

## Hurun India unveils the first ever India Luxury Consumer Survey Report

### A comprehensive guide to everything that Indian HNIs & UHNIs prefer to buy, invest in, gift and recommend

Real Estate and Stock Market are the most preferred personal investments

More than one fourth said that their investment philosophy for this year will be "avoiding risk"

UK is the most preferred overseas investment destination, followed by Singapore

UK is also the most popular international tourist destination, followed by Italy and Maldives

Education tops the list of major expenditure, followed by travelling and entertainment

Watches are the preferred choice for men's gifts

The most popular Indian liquor brand is Old Monk

Amongst collectibles, Indian HNIs prefer to spend the most on art

Newspaper followed by TV are the preferred choices for HNIs to access information

**Mumbai:** The Hurun Research Institute today released the "Hurun Indian Luxury Consumer Survey 2019". This is the first year that Hurun Research Institute has published this report to reveal the changes and preferences of lifestyle, consumption habits and brand cognition of high-net-worth individuals in India, and try to describe the changes in lifestyle of Indian high-net-worth individuals. Hurun Report Global's "Best of the Best Brand Awards" is widely regarded as an ISO for high net worth brands.

Hurun Report India today released the Hurun Indian Luxury Consumer Survey 2019. This is the first time that Hurun Report is publishing this report in India to understand the changing pattern and preferences of lifestyle, consumption habits and brand awareness of high-net-worth Indians. The report describes the changes in lifestyle of high-net-worth Indians. This Report is a stepping stone towards creating "Hurun Best of the Best Brand Awards", which is widely regarded as an ISO for high net worth brands, for India.

Anas Rahman Junaid, MD and chief researcher of Hurun Report India said: " Increase in opulence and the rising millennial population in the country, investment into luxury products and service would witness an upward trend. If India's GDP doubles in the next 4 years, that will have an impact on the number of new millionaires in the country – resulting in a direct impact on luxury spending and investments."

In order to understand the spend trends of UHNIs, we used the Hurun India Rich List, which features 831 richest Indians, Hurun India Real Estate List and Hurun India Women List. The average age of the survey respondents is 35 years, with males and females accounting for 58% and 42% respectively. 51% are married, 46% are unmarried, and 2% are divorced. Their wealth sources are mainly composed of investment, dividends and wages. They come from many states and cities across India, including Delhi, Bangalore, Mumbai and major second-tier cities and overseas cities, of which 64% are in the north and south.

**Send a gift card:**

**Watches** top the "most popular gift for men" list. **Electronics** ranks second and **Wine and Imported Spirits** third in most popular gift for men. **Jewelry** takes the first position in most popular gifts for ladies and accessories and gift cards take second and third positions respectively.

**Table 1: Hurun India Best of Best Brands:  
The most popular gift for men**

The most popular gift for men	Percentage
Watches	44.1%
Electronics	19.6%
Wine	4.9%
Imported Spirits	4.9%
Cigarettes/Cigars	3.9%
Art	3.9%
Travel Vouchers	6.9%
Fashion	4.9%
Health Products	2.9%
Accessories	2.9%
Others	1.0%

Source: Hurun Research Institute

**Table 2: Hurun India Best of Best Brands:  
The most popular gift for women**

The most popular gift for women	Percentage
Jewelry	58.8%
Accessories	8.8%
Gift cards	7.8%
Cosmetics	6.9%
Travel vouchers	5.9%
Consumer Electronics	3.9%
Watches	3.9%
Health products	2.0%
Art	1.0%
Other	1.0%

Source: Hurun Research Institute

**Table 3: Hurun India Best of Best Brands:  
The most popular gift for Old Persons**

The most popular gift for Old Persons	Percentage
Health products	29.1%
Travel voucher	20.4%
Medical products	8.7%
Houses	8.7%
Gift cards	7.8%
Art	8.7%
Wine	11.7%
Cigarettes/Cigars	1.0%
Other	3.9%

Source: Hurun Research Institute

**Table 4: Hurun India Best of Best Brands:  
The most popular gift for Children**

The most popular gift for Children	Percentage
Toys	55.3%
Consumer Electronics	20.4%
Fashion	7.8%
Other (please specify)	7.8%
Watches	3.9%
Autos	2.9%
Jewelry	1.9%
Other	0%

