



India

*The Land of Billion
Opportunities*

Summary

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DEMOGRAPHIC OVERVIEW

Quick Facts



5,000 years old ancient civilization



Stable Government with a single party majority.



28 states, 8 union territories



22 official state languages, communication & business: English and Hindi



3.28 mn. sq. km of total area, of which 7,516 km. of coastline (991% larger than Italy)



India's Export : US\$ 57.03 billion (Apr –Feb 22, 25.41%↑)



World's largest democracy with 1.3 billion people

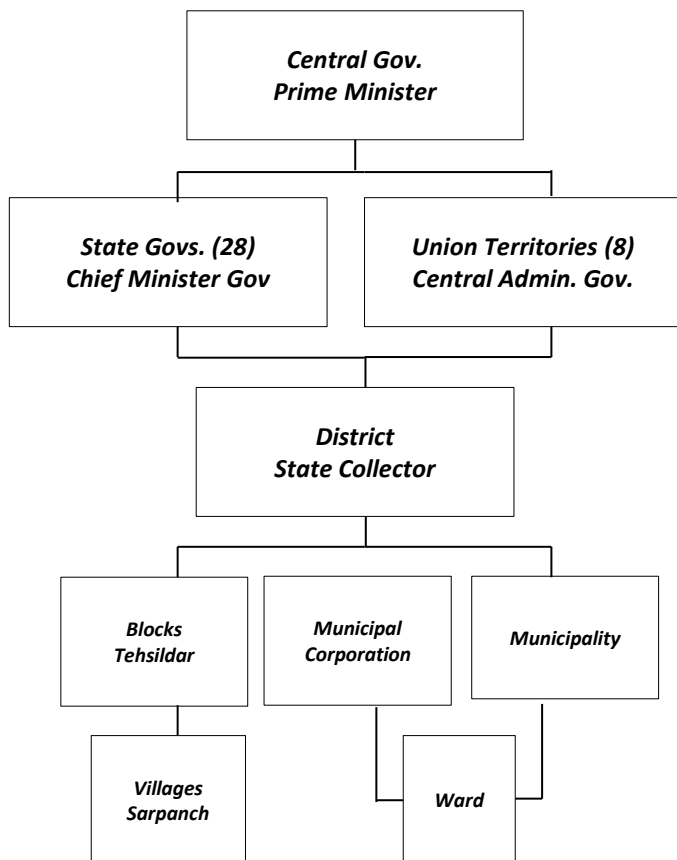


As of Mar 22 foreign exchange reserves in India stood at US\$ 617.65 billion .

Government & Education



Government



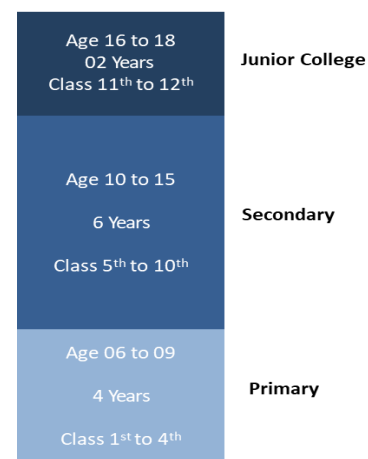
Government mandate is for 5 years.



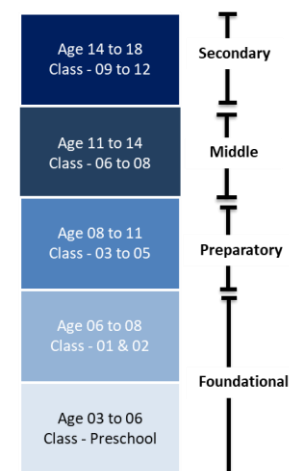
Education

- India follows 10+2 pattern for academics. It implies 10 years of schooling and 2 years of junior college.
- Post 12th standard, degree courses span over the duration of 3-5 years, depending on the specializations
- With introduction of the National Education Policy 2020, government proposed for new academic structure, it will be gradually shifting all boards and schools to 5+3+3+4 education system.

Current Academic Structure 10+2



New academic Structure 5+3+3+4



Indian parents give a lot of importance to their child's academic performance.

They even spend huge part of their savings to fund their child's education.

Top 10 Cities of India

New Delhi

Capital of India
Population-32 Million
GDP - US\$ 293.6 Billion
"Political Capital of India"

Ahmedabad

State: Gujarat
Population-8 Million
GDP- US\$ 68 Billion
"Textile Hub of India"

Mumbai

State: Maharashtra
Population-20 Million
GDP- US\$ 310 Billion
"Financial Capital of India"

Pune

State: Maharashtra
Population-9 Million
GDP- US\$ 69 Billion
"Oxford of the East, Auto Hub"

Bangalore

State: Karnataka
Population-13 Million
GDP- US\$ 110 Billion
"IT Capital of India"

Surat

State: Gujarat
Population-7 Million
GDP- US\$ 59.8 Billion
"Silk City, Textile Hub"

Kolkata

State: West Bengal
Population-15 Million
GDP- US\$ 250 Billion
"Cultural Capital of India"

