

MAKE IN INDIA FOR AUSTRIAN MACHINERY MANUFACTURERS

Ramesh Kalnawat
AUSSENWIRTSCHAFTSBÜRO MUMBAI

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INDIA OVERVIEW

- **Population** - 1.27 billion (2nd most populous country), + 1.2% annual change
- 7th Largest country by area in the world
- **GDP** - USD 2190 billion, GDP growth 2016 7.1%
- **Competitive Advantages:**
 - Low labour cost
 - English speaking population of labour
 - Demographic Dividend
- **Huge untapped market potential:**
 - Rapid urbanization fostering growth
 - Growing domestic consumer base



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INDIA INITIATIVES - MAKE IN INDIA CAMPAIGN



- 'MAKE IN INDIA' is a major national initiative to promote India as the most preferred global manufacturing destination.
- Aims esp. in 25 defined sectors to
 - implement sustainable growth
 - facilitate investment
 - propel innovation
 - enhance skill development
 - protect intellectual property
 - build best-in-class manufacturing infrastructure.
- Make India into an attractive investment destination

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MAJOR INDUSTRY SECTORS WITH GROWTH POTENTIAL

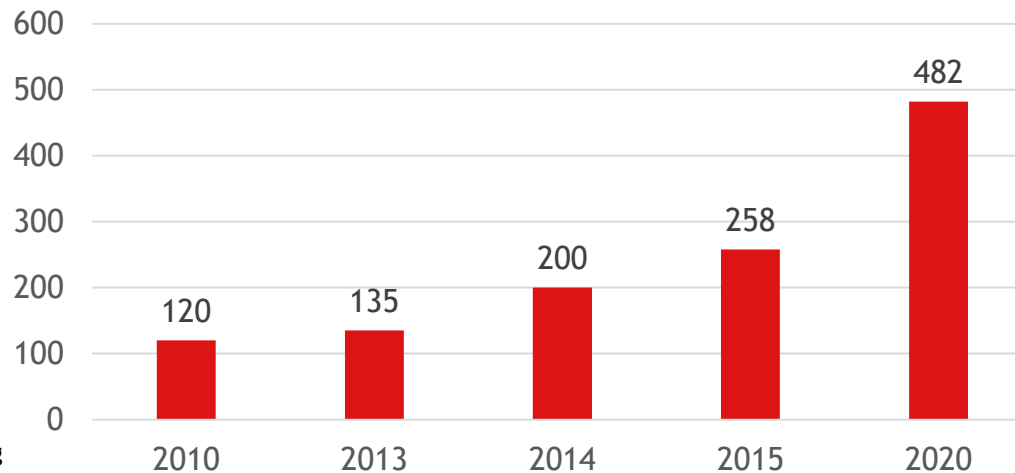
- **FOOD PROCESSING INDUSTRY - USD 258 billion**
- **AUTOMOBILES & AUTO COMPONENTS - USD 132 billion**
- **TEXTILE & APPARLES INDSUTRY - USD 109 billion**
- **IRON & STEEL INDUSTRY - USD 88 billion**
- **PLASTIC PROCESSING INDSUTRY - USD 32 billion**

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FOOD PROCESSING INDUSTRY

- Expected Turnover: USD 482 billion (2020)
- **Importance for India's economy**
 - One of the largest industries in the country (by turnover)
 - Employees approx. 13 million

Growth of food processing industry
(In USD bn)



Source: IBEF, www.ibef.org

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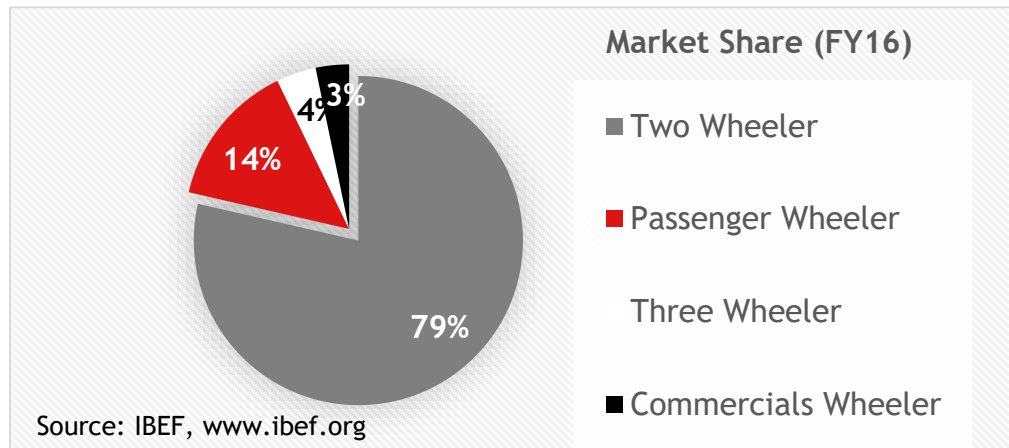
TRENDS & OPPORTUNITES

