left chart and within each monthly household-income group in the right chart.

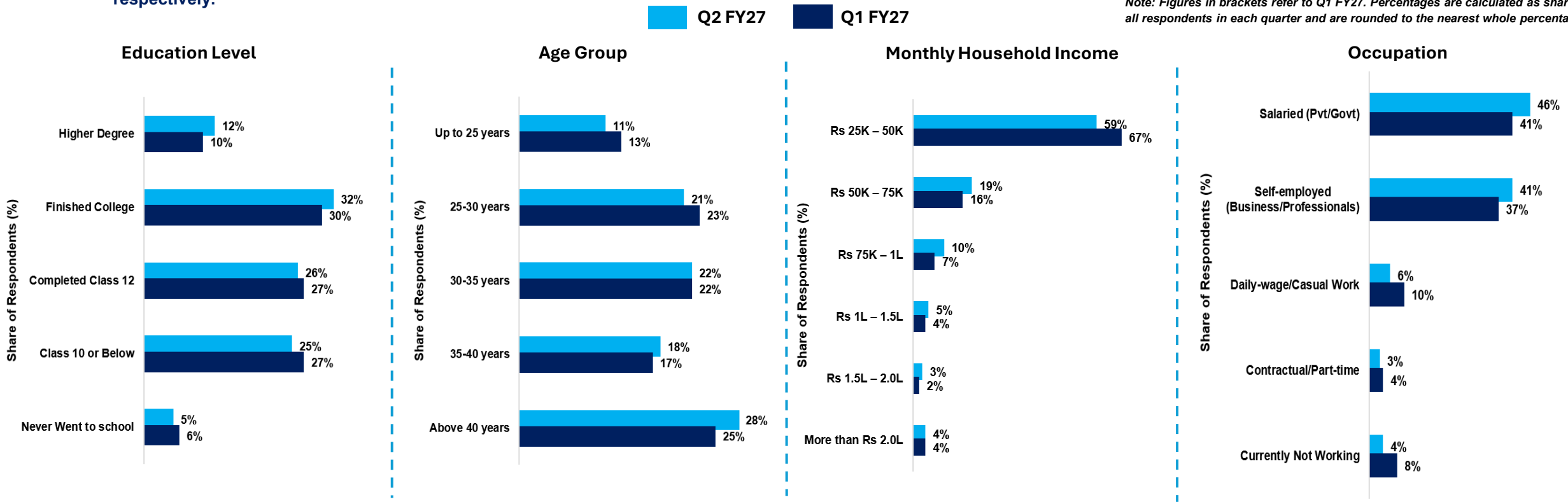
- Price and brand remained the two leading mobile phone purchase considerations, with respondents' share unchanged at 26.5% and 25.6% in Q2 FY27, respectively. Financing ranked third at 21.5% in Q2 FY27, despite a drop in share from 22.1% in Q1 FY27. Reviews and recommendations recorded the largest gain, rising from 7.4% in Q1 FY27 to 8.9% in Q2 FY27 but ranked last among purchase drivers.
- In Q2 FY27, price remained the leading consideration among respondents with monthly household income up to Rs 50,000 (29.7%). Brand led in both higher-income groups, although its share fell in each, to 28.8% among respondents with household income of Rs 50,000–1 lakh and 29.7% among those above Rs 1 lakh.
- Financing ranked as the third most important mobile-phone purchase driver overall and across all three income groups in Q2 FY27. While its share as a purchase driver fell in the lowest income group to 22.6% in Q2 FY27 from 23.7% in Q1 FY27, it rose to 20.4% from 17.2% in the highest income group. It was broadly unchanged at 19.9% in the middle-income group.

Appendix

Demographic Profile of Survey Respondents

- Around 70% of respondents had completed Class 12 or above, up from 67% in Q1 FY27.
- From Q1 FY27 to Q2 FY27, the share of respondents aged above 35 years rose from 42% to 46%. The share aged 30 or younger fell from 36% to 32%.
- Uttar Pradesh accounted for 16% of respondents, down from 22% in Q1 FY27. Bihar and Maharashtra each accounted for 9%, down from 11% and 10%, respectively.
- The share reporting monthly household income of Rs 25,000–50,000 fell from 67% to 59%. The combined share reporting income above Rs 50,000 rose from 33% to 41%.
- Salaried respondents remained the largest group at 46% (41% in Q1 FY27), followed by self-employed respondents at 41% (37%). The share of respondents currently not working fell to 4% (8%).

Note: Figures in brackets refer to Q1 FY27. Percentages are calculated as shares of all respondents in each quarter and are rounded to the nearest whole percentage.



Geographic Distribution of Respondents in Q2 FY27 (%)



Contact us

Pramod Chowdhary
Chief Economist
pramod.chowdhary1@dmifinance.in

Pretimaya Samanta
Senior Economist
pretimaya.samanta@dmifinance.in

Avni Goyal
Economist
avni.goyal@dmifinance.in

Nihal Kumar
Economist
nihal.kumar@dmifinance.in

Shantanu Sharma
Economist
shantanu.sharma@dmifinance.in

DMI Finance Pvt Ltd.
Express Building, Third Floor,
9-10, Bahadur Shah Zafar Marg,
New Delhi - 110002, India

☎ +91 11 4120 4444
W: www.dmifinance.in



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