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The Credit Suisse EM consumer survey 2018: A new direction for the Chinese and Indian consumer

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The Emerging Consumer Survey 2018

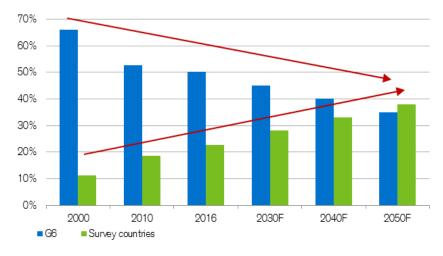
- In collaboration with leading market research firm Nielsen, the Credit Suisse Research Institute publishes the 8th edition of The Emerging Consumer Survey.
- The survey reflects the results of 14,000 face-to-face detailed interviews with consumers across Brazil, China, India, Indonesia, Mexico, Russia, South Africa and Turkey.
- The study delivers unique insights for investors on the key influences that are shaping the nature of consumer spending across the emerging world.
- The accompanying playbook provides stock selections that have a strong exposure to The Emerging Consumer theme.



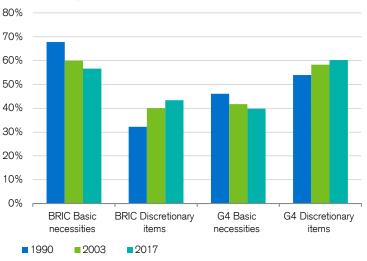


The Supertrend: The rebalancing of consumption

- Global consumption is rebalancing between DM and EM, with the mix in EM to become more discretionary. The consumption share of global GDP for our 8 EM countries has more than doubled from 11% to 23%, while in DM (G6) it has softened from 66% to 50% since the turn of the millennium.
- Consumption of basic necessities in BRIC economies has declined by more than 10% as a share of consumer spending with a corresponding increase in discretionary spend.



Consumption share of GDP (%)

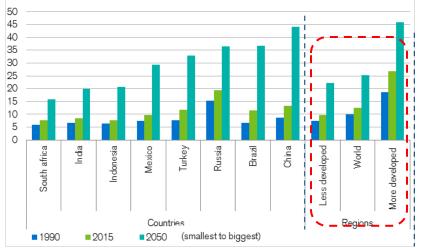


Consumer expenditure breakdown

Source: Source: World Bank (World Development Indicators), Credit Suisse forecasts, Emerging Consumer Survey 2018

Superior income outlook: A demographic dividend

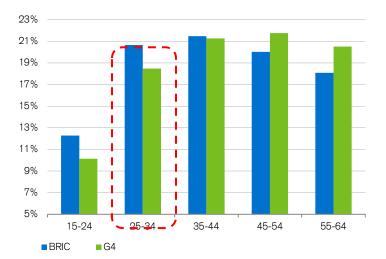
- Stagnant demographics and poor income prospects in DM with the opposite in EM will drive this convergence long-term.
- Ageing and rising fiscal costs squeeze income outlook in DM. The opposite is the case in EM with the kicker of urbanisation.
- The spending power of the young consumer is a key influence.



Old-age dependency ratio (%): Survey countries and global benchmarks

Source: UN, 2017 Revision of World Population Prospects, Emerging Consumer Survey 2018

Distribution of average income by age group, 2017*



Income distribution by age groups represents the proportion of income each age cohort has as a share of total income (average income earned by age bracket/sum of average income across all age groups)



The Emerging Consumer Scorecard 2018

- Our Asia countries hold the top 3 positions, with India at the top, followed by China and Indonesia.
- However, we would note in absolute if not relative there have been significant improvements in Brazil, Mexico, Russia and Turkey where consumers are growing increasingly optimistic about their income prospects.

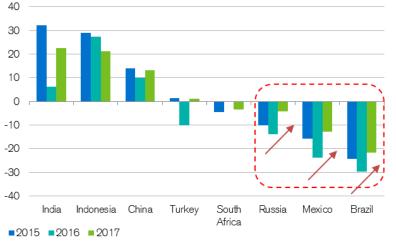
12 month horizon)	Personal finances	Inflation expectations	Time for a major purchase	Income expectations	Income history	2018 Rank	2017 Rank
India	1	6	1	2	1	1 🔶	1
China	2	3	2	4	3	2 🕇	3
Indonesia	5	5	3	1	2	З 🔸	2
Brazil	3	2	8	3	8	4 🔶	4
Turkey	7	1	7	7	4	5 🕇	6
Mexico	4	7	5	6	7	6 🔶	6
Russia	8	4	4	8	6	7 🎽	6
South Africa	6	8	6	5	5	8 🔻	5

Rankings (6-



"ECS 2018": Taking the temperature

- In our 2018 survey, we find ongoing improvement in consumer sentiment across the surveyed countries. We have seen an improvement in four out of five of the metrics we track.
- We have seen an increase in the proportion of people recording positive income momentum last year, exceeding the number recording declines and thus reversing the picture from last year's survey.



