



BUSINESS SUPPORT  
TO THE EU-INDIA POLICY DIALOGUES



This project is funded by the European Union



# ARE YOU READY FOR INDIA?





# BUSINESS SUPPORT TO THE EU-INDIA POLICY DIALOGUES PROJECT



A project funded by the European Union



# BUSINESS SUPPORT TO THE EU-INDIA POLICY DIALOGUES

- The Business Support to the EU-India Policy Dialogues supports the implementation of the new EU strategy on India, which was adopted in December 2018. The project strives to **increase business involvement** in strategic areas of bilateral cooperation in order to reinforce the already strong partnership between the European Union and India.
- These key areas are derived from on-going policy dialogues between the EU and India, such as **Environment, Energy, Climate, ICT and Urbanisation** and hold relevant, real-time opportunities for EU businesses interested in the Indian market.

[www.euindiabusinesssupport.eu](http://www.euindiabusinesssupport.eu)

## PROJECT PARTNERS



# India - Snapshot

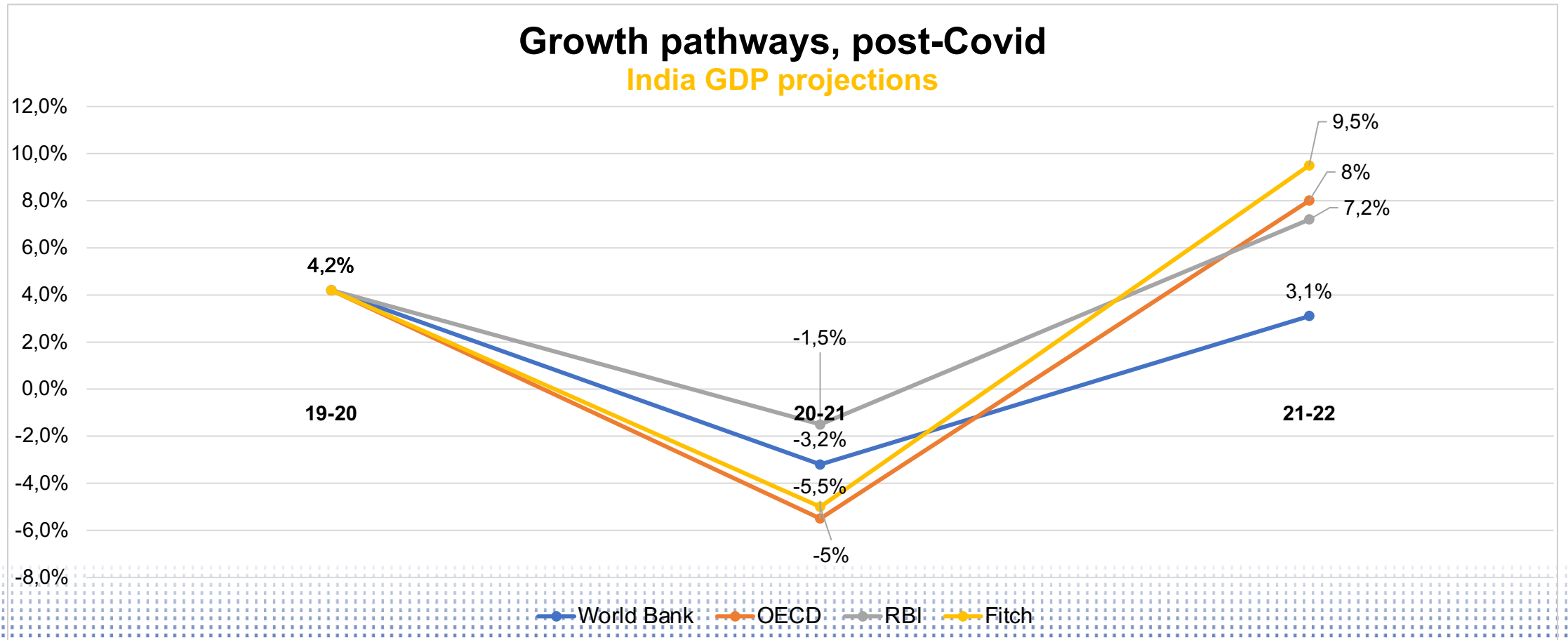
GDP
\$2.5T (US\$) – 2020
\$5T (US\$) 2025
TOP INVESTMENT DESTINATION
3rd LARGEST ECONOMY IN TERMS OF GDP (PPP)

