

IIMA-AuraArt Indian Art Index (IAIAI)

October 2024 Release

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Introduction

The IIMA-AuraArt Indian Art Index (IAIAI) is a quarterly price index tracking the price movement of constant-quality modern art (paintings) by Indian artists auctioned over time. Launched in 2022, the IAIAI focuses on data from the top 25 Indian artists, ranked by the number of artworks auctioned. IAIAI utilizes hedonic pricing model. When the average price of art changes over time, it may be due to differences in quality of art being auctioned. The hedonic method attempts to control for the index movement attributed to quality differences.

This white paper presents the latest release and analysis of the index. The white paper also describes the index methodology, coverage and some recent trends.

Commentary on IAIAI trend

The IIMA-AuraArt Indian Art Index (IAIAI) has reached an all-time high in the third quarter of 2024, attaining a new peak of 4377. It is interesting to note that the previous peak of 3,921 was achieved in the third quarter of 2023. Following this prior high, the growth trajectory had slowed, but the recent surge has resulted in a Compounded Annual Growth Rate (CAGR) of 12% over the past year (2023 Q3 to 2024 Q3). The IAIAI delivered 13% compounded annualized returns since 2001. The average year-over-year return for the index over the past decade has been around 8%, while the average quarter-over-quarter return stands at 3%.

Figure 1 and Table 1 summarize the CAGR and returns delivered by IAIAI, respectively.

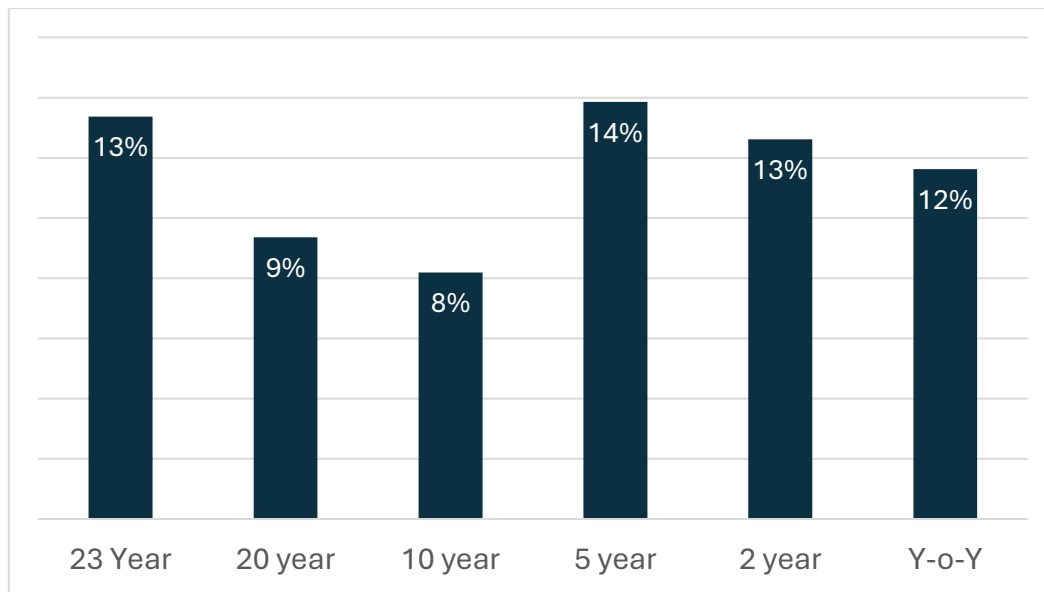
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Figure 1: Compounded Annual Growth Rate (CAGR)



Source: Authors

Table 1: IAIAI Returns

Over the past decade (2014 Q3 to 2024 Q3)			Over the past two decades (2004 Q3 to 2024 Q3)		
	Q-o-Q	Y-o-Y		Q-o-Q	Y-o-Y
Average	3%	8%	Average	5%	18%
Max	44%	46%	Max	82%	281%
Min	-30%	-27%	Min	-56%	-49%
Std dev	18%	15%	Std dev	21%	49%

Source: Authors

IAIAI Coverage and Analysis

Currently, the IAIAI is based on auction results of 11,213 artworks by top 25 Indian artists, auctioned across 11 houses globally over a 23-year period, from 1st April, 2001 to 30th September, 2024.

There have been some changes in the characteristics of the cohort over the years. Table 2, 3 and 4 lists the auction houses, top 25 artists and media used by the artists respectively, comparing their current rankings with their rankings 2 decades ago. These rankings are based on the coefficients of the hedonic pricing model. Artists like V.S. Gaitonde and Tyeb Mehta have seen a significant rise in their rankings, achieving 1st and 2nd positions in 2024 Q3, up from 16th and 15th positions in 2004 Q3, respectively. Oil has consistently held the 1st position among the mediums used, while tempera has risen from 4th place in 2004 Q3 to 2nd place in 2024 Q3.