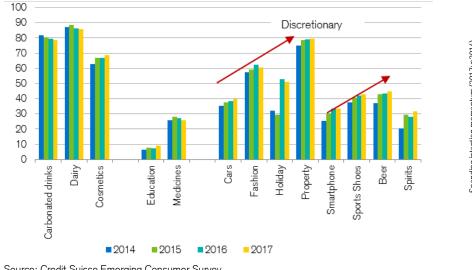
Net % of respondents who have seen household income increase over the last 12 months

Survey sentiment indicators average readings

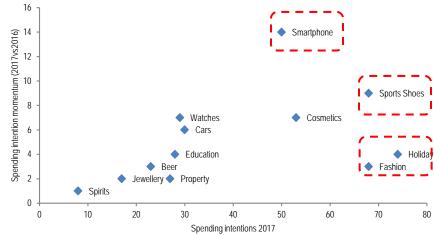
					/
	Personal	Inflation	Good time to make a	Income	Income change in
	finances	Expectations	major purchase	Expectations	last 12m
	Net balance, better vs. worse	Net balance higher vs lower	Net balance, excellent time vs bad time	Net balance increase vs decrease	Net balance increase vs decrease
2017	21.8	41.3	-6.4	24.5	2.0
2016	19.6	39.3	-10.4	19.1	-4.2
2015	15.3	46.4	-13.0	24.5	2.7
2014	25.5	46.1	-7.4	31.3	10.3
			~/		`~/

Discretionary switch continues

- The momentum in discretionary categories is clear from our survey and continuing as we look ahead to 2018. Staples items may be the first spending decision but this isn't where the momentum lies. Sports shoes, fashion and holidays standing out.
- The spending patterns of the young and urban consumer show the strongest growth and momentum. Focusing on the spending of this demographic is key.



Consumer purchases in the last 3-12 months



Purchase intentions in China 18-29 year old versus momentum



Changing behaviour: Key themes

The dynamics of the young consumer: An active and virtual lifestyle

 With purchasing power in the hands of the young, the survey focuses on their spending patterns. End markets that benefit are "lifestyle" related: sports, healthier products, gaming, travel.

E-commerce: A facilitator not a disruptor

On-line economy remains a key component of the consumer theme. It facilitates growth rather than simply disrupts. Potential
market size is still huge with a conservative scenario of \$2.7 tn by 2025 (vs \$1.3 tn) for our countries.

The emerging "saver"

- The CS Research Institute Global Wealth Report highlights EM as the greatest region of growth in wealth. China should see a further accumulation of \$10 th of wealth by 2022 and India \$2 th. How it is saved is key for financial markets and institutions.

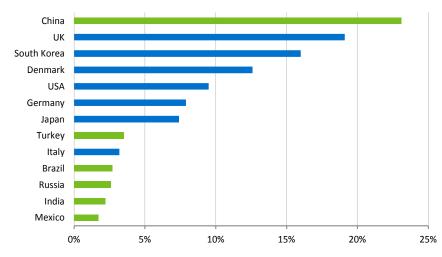
The Consumer Titans: India and China top the scorecard

 The young Chinese consumer is driving a consumption/lifestyle upgrade but with a domestic brand bias, amidst a degree of "nationalism". The Indian consumer continues to "premiumise". Greater diversification in savings is a feature of both.



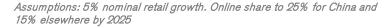
E-commerce: A facilitator not a disruptor I

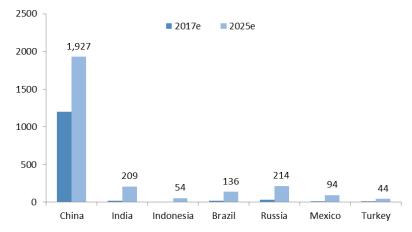
- Online retail penetration rates remain low despite the relatively high readings in China (>20% of retail done on line). In all other surveyed countries it is less than 5%.
- Total online retail spending across our surveyed economies reached US\$1.3 tn last year on our estimates. China accounts for more than 90% of this. The upside to online retail is substantial. A conservative estimate for our countries is close to \$3 tn by 2025.