- Sector is growing at a CAGR of around 13-15% because of changing consumer taste.
- Entry of International Companies and increased Consumption of Packaged & Ready to Eat Food.
- Rising Demand of Indian Products in International Market
- **OPPORTUNITIES FOR AUSTRIAN COMPANIES**
 - Automated machines for food processing, packaging & printing etc.
 - Technology & supply of plant & machinery for dairy products.
 - Supply of plant & machinery for hygienic, state of art slaughterhouses.
 - Cold chain facilities and refrigerated transport systems
 - Cleaning and disinfecting machines
 - Supply of confectionery plant & machinery

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AUTOMOBILES & AUTO COMPONENTS

- Sixth largest automobile producer in the world with around 19 million employees
- Expected Turnover - USD 460 billion (2026)
- Accounts for 27% of the country's manufacturing GDP, 7.1 % of National GDP
- Expected Growth:
 - Passenger vehicle from 3.4 to 10 mil by FY20
 - Commercial vehicles from 0.8 mil to 2.7 mil by FY20
 - Two and three-wheeler from 19.8 mil to 35 mil by FY20



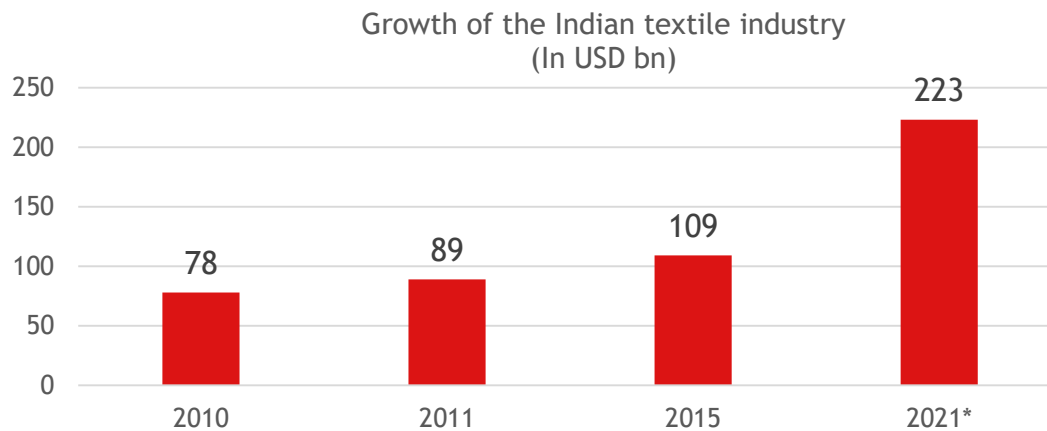
TRENDS & OPPORTUNITES

- Entry of foreign players for various segments provides heavy competition & encourages new product launches and focus on R&D - 100% FDI allowed under automatic route
- Global components sourcing hub
- Low Cost Electric Vehicles (anticipated demand of 6-7 million units by 2020)
- **OPPORTUNITIES FOR AUSTRIAN COMPANIES**
 - Metal Forming technology & the machines
 - Special purpose Industrial robots
 - Precision welding technology and the machines
 - Simulators and testing equipment
 - Hybrid and electric Vehicles component manufacturing machines
 - Technology transfer & joint venture by providing designs and special purpose machines for 2 wheelers, 4 wheelers & electric vehicles.

