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Executive summary

1 Segmented market
- Automobile sector split into four segments, i.e., two-wheelers, three-wheelers, passenger vehicles and commercial vehicles, each having few market leaders.
- Two-wheelers and passenger vehicles dominate the domestic demand.
- 1,541,621 two-wheeler units were sold in October 2021.

2 Growth prospects
- The Indian automotive industry is expected to reach US$ 300 billion by 2026.
- Strong policy support from the Government.
- A study by CEEW Centre for Energy Finance recognised US$ 206 billion opportunity for electric vehicles in India by 2030. This will necessitate a US$ 180 billion investment in vehicle manufacturing and charging infrastructure.

 Sources: SIAM, OICA, Business Standard

3 Fifth-largest automobile market
- In FY21, total passenger vehicle sales reached ~2.7 million, while ~1.61 million units were sold in FY22 (until October 2021).
- 226,353 passenger vehicle units were sold in October 2021.
- Presence of established domestic and international original equipment manufacturers (OEMs).
- Strong market in terms of domestic demand and exports.
1 Growing demand
► Rise in middle class income and young population may result in strong growth.
► Indian automotive industry is targeting to increase export of vehicles by five times during 2016-26.
► In October 2021, total production of passenger vehicles*, three-wheelers, two-wheelers and quadricycles reached 2,214,745 units.
► Indian automobile exports stood at 1,419,430 units from April 2021 to June 2021, compared with 436,500 units from April 2020 to June 2020.

2 Rising Investments
► India has significant cost advantages. Auto firms save 10-25% on operations vis-a-vis Europe and Latin America.
► The automobile sector received cumulative FDI inflow of about US$ 30.51 billion between April 2000 and June 2021.
► The Government of India expects automobile sector to attract US$ 8-10 billion in local and foreign investments by 2023.

3 Policy support
► Automotive Mission Plan 2016-26 is a mutual initiative by the Government of India and Indian Automotive Industry to lay down the roadmap for development of the industry.
► The Government aims to develop India as a global manufacturing centre.
► In Union Budget 2021-22, the government announced the voluntary vehicle scrappage policy to phase out old and unfit vehicles.

4 Opportunities
► Focus shifting on electric cars to reduce emissions.
► Government aims to build India into a R&D hub.
► India could be a leader in shared mobility by 2030, providing opportunities for electric and autonomous vehicles.
► The electric vehicles industry is likely to create five core jobs by 2030.

Notes: *Data except for BMW, Mercedes, Tata Motors & Volvo Auto
Sources: Automotive Mission Plan (2016-2026), Make in India, SIAM, ICRA, Federation of Automobile Dealers Association
Market Overview
Evolution of the sector

Before 1982
- Closed market
- 5 players
- Long waiting periods & outdated models
- Seller’s market

1983-1992
- Indian Government & Suzuki formed Maruti Udyog and commenced production in 1983.
- Component manufacturers entered the market via joint venture (JV).
- Buyer’s market.

1992-2020
- Sector de-licensed in 1993.
- Major OEMs started assembly operations in India.
- Imports permitted from April 2001.
- Bharat Stage (BS) IV emission norms since April 2017 and to adopt BSVI norms from 2020.
- 26.36 million vehicles produced in FY20

2020 Onwards
- In FY21, a total of 22,652,108 passenger vehicles were manufactured.
- In October 2021, total production of passenger vehicles*, three wheelers, two wheelers and quadricycles reached 2,214,745 units.
- In the Union Budget 2021-22, the government announced the voluntary vehicle scrappage policy to phase out old and unfit vehicles.

Notes: *Data except for BMW, Mercedes, Tata Motors & Volvo Auto
Sources: Tata Motors, Society of Indian Automobile Manufacturers (SIAM)
Market overview

Automobile Sector

- **Two-wheelers**
  - Mopeds and electric scooters
  - Scooters
  - Motorcycles

- **Passenger vehicles**
  - Passenger cars
  - Utility vehicles
  - Multi-purpose vehicles

- **Commercial vehicles**
  - Light commercial vehicles (LCV)
  - Medium & heavy commercial vehicles

- **Three-wheelers**
  - Passenger carriers
  - Goods carrier

*Source: Society of Indian Automobile Manufacturers (SIAM)*
The automotive manufacturing industry comprises the production of commercial vehicles, passenger cars, three-wheelers and two-wheelers.