Despite the strong growth seen to date we find that online retail spending remains underdeveloped in most countries

The potential online retail market could reach US\$2.7 tn by 2025



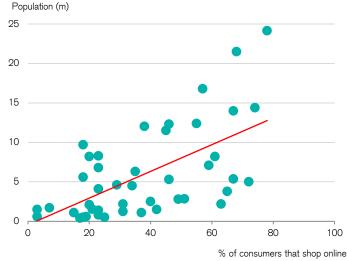


Source: Credit Suisse Emerging Consumer Survey, eMarketer, Credit Suisse research

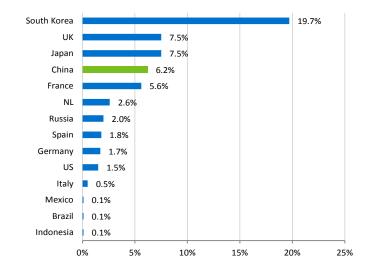
E-commerce: A facilitator not a disruptor II

- Urbanisation: The number 1 reason for consumers to buy online is convenience. For this to work online companies must get their logistics in place. Increased urbanisation lowers these logistical challenges.
- Expansion of products: We expect future growth in online retail to benefit from increased sales of Fast Moving Consumer Goods and greater usage of online food delivery services.
- Greater competition as off-line retailers develop online capabilities and e-commerce becomes increasingly cross-border.





Greater penetration of online sale of FMCG and online food delivery adds significant growth potential to e-commerce in EM, in our view

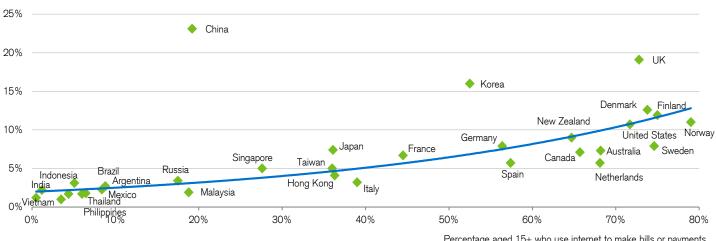




E-commerce: A facilitator not a disruptor III

- Emerging Markets remain cash-driven economies; however, we notice strong changes not least in China and India.
- **China:** Mobile payments have increased 16x since 2013 to well over US\$3 tn. **India:** mobile payments set to grow 5x to US\$1 tn by 2023 owing to demonetisation, Unified Payment Interface and entry of tech giants Google, Samsung and Amazon
- Data more broadly suggest that greater willingness to use internet-based payment systems acts as facilitator to greater E-commerce intensity.

Data for a range of countries suggests that consumer willingness to embrace digital payment systems coincides with greater E-commerce penetration.



E-commerce % of total retail

Source: eMarketer, World Bank, Credit Suisse Emerging Consumer Survey

Percentage aged 15+ who use internet to make bills or payments



The emerging "saver" I

- Wealth accumulating rapidly in EM with its share increasing from 11% to 19% since 2000. China now the second largest source of global wealth after the US.
- CSRI Global Wealth Report 2017 projects this rising to 22% with increases to 2022 in China of 34%, India of 42% and Brazil of 63% as it recovers from recession. China and India represent the largest absolute sources of increase at US\$9.8 tn and US\$2.1 tn respectively.

25.0 20.0 15.0 10.0 5.0 00 2000 2002 2004 2006 2008 2010 2012 2014 2016 2018 2020 2022 Wealth share of emerging economies Forecast

Wealth share history and forecasts of emerging markets (in % of global

Change in total wealth (%)

	Total wealth (USD trn.)					
	2015	2016	2017	2022E	Change (USD trn.) 2017-2022E	Change (%) 2017-2022E
Brazil	2.0	2.6	2.6	4.2	1.6	63%
China	26.8	27.4	29.1	38.8	9.8	34%
India	4.4	4.6	5.0	7.1	2.1	42%
Indonesia	1.6	1.8	1.9	2.8	0.9	50%
Mexico	1.7	1.5	1.9	2.0	0.1	6%
Russia	1.5	1.8	1.9	2.7	0.8	43%
South Africa	0.6	0.7	0.8	1.0	0.2	30%
Turkey	1.0	1.0	1.1	1.2	0.1	7%
WORLD	253.8	263.5	280.3	341.4	61.1	22%