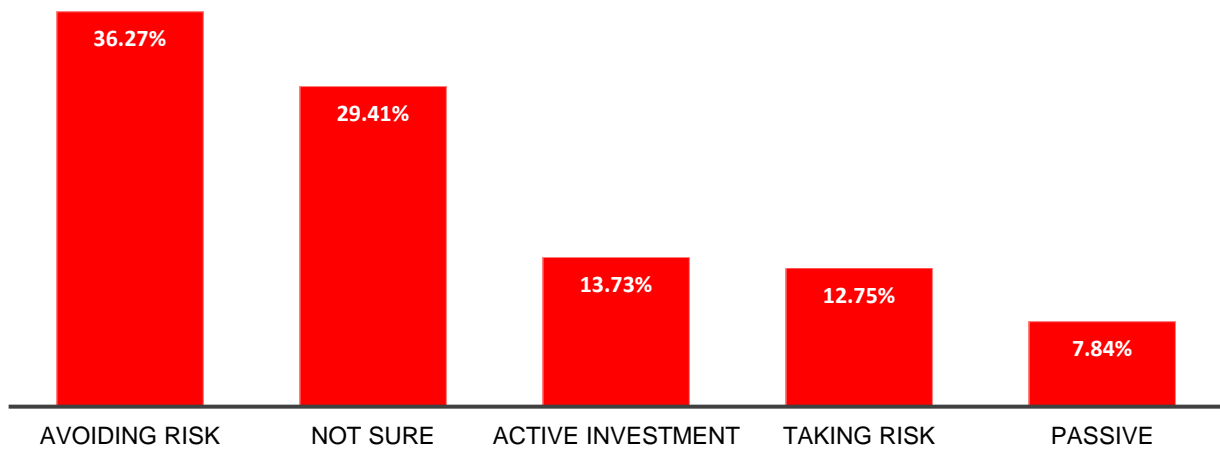
Source: Hurun Research Institute

**Investment and Economic Confidence Index:**

The proportion of society that is “**very confident**” about the Indian economy is 24% and those “**confident**” is 40%, leaving around 36% as pessimistic about the economy over the next 3 years.

In terms of investment philosophy, India’s economy is gaining momentum due to implementation of policies such as nationwide goods and services tax but 36% of high net worth individuals are currently embracing the investment philosophy of “**avoiding risk**”, while 29% of respondents are unsure. On the other hand, circa 14% are making “**active investments**”.

**Chart 1: Hurun India Best of Best Brands: Investment Philosophy**



Source: Hurun Research Institute

**Preferred overseas investment destination:**

In terms of preferred investment destinations, **UK** is the most popular overseas destination choice to investment by high-net-worth individuals, despite socio-political turmoil in the region.

**Singapore** takes the second place and **Canada** along with **USA**, which is forecasted to grow by 2-4 percent (at constant exchange rates) this year, rank third.

**Table 5: Hurun India Best of Best Brands- Preferred Overseas Investment Destination**

Rank	Overseas Investment Destination	Percentage
1	UK	19.6%
2	Singapore	16.7%
3	Canada	11.8%
3	USA	11.8%
4	UAE	9.8%
5	Saudi Arabia	6.9%
6	Sri Lanka	5.9%
7	South Africa	3.9%
	Others	13.7%

Source: Hurun Research Institute

**Table 6: Hurun India Best of Best Brands- Most Important Global City in 10 years**

Rank	Most Important Global City in 10years	Percentage
1	Beijing	22.8%
2	Singapore	20.8%
3	Mumbai	17.8%
3	Delhi	13.9%
4	New York	12.9%
5	London	6.9%
6	Hong Kong	5.0%

Source: Hurun Research Institute

**Investment allocation for the next three years:**

**Real estate** is the most preferred investment asset class for high-net-worth individuals. 31.07% of respondents believe that their investment allocation towards real estate sector will grow in the next two years, while 49.51% said that the investments into real estate will retain status quo and remainder respondent group believed that it would decline.