POPULATION
1.5Bn 2025
29 Years 2025
CONSUMPTION
3rd LARGEST CONSUMER ECONOMY BY 2025

STARTUP INDIA
3rd LARGEST STARTUP ECOSYSTEM
35 UNICORNS
EASE OF DOING BUSINESS
63rd AMONG 190 NATIONS



# Post-Covid, what macro-economic projections say for India



## Support extended to EU businesses through the project

- **European Excellence in India:** is a taskforce of EU business champions in India that are committed to set climate and sustainability targets across their operations and value chains. The objective is to create real value-addition for leading EU businesses in India, through concrete support activities, co-operation models, and facilitate access to projects and other opportunities in high-potential market segments.
- **India Readiness Tool Kit:** is a self-assessment tool that helps EU businesses evaluate themselves in advance before entering India, so that they have a higher probability of success in India right from the start. EU businesses are encouraged to take the survey prior to investing in India. There is also a knowledge hub and an IP diagnostic tool within this platform.
- **European Technology Engagement Cell (ETEC):** is a platform linked with the India EU Water Partnership (IEWP). Water companies from Europe can register via ETEC to showcase their expertise and technologies / solutions to a focused and relevant audience in India.
- **European Finance Group (EFG):** is a working group which helps strengthen and integrate the European level business cooperation framework in India with access to development and sustainable financing.
- **European Economic Group (EEG):** is positioned as a single European business voice in India with industry representation through the respective heads of the bilateral chambers, associations and the embassies. It helps consolidate the strategic areas of policy interventions and insights which are critical for enhancing the business collaborations between Europe and India.



# OPPORTUNITIES IN INDIA FOR EU BUSINESSES





TRADE IN GOODS  
& SERVICES CROSSING  
**€100 BILLION**

ONE OF THE  
LARGEST INVESTORS IN INDIA  
ACCOUNTING FOR  
**22% OF TOTAL  
FDI INFLOWS**

## EU-India Trade & Investment

**PROMOTING  
BUSINESS  
COOPERATION  
WITH FOCUS ON SMEs**

#EUIndiaSummit





# AREAS OF OPPORTUNITY FOR EU COMPANIES

Clean Energy and Climate Partnership



EU India ICT Standardisation Collaboration



Resource Efficiency Initiative



## Capital Goods Sector Engineering New India's Future!

**USD 1.4 Bn**

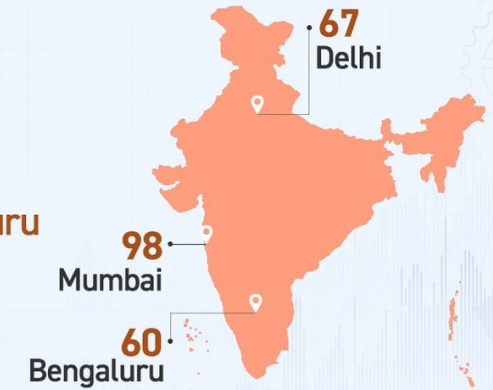
Size of machine tools segment

**5.2%**  
CAGR



## Global Innovation Index 2020

Delhi, Mumbai and Bengaluru among the top 100 science & technology clusters in the world!



## A BIG LEAP IN EASE OF DOING BUSINESS RANKINGS

**INDIA MOVES UP  
14 SPOTS IN A YEAR!**



We have selected **100 Smart Cities**...These cities have prepared projects worth ~USD 30 Bn. And projects worth ~USD 20 Bn have been completed or are nearing completion.