Visakhapatnam

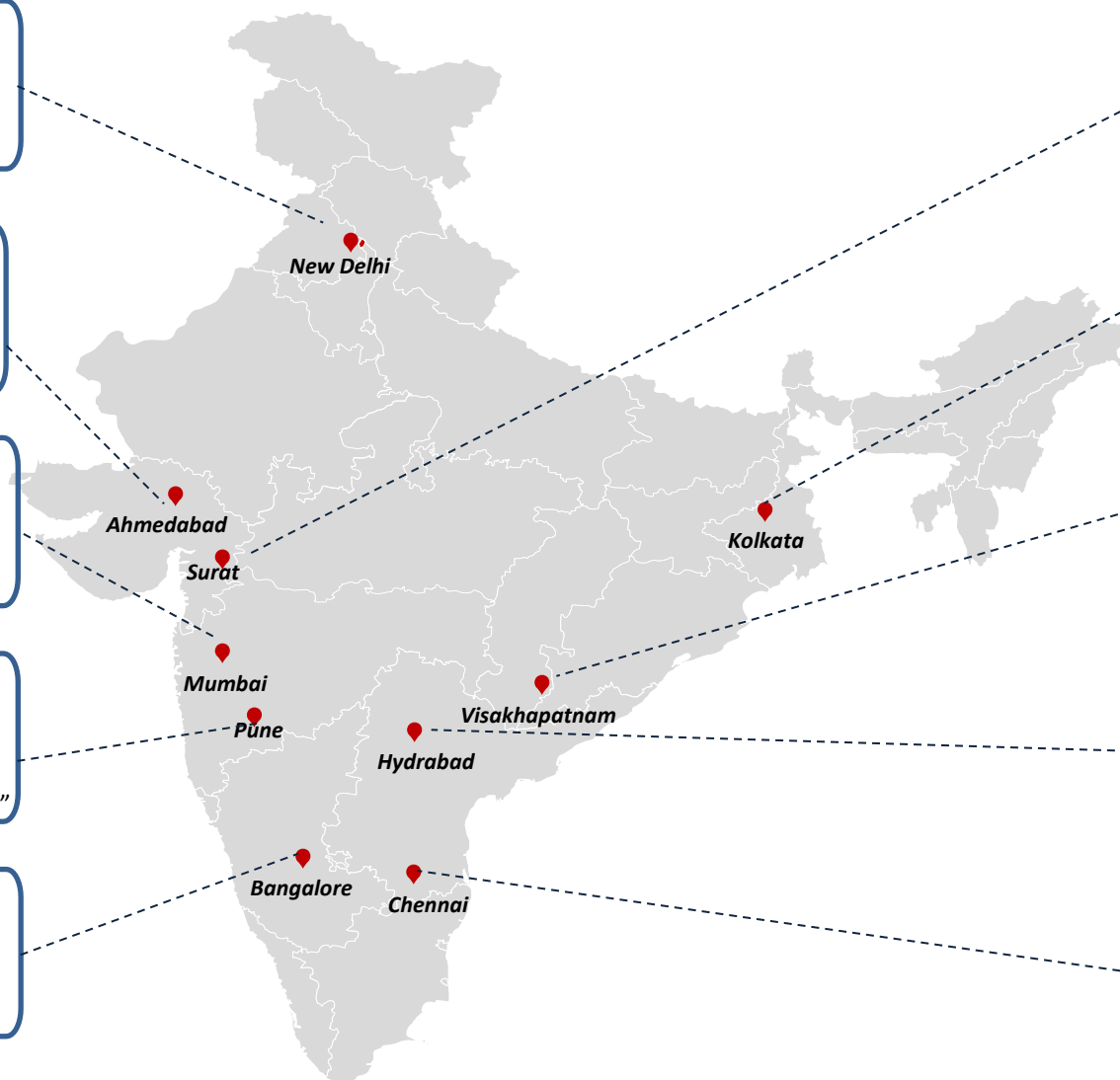
State: Andhra Pradesh
Population-2 Million
GDP- US\$ 48.5 Billion
"Upcoming City"

Hyderabad

State: Telangana
Population-10 Million
GDP- US\$ 83.5 Billion
"City of Pearls & IT, BPO"

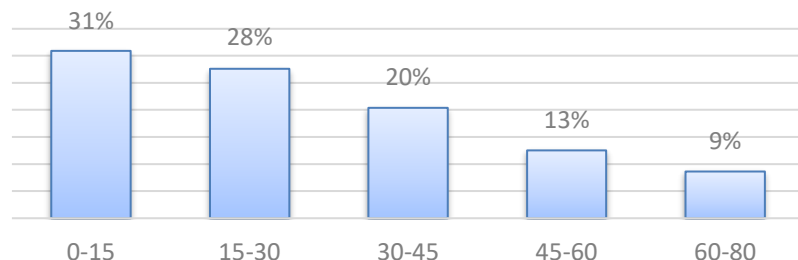
Chennai

State: Tamil Naidu
Population-11 Million
GDP- US\$ 86 Billion
"Detroit of South Asia"



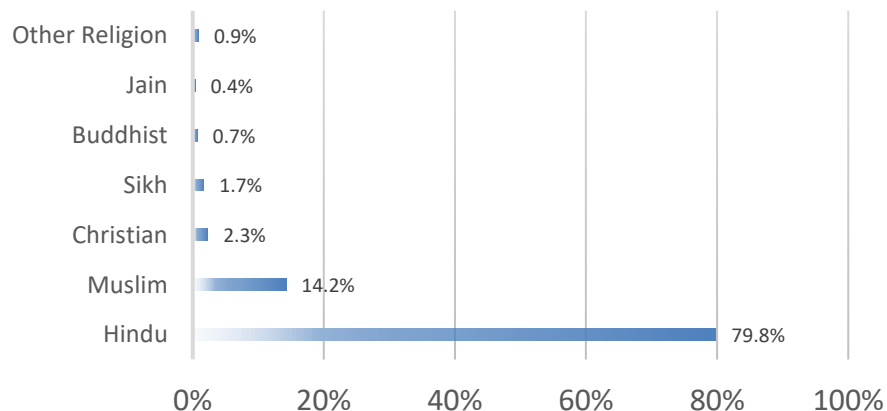
Characteristics of the Population

% Distribution of population by age in India
(As per census report)



In 2020, the sex ratio of the total population in India is 108.18 males per 100 females.

% OF RELIGION DIVERSITY



The average life expectancy of India is about 69.66 years(as of 2019)

As per Census 2021, Literacy rate of India 2021 is 74.04%.

% OF LITERACY



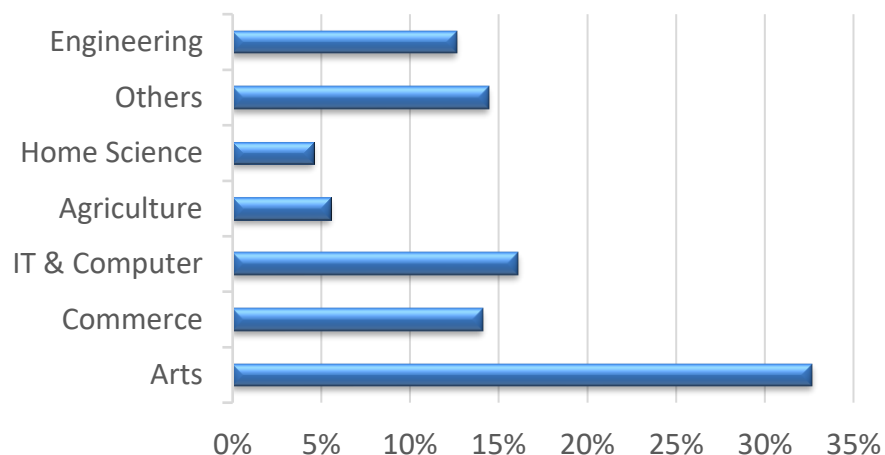
Top 10 States with High % of Literacy

Name of State	% of Literacy
Kerala	94.00
Lakshadweep	91.85
Mizoram	91.33
Goa	88.70
Tripura	87.22
Daman & Diu	87.10
Delhi	86.21
Chandigarh	86.05
Puducherry	85.85
Andaman & Nicobar Island	83.63
Himachal Pradesh	82.80
Maharashtra	82.34