Table 2: Auction Houses

	Rank in 2004 Q3	Rank in 2024 Q3
Christies	1	1
Sothebys	3	2
Saffronart	2	3
Others	4	6
Astaguru	NA	4
Pundoles	NA	5
StoryLtd	NA	7

Source: Authors

Table 3: Top 25 Indian Artists

	Rank in 2004 Q3	Rank in 2024 Q3
Akbar Padamsee	13	11
Anjolie Ela Menon	3	12
B Prabha	12	24
Badri Narayan	14	18
Bhupen Khakhar	11	4
Bikash Bhattacharjee	5	15
FN Souza	19	8
Ganesh Pyne	7	3
Jamini Roy	24	23
Jehangir Sabavala	21	7
Jogen Chowdhury	4	10
K Laxma Goud	6	16
KG Subramanyan	NA	21
Krishen Khanna	20	22
Lalu Prasad Shaw	9	20
MF Husain	23	9
Manjit Bawa	1	5
Manu Parekh	8	25
Ram Kumar	18	13
SH Raza	22	6
Sakti Burman	10	17
Satish Gujral	17	19
Thota Vaikuntam	2	14
Tyeb Mehta	15	2
VS Gaitonde	16	1

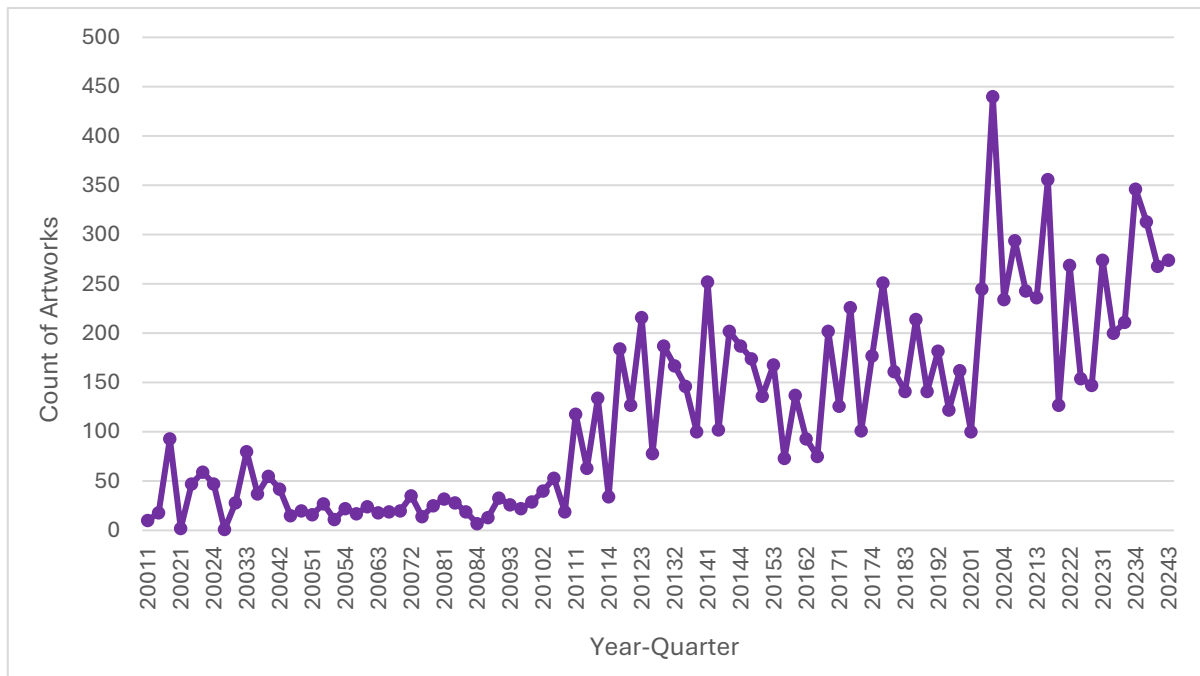
Source: Authors

Table 4: Medium

	Rank in 2004 Q3	Rank in 2024 Q3
Ink	9	9
Acrylic	2	4
Charcoal	7	10
Gouache	3	3
Mixed	5	5
Oil	1	1
Others	8	8
Pastel	10	11
Tempera	4	2
WaterColor	6	6
Pencil	NA	7

