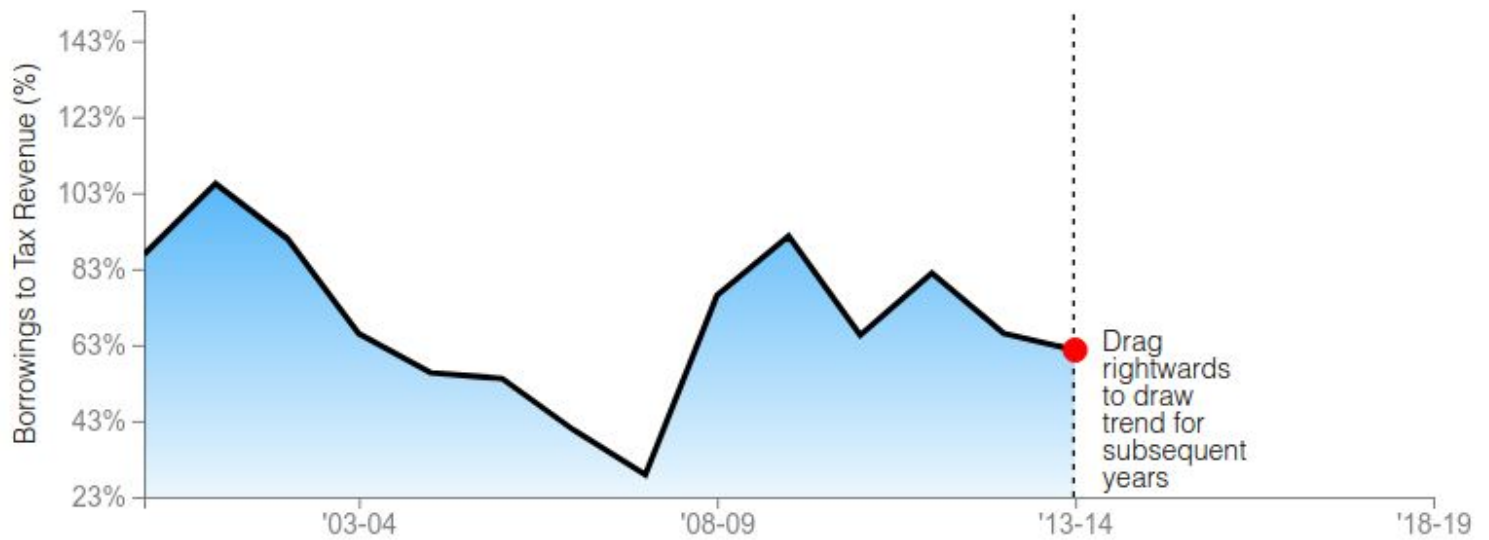


Loki.ai—Case Study

# Relevant, timely economy analysis that is easy on the eye

Central Government Borrowings as a percentage of Tax Revenue under Modi Government

Source: Budget Documents



Show Me How I Did

*“Thanks very much for adding facts, data, and charts to the political discussion in India.”*

- User on the India Subreddit

NEW DELHI: Announcing a bevy of subsidies ahead of elections has always been a trump card of sorts for finance ministers across different regimes. Since coming to power, the Modi government has been rather conservative as far as doling out subsidies are concerned. The percentage of subsidies to total expenditure dropped from 15.52 per cent in 2014-15 to 11.2 per cent in 2017-18. The share of subsidies touched its peak in 2012-13, just a couple of years before the 2014 general elections.