**Table 7: Hurun India Best of Best Brands- Personal Investment**

Rank	Personal Investment	Percentage
1	Real Estate	28.6%
2	Gold	19.1%
3	Stock	17.1%
4	Fixed Income	8.6%
5	Deposit	6.7%
5	Fund	6.7%
7	Insurance	4.8%
8	Art	2.9%
8	Commodities	2.9%
10	Currency	1.9%
11	VC/PE	1.0%
12	Overseas Investment	0.0%

Source: Hurun Research Institute

Around 31% of the survey respondents chose to increase investment allocation to **Real Estate in the next 3 years**. In line with IMF's prediction of economic growth, **equity markets** followed by **Fixed Income** is the second and third respectively in the category.

**Table 8: Hurun India Best of Best Brands- Future Investment to increase in next 3 years**

Rank	Future Investment to increase in next 3 years	Percentage
1	Real Estate	30.8%
2	Stock	26.0%
2	Fixed Income	26.0%
4	Crypto Currency	9.6%
5	Art	7.7%

Source: Hurun Research Institute

Also interestingly, 21% of the respondents want to reduce allocation into real estate in the short term, and around 20% want to reduce allocation into gold.

**Table 9: Hurun India Best of Best Brands- Future Investment to decrease in next 3 years**

Rank	Future Investment to decrease in next 3 years	Percentage
1	Real Estate	20.6%
2	Gold	19.6%
3	Deposit	14.7%
4	Currency	13.7%
5	Fixed Income	8.8%
5	Art	8.8%
7	Stock	6.9%
8	Overseas Investment	3.9%
9	Private Placement	2.9%

Source: Hurun Research Institute

### Investment into virtual currency

Nearly half of the respondents said they don't know much about virtual currency. Among those who were educated about it, mentioned their preference to invest in **Bitcoin** (29.15%); the next 8.74% prefer **Ethereum** and 6.80% would like to invest on **Ripple**.

**Table 10: Hurun India Best of Best Brands- Virtual Currency**

Rank	Virtual Currency	Percentage
1	Don't know	49.51%
2	Bitcoin	29.13%
3	Ethereum	8.74%
4	Ripple	6.80%
5	Other	5.83%

Source: Hurun Research Institute

### Third-party financial institutions:

**HDFC** is the most popular Indian financial service provider followed by **ICICI**. Amongst international financial service providers, JP Morgan ranks number 1.

**Table 11: Hurun Best of Best Brands: Top 3 Indian Financial Service Providers**

Rank	Indian Financial Service Providers	Percentage
1	HDFC	16.4%
2	ICICI	12.5%
3	Kotak	9.6%

Source: Hurun Research Institute

**Table 12: Hurun Best of Best Brands: Popular International Financial Service Providers**

Rank	International Financial Service Providers	Percentage
1	JP Morgan	16.4%
2	CITI	12.5%
3	Goldman Sachs	9.6%
3	Standard Chartered	8.7%
5	HSBC	5.8%
6	Barclays	3.9%
7	Deutsche	1.0%
8	Julius Baer	0.0%
8	Morgan Stanley	36.5%
10	Credit Suisse	5.8%
10	UBS	1.9%

Source: Hurun Research Institute

**Table 13: Hurun Best of Best Brands: Popular International Life Insurance Providers**

Rank	International Life Insurance Providers	Percentage
1	LIC	30.8%
2	ICICI Prudential	21.1%
3	Kotak Life	10.6%
4	HDFC Life	9.6%
5	SBI Life	7.7%
6	Bajaj Allianz Life	6.7%
7	Tata AIA Life	5.8%
8	Max Life	3.8%
8	Others	3.8%

Source: Hurun Research Institute

**Payment patterns:**

Visa/ Master Card based credit/ debit cards are the most preferred mode of payment among the HNIs. Nearly 17% of the respondents use cash for daily payment and the use of E-wallet among HNIs stands close to 9%.

**Table 14: Hurun Best of Best Brands: Popular Payment Method**

Rank	Method of Payment	Percentage
1	VISA/MasterCard	39.8%
2	Cash	16.5%
3	NEFT/RTGS	14.6%
4	Cheque	11.7%
5	E-wallets	8.7%
6	UPI Apps	6.8%
7	Demand Draft	4.9%

Source: Hurun Research Institute

**Leisure and entertainment:** The most popular leisure activity for high-net-worth individuals is travel. Reading is the second most popular opinion, followed by family activities.