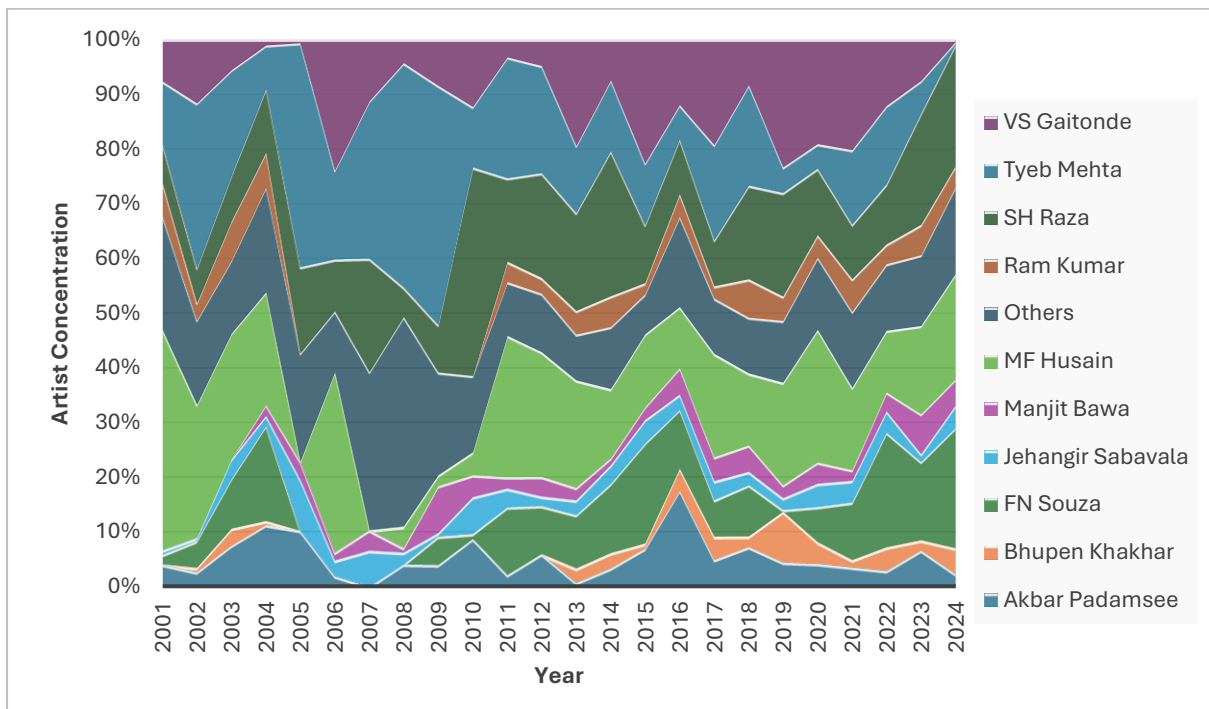
Source: Authors

Figure 2 plots the number of artworks auctioned by Year-Quarter with a maximum of 440 artworks auctions in the third quarter of 2020. Figure 3 and 4 illustrate the artist concentration and the progression of the choice of media over time, respectively. Figure 5 shows the average ticket size per quarter highlighting a peak in the first quarter of 2022.