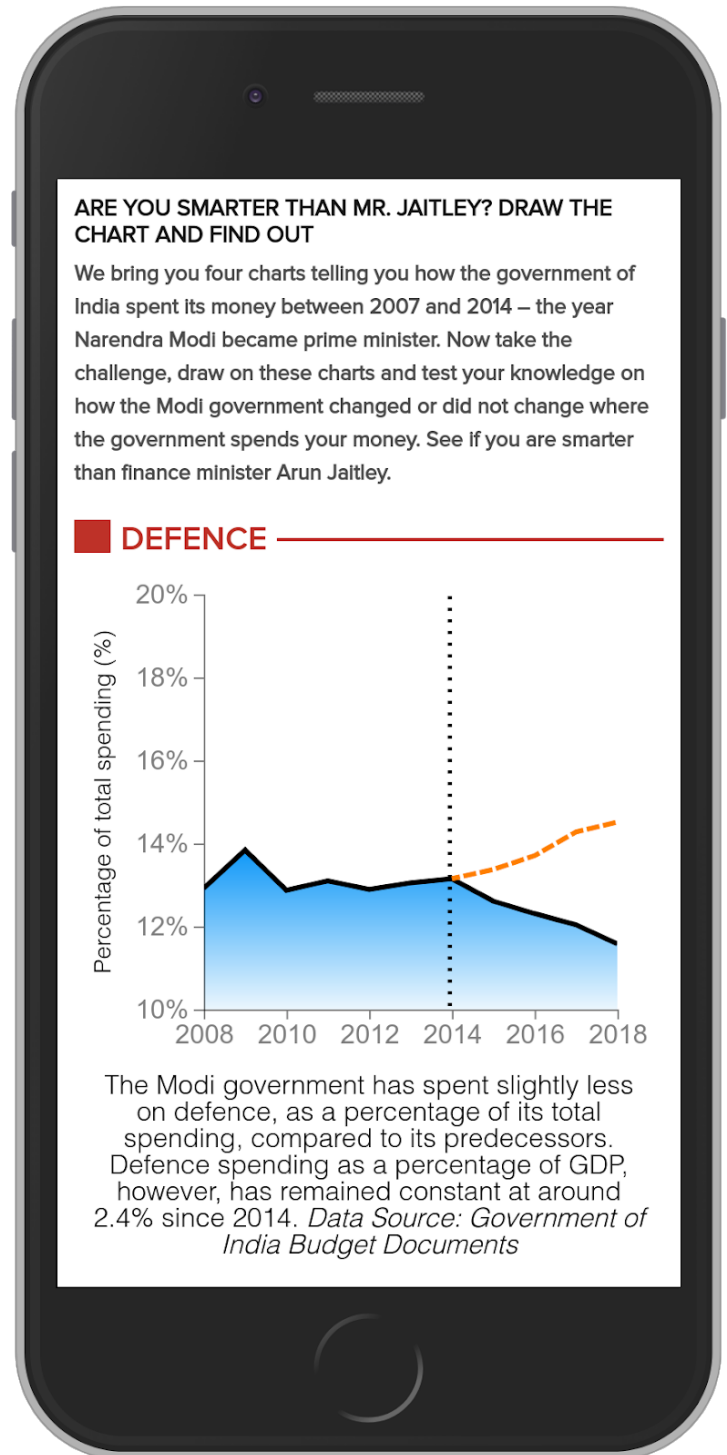


# Executive Summary

## Background

1. We created mobile-friendly interactives, games, data-hubs, and simulations related to the Union budget for a large media company in India.

2. We supplemented these with research tools that powered stories for video, print, and digital.



# What we looked at

## Budget Documents

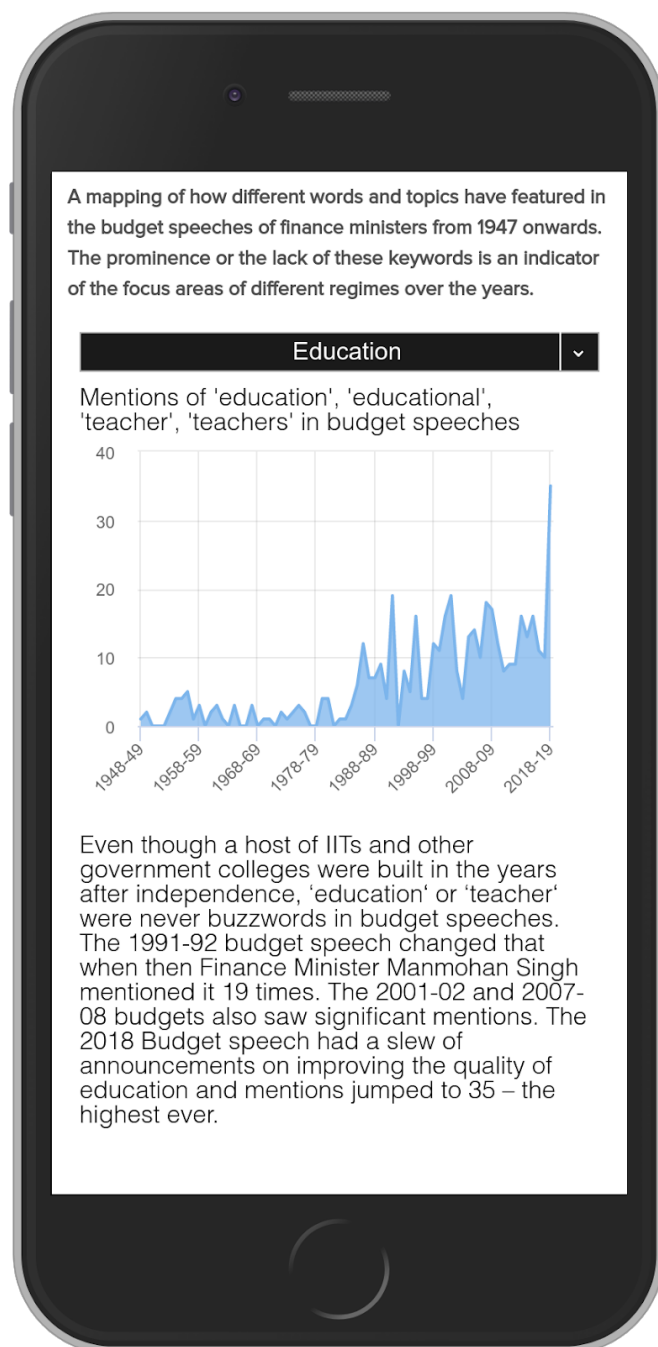
We analyzed data from all budget documents from 1991 to see how India’s spending and expenditure has evolved over time. We also analyzed budget speeches since 1950 to see how keywords used in the budget have changed over time.

## Macro-Economic Indicators

We analyze India’s GDP, GVA, inflation, investment, and job indicators as soon as the data comes out. Charts for these are automatically generated - and can function both as embeds in other stories and as standalone properties.

## Industry-specific Indicators

We also analyze industry-specific indicators, such as the 2-digit index of Industrial Production, the Naukri Jobspeak Index, the Consumer Confidence Survey, the Industry Outlook Survey and more.



## About Us

Loki.ai is a Singapore-based startup that helps content companies improve their analytics, advertising, and content-creation processes. Our proprietary, innovative products have been recognized by clients across South- and South-East Asia, as well as the Global Editors Network.

The company was founded by Rishabh Srivastava. Rishabh has more than 5 years of experience in creating cutting-edge technology solutions for the media industry, and has helped some of the biggest media companies across South-Asia, South-East Asia, and the Middle-East in their analytics and content strategy.

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## Contact Us

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