## Indian Electric Equipment Industry Mission Plan 2012-2022

**USD 75 Bn**

Size of transmission & distribution equipment segment

**USD 25 Bn**

Size of generation equipment segment

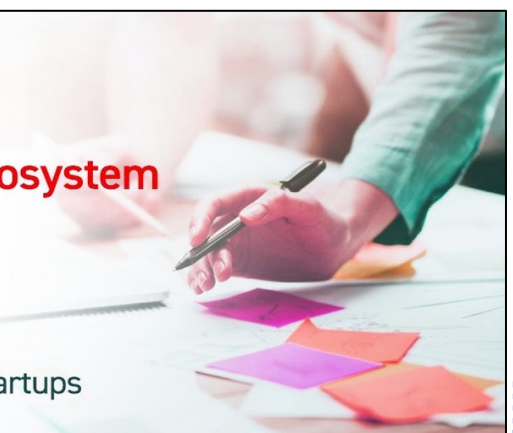
## New India

### A Flourishing Startup Ecosystem

**3<sup>rd</sup> largest**  
Startup ecosystem globally

**27**  
Active tech unicorns

**9,300**  
Tech startups



Source: 5 Years of Digital Bharat, MeitY



# New India: Epicenter of Global FinTech Industry

**USD 1 Tn\***  
Value of digital payments  
market by 2023

\*expected



# NEW INDIA Modernising the Farm-to-Market Value Chain



**37**  
Mega food parks  
approved

**~5,000\***  
Job creation  
at each park

\*Projected | Source: PIB

## #DidYouKnow

**New India** classifies the  
renewable energy industry  
under '**white category**' for  
easier environment clearances



## From Bricks to Clicks: • e-Commerce Transforming Retail in New India



\*Projected

## Floating Solar PV Panel

A 300 GW Opportunity  
for New India

Development plan of  
**10 GW by 2021** sanctioned



# India

Home to 1,140+  
R&D centres  
of MNCs



#DidYouKnow

New India is the  
**2<sup>nd</sup> largest** exporter  
of ICT services!

Source: NASSCOM



India offers you Democracy,  
Demography, Demand as well  
as Diversity. Such is our diversity  
that you get multiple markets  
within one market.



## New India Heralding a Clean Energy Revolution

By 2030:

- **33-35%** Reduction in emission intensity
- **40%** Share of non-fossil fuels in energy mix



## New India: A Global Auto Manufacturing Destination



**~USD 24.2 Bn**

FDI received by the automobile industry  
(April 2000-March 2020)\*



\*Cumulative figure | Source: DPIIT



# USD 35.3 Bn

India's manufactured food products and beverages exports in 2018-19



## New India - An emerging food processing hub

Largest Milk, vegetables & fruits producer



### #DidYouKnow

India exported ~USD 6.8 Bn worth of marine products in 2018-19, making it the top exported commodity!



### #DidYouKnow

India's food services sector is projected to reach USD 79.4 Bn by 2022-23!