- In FY21, domestic automobile sales (passenger, three-wheeler and two-wheeler vehicles) stood at 18.61 million.
- In Q1 FY22, India witnessed a 113% growth in the total domestic sales of vehicles.
- In October 2021, automobile production (comprising passenger vehicles*, three-wheelers, two-wheelers and quadricycles) stood at 2,214,745 units.
- The Indian auto industry is expected to record strong growth in 2021-22, post recovering from effects of COVID-19 pandemic. Electric vehicles, especially two-wheelers, are likely to witness positive sales in 2021-22.
- A report by India Energy Storage Alliance estimated that EV market in India is likely to increase at a CAGR of 36% until 2026. In addition, projection for EV battery market is forecast to expand at a CAGR of 30% during the same period.

Notes: *Data except for BMW, Mercedes, Tata Motors & Volvo Auto
Source: Society of Indian Automobile Manufacturers (SIAM), The Economic Times
Two-wheelers and passenger vehicles dominate the domestic Indian auto market. Passenger car sales are dominated by small and midsized cars. Two-wheelers and passenger cars accounted for 81.2% and 14.6% market shares, respectively, accounting for a combined sale of over 17.8 million vehicles in FY21.

Indian automobile exports stood at 1,419,430 units from April 2021 to June 2021, compared with 436,500 units from April 2020 to June 2020.

### Indian Car Sales Figures - October 2021

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Notes: *From April 2021 to June 2021

Source: Society of Indian Automobile Manufacturers (SIAM), News Article
Over the past few years, four specific regions in the country have become large auto manufacturing clusters, each having different set of players.

Sources: ACMA
Key players

Each segment in the Indian automobiles sector have few established key players who hold major portion of the market.

1 PASSENGER VEHICLES
- In FY21, passenger vehicles domestic sales stood at 2,711,000 units.
- In October 2021, domestic sales of passenger vehicles stood at 226,353 units.

2 COMMERCIAL VEHICLES
- In FY21, commercial vehicles production, domestic sales stood at 448,914 units.
- In October 2021, Tata Motors sold 33,674 commercial vehicles.

3 TWO-WHEELERS
- In October 2021, Hero MotoCorp and Honda Motorcycle & Scooter India (HMSI) were the top two players in the two-wheeler segment, with a market share of 30.95% and 27.60%, respectively.
- Hero Motocorp Ltd. sold 527,779 two-wheelers in October 2021.

4 THREE-WHEELERS
- In October 2021, Bajaj Auto was the leader in the three-wheeler category with a 35.87% market share, followed by Piaggio Vehicles (10.73%).
- Bajaj Auto sold 14,018 three-wheeler units in October 2021.

Source: Autocar India, Financial express, SIAM, Economic Times, Times of India, Autocar India
Recent Trends and Strategies
1 Luxury vehicles

- The luxury car market registered sales of 19,781 units in FY21. The entry of new manufacturers and new launches is likely to propel this market in 2021.
- In July-September 2021 quarter, the luxury car market registered sales of 8,500 units.
- In 2021 luxury car manufacturers have lined up 70 new product launches which includes BMW bringing in 25 new units, Mercedes Benz (15), Jaguar Land Rover (10), Audi (7), Volvo (5) and the remaining from manufacturers such as Rolls Royce, Lamborghini, Ferrari and Porsche.

2 Catering to Indian needs

- Most firms including Kia Motors and Volkswagen have adapted themselves to cater to the large Indian middle-class population by dropping their traditional structure and designs. This has allowed them to compete directly with domestic firms, making the sector highly competitive.
- Tata Motors introduced the Ace Gold Petrol CX in July 2021, which is India’s most cheap, compact and commercial four-wheeler vehicle, starting at Rs. 3.99 lakh (US$ 5,362). For this, it has partnered with the State Bank of India to provide up to 90% financing of on-road pricing, with monthly EMIs starting at Rs. 7,500 (US$ 101).

3 New financing options

- According to NITI Aayog and Rocky Mountain Institute (RMI) India’s EV finance industry is likely to reach Rs. 3.7 lakh crore (US$ 50 billion) in 2030.
- In October 2021, Maruti Suzuki India Limited (MSIL) announced that with its launch of Smart Finance, Maruti Suzuki customers can avail finance options online in an integrated platform for a one-stop solution. MSIL has integrated its online ‘Smart Finance’ platform with 14 financiers to offer competitive interest rates.
- In November 2021, Mahindra & Mahindra Financial Services (Mahindra Finance) launched ‘Quiklyz’, a lease-based vehicle subscription business for urban centres. Quiklyz will offer multi-brand vehicle leasing and subscriptions. The company plans to expand Quiklyz to 30 cities within a year.

Sources: Society of Manufacturers of Electric Vehicles, Moneycontrol, News Articles
Strategies adopted

1 Capacity addition

- In July 2021, Maruti Suzuki India announced a Rs. 18,000 crore (US$ 2.42 billion) investment in a new manufacturing facility in Haryana, with an installed capacity of 7.5-10 lakh units per annum.
- In September 2021, Hero Electric announced plans to expand production capacity at its facility in Ludhiana, Punjab, to >5 lakh units by March 2022, up from the existing capacity of 1 lakh units per year.
- In November 2021, Kia India announced that it may reinforce its product portfolio before the launch of its new multi-purpose vehicle (MPV) for India, in the first quarter of next year.