Workforce

- **World's second-largest** English-speaking country
- **World's youngest country with 64 %** of its population in the working age group.
- One of the largest networks of higher education institutions (8,997 total AICTE approved institutes in India, out of which 3,627 offer undergraduate courses, 4,790 offer postgraduate and 3,994 offer diploma courses)
- 38.5 million students enrolled in higher education in 2019-20

Stream wise Distribution of Under Graduates (FY20)



Some of The Popular Career Choices

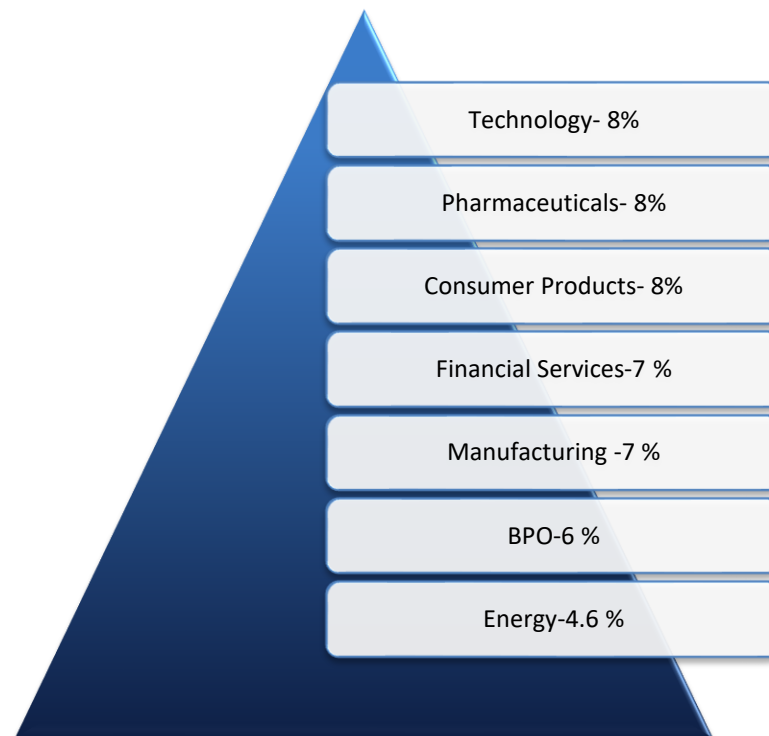
	Doctor		Civil Service
	Engineers		Security forces
	Merchant Navy		Scientist
	Accountant		Businessmen
	Teachers		Management Consultant
	Lawyer		Technology
	Artist		Fashion

Workforce (Cont'd)

Salary Comparison by Profession (Entry Level)

Profession	Average Indian Salary (per month)
Program Manager (IT)	€ 2231
Data Scientist	€ 1587
Life Sciences Consultant	€ 1439
Healthcare Consultant	€ 975
Chartered Accountant	€ 862
Human Resources Manager	€ 716
Software Developer/ Software Engineer	€ 617
Data Analyst	€ 617
Java Developer	€ 514
Restaurant Manager	€ 498
Legal Advisor	€ 489
Journalist	€ 379
Interior Designer	€ 314

Average Salary Increment Per Year (%)



Food Habits and Consumer trends

- Indian food reflects a perfect blend of various cultures and ages. Just like Indian culture, food in India has also been influenced by various civilizations.
- Represents a variety of regional and traditional cuisines native to the Indian subcontinent. Given the diversity in soil, climate, culture, ethnic groups, and occupations, these cuisines vary substantially and use locally available spices, herbs, vegetables, and fruits.
- There are mainly 4 meals in a Day i.e. Breakfast, Lunch, Snacks & Dinner

Breakfast

A typical breakfast in India varies depending on region.

A breakfast plate in India might include dosas (thin crepes made of lentils) or idlis (steamed rice-dough pancakes), and different dips and chutneys, as well as spiced potatoes



Lunch and Dinner

The core of a typical Indian lunch or dinner is **rice, or a flatbread, and a lentil stew (dal)**. There will also be a vegetarian stew, and if non-vegetarian, a meat, chicken, or seafood curry



Snacks

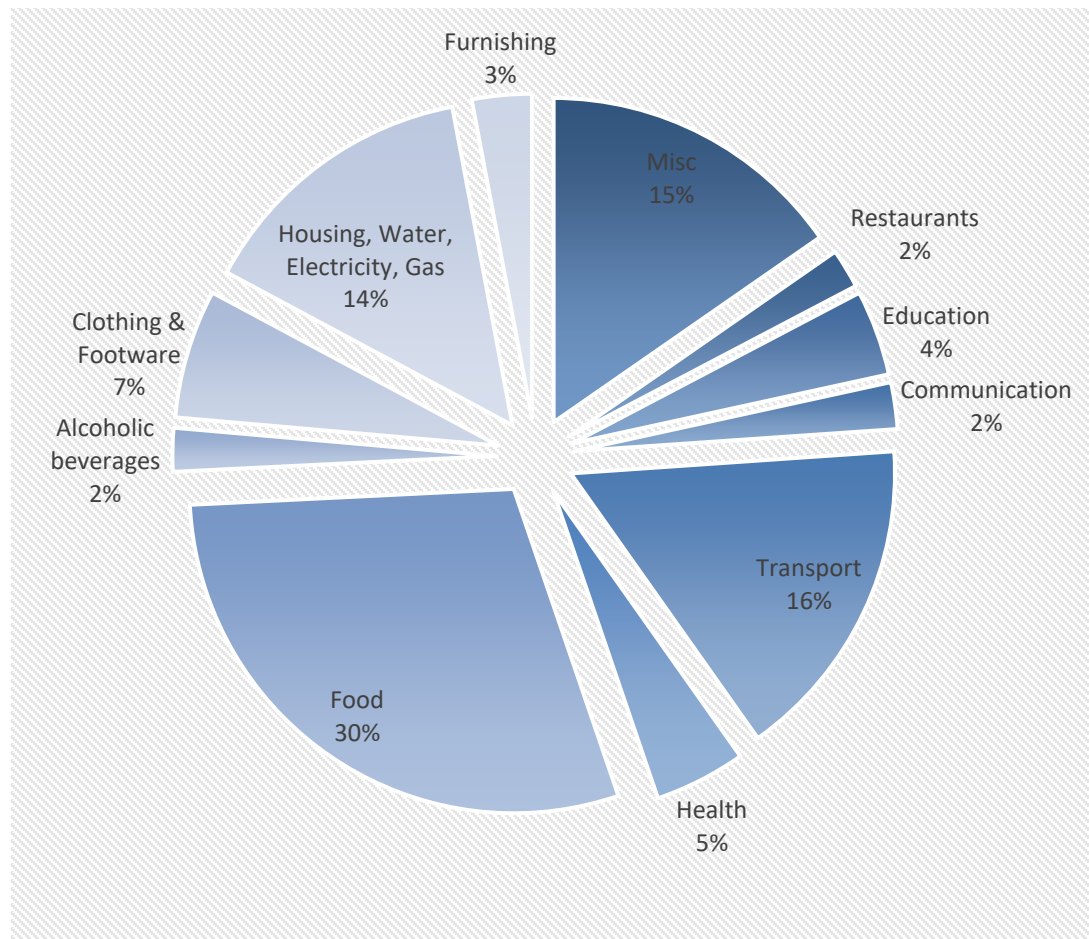
A snack is a small portion of food generally eaten between meals. Snacks come in a variety of forms including packaged snack foods and other processed foods.