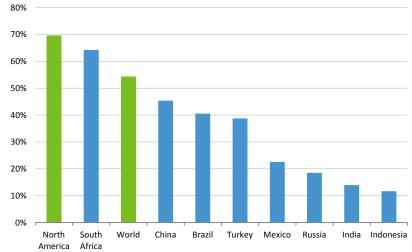
Source: Credit Suisse Global Wealth Report 2017



wealth)

The emerging "saver" II

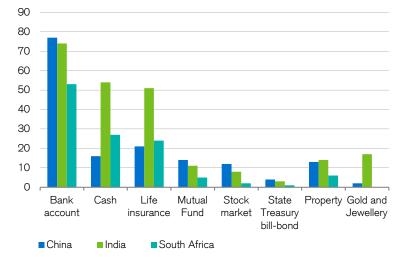
- The wealth accumulation forecast is concentrating in the countries recording the highest savings ratios in our survey (China and India).
- In the savings mix, holdings of financial assets as a percentage of total wealth are lower in countries in EM, notably India where wealth is expected to accumulate rapidly. There are important implications for financial markets and institutions as assets are re-allocated.
- Greater sophistication of savings behaviour becoming apparent in the survey with wider range of savings channels being recorded.



Financial assets as a % of gross wealth

Source: Credit Suisse Emerging Consumer Survey 2018, Global Wealth Report 2017

Savings distribution mix across China, India and South Africa (% of respondents saving by each method)









21 March 2018

India consumption on an upswing, upper income leading the growth

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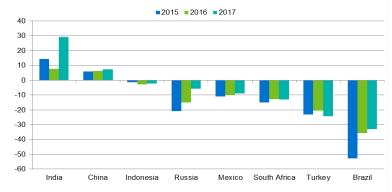
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EM consumer survey: India tops the scorecard

- Fourth consecutive year when India has ranked the scorecard. Still there was a marked improvement in sentiment over 2016.
- Upper income segment more optimistic than lower income which could be due to latters linkage to agriculture
- Penetration and premiumisation themes continue to play out. Indians moving towards branded goods; shift aided by GST rate cuts
- Major shift seen in modes of savings for Indian households. Indian's moving away from gold, property towards financial assets

Indians most upbeat on making major purchases; pick up in sentiment

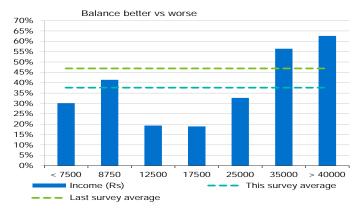
Net percentage of respondents agreeing that it is a good time to make a purchase



Source: Credit Suisse Emerging Consumer Survey

However, sentiment improvement not secular with upper income more positive on state of finances versus lower income

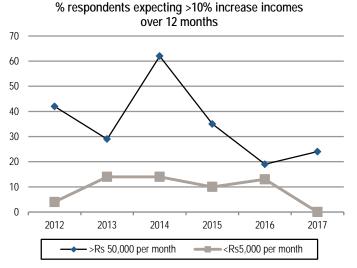
State of personal finances over the next six months



A tale of two income classes

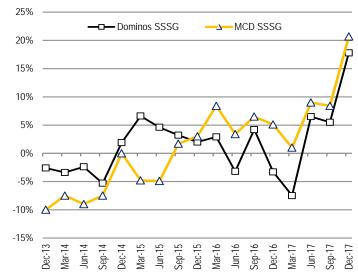
- Consumer survey suggested that the upper income segment is more optimistic on income expectations versus lower income
- Upper income indicators like QSR sales have been very strong for the last few quarters





Source: Credit Suisse Emerging Consumer Survey

Quick service restaurants which are largely consumed by upper income consumers are seeing growth acceleration



State of personal finances over the next six months



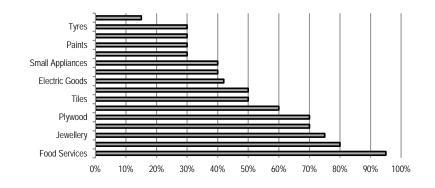
Unbranded to branded shift accelerating post GST

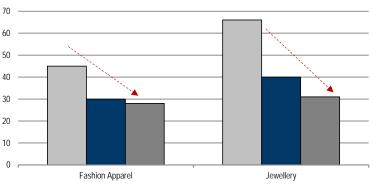
- Gradual shift from unbranded to branded goods across many categories like Jewellery, quick service restaurants and detergents
- GST a fundamental shift which will gradually over 3-4 years lower the scope of tax evasion by unorganised players

Unbranded/ unorganised sector is dominant across most categories in India

Share of unorganised in sector

But Indian consumers fast moving towards branded goods; results from the consumer survey validate this





