

ZyFin's Economic Lead Indicators now on Bloomberg Terminal

To aid global investors focusing on India with macroeconomic data

Mumbai, 13 December, 2013: [ZyFin Research](#) (formerly BluFin) a leading financial research and analytical company, today announced that its macroeconomic lead indicators – ZyFin Business Cycle Indicator (BCI) and ZyFin Consumer Outlook Index (COI) along with its sub-indices - Present Situation Sentiment Index, Future Expectations Sentiment Index, Spending Sentiment Index, Inflation Sentiment Index and Employment Sentiment Index will now be available on Bloomberg Terminals.

The Bloomberg Terminal enables users from various industries to access, monitor and analyze real-time financial market data and place trades on the electronic trading platform.

ZyFin Macroeconomic Lead Indicators	Bloomberg Ticker
Business Cycle Indicator	INBFBCI<Index>
Consumer Outlook Index	INBFcox<Index>
Sub-indices	
Present Situations Sentiment Index	INBFPRS<Index>
Future Expectations Sentiment Index	INBFUE<Index>
Spending Sentiment Index	INBFSPS<Index>
Inflation Sentiment Index	INBFINS<Index>
Employment Sentiment Index	INBFEMS<Index>

Commenting on the significance of this inclusion Debopam Chaudhuri, VP Research, ZyFin Research said that, “Global investors focusing on India can now access ZyFin Research’s real-time, unbiased and credible data on Indian macro environment directly from their terminals. The inclusion of our data on Bloomberg gets us one step closer to our goal of addressing India’s data darkness.”

About ZyFin Research

ZyFin Research is a leading financial research and analytics company, providing objective, timely and comprehensive information to investors and policy makers on the Indian economy and financial markets. ZyFin is backed by Zodius Advisors (www.zodius.com) and Anthemis Group (www.anthemis.com). For more information, please visit <http://research.zyfin.com/>.

About Zodijs Advisors

Zodius Advisors builds businesses in the “new” Digital India. Operational since 2011, Zodijs typically develops one company every six months and works intensively with its portfolio company teams to “speed up” and “shape up” for exceptional growth and profitability.

About Anthemis Group

Anthemis Group is a specialist holding company providing vision, strategy, leadership and capital to growth-stage companies with innovative business models at the intersection of financial services, markets and technology.

About the ZyFin Consumer Outlook Index (COI)

The ZyFin Consumer Outlook Index has been designed by the ZyFin team of financial economists and statisticians under the guidance of Dr. Sam Thomas, Ph.D., Director of Research and Development at ZyFin and Professor of Banking and Finance at the Weatherhead School of Management of Case Western Reserve University, Cleveland, Ohio. The Index is designed to measure how consumers feel about the economy and their ability and desire to spend across India, and includes data collected from 4,000 respondents across 18 cities, in partnership with TNS, the world's largest custom market research company.

About the ZyFin Business Cycle Indicator (BCI)

Zyfin BCI is an independent, real-time and leading indicator of the business cycle in India. Since it indicates the state of the Indian business cycle ahead of the release of the IIP, it eliminates the lag associated with the IIP and GDP data. As a result, the BCI is a powerful signal of turns in the business cycle with a slight lead while reducing the volatility associated with other data, allowing reliable detection of turns in the business cycle (Figure 2).

The BCI has been designed by Zyfin under the guidance of Dr. Sam Thomas, Ph.D., Senior Advisor at Zyfin and Professor of Banking and Finance at the Weatherhead School of Management of Case Western Reserve University, Cleveland, Ohio. It is a monthly composite indicator of primary and secondary macro variables formulated to track the state of the business cycle in the Indian economy. The index is computed based on components in four broad categories: capital markets, foreign trade, policy and the real economy.

Important Links:

www.zyfin.com/research

www.zodius.com

www.anthemis.com

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