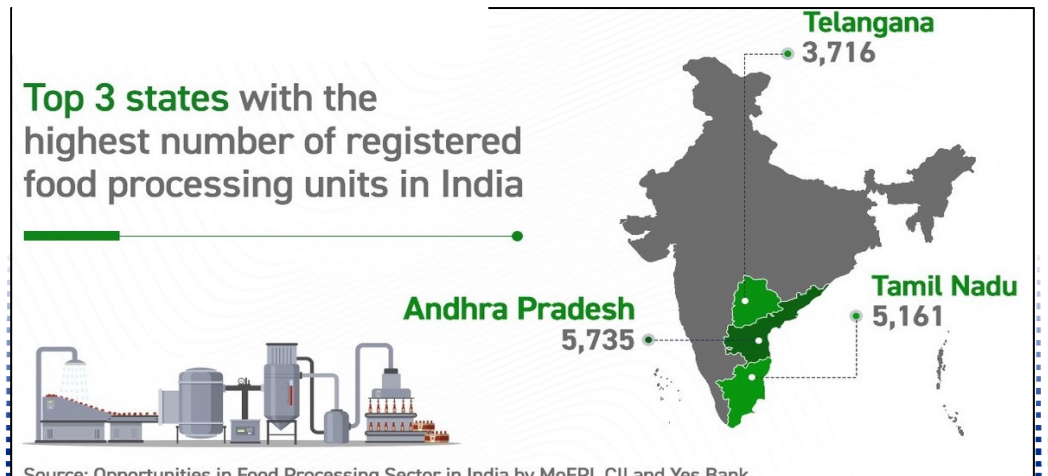
### #DidYouKnow

New India's food processing exports rose by 7% between 2017-18 and 2018-19!

Source: Annual Report 2017-18 by Agricultural and Processed Food Products Export Development Authority (APEDA)



### Top 3 states with the highest number of registered food processing units in India



An aerial photograph of a multi-lane highway interchange with several overpasses. The image is overlaid with a semi-transparent blue filter. The text "INVEST IN" is in yellow, and "#NEWINDIA" is in white, both in a bold, sans-serif font.

**INVEST IN**  
**#NEWINDIA**



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**GFA**  
CONSULTING GROUP  
Consortium Lead

**btc** European Business &  
Technology Centre  
Enabling Europe India Collaboration  
Implementation Partner-India

**EUROCHAMBRES**  
Implementation Partner-Europe

# INDIA READINESS KIT





DIAGNOSTIC KIT

# ARE YOU READY FOR INDIA?

To help European SMEs considering to enter the Indian market to plan and make an informed decision, the Business Support to the EU-India Policy Dialogues project has published a series of diagnostic business tools entitled “Are you ready for India?”

The set as a whole is designed to work as a step-by-step introduction to the Indian business ecosystem allowing EU SMEs to gauge their preparedness in doing business in India.

Five reports introducing different aspects of market entry are accompanied by an online quiz tailored to help EU SMEs check their level of readiness regarding the market and pointing them towards further resources to improve their understanding of less well-known business areas.

The Indian market promises many opportunities for European SMEs that have innovative technologies, services and know-how to match the growing demands of Indian consumers and businesses.

This online quiz will allow you to gauge your readiness in developing your business in India and enable you to diagnose whether you are heading in the right direction.

**TAKE THE QUIZ**

Estimated duration: 10 min



INDIA READINESS KIT





# INDIA READINESS KIT

The India Readiness Kit comprises one general and five specialised modules.

Upon completion of each module, you will be provided a score to assess whether indeed you are "Ready for India", as well as a tailor-made list of further reading and information resources to better prepare you for the great adventure of launching your business in India.



## Are you ready for India?

20 questions to evaluate if your company is ready to face the Indian business environment.

This module helps you determine whether you are ready to launch your business in India. By signposting a number of pitfalls, it helps you touch on the right questions and evaluate where you are in the development of your India business plan.



**Questions:** 31



**Duration:** 10 min

**START**



## Finance

This module will help you to understand India's taxation and financial system and the pros and cons of different forms of investment, to accurately predict cash flows and maximise your financial investment in India.



**Questions:** 10



**Duration:** 5 min

**START**



## People

Human resources are among your company's most important assets. This module tests whether you are ready for the HR challenges of doing business in India.



**Questions:** 9



**Duration:** 5 min

**START**



## Product

This module focuses on the goods you sell, the services and technologies you offer and the intellectual property (IP) you own. This section tests whether you are ready for the challenges of selling your products, technologies and services in the Indian market.



**Questions:** 11



**Duration:** 5min

**START**



## IPR

This module focuses on the Intellectual Property Rights in India, patent filing and licensing. This section tests your awareness of the IPR regulations in India and prepares you to protect your products and technologies in the Indian market.