**Table 16: Hurun Best of Best Brands: Popular Things to do in leisure**

Rank	Most Popular Thing to do in leisure	Percentage
1	Travel	38.1%
2	Reading	19.1%
3	Family Activities	10.5%
4	Movies	6.7%
4	Driving	6.7%
4	Cooking	6.7%
7	Watch/play Cricket	4.8%
8	Spa	3.8%
8	Photography	3.8%

Source: Hurun Research Institute

### **Experience/Adventure plan**

As running is getting popular by the year in India, **Marathon** tops the list of activities that HNIs would try in the next three years; **Paragliding** and **Sailing** is second and third respectively in the list.

**Table 17: Hurun Best of Best Brands: Activities that HNIs would like to try in next three years**

Rank	Activities you intend to try in the next three years	Percentage
1	Marathon	19.6%
2	Paragliding	14.7%
3	Sailing	13.7%
3	Cycling	13.7%
4	Hiking	12.8%
5	Bungee Jumping	7.8%
6	Art Collection	6.9%
7	Riding Horses	5.9%
8	Rock Climbing	3.9%
9	Breath Arianism	1.0%

Source: Hurun Research Institute

**Health Management:**

Overall, **swimming, yoga** and **cycling** are the three most popular sports for high-net-worth individuals. Amongst the three, **swimming** is the most popular sport.

**Table 18: Hurun Best of Best Brands: Popular Sports**

Rank	Popular Sports	Percentage
1	Swimming	20.8%
2	Yoga	19.8%
3	Cycling	16.8%
4	Weight Lifting	8.9%
5	Riding Horses	6.9%
5	Tennis	6.9%
5	Hiking	6.9%
5	Marathon	6.9%
9	Golf	5.9%

Source: Hurun Research Institute

**Information channel:**

**Newspaper** is the most popular mode of obtaining information for the HNIs. With the advent of the Internet, social media and smart phone- Inshorts and Whatsapp are gaining popularity amongst the HNI community as information sources.

**Table 19: Hurun Best of Best Brands: Popular Information Mode**

Rank	Popular Information Mode	Percentage
1	Newspaper	29.8%
2	TV	17.3%
3	Social Activities	15.4%
4	Whatsapp	8.7%
5	Inshorts	6.7%
6	Magazines	5.8%
6	Stock Apps	5.8%
7	Live Streaming	4.8%
	Others	5.8%

Source: Hurun Research Institute

**Business trips and holidays:**

Half of the High-net-worth individuals have an average monthly business trip of less than 3 days. More than half of the respondents travel overseas at least once a year

**Table 20: Hurun Best of Best Brands: Business Trip per Month**

Business Trip per month	Percentage
<3 days	50.5%
3-10 days	37.6%
11-20 days	9.9%
>20 days	2.0%

Source: Hurun Research Institute

**Table 21: Hurun Best of Best Brands: Trip Overseas in 2018**

Trip Overseas in 2018	Percentage
<2 times	56.9%
3-5 times	27.5%
6-8 times	9.8%
>8 times	5.9%

Source: Hurun Research Institute



**Vacation destination:**

In terms of international vacation, the traveler's favorite is the **UK**. **Italy** ranks second, followed by **Maldives and Greece**. More than one-third go on annual vacation for a duration of 10 to 20 days.

**Table 22: Hurun Best of Best Brands: Average Number of days for Annual Vacation**

Average Number of days for Annual Vacation	Percentage
<10 days	33.0%
10-20 days	37.9%
21-30 days	17.5%
>30 days	11.7%

Source: Hurun Research Institute

In terms of domestic tourism, **Goa** leads the list, followed by **Kerala**.

**Table 23: Hurun Best of Best Brands: Popular Overseas Travel Destination**

Popular Overseas Travel Destination	Percentage
UK	19.1%
Italy	12.4%
Maldives	9.5%
Greece	9.5%
France	7.6%
Australia	6.7%
USA	6.7%
Malaysia	4.8%
Canada	4.8%
Singapore	3.8%
Mexico	3.8%
Indonesia	2.9%
South Africa	1.9%
Morocco	1.9%
Thailand	1.9%
Turkey	1.9%
UAE	0.9%

Source: Hurun Research Institute

**Table 24: Hurun Best of Best Brands: Popular Domestic Travel Destination**

Popular Domestic Travel Destination	Percentage
Goa	22.1%
Kerala	16.4%
Leh	10.6%
Manali	9.6%
Jaipur	8.7%
Pune	4.8%
Shillong	4.8%
Rishikesh	3.9%
Darjeeling	3.9%
Mumbai	2.9%
Pondicherry	2.9%
Auroville	2.9%
Ooty	2.9%
Sikkim	1.9%
Srinagar	1.0%
Delhi	1.0%

Source: Hurun Research Institute

**Hotels and airlines:**

Taj was awarded the “Best Luxury Hotel Brand” and Hyatt ranked second.