Snack foods are a significant aspect of Indian cuisine, and are sometimes referred to as chaat.



Spending Habits of Indians

- India is expected to become the third-largest consumer market by 2030.
- Indians allocate their money for different types of expenditures over the course of a month.
- Indian consumers tend to buy fresh produce
- Traditionally used to buy from “Kirana” or mom & pop stores compared to modern stores like supermarkets.
- Share of organized retail as well as e-commerce has been increasing over the last 10 years.
- Pandemic has given impetus to digital payments and shopping
- Food & grocery contribute a major share to the spending of an average Indian, followed by transportation and utility bills.



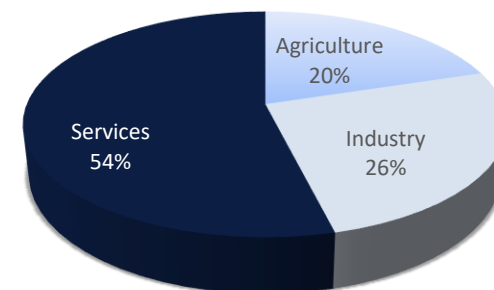
ECONOMIC OVERVIEW



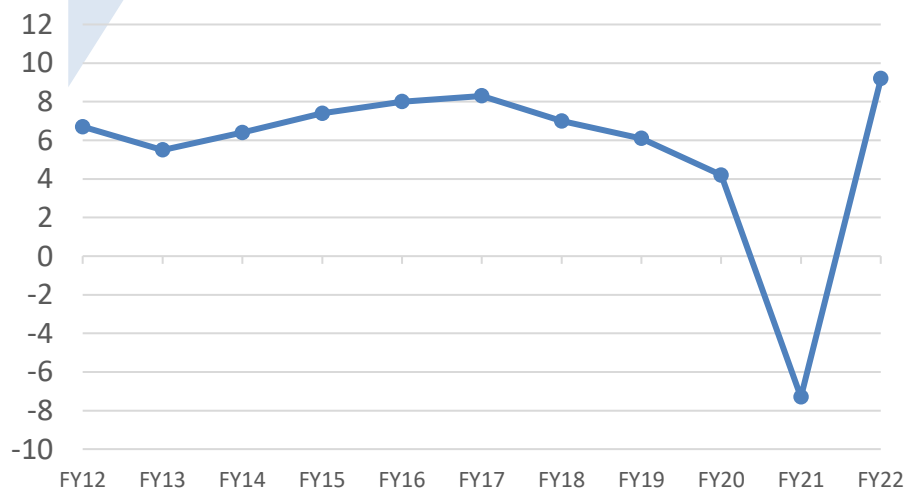
India's Gross Domestic Product (GDP)

- Growth in GDP during 2021-22 is estimated at 9.2 % as compared to the negative 7.3 % in 2020-21.
- Growth in agriculture and allied activities at 3.3% whereas industry and services sectors pegged at 5.9 % and 8.5 %, respectively.
- Per capita income across India was recorded at nearly € 1075 in 2020-21

GDP Composition (%)

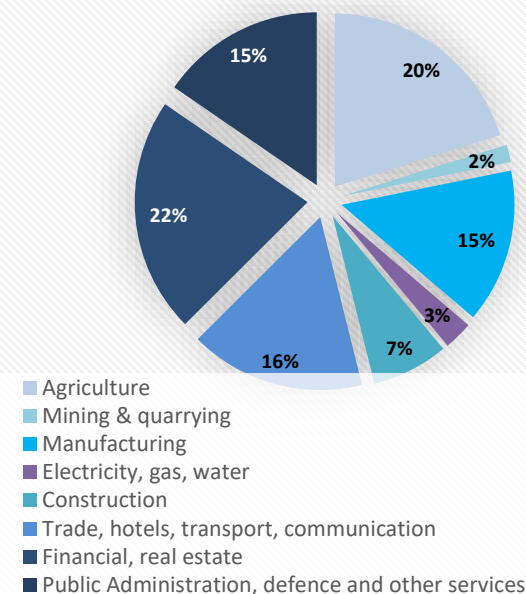


GDP Growth (%)



FY: Financial Year April to March

Sector Wise Contribution (%)



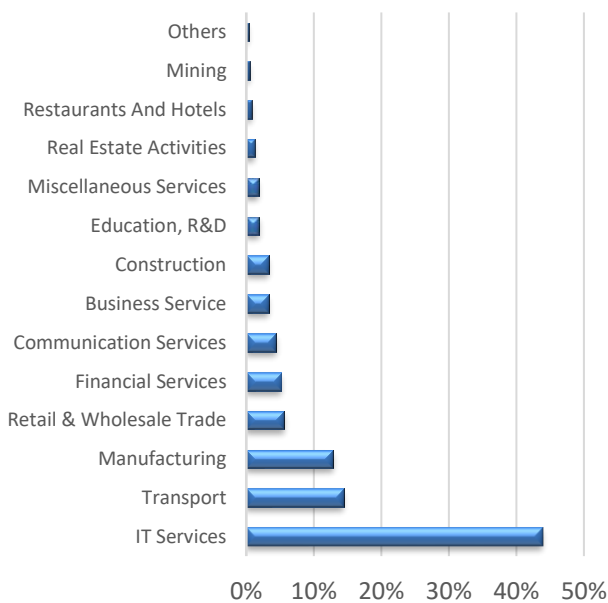
Foreign Direct Investment in India (FDI)