□2010 □2016 □2017

% consumers willing to buy unbranded goods

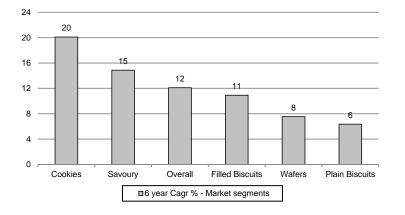
Source: Credit Suisse Emerging Consumer Survey, Credit Suisse Estimates



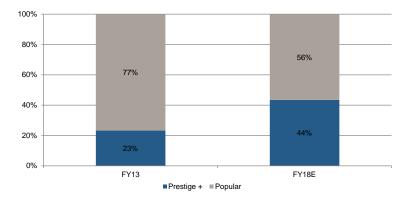
Share within branded shifting to premium brands

- Masked within the unbranded to branded shift is an even more remarkable shift, that of rapid premiumisation
- While this has been a secular trend over the years, we expect this to accelerate with improving consumer sentiment and rising incomes
- Indians upgrading across categories biscuits, dairy, spirits, jewelry few examples

Premium (cookies) growing much faster than economy segments such as plain biscuits



United Spirits (India's largest spirits company) has been premiumising its portfolio



United Spirits segmental volumes mix

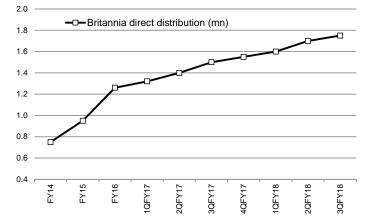
Source: Credit Suisse Emerging Consumer Survey, Credit Suisse Estimates



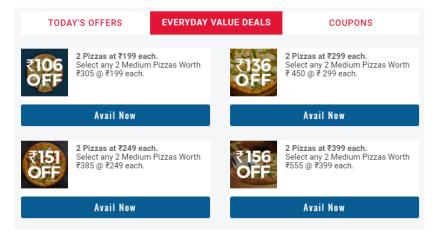
Companies making efforts to grow and premiumise

- Hindustan Unilever, has doubled its direct distribution by ~2.5x since 2011. Britannia, India's largest biscuit company has increased distribution reach by ~2.5x in 4 years.
- Godrej Consumer has worked on attractive single use price points for premium hair colours and air fresheners which have driven growth
- Jubilant Foodworks, which owns the Dominos India franchisee, has worked on improving affordability of pizzas to make it more competitive with street food options

Increase in direct distribution reach for Britannia (India's leading biscuits company)



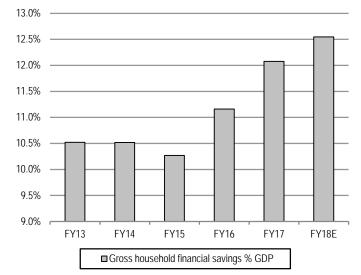
Source: Credit Suisse Emerging Consumer Survey, Credit Suisse Estimates



Domino's every day value offer

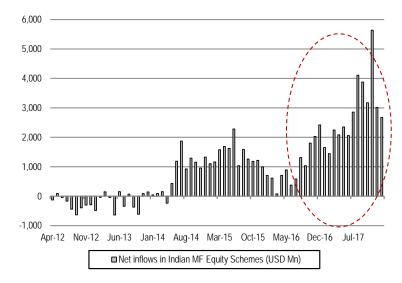
Move towards financial savings

- India's historically have been largely dependent on physical assets with very low reliance on financial assets
- However, there is a clear shift in household savings from hard assets like gold and property to financial assets like equities
- India's gross household financial savings as share a GDP have risen steadily for the last three years





Domestic equity mutual fund have been seeing large inflows



Source: Credit Suisse Emerging Consumer Survey, Credit Suisse Estimates

Stock picks

- Amongst staples, we prefer GCPL (GOCP.BO), Nestle (NEST.BO) and Britannia (BRIT.BO)
- On the discretionary side we expect consumer electrical companies like Crompton Consumer (CROP.BO) and Havells (HVEL.BO).
- We like Jubilant (JUBI.BO) as a play on upper income discretionary consumption and also major strategy changes executed by the management
- We also like ITC as tobacco tax hikes have been relatively rational and valuations are attractive

