

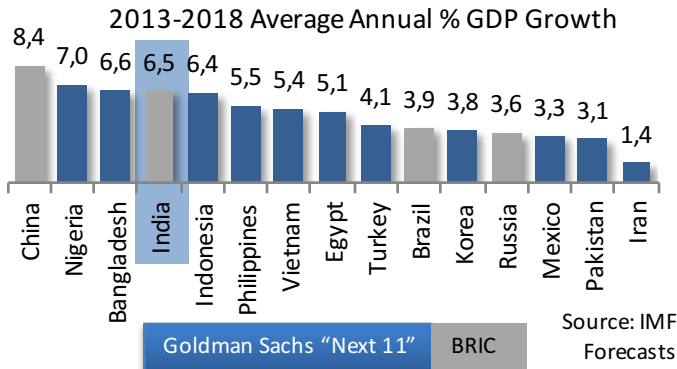


Emerging India



Where is it in your global growth strategy?

India is performing in-line with the world's major emerging markets



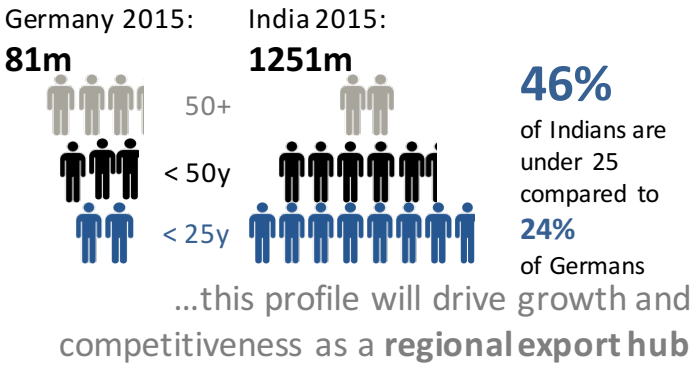
India will benefit from Asia's growth and the expanding middle class



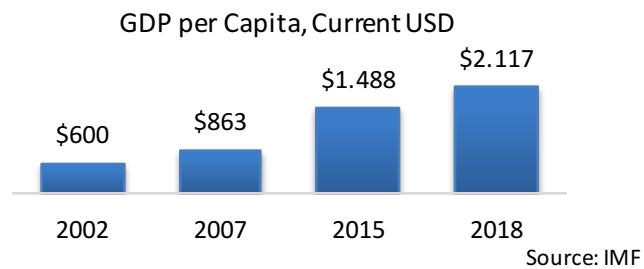
975 million new Asian middle class, 2010 -2020 (Bain & Company)

...it is ideally located in the heart of Asia, with access to the sea and close to China

India has the world's **2nd** biggest population, with a young profile



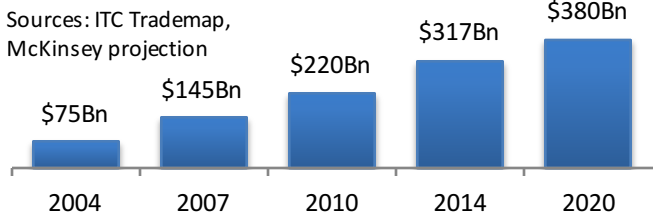
The spending power of Indians is growing steadily



...by 2025, India will be a **middle income country**

India is the world's **18th** biggest exporter

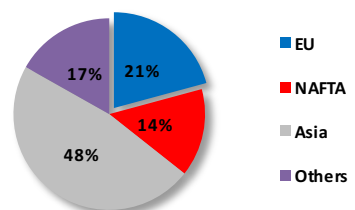
India Export development



...exports will continue to grow

Asian countries are India's number one customer (Biggest: UAE, China, Singapore)

India's key export regions 2014



Source: <http://atlas.media.mit.edu/en/profile/country/ind/>

...But tariff-free access (through FTA) makes EU an attractive market, and its share is growing

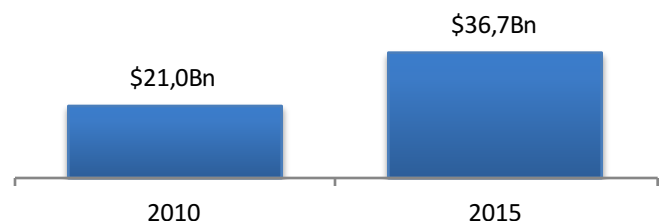
Diversified Exports

Top 10 Exports 2014:

Total Exports:	\$317,5bn
Mineral fuels, oils, distillation products:	\$62bn (20%)
Pearls, precious stones, metals, coins:	\$41bn (13%)
Vehicles other than railway, tramway:	\$14,5bn (4,5%)
Machinery, nuclear reactors, boilers:	\$13,5bn (4%)
Organic chemicals:	\$12bn (3,8%)
Pharmaceutical products:	\$11,6bn (3,7%)
Cereals:	\$10bn (3,2%)
Iron and Steel:	\$9bn (2,8%)
Articles of apparel, accessories, knit or crochet:	\$9bn (2,8%)
Electrical, electronic equipment:	\$9bn (2,8%)

Source: ITC Trademap

Foreign Direct Investment (FDI) is growing steadily



Source: www.tradingeconomics.com

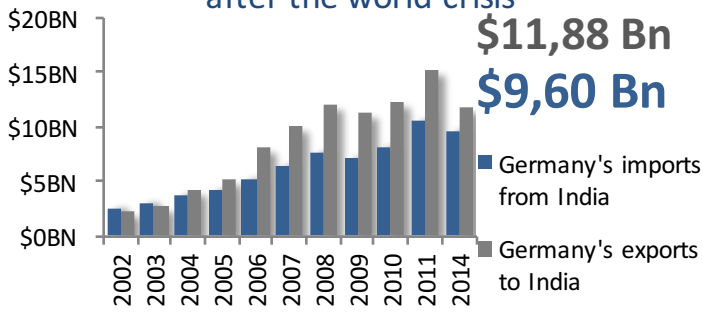


India & Germany

Partners in growth



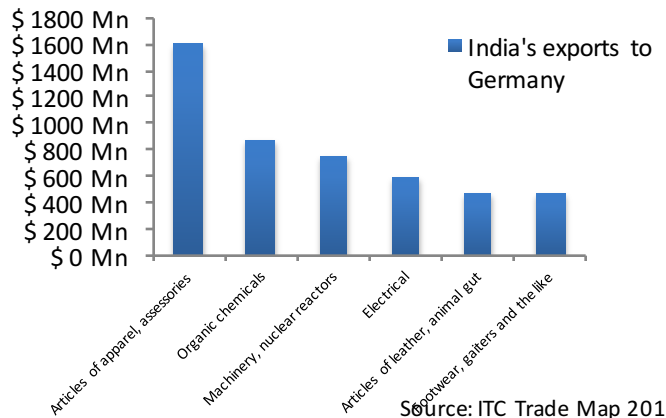
The bilateral trade slowed down slightly after the world crisis



...Germany is India's 8th biggest export market

Source: ITC Trade Map 2014

India's exports to Germany are diversified



Source: ITC Trade Map 2014

Opportunities for your Company

The rising FDI statistics during the last years emphasize the **opportunities for foreign companies in India**. Also the Indian government invests in almost every sector and promises high returns. The **increasing population, growing consumption**, and the **shrinking agricultural land** show that there is a very lucrative market for foreign companies with products or technologies in the following areas:

- Food & Beverages: food processing, food packaging, food warehouse and transport, health drinks
- Home based: home décor products, kitchenware essentials, bed and bath
- Healthcare: diagnostics and testing, medical equipment, health supplements, clean air and water products
- Education: medical/nursing, 'train the teacher' programs, automotive mechanics, medical technicians
- Consultancy Services: engineering, business development, product development, security analysis
- Infrastructure: waste management, solar and wind technologies, temperature controlled warehouses

Specific short-/mid term opportunities and challenges

Opportunities

Challenges

- | | |
|--|---|
| <ul style="list-style-type: none"> • Low interest rates set by the indian central bank to attract investments • Investment conditions improved by the Indian Government • Faster market approach for German companies through the new government agency • After the inauguration of the new Prime Minister Modi in 2014, the amount of new projects increased by 21,7% | <ul style="list-style-type: none"> • Huge challenges concerning education and infrastructure development • Weak Rupee makes imports more expensive → focus on exports • No universal tax (each region has their own taxes) → makes it more difficult for foreign companies |
|--|---|

How can we help you to source or settle in India?

- Market Entry Consulting
- Strategic Partnership
 - Partners for Technology Transfer
 - Service Networks, Dealer Networks
 - Sourcing Activities
 - Developing a customer base
 - Finding Suppliers
- Virtual Office in Germany
- Virtual Factory
- New Product Identification
- Trade Fair Assistance



CARSTEN WORTMANN
Global Partners

If you would like to investigate opportunities in India for your organization, please get in touch:

Carsten Wortmann Global GmbH

Carsten Wortmann

CEO

Mobile: +49 176 10 44 75 46

Email: carsten.wortmann@cw-global.com