**Questions:** 8



**Duration:** 5min

**START**

## KEY STATISTICS



**POPULATION BY 2025**  
- MEDIAN AGE  
29 YEARS

(SOURCE: UNITED NATIONS)



**THE EU IS A PRIMARY TRADE AND  
INVESTMENT PARTNER OF INDIA.**  
BILATERAL TRADE IN GOODS  
AND SERVICES AMOUNTS TO  
**€107 BILLION IN 2020**

(SOURCE: EUROPEAN COMMISSION)



**IN 2019, 6,000 EUROPEAN COMPANIES  
WERE PRESENT IN INDIA, PROVIDING  
DIRECTLY 1.7 MILLION JOBS AND  
INDIRECTLY 5 MILLION JOBS IN A  
BROAD RANGE OF SECTORS**

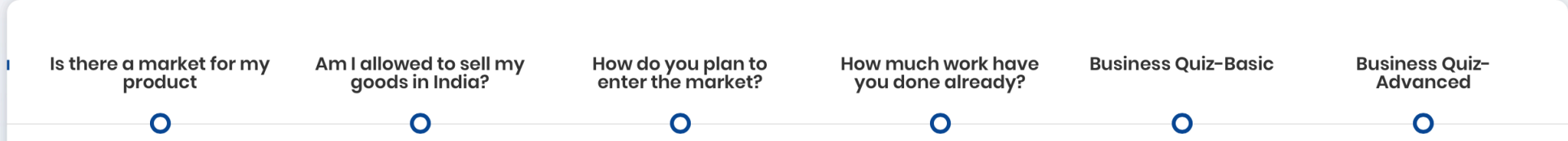
(SOURCE: EUROPEAN COMMISSION)



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# ARE YOU READY FOR INDIA QUIZ



## About you

Fill the short survey below to get started.

<input type="text" value="Your name *"/>	<input type="text" value="Your company size *"/>
<input type="text" value="Your company *"/>	<input type="text" value="Number of Employees *"/>
<input type="text" value="Your email *"/>	<input type="text" value="Your company sector *"/>
<input type="text" value="Your country *"/>	<input type="checkbox"/> I agree to the terms and conditions
	<input type="checkbox"/> I would like to sign up to the newsletter

Next





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## ARE YOU READY FOR INDIA QUIZ



market for my  
product

**Am I allowed to sell my  
goods in India?**

How do you plan to  
enter the market?

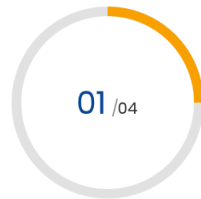
How much work have  
you done already?

Business Quiz-Basic

Business Quiz-  
Advanced

Assessment

### Am I allowed to sell my goods in India?



#### Have you confirmed that your product can be sold in India?

- Yes, I am already aware of the market access and technical requirements I will need to comply with.
- I have contacted a chamber of commerce and/or my embassy's Commercial Office to check whether any regulations affect my products.
- Why wouldn't I be able to sell my product in India?
- Not yet.

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# ARE YOU READY FOR INDIA QUIZ



market for my  
product

Am I allowed to sell my  
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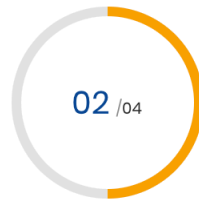
How much work have  
you done already?

Business Quiz-Basic

Business Quiz-  
Advanced

Assessment

## Am I allowed to sell my goods in India?



If you can sell your products in Europe, can you automatically sell them in India?

- Yes, the safety and technical requirements in India are always the same as the European requirements.
- We suspect there might be differences in technical and labelling regulations in Europe and India.
- The quality of European goods is higher, so my products will automatically meet Indian requirements.
- Yes, my product already has the CE marking.
- We have already sent a sample to confirm that our product complies with Indian technical and labeling requirements.

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## ARE YOU READY FOR INDIA QUIZ



market for my  
product

Am I allowed to sell my  
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How do you plan to  
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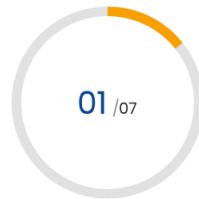
How much work have  
you done already?