Company	СМР	M Cap (USD Bn)	PER (FY19)	PER (FY20)	Rating	Target Price	Upside (%)	Earnings CAGR (FY17- 20E)	ROE (FY18)
FMCG									
Nestle	7620	11.3	46.7	38.0	OUTPERFORM	9000	18%	24.5%	43.6%
GCPL	1079	11.3	42.6	36.6	OUTPERFORM	1175	9%	15.4%	23.4%
Britannia	4872	9.0	48.6	40.3	OUTPERFORM	5550	14%	17.9%	29.7%
ITC	270	50.7	25.8	22.5	OUTPERFORM	350	30%	12.6%	19.7%
Discretionary									
Jubilant Foodworks	2084	2.1	48.3	36.4	OUTPERFORM	2750	32%	59.9%	18.1%
Havells	505	4.9	35.5	28.9	OUTPERFORM	635	26%	22.3%	18.2%
Crompton Consumer	234	2.3	31.8	27.1	OUTPERFORM	315	35%	20.5%	45.3%

Source: Credit Suisse Emerging Consumer Survey, Credit Suisse Estimates







March 2018

China Consumer Sector China: A more confident generation of consumers

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Consumption upgrade and a generation of confident Chinese consumer

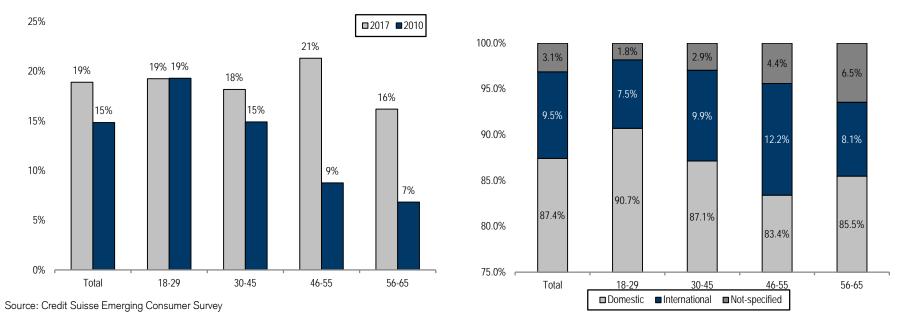
- Chinese consumer market is in the middle of a multi-year consumption upgrade, we are surprised to see the rising of a more confident generation of consumers in China.
- The young Chinese consumers in our survey have displayed some characteristics:





Rising "nationalism" in China's consumption upgrade

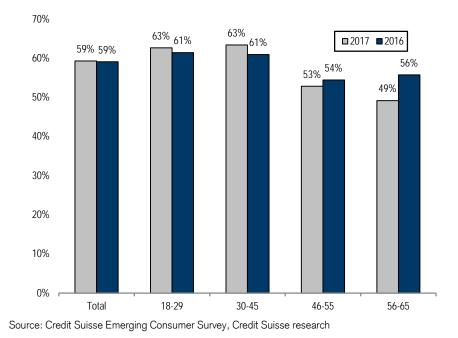
Mentions of Chinese brands as percentage of total answers for question "which brands (in sportswear) do you think worth paying more for" Youngest consumer group prefers Chinese home appliance brands the most



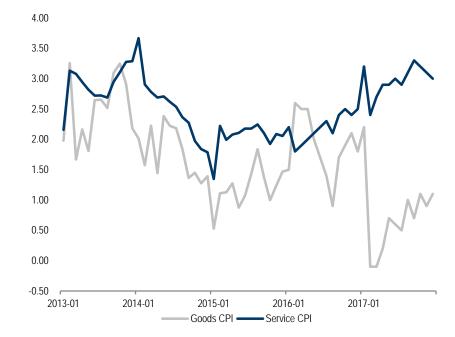
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Rising time value in China's consumption upgrade

Younger generation increasing their spending on travel: % of respondents who had travel in the past 12 months



Service CPI has mostly outperformed Goods CPI, gap widened in 2017

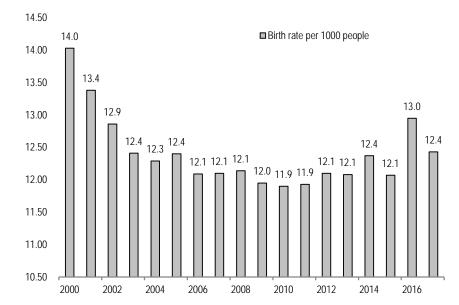




Two-child policy: Effect below expectations

- Chinese government started to lift the birth control policy in 2013, and moved to the 2-child policy started on 1 January 2016
- After a temporary hike in baby birth in 2016, the new born baby population declined 3.5% to 17.2 mn, and birth rate declined 0.05 pp to 12.4%.
- High cost of raising babies, abnormal gender ratio of new born babies in the past two decades, no government incentives are three reasons