- India has received FDI close to US\$ 81.97 bn during 21-22, as against US\$ 53 bn in 2020-21
- India is expected to attract US\$ 100 bn of FDI in 2022-23
- FDI inflow under the Modi Government has increased by 65%

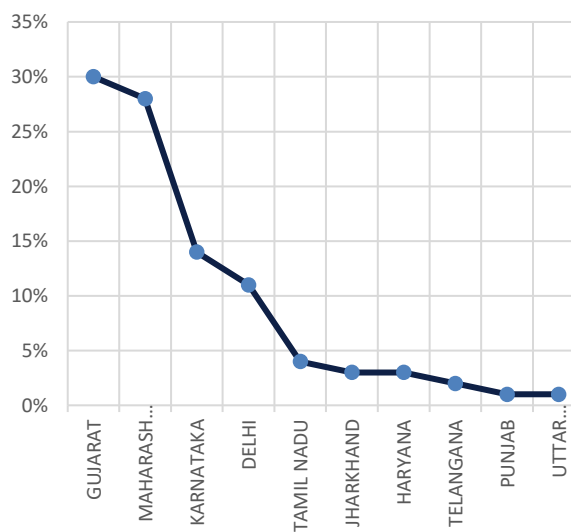
Some of the Major Investors in India

- Walmart
- China Petroleum
- Amazon
- Apple
- Royal Dutch Shell
- Microsoft
- CVS Health Crop
- Volkswagen AG
- Toyota Motor Corp.

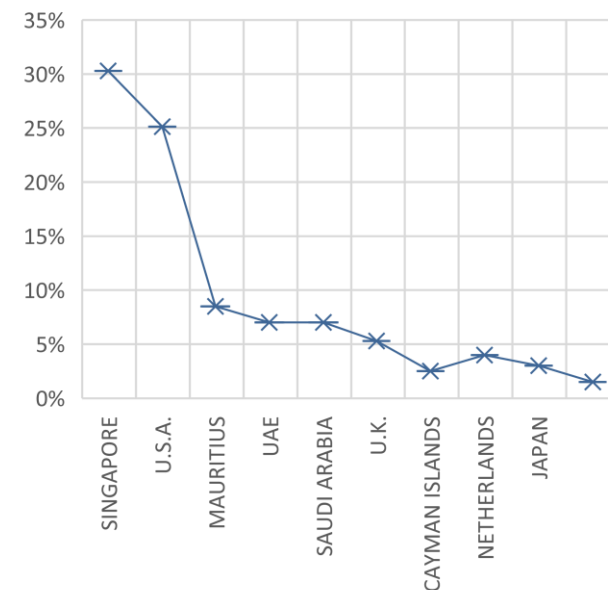
Sector Attracting Highest FDI Equity Inflows: (For FY21)



States Attracting Highest FDI Equity Inflows




















Top Investing Countries



Foreign Direct Investment in India (FDI)

Category 1 : 100% FDI permitted through Automatic route (No RBI Permission Required)

							
Agriculture & Animal Husbandry	Plantation	Mining & Exploration	Coal & Lignite mining	Shops	Railway Infrastructure	Other Services at Airport	Industrial Park
							
Construction Development projects	Transport services	Civil Aviation – Greenfield & Brownfield	Manufacturing	Cash & Carry Wholesale Trading	Broadcasting Carriage Services	Other Financial Services (registered/regulated entity)	
							
Exploration of Petroleum & Natural	Asset Reconstruction & Credit Information Companies	Market Place E-commerce Activities	Up-link of non-'News & Current Affairs' TV Channels, Down linking of TV channel	Insurance intermediaries	Pharmaceuticals	White Label ATM Operations	

Category 2 : 100% FDI permitted through Government Route (RBI Permission Required)

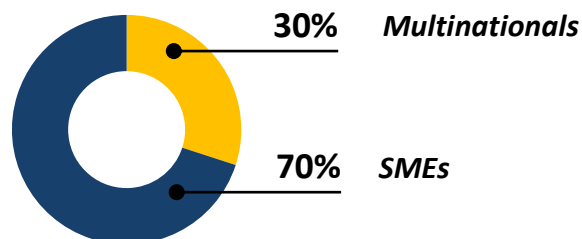
					
Mining and minerals separation of titanium bearing minerals & ores and its value addition & integrated activities	Publication of facsimile edition of foreign newspapers	Retail Trading including through e-commerce in respect of food products manufactured and/ or produced in India	Publishing/ printing of scientific and technical magazines/specialty journals/ periodicals	Government Route	Satellites-establishment and operations



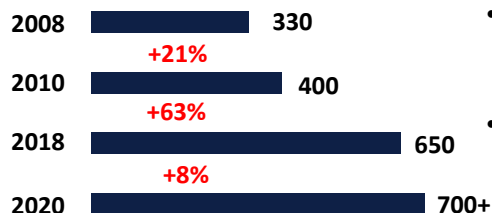
INDIA – ITALY BILATERAL

Italian Investments in India

Dimensions of Italian Companies in India

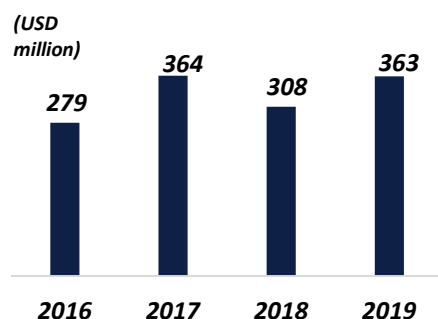


N. of Italian companies (2008-2020)



- The number of Italian firms in India has increased over the last 10 years, 200% increase from 2008 to 2021.
- In 2020 Italian companies in India were ~ 700 as compared to German companies (1,500) and French companies (750).