Figure 2: Count of Artwork by Top-25 Artists Auctioned over time

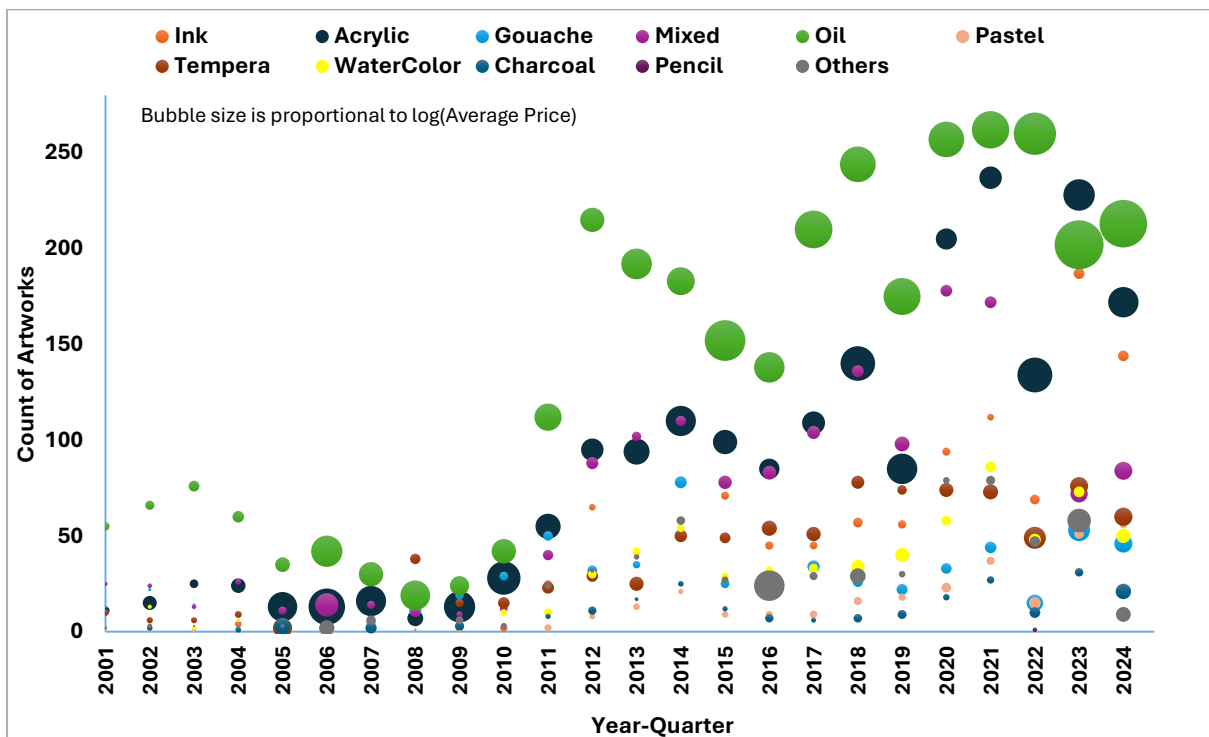
Source: Authors

Figure 3: Artist Concentration over time



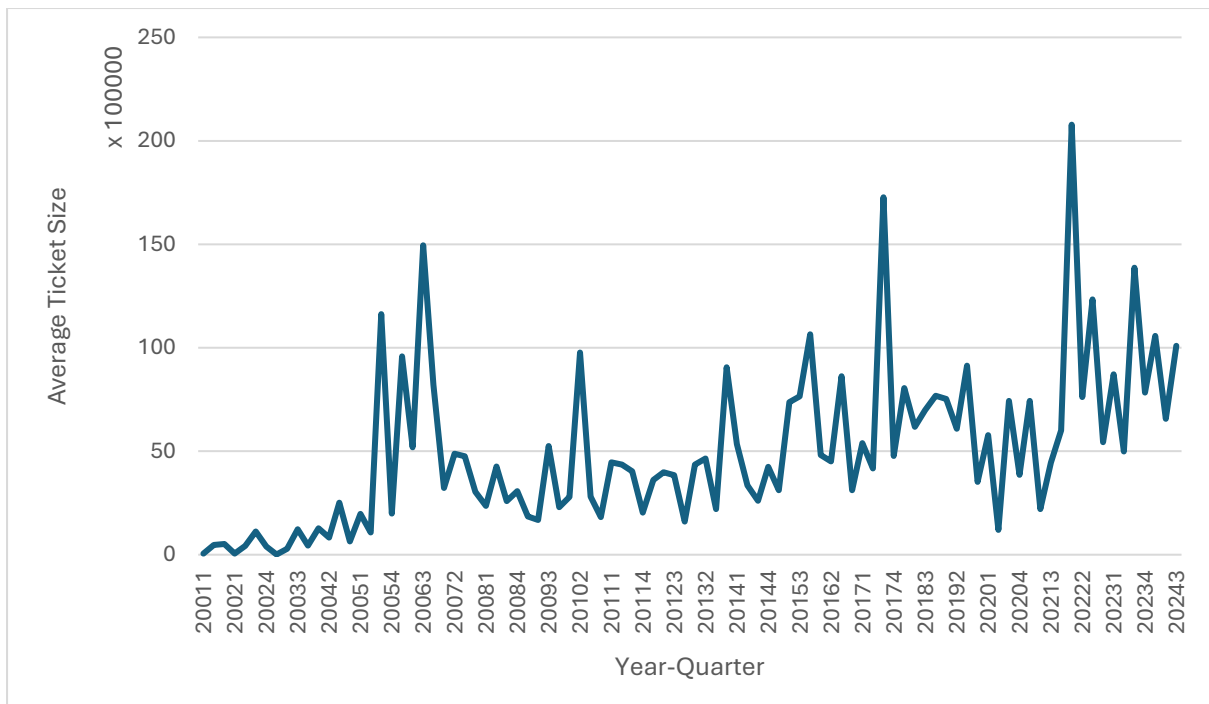
Source: Authors

Figure 4: Choice of Media of Top 25 Artists over time



Source: Authors

Figure 5: Average Ticket Size per Quarter



Source: Authors