Birth rate dropped in 2017 after a rebound in 2016

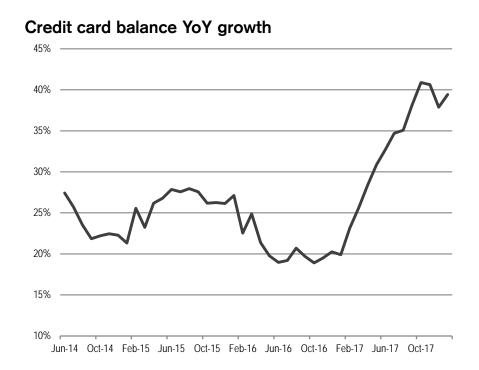


Source: National Bureau of Statistics



A more confident and aggressive consumer generation

- More confident on their choice
- More willing to pay service to have more own time to enjoy life
- Set aside part of their income in insurance to protect later stage of their lives
- Swipe credit card without hesitation
- A more individualism and consumerism centric generation...





Companies Mentioned (Price as of 15-Mar-2018)

AAC Technologies Holdings Inc (2018.HK, HK\$155.0) AXA (AXAF.PA, €22.56) Adani Ports & SEZ (APSE.BO, Rs382.1) Adidas AG (ADSGn.F, €192.05) Ajinomoto (2802.T, ¥1,972) Alsea (ALSEA.MX, MXN65.28) AmBey (ABEV3.SA, R\$23.88) Amorepacific Corp (090430.KS, W309,000) Anheuser-Busch InBev (ABI.BR, @91.8) Anta Sports Products Limited (2020.HK, HK\$41.75) BAIC Motor Corporation Limited (1958.HK, HK\$10.62) Beiersdorf (BEIG.DE, €87.46) Britannia Blk (BBLKF.PK, \$0.003) Britannia Industries Limited (BRIT.BO, Rs4853.15) C.P. ALL PCL (CPALL.BK, Bt87.0) Carnival (CCL.N, \$66.73) Carnival (CCL.L, 4700.0p) Catcher Technology (2474.TW, NT\$361.0) China Intl' Travel Service (601888 SS Rmb56 86) Coca-Cola HBC (CCH.L. 2548.0p) Coloplast B (COLOb.CO. Dkr511.0) Crompton Greaves Consumer Electrical Limited (CROP.BO, Rs222.8) Dali Foods Group (3799.HK, HK\$7.52) Essilor International SA (ESSI.PA, €111.85) Estacio (ESTC3 SA R\$33.4) Femsa (FMSAUBD.MX, MXN173.15) Femsa (FMX.N. \$92.42) Fleury S.A. (FLRY3.SA, R\$27.28) Global Cap Part (GCPL.PK, \$0.02) Global Payments Inc. (GPN.N, \$118.21) Gree Electric Appliances Inc of Zhuhai (000651.SZ, Rmb53.8) HDFC Bank (HDBK.BO, Rs1880.1) Hangzhou Hikvision Digital Technology Co., Ltd. (002415.SZ, Rmb43.09) Havells India Ltd (HVEL.BO, Rs520.5) Hengan International (1044.HK, HK\$76.0) Hindustan Unilever Ltd (HLL.BO, Rs1297.4 Huayu Automotive Systems Co., Ltd (600741.SS, Rmb27.47) Hypera Pharma (HYPE3 SA R\$36.96 ICICI Prudential Life Insurance Company Limited (ICIR.BO, Rs382.45) ITC 1 td (ITC BO Re265 55) Isuzu Motors (7202.T. ¥1.648) Jiangsu Yanghe Brewery Joint-stock Co., Ltd (002304.SZ, Rmb114.5) Jubilant Foodworks (JUBI.BO, Rs2144.7) L'Oreal (OREP.PA, €179.75) LG Household & Healthcare (051900.KS, W1.153.000) Largan Precision (3008.TW, NT\$3785.0) Lojas Americanas S.A. (LAME4.SA, R\$17.21) Lojas Renner S.A. (LREN3.SA, R\$35.45) Maruti Suzuki India Ltd (MRTI.BO, Rs8832.9) MercadoLibre Inc. (MELI.OQ, \$387.11) Midea Group Co Ltd (000333.SZ, Rmb61.41) Monster Beverage Corp (MNST.OQ, \$58.19) Nestle India (NEST BO Ro77173) New Oriental Education (EDU.N. \$93,78) Nexon (3659 T ¥3 650) Nike Inc. (NKE.N, \$66.39) PT Bank Central Asia Tbk (BBCA.JK, Rp23,375) PT Telkom (Telekomunikasi Indo.) (TLKM.JK. Rp3.930) Ping An (2318.HK, HK\$88.95) Ping An (601318.SS, Rmb70.49) Qingdao Haler Co., Ltd. (600690.SS, Rmb20.79) RD (RADL3.SA, R\$77.9) Sanofi (SASY.PA, @66.23) Shenzhou International (2313.HK, HK\$79.7) Straumann (STMN.S. SFr633.0) Suofeiva Home Collection Co Ltd (002572.SZ. Rmb35.08) Swatch Group (UHR.S, SFr396.9) The Estee Lauder Companies Inc. (EL.N, \$144.12) The Walt Disney Company (DIS.N, \$103.24) UBS Group AG (UBSG.S, SFr17.52) Visa Inc. (V.N. \$123.41) WH Group Limited (0288.HK, HK\$9.57) Wuliangye Yibin Co., Ltd (000858.SZ, Rmb78.0) X5 Retail Group (PJPq.L, \$34.04) Yonghui Superstores (601933.SS, Rmb10.94) Zee Entertainment Enterprise (ZEE.BO, Rs570.75)