FDI from Italy to India

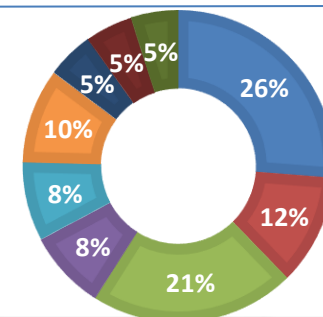
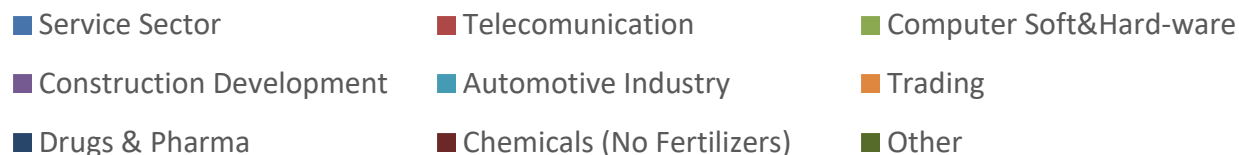


Trade: Import/Export Italy and India (19-20 to 21-22 in USD millions)

Year	19-20	20-21	21-22
EXPORT	4701	4666	7257
GROWTH %	-10	-1	56
IMPORT	4237	3812	4483
GROWTH %	-14	-13	40
TOTAL TRADE	8938	8478	11740
GROWTH %	-12	-5	38

- Italy (among India's top 5 trading partners in the EU) is currently the 18th largest investor in India with a presence of more than 700 firms.
- India has attracted around **USD 3.09 billion (0.58%)** FDI from Italy from 2000 to 2021.

Distribution of FDI inflow in equity towards India (From 2000 to 2021)



Prominent Investments

Italian companies in India

1. Ferrero India Pvt. Ltd.
2. Piaggio Vehicles Pvt. Ltd.
3. Benetton India Pvt. Ltd.
4. WeBuild
5. Fiat India Automobiles Pvt. Ltd.
6. Magneti Marelli Powertrain India Pvt. Ltd.
7. Mecc Alte India Pvt. Ltd.
8. Tecnimont Pvt Ltd.
9. Enel Green Power
10. Bonfiglioli Trasmission Pvt Ltd.
11. Carraro India Pvt. Ltd.
12. Danieli India
13. Brembo Brakes India Pvt Ltd
14. Comer Industries Pvt Ltd
15. Bauli India Bakes & Sweets Pvt Ltd
16. Maschio Gaspardo India Pvt Ltd



Indian Companies in Italy

1. Raymond
2. Wipro
3. Tata
4. Mahindra
5. JWS Steel
6. Sun Pharma



Prominent Investments

On November 06, 2020, H.E. Mr. Narendra Modi, Prime Minister of India and H.E. Mr. Giuseppe Conte, Prime Minister of Republic of Italy co-chaired a Virtual Summit between India and Italy.

PILLAR I

Economic engagement

PILLAR II

Partnership in the field of Science and Technology

PILLAR III

Political dialogue at bilateral level and coordination in multilateral fora

PILLAR IV

Cultural cooperation and people-to-people exchanges

The following MoUs were signed coinciding with the Summit:

Fincantieri S.p.A., Italy and Cochin Shipyard Limited, India on design, shipbuilding and manufacturing.

To promote co-financing between Cassa Depositi e Prestiti SpA (CDP), Italy and National Investment and Infrastructure Fund (NIIF), India

Fisheries sector between Assotica of Italy and Seafood Exporters Association of India

Italian Trade Agency and Invest India

IIT (Kanpur), Ca' Foscari University of Venice, Archaeological & Soprintendenza Archeologica Belle Arti e Paesaggio di Venezia on creating network

Addendum to the Executive Protocol for Scientific and Technological Cooperation between Italy and India on industrial projects

To enhance the development of green hydrogen between Snam S.p.A., Italy and Greenko Energies Private Ltd, Adani Gas Ltd, Greenko Energies Private Ltd India.

Area of conversion of plastic recycling between NextChem (Maire Tecnimont Group), Italy and Indian Oil Cooperation, India.

To set-up a CNG compressors factory in India between Snam S.p.A., Italy and Adani Gas Ltd, India



GOVERNMENT INITIATIVES

Key Schemes

India has launched several Government initiatives to attract international companies in order to become one of the largest manufacturing hub in the world. One of the milestone initiative is MAKE IN INDIA:

- Ambitious project designed to transform India into a global manufacturing hub.
- Focus on 25 sectors of the economy for job creation and skill enhancement.
- With the exception of Space, Defense and News Media, 100% FDI permitted in the remaining 22 sectors.

What Foreign Companies can bring	What India can provide
▪ Technology	▪ Reduction in production cost
▪ Designs	▪ Availability of low cost Labor
▪ Financial muscle	▪ Booming local consumption/application areas
▪ Access to international markets	▪ Tax reduction initiatives



Key Schemes

The Indian Government has launched/ is in the process of launching Production Linked Incentives (PLI) schemes in order to encourage manufacturing of final products with higher share of locally manufactured components.

*As of March 2022, the Government has received investment intentions **worth USD 400 bn** under PLI scheme.*

Sectors covered under PLI scheme are:

- Auto components
- Automobile
- Aviation
- Active Chemistry Cell Batteries
- Electronic Systems
- Food Processing
- Medical Devices
- Metals & Mining
- Pharmaceuticals
- Renewable Energy
- Telecom
- Textiles & Apparels
- White Goods



Digital India

- Digital India was launched in 2015 to improve online infrastructure and increase internet accessibility among citizens.
- An umbrella program that covers multiple Government Ministries and Departments.
- Weaves together a large number of ideas and thoughts into a single, comprehensive vision so that each of them can be implemented as part of a larger goal.
- Scope enhancement, Process Reengineering, use of integrated & interoperable systems and deployment of emerging technologies like cloud & mobile would be undertaken to enhance the delivery of Government services to citizens.

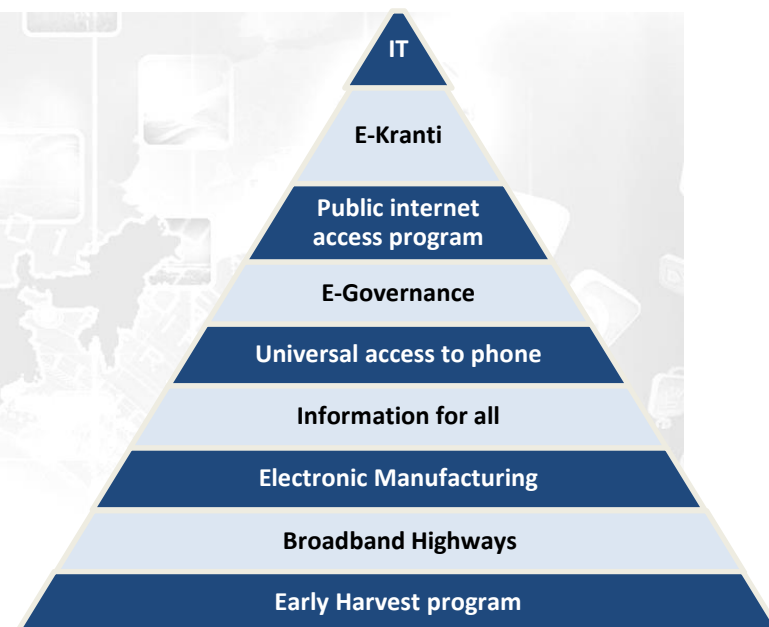
Key Objectives

Deliver digital services

Establish a secure and stable digital infrastructure

Ensure that every citizen has access to the Internet

9 Pillars of Digital India



Digital India- Key Initiatives



Cowin-
COVID-19 vaccination
registration



RAISE-2020
Responsible AI for social
Empowerment



**Digital Bharat Atmanirbhar
E-Book-**
e-learning, work-from-home, gaming,
business, entertainment, office



Digital North East 2020
enhance peoples' lives by capacity
building of government staff and
doubling BPO