Business Quiz-Basic

Business Quiz-  
Advanced

Assessment

### How do you plan to enter the market?



#### Have you already decided what would be the best way to access the Indian market?

- We are not sure what investment options are available.
- We have found an Indian partner that will operate as an importer and distributor.
- We don't know anything about the market, but we plan to establish a wholly-foreign owned enterprise to avoid working with a Indian company.
- We have already secured several contracts, so we are exploring the possibility of establishing a representative office before setting up a wholly-foreign owned enterprise.

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# ARE YOU READY FOR INDIA QUIZ



market for my  
product

Am I allowed to sell my  
goods in India?

How do you plan to  
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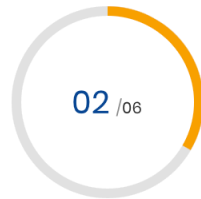
How much work have  
you done already?

**Business Quiz-Basic**

Business Quiz-  
Advanced

Assessment

## Business Quiz-Basic



Which of the following statements regarding India's language geography is MOST ACCURATE?

- India has the world's third largest population and is the tenth largest country in geographic area. Hindi is the most commonly spoken language.
- India is the world's second largest country in population and area. English is one of its official language of communication and India has 22 major languages.
- India is the world's largest country in both population and area. Tamil is the most commonly spoken language.
- India has the world's largest population and is the third largest country in the world in geographic area. Mandarin is the most commonly spoken language.

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## ARE YOU READY FOR INDIA QUIZ



market for my product

Am I allowed to sell my goods in India?

How do you plan to enter the market?

How much work have you done already?

Business Quiz-Basic

Business Quiz-Advanced

Assessment

Send report by email

# Not Ready

**Score: 44.8%**

Well done! You are developing a strong India strategy and are well prepared for the challenges and the unforeseen twists of India. Below, you will find a tailor-made list of additional readings to help you better identify remaining pitfalls and learn from past experiences.

Note: the scores are subjective, and should not be construed as an endorsement of anyone's investing and/or planning knowledge, nor should it be taken as financial or legal advice on any subject matter.

Is there a market for my product – **score: 70%**





## Is there a market for my product – score: 70%

### Best Practices

For many European companies, India is either a great mystery or a collection of stereotypes. Some companies believe that the sheer size of India's population means that there is a market for almost any product. Other companies have the opposite impression – that is, India is so fundamentally different from Europe that it is virtually impossible to sell European products.

Both of these perceptions are inaccurate.

In reality, India is a growing market with an increasing demand for high quality and sophisticated products. However, India is not a market where anything can be sold simply because of its size.

Before going to India, SMEs should invest the time and effort to identify whether there is a market for their products and what that market looks like. Key elements that should be taken into consideration are as follows:

European companies often believe that, because India is a developing economy, the quality of European products will be highly valued. This is not always the case. Indeed, the main competitors for European SME's are local companies that have been active in the market for a substantial amount of time. EU SME's should find out who these companies are and what makes them successful in the market.

EU SME's should think about how to localise their products so they are perceived as simultaneously 'western' and adapted to the Indian market. A good way to find out how much localisation products will need is to look at both the Indian and foreign companies already active in the target market.

The India market is bigger than just the large metropolises like New Delhi, Mumbai, Chennai and Kolkata. Many SMEs are attracted by the size of the main Indian cities, but fail to realise that the market for most products is usually quite mature in these areas. EU SME's should look carefully at second-tier cities, which are often bigger than the capital cities of many EU member states and have more opportunities for newcomers.

For EU SMEs, finding a reliable and effective distribution partner can mean the difference between success and failure.

 Correct  Wrong  Not quite right



● Correct ● Wrong ● Not quite right

1 **Have you already decided what would be the best way to access the Indian market?** +

2 **How much are you ready to invest upfront?** -

**Answer**

We have already conducted a cash flow analysis that will support us for 24 months of activity.

The administrative process that precedes selling in India is long and complex, and Indian consumers often prefer to buy brands with which they are familiar. Therefore, the time lag between deciding to do business in India and making money from India is often quite long.