Disclosure Appendix

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3-Year Price and Rating History for Amorepacific Corp (090430.KS)

	Target Price	Closing Price	090430.KS
Rati	(W)	(W)	Date
	347,000	390,500	20-Apr-15
	430,000	387,000	14-May-15
	440,000	346,500	09-Sep-15
	470,000	389,000	02-Feb-16
	526,000	411,000	02-May-16
	505,000	388,000	29-Jul-16
	483,000	377,000	25-Aug-16
	470,000	360,500	01-Nov-16
	375,000	301,000	02-Feb-17
	360,000	282,000	21-Mar-17
	350,000	307,000	24-Apr-17
	410,000	336,000	07-Jun-17
	360,000	284,000	26-Jul-17
	340,000	281,000	23-Oct-17
	380,000	326,500	30-Oct-17



3-Year Price and Rating History for LG Household & Healthcare (051900.KS)

051900.KS	Closing Price	Target Price	
Date	(W)	(W)	Rating
21-Apr-15	933,000	1,080,000	0
27-Jan-16	990,000	1,140,000	
26-Apr-16	1,004,000	1,260,000	
26-Jul-16	1,092,000	1,300,000	
25-Aug-16	928,000	1,200,000	
24-Oct-16	923,000	1,150,000	
18-Apr-17	813,000	1,000,000	
07-Jun-17	989,000	1,190,000	
26-Jul-17	994,000	1,200,000	
24-Oct-17	1,131,000	1,300,000	
23-Jan-18	1,202,000	1,400,000	



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Neutral (N): The stock's total return is expected to be in line with the relevant benchmark* over the next 12 months.

Underperform (U) : The stock's total return is expected to underperform the relevant benchmark* over the next 12 months.

"Relevant benchmark by region: As of 10th December 2012. Japanese ratings are based on a stock's total return relative to the analyst's coverage universe which consists of all companies covered by the analyst within the relevant sector, with Outperforms representing the most attractive. Neutrals the less attractive, investment opportunities. As of 2nd October 2012, U.S. and Canadhan as well as European ratings are based on a stock's total return relative to the analyst's coverage universe which consists of all companies covered by the analyst." We analyst within the relevant sector, with outperforms are based on a stock's total return relative. Neutrals the less attractive, and Underperforms the least attractive investment opportunities. For Latin American and Asia stocks (excluding Japan and Australa), ratings are based on a stock stotal return relative to the average total return of the relevant country or regional benchmark (India – S&P BFS Esness Index); prior to 2nd October 2012 U.S. and Canadhan ratings were based on (1) a stock's absolute lotal return potential to its current share price and (2) the relative attractiveness of a stock's total return relative witherse environse of a stock stotal return (TRI estimate) calculation includes 12-month rolling dividend yield. An Outperform rating is assigned where an ETR is genered in the overlapping rating range allows analysts in analysts coverage witherse. For A is overlapping rating range allows analysts in a rating that puts ETR in the context of associated risks. Prior to 18 May 2015. ETR ranges for Outperform and Underperform ratings did not overlap with Neutral thresholds between 15% and 15%.

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Underperform/Sell*	13%	(55% banking clients)
Restricted	2%	

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Arnab Mitra worked as an employee in Hindustan Unilever.

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