Digi Locker
provides access to
authentic virtual
documents.



**Project
Development Fund**
funding from the India
Infrastructure Project
Development



Aarogya Setu
COVID-19 contact
tracing, syndromic
mapping & self-
assessment



**Digital India Atmanirbhar
app Challenge-**
various cash awards and incentives



Ideate for India
Creative Solutions Using Technology



E-marketplace
public procurement in India



Digidhan
Digital Payments
Dashboard



Good Governance
process reforms for good
governance



Umang App
Access to central state
government services.



Responsible AI for Youth
empower **youth** to become 'AI ready'
and help reduce the AI skill gap in India



Self for Society
premiere workspace for Electronics and IT
Corporates



Transforming India
Relief Educational Reforms Health
Reforms & Initiatives Agriculture &
Farmers Rural Economy MSME



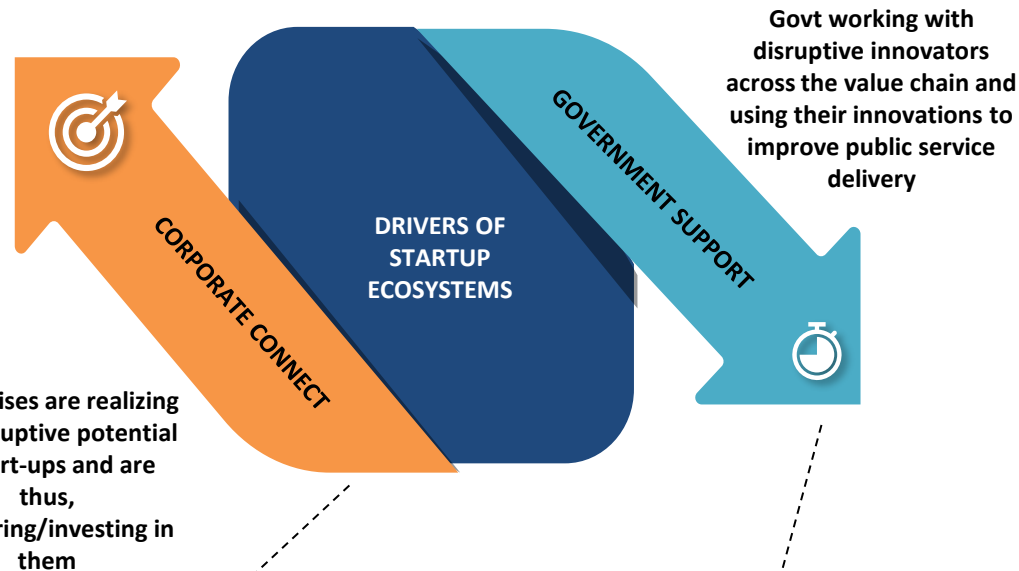
ICEGOV-2017
International Conference
on Theory and Practice of
Electronic Governance



Outreach Campaign
campaigns to inform and
educate rural and urban
people about
the Government's policies

Indian Startup Ecosystem

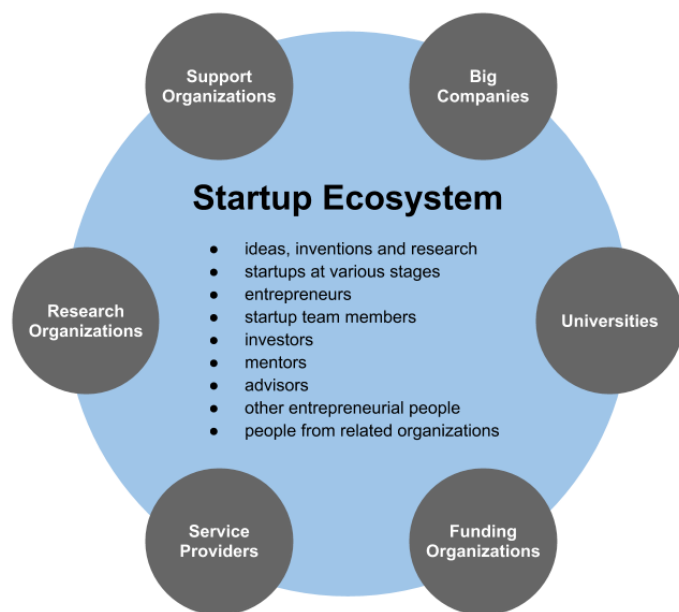
- 3rd largest startup ecosystem in the world; expected to witness annual growth of 12-15%
- ~ 50,000 startups in India in 2018
- Estimated 40,000 new employment generation
- Start up India- Launched in 2016, with an objective to boost startup culture and create an environment of entrepreneurship in India.



Enterprises are realizing the disruptive potential of start-ups and are thus, partnering/investing in them

- **Facebook** in partnership with Startup India disbursed cash grants of \$50,000 each to the top 5 selected startups
- Women program by **Goldman Sachs** has been providing women entrepreneurs all around the world with a business and management education, mentoring and networking and access to capital.
- **Microsoft** Ventures Accelerator Program in India has recently picked up 16 startup for funding and mentoring

- **Department of Animal Husbandry and Dairying** has conducted a grand challenge in association with Startup India to award top startups in 5 categories.
- **Small Industries Development Bank of India** has launched a scheme to provide assistance to existing Small and Medium Businesses in need of capital for growth
- **Over 26 states** in the country have Startup policies



Government Support to Develop Startup Culture

- **Funds of Funds for Startups:** Tax benefits, easier compliance, IPR fast-tracking and self-certification on labour laws. About US\$ 1.33 Bn approved by the Cabinet and established by the Department for Promotion of Industry is being managed by SIDBI to provide a much-needed boost.
- **Aspire** - one-time grant of **100% of cost of Plant & Machinery** other than the land and infrastructure or an amount up to € 121,701 whichever is less to be provided
- **Stand-Up India Scheme** - The objective of this scheme is to facilitate **bank loans to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and at least one woman borrower per bank branch** to enable them to participate in the economic growth of a nation.
- **Atal Innovation Mission** – To support the establishment of new incubation centers called Atal Incubation Centers (AICs) that would nurture innovative start-up businesses in their pursuit to become scalable and sustainable enterprises.