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TEXTILE & APPARLES INDSUTRY

- Second largest textile fibre producer in the world (9 million tons of fibre in 2015-16)
- Two segments in India:
 - Yarn and fibre (include natural and man-made)
 - Processed fabrics (including woolen, silk, jute, cotton & technical textiles), Readymade Garments (RMGs) & apparels.
- Accounts for 10% of the country's manufacturing production, 5% of India's GDP.



Source: Ministry of Textiles

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TRENDS & OPPORTUNITES

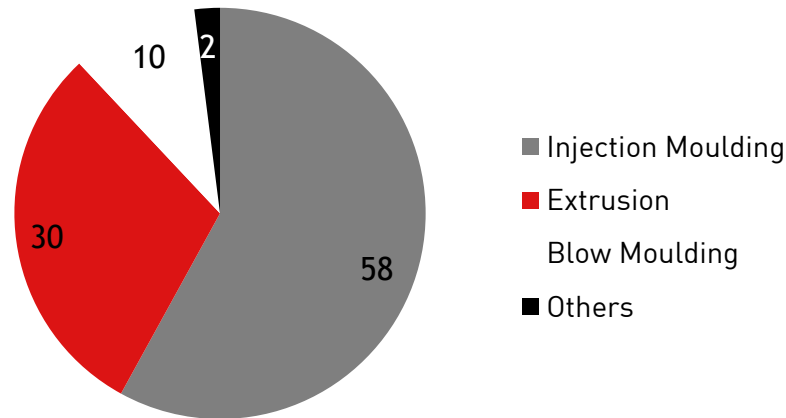
- Technology upgradation & infrastructure development.
- Public Private Partnership projects have been encouraged, 100% FDI possible
- Retail Sector - Rapid growth due to preference of branded products.
- **OPPORTUNITIES FOR AUSTRIAN COMPANIES**
 - Rotary Screen and Digital Printing machines
 - Ginning & pressing machines
 - Machinery for synthetic filament yarn
 - Laser Screen Engraving machines
 - Tailor-made Machines for Textile Applications
 - Technology transfer and joint ventures for manufacturing specialty yarn by setting up state of art manufacturing units.

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PLASTIC INDUSTRY

- Third largest demand for plastics in the world
- More than 30,000 processing units (85 - 90% SMEs), 4 million employees
- Domestic consumption is expected to grow 24 MMT by 2022 from present level of 15 MMT.

Main Plastic processing Technologies in India



TRENDS & OPPORTUNITES

- 13% growth annually in the last 5 years and similar growth expected in 2016-17
- Growth in automobile sector is expected to drive demand for plastic.
- Growing Retail Industry and e-commerce mode has major role in plastic packaging industry.
- **OPPORTUNITIES FOR AUSTRIAN COMPANIES**
 - Plastic processing machinery
 - Precision injection moulding machines
 - Extrusion machines
 - Plastic Recycling plants
 - Shredders & Crushers
 - Process Plants for Plastic raw materials, polymers, etc.
 - Machines for plastic seals and processing.

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STEEL INDUSTRY

- Third largest Steel producer in the world (2016), 600.000 employees
- Steel production : 96 mtpa (2016)
Expected : 300 mtpa (2025)
- Major steel consumption sectors
 - Construction
 - Infrastructure
 - Automobile



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TRENDS & OPPORTUNITES

- Increased emphasis on technological innovations
- Capacity expansion of existing plants
- Reduction in custom duty on plant & equipments
- **OPPORTUNITIES FOR AUSTRIAN COMPANIES**
 - Technology to upgrade production process, critical equipments and systems for existing steel plants, also for upcoming steel plants.
 - Steel plant equipment, furnaces and instrumentations, etc.
 - Technology & supply of special steel for dyes & moulds
 - Foundry Equipment
 - Heat Treatment Furnaces
 - Metallurgical lab equipments

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A FEW EXAMPLES OF AUSTRIAN COMPANIES IN INDIA



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THANK YOU!

PLEASE CONTACT US FOR ANY QUESTIONS!

Ramesh Kalnawat

Leiter AußenwirtschaftsBüro
AußenwirtschaftsBüro
Mumbai

E mumbai@wko.at

Dr. Oskar Andesner

Der österreichische Wirtschafts-
delegierte in New Delhi

E newdelhi@wko.at

Sampath Kumar

Leiter

Bangalore

E bangalore@wko.at