2 Electric vehicles

- The electric vehicle (EV) market is estimated to be Rs. 50,000 crore (US$ 7.09 billion) opportunity in India by 2025.
- Between January and July 2021, EV component makers, electric commercial vehicles and last-mile delivery companies invested a total of Rs. 25,045 crore (US$ 3.67 billion) on electric vehicles.
- In October 2021, US-based clean energy and mobility products start-up, Power Global announced plans to invest ~US$ 25 million (~ Rs. 185 crore) to set up a lithium-ion battery manufacturing unit and battery swapping infrastructure in India over the next 2-3 years.
- In November 2021, Hero Motor (HMC), the parent company of Hero Cycles, entered a joint venture partnership with Yamaha, a Japanese two-wheeler major, to make electric motors for e-bicycles for the global market.

3 Launch of new models

- In November 2021, Volvo India launched its Hybrid XC90 SUV at a starting price of Rs. 89.90 lakh (US$ 121,062.13)
- In November 2021, Maruti Suzuki launched Celerio, at the starting price of Rs. 4.99 lakh (US$ 6719.69). It will be available in four variants.
- In October 2021, Tata Motors launched Tata Punch, a mini-SUV, at the starting price of Rs. 5.49 lakh (US$ 7,318.24). It will be available in four variants.
- In October 2021, Morris Garages (MG) India launched MG Astor, a mini-SUV, at the starting price of Rs. 9.78 lakh (US$ 13036.87). It will be available in four variants.
- In September 2021, Mahindra & Mahindra launched XUV700 at the starting price of Rs. 12.49 lakh (US$ 16,647.89)

Sources: News Articles
Growth Drivers and Opportunities
Policies and initiatives…(1/2)

1. NATRIP
   - Setting up of R&D centres at a total cost of US$ 388.5 million to enable the industry to be on par with global standards.
   - Under National Automotive Testing and R&D Infrastructure Project (NATRIP), five testing and research centres have been established in the country since 2015.

2. Production-linked Incentive (PLI) Scheme
   - In September 2021, the Indian government issued notification regarding a PLI scheme for automobile and auto components worth Rs. 25,938 crore (US$ 3.49 billion). This scheme is expected to bring investments of over Rs. 42,500 (US$ 5.74 billion) by 2026.
   - The Union Cabinet outlaid Rs. 57,042 crore (US$ 7.81 billion) for automobiles & auto components sector under the Department of Heavy Industries.
   - In November 2021, the union government added >100 advanced technologies, including alternate fuel systems such as compressed natural gas (CNG), Bharat Stage VI compliant flex fuel engines, electronic control units (ECU) for safety, advanced driver assist systems and e-quadricycles, under the production-linked incentive (PLI) scheme for the automobiles.

3. The Automotive Mission Plan 2016-26 (AMP 2026)
   - AMP 2026 targets a four-fold growth in the automobile sector in India which include manufacturers of automobiles, auto components & tractors over the next 10 years.

4. FAME
   - The Government approved FAME and plans to cover all vehicle segments and all forms of hybrid & pure EVs. FAME-I was extended until March 31, 2019.
   - In February 2019, the Government of India approved FAME-II scheme with a fund requirement of Rs. 10,000 crore (US$ 1.39 billion) for FY20-22.

Sources: News Articles
Clean Tech Scheme
- The Indian government has planned ~US$ 3.5 billion in incentives over a five-year period until 2026 under a revamped scheme to encourage production and export of clean technology vehicles.

Flex-fuel Engines
- In September 2021, the Union Minister for Road, Transport and Highways, Mr. Nitin Gadkari announced that government is planning to make it mandatory for car manufacturers to produce flex-fuel engines after getting the required permissions from the Supreme Court of India.

Sources: News Articles
1 Policy support

- Initiatives like Make in India, Automotive Mission Plan 2026, and NEMMP 2020 will give a huge boost to the sector.
- In Union Budget 2021-22, the government introduced the voluntary vehicle scrappage policy, which is likely to boost demand for new vehicles after removing old unfit vehicles currently plying on the Indian roads.
- To install electric vehicle supply equipment (EVSE) infrastructure for EVs, various public sector firms, ministries and railways have come together to create infrastructure and manufacturing components.

2 Growing demand

- Rising income and a growing young population.
- Greater availability of credit and financing options.
- Demand for commercial vehicles increasing due to high level of activity in the infrastructure sector.