Startup India's 19-Point Action Plan



Top Startups of India

▪ Urban Company

Industries: Apps, Home Services, Marketplace, Service Industry

Funding amount: US\$ 445 mn



▪ Classplus

Industries: B2B, E-Learning, EdTech, Education, Mobile Apps, SaaS, Software

Funding amount: US\$ 89 mn



▪ Paytm

Industries: E-Commerce, Finance, Financial Services, Internet, Mobile Apps, Mobile Payments

Funding amount: US\$ 32 mn



▪ Razorpay

Industries: Financial Services, FinTech, Payments, Software

Funding amount: US\$ 366 mn



▪ Delhivery

Industries: E-Commerce, Freight Service, Last Mile Transportation, Logistics, Shipping, Supply Chain Management, Transportation, Warehousing

Funding amount: US\$ 1,236 mn



▪ Big Basket

Industries: Delivery, Delivery Service, E-Commerce, Grocery, Internet, Retail, Shopping

Funding amount: US\$ 1,119 mn



▪ GoMechanic

Industries: Automotive, Customer Service, E-Commerce, Sales

Funding amount: US\$ 59 mn



▪ Ola

Industries: Apps, Internet, Mobile, Ride Sharing, Transportation

Funding amount: US\$ 3,808 mn



▪ Licious

Industries: Delivery Service, E-Commerce, Food and Beverage, Food Delivery

Funding amount: US\$ 158 mn



▪ BYJU'S

Industries: E-Learning, EdTech, Education, Higher Education, Software

Funding amount: US\$ 2,745 mn



▪ CARS24

Industries: Artificial Intelligence, Automotive, B2C, E-Commerce, Marketplace, Sales Automation, Software, Transaction Processing

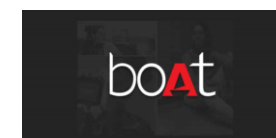
Funding amount: US\$ 393 mn



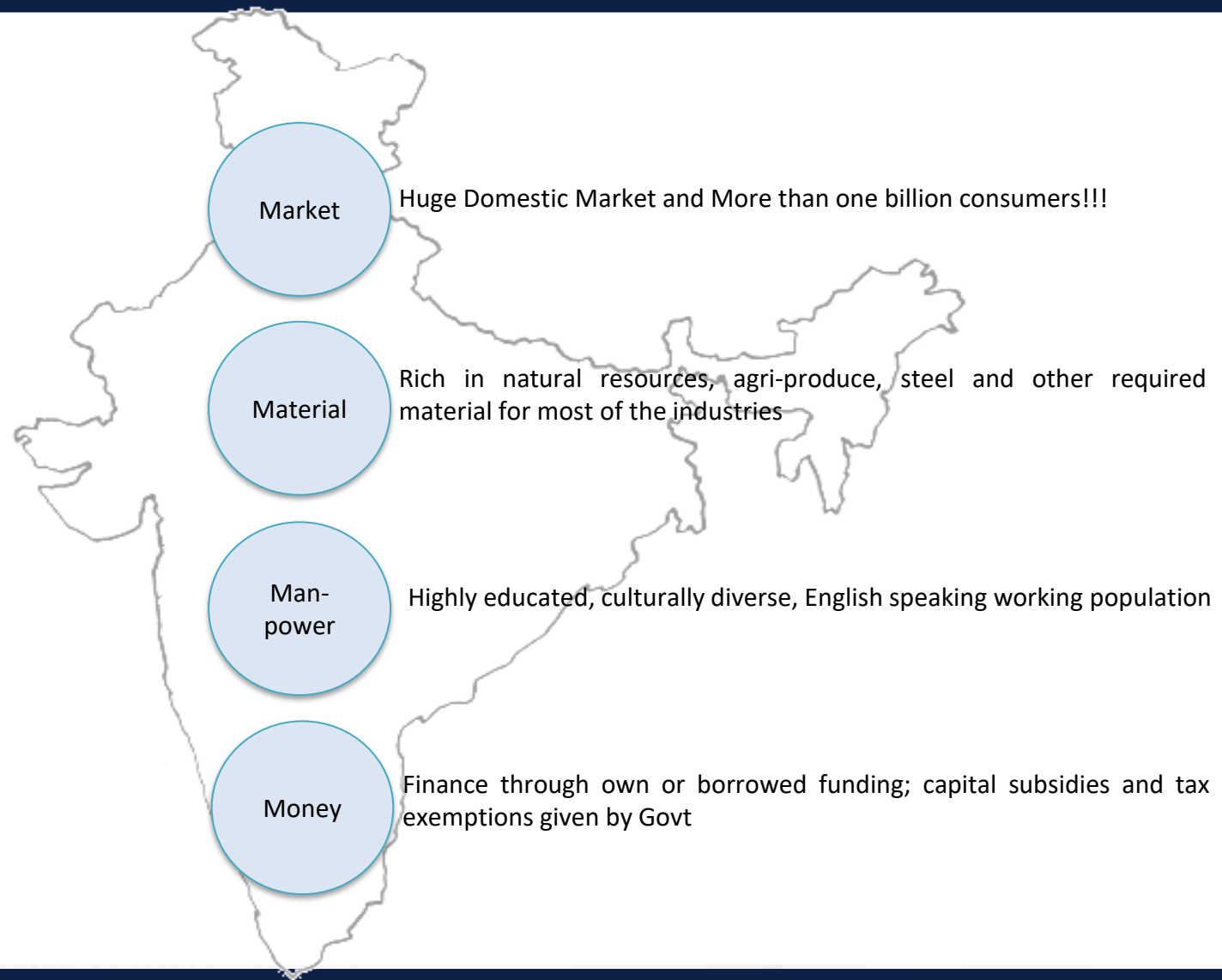
▪ boAt

Industries: Consumer Electronics, Fashion, Lifestyle, Wearables

Funding amount: US\$ 116 mn



India has all ingredients to become a manufacturing base as well as top contributor to your global revenue!



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