As regards airlines, Emirates is the most popular choice for first class international business travel, followed by Etihad and Jet Airways.

**Table 25: Hurun Best of Best Brands: Popular Luxury Hotel**

Most Popular Luxury Hotel	Percentage
Taj	34.3%
Hyatt	16.2%
Hilton	12.4%
Marriott	9.5%
Four Seasons	6.7%
Ritz Carlton	5.7%
Anantara	4.8%
Banyan Tree	3.8%
Conrad	2.9%
Kempinski	1.9%
Fairmont	0.9%
Jumeirah	0.9%

Source: Hurun Research Institute

**Table 26: Hurun Best of Best Brands: Popular Business Airlines**

Most Popular Business Airlines	Percentage
Emirates	45.7%
Etihad	11.4%
Jet Airways*	11.4%
British Airways	10.5%
Air India	7.6%
Singapore Air	4.8%
Lufthansa	3.8%
Cathay Pacific	2.9%
Virgin	0.9%
Gulf Air	0.9%

Source: Hurun Research Institute

\*posthumous

**Business jets and yachts:**

Bombardier wins the title of "the most popular private business jet brand" 2018; Gulfstream grabs the second position.

**Table 27: Hurun Best of Best Brands: Popular Private Jet Brand**

Rank	Private Jet Brand	Percentage
1	Bombardier	28.4%
2	Gulfstream	22.5%
3	Dassault	18.6%
4	Honda Jet	17.6%
5	Embraer	12.7%

Source: Hurun Research Institute

**Car:**

Nearly half of the respondents have two to three cars; 37% have only one car and 6% have more than 5 cars. 46% of them renew their car every three to four years. **Audi and BMW** are the "most popular luxury car brands"; **Mercedes - Benz** is a close third.

**Table 28: Hurun Best of Best Brands: Popular Car Brand**

Rank	Popular Car Brands	Percentage
1	Audi	15.5%
1	BMW	15.5%
3	Mercedes-Benz	13.6%
4	Rolls-Royce	7.8%
5	Aston Martin	6.8%
5	Lamborghini	6.8%
5	Volvo	6.8%
8	Jaguar	5.8%
9	Land Rover	4.8%
10	Maserati	3.9%
11	Bentley	2.9%
11	Lexus	2.9%
11	Ferrari	2.9%
11	Porsche	2.9%
15	Volkswagen	1%

Source: Hurun Research Institute

**Jewelry:**

In the choice of luxury jewelry brands, Tanishq tops the list. In Indian Jewelry brands and **Cartier** is the most popular **International** Jewelry Brand this year.

**Table 29: Hurun Best of the Best Brands: Popular Indian jewelry brands**

Rank	Jewelry Brand	Percentage
1	Tanishq	36.3%
2	Joyalukkas	19.6%
3	Tribhovandas Bhimji Zaveri	14.7%
4	Malabar Gold & Diamonds	13.7%
5	Other	15.7%

Source: Hurun Research Institute

**Table 30: Hurun Best of the Best Brands: Popular International jewelry brands**

Rank	International Jewelry Brand	Percentage
1	Cartier	28.4%
2	Tiffany & Co.	26.5%
3	Bvlgari	10.8%
4	Harry Winston	9.8%
5	Others	24.5%

Source: Hurun Research Institute

**Accessories and Fashion**

**Table 31: Hurun Best of the Best Brands: Popular Accessory brands**

Rank	Accessory Brands	Percentage
1	Gucci	22.3%
2	Giorgio Armani	9.7%
3	Chanel	8.7%
3	Dior	8.7%
5	Cartier	7.8%
6	Hermès	6.8%
6	Louis Vuitton	6.8%
7	Fendi	5.8%
8	Montblanc	4.9%
9	Coach	3.9%
10	Prada	2.9%
	Others	11.6%