This question is designed to help EU SMEs realize that they will need to invest significant time and resources to succeed in the market. It often takes longer than SMEs expect to begin making money from business in India.

It is therefore important to enter the market with a strong financial foundation that will support at least one year of sustained efforts.

3 **Do you understand the possible legal structures in India?** +


4 **What is your perception of human resources in India?** +

5 **Have you found a Indian partner to distribute your products?** +

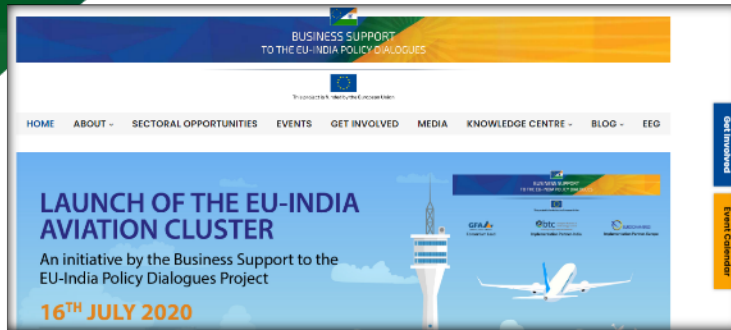


## How do you plan to enter the market? – score: 57.1%

● Correct   ● Wrong   ● Not quite right

- 
- |   |  |   |
|---|--|---|
| 1 | Have you already decided what would be the best way to access the Indian market? | + |
| 2 | How much are you ready to invest upfront?  | + |
| 3 | Do you understand the possible legal structures in India?                        | + |
| 4 | What is your perception of human resources in India?                             | + |
| 5 | Have you found a Indian partner to distribute your products?                     | + |
| 6 | Do you know how to perform preliminary due diligence in India?                   | + |
| 7 | What are your expectations in terms of time?                                     | + |
- 
- 

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[www.euindiabusinesssupport.eu](http://www.euindiabusinesssupport.eu)

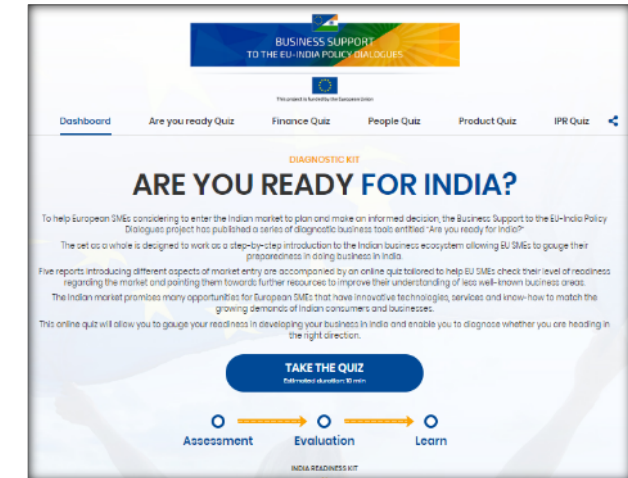


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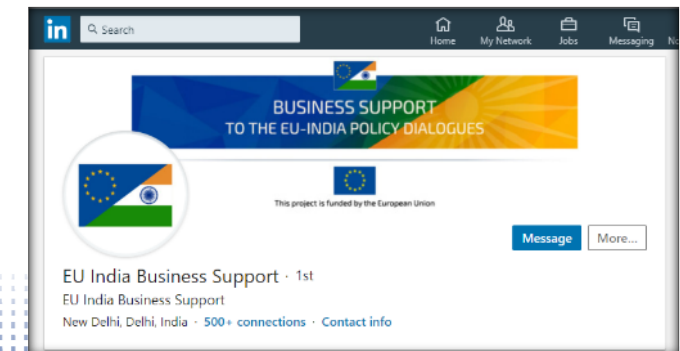


## BSPD BROCHURE



## INDIA READINESS KIT

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