

# *Luxury In India*

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With luxury goods sales set to reach \$1.2 trillion by 2020, India remains the fastest growing luxury market in the world having increased its value to a staggering \$30 billion in the last year. With 2.36 Lakh High Net-Worth Individuals (HNIs), India now ranks fourth in the millionaires list. The new force driving this demand are the millennials who are transforming the meaning of luxury from that of "having" to "being". The opportunity is huge.