Source: Hurun Research Institute

**Table 32: Hurun Best of the Best Brands: Popular Fashion brands**

Rank	Fashion Brands	Percentage
1	Burberry	19.05%
1	Gucci	19.05%
3	LV	13.33%
4	Giorgio Armani	10.48%
4	Hugo Boss	10.48%
6	Versace	9.52%
7	Chanel	4.76%
7	Dior	4.76%
9	Givenchy	3.81%
10	Dunhill	1.90%
10	Shanghai Tang	1.90%
11	Zegna	0.95%

Source: Hurun Research Institute

**Watch:**

One fourth of the surveyed HNIs have 4-6 luxury watches. Rolex is the "most favored watch brand", followed by Omega and Tissot.

**Table 33: Hurun Best of the Best Brands: Popular Watch brands**

Rank	Watch Brand	Percentage
1	Rolex	25.2%
2	Omega	14.6%
2	Tissot	14.6%
4	Cartier	9.7%
4	Hublot	9.7%
5	Other	26.2%

Source: Hurun Research Institute

## Food Preference

**Table 34: Hurun Best of the Best Brands: Popular Indian Cuisine**

Rank	Popular Indian Cuisine	Percentage
1	Punjabi Cuisine	41.90%
2	Kerala Cuisine	27.62%
2	Kashmiri Cuisine	11.43%
4	Hyderabadi Cuisine	8.57%
4	Goan Cuisine	5.71%
5	Tamil Cuisine	4.76%

Source: Hurun Research Institute

## Alcohol

**Whiskey and red wine** are the most preferred alcohol among high net worth individuals, followed by **champagne**. Nearly 38.46% of respondents said they **did not drink alcohol**.

**Table 35: Hurun Best of the Best Brands: Most Preferred Alcohol**

Rank	Indian Spirit Brands	Percentage
1	Don't drink	38.1%
2	Whiskey	31.4%
3	Red Wine	15.2%
4	Others	8.6%
5	Champagne	6.7%

Source: Hurun Research Institute

**Old Monk** is the particularly popular and sought-after Indian Spirit by HNIs. **Johnny Walker** and **Chivas** rank first and second respectively in imported spirit category. In terms of champagne, **Dom Perignon** is awarded as "the most popular champagne". 67% of the respondents don't smoke and **Davidoff** is the **most popular tobacco** brand.

**Table 36: Hurun Best of the Best Brands: Popular Indian Spirit Brands**

Rank	Indian Spirit Brands	Percentage
1	Old Monk	43%
2	Sula	26%
3	Amrut	13%
4	Paul John	9%
5	Fernie	9%

Source: Hurun Research Institute

**Table 37: Hurun Best of the Best Brands: Popular Imported Spirit Brands**

Rank	Imported Spirit Brands	Percentage
1	Johnny Walker Blue Label	33.7%
2	Chivas	16.8%
3	Ballantine's	9.9%
4	Hennessy	8.9%
5	Royal Salute	7.9%
6	Macallan	6.9%
7	Napoleon I Courvoisier	3%
8	Dewars	2%
9	Martell	1%
9	Louis XIII	1%
	Others	9%

Source: Hurun Research Institute

**Table 38: Hurun Best of the Best Brands: Popular Champagne Brands**

Rank	Champagne Brands	Percentage
1	Dom Perignon	25.8%
2	La Cuvee Rose	23.7%
3	Duval Leory	15.5%
4	Krug	10.3%
5	Ayala	9.3%
5	Pol Roger	9.3%
7	Others	6.2%

Source: Hurun Research Institute

**Table 39: Hurun Best of the Best Brands: Popular Tobacco Brands**

Rank	Tobacco Brands	Percentage
1	Davidoff	7.8%
1	W.D & H.O Wills	7.8%
3	Partagas	3.9%
4	Don Rafael	2.9%
5	Montecristo	1%
6	Cohiba	1%
	Others	7.8%
	Don't Smoke	67.6%

Source: Hurun Research Institute

**Collection:**

More than one third of the high-net-worth individuals are not into collecting. Among those who love to collect, most are into **art and jewelry**.

**Table 40: Hurun Best of the Best Brands: Popular Collectible Items**

Rank	Collection	Percentage
1	I don't collect	36.5%
2	Art	20.2%
3	Jewelry	19.2%
4	Precious stones	9.6%
5	Vintage Sports Equipment	6.7%
6	Letters & historical possessions of freedom fighters	3.8%
7	Music instruments	3.8%

Source: Hurun Research Institute

**Happiness index:**

The overall happiness index this year is **8.7 points**.

**Table 41: Hurun Best of the Best Brands: Happiness Index**

	Average Happiness Index (out of 10)
Life	8.5
Work	7.9
Overall	8.7

Source: Hurun Research Institute

**Children's education:**

In terms of studying abroad, the United States, which has many world-renowned universities, is leading the list. Almost 30% of India's HNI community want to send their children to study in the **United States**. Second position is bagged by the United Kingdom, followed by **Germany** and **Canada** that are ranked third and fourth respectively.

**Table 42: Preferred Country for Education**

Rank	Preferred Country for education	Percentage
1	USA	29.1%
2	UK	25.2%
3	Germany	10.7%
4	Canada	9.7%
5	Australia	7.8%
6	New Zealand	4.8%
7	Singapore	3.9%
8	France	2.9%
8	Japan	2.9%
8	Others	2.9%

Source: Hurun Research Institute

In terms of sending their children for international education, most of the respondents don't have concrete plans yet. One – fourth of the HNIs said that they would send their kids abroad for graduation.

**Table 43: Preferred Age to Send Children for Overseas Education**

Preferred Age to Send Children for Overseas Education	Percentage
No plan	33.6%
< 11 years	10.6%
12-15 years	6.7%
16-18 years	4.9%
Undergraduate	26%
Postgraduate	18.3%

Source: Hurun Research Institute

**Social responsibility:**

Taxation and environmental issues are of the biggest concern among high net worth individuals.

**Table 44: Preferred way to be Socially Responsible**

Rank	Social Cause	Percentage
1	Pay Tax	37.5%
2	Environmental	25%
3	Personal Charity	19.2%
4	Increase employment	10.6%
5	Being a good employer	7.7%

Source: Hurun Research Institute

**Awards**

The Hurun Research Institute today releases the *Hurun Best of the Best Awards 2019*, based on the results of the *Hurun Report Indian Luxury Consumer Survey 2019*. The Best of the Best is for the overall winner of a category. The Star Performer is for the product / service with the best year on year performance. The Best New Arrival is for a product / service launched in India in the past 12 months that has shaken up the market.

Fashion and Accessories	
Preferred Fashion Brand	Burberry; Gucci
Preferred Accessory Brand	Gucci
Preferred Watch Brands	Rolex
Indian Jewellery Brand	Tanishq
Preferred International Jewellery Brand	Cartier
Automobiles	
Preferred Auto Brand	BMW, Audi
Preferred Super Luxury Auto Brands	Rolls Royce, Bentley
Preferred Super Luxury Sports Car	Lamborghini Urus
Home Appliances	
Preferred Indian Luxury Kitchen / Bathroom Brand	Jaquar
Preferred Foreign Luxury Kitchen/ Bathroom Brand	GROHE



<b>Hotels and Airlines</b>	
Preferred Hotel Brand	Taj
Preferred Business/First Class	Emirates
Preferred Business Jets	Bombardier
<b>Liquor &amp; Tobacco</b>	
Preferred Alcohol	Whiskey
Preferred Indian Spirits	Old Monk
Imported Spirits	Johnny Walker Blue Label
Preferred Champagne	Dom Perignon
Preferred Tobacco	Davidoff and W.D & H.O Wills
<b>Financial Services</b>	
Popular Financial Service Provider (Domestic)	HDFC
Preferred Financial Service Provider (International)	JP Morgan
Popular Method of Payment	VISA and MasterCard
Popular Life Insurance Service Provide	LIC
Popular crypto currency	Bitcoin
Preferred investment destination overseas	UK
Most important global city in 10 years	Beijing
Preferred Collectable	Art
Happiness Index (max 10)	8.7
Preferred Domestic Travel Destination	Goa
Preferred Overseas Travel Destination	UK
Preferred country for education	USA