3 Support infrastructure and high investment

- As of June 2021, Rs. 871 crore (US$ 117 million) has been spent under the FAME-II scheme, 87,659 electric vehicles have been supported through incentives and 6,265 electric buses have been sanctioned to various state/city transportation undertakings.
- In July 2021, India inaugurated the national automotive test tracks (NATRAX), which is Asia’s longest high-speed track to facilitate automotive testing.
- From April 2000 to June 2021, the automobiles sector received 5.5% of the total FDI inflows to India.
- In November 2021, Indian Oil Corporation (IOC) and two other public sector oil firms announced that they will install 22,000 electric vehicle (EV) charging stations over the next 3–5 years.
- In September 2021, eBikeGo announced to install 1 lakh IoT-enabled charging stations in India. According to the company, the charging station named ‘eBikeGo Charge’ will be providing the most economical IoT-enabled smart charging solution.

Note: NEMMP - National Electric Mobility Mission Plan
Source: Society of Indian Automobile Manufacturers (SIAM), Union Budget 2021-22
The Indian automobile sector witnessed an inflow of huge investments from domestic and foreign manufacturers. FDI inflow in the sector stood at US$ 30.51 billion between April 2000 and June 2021.

NISSAN
- In July 2021, Nissan conducted a feasibility study to manufacture electric vehicles in India. To prepare for production of the latest version of Navara pickup, the company plans to launch eight new car models in India by the end of 2021.
- In August 2021, Nissan launched 18 new service workshops in 18 new locations across India to meet customer service requirements.

Maruti Suzuki India (MSI)
- In July 2021, Maruti Suzuki India announced a Rs. 18,000 crore (US$ 2.42 billion) investment in a new manufacturing facility in Haryana, with an installed capacity of 7.5-10 lakh units per annum. As it prepares to protect its market dominance, the company aims to increase capital spending by 67% to Rs. 4,500 (US$ 605 million) crore in FY22.

Tata Motors
- In October 2021, Tata Motors announced that private equity group TPG along with ADQ of Abu Dhabi has agreed to invest Rs. 7,500 crore (US$ 1 billion) in its EV division.
- In November 2021, Tata Motors announced that they will establish vehicle scrappage centres under a franchise set up at Ahmedabad, Gujarat, by the first quarter of the next fiscal year.

Hyundai Motor India
- In July 2021, Hyundai Motor India opened its new corporate headquarters in Gurgaon, backed by a Rs. 2,000 crore (US$ 269 million) investment.
- Hyundai Motor India invested close to Rs. 3,500 crore (US$ 500 million) in FY 2020 with an eye on gaining market share. The investment is part of Rs. 7,000 crore (US$ 993 million) commitment by the company to the Tamil Nadu government in 2019.

Source: Media Sources, Company Website
5 MAHINDRA & MAHINDRA
   • In April 2021, Mahindra & Mahindra announced a three-year investment plan in the electric vehicles segment of Rs. 3,000 crore (US$ 403 million).

6 SAIC
   • Chinese state-owned auto major, SAIC Motor, has announced investment of over US$ 310 million in India. In March 2018, SAIC announced that its subsidiary, MG Motor India, would invest Rs. 5,000 crore (US$ 775.8 million) in India over the next six years.

7 Mercedes-Benz
   • Increased its plant capacity at Chakan to 20,000 units per year, the largest for any luxury car manufacturer in India. In March 2019, the company inaugurated two new service stations in New Delhi.

8 Skoda Auto
   • In November 2021, Skoda Auto announced plans to locally manufacture electric cars in India. However, the firm may bring its first EV, the Enyaq, through the CBU route, before committing to local manufacturing.

Source: Media Sources, Company Website
Investment scenario (3/3)

FIAT CHRYSLER AUTOMOBILES
• In January 2021, Fiat Chrysler Automobiles (FCA) announced an investment of US$ 250 million to expand its local product line-up in India.
• FCA plans to launch four new SUVs by the end of 2022.

Hero MotoCorp
• In November 2021, Hero MotoCorp partnered with Gilera Motors Argentina, to strengthen and expand its operations in South America, as per its aggressive global business strategy.

TVS Motor
• In November 2021, TVS Motor Company collaborated with Bahwan International Group, to strengthen its presence in Iraq. As part of the deal, ARATA International FZC, a subsidiary of Bahwan International Group (BIG), will be the new distributor of TVS in Iraq.

Kinetic Green
• In October 2020, Kinetic Green, an electric vehicles manufacturer, announced plan to set up a manufacturing facility for electric golf carts besides a battery swapping unit in Andhra Pradesh. The two projects involving setting up a manufacturing facility for electric golf carts and a battery swapping unit will entail an investment of Rs. 1,750 crore (US$ 236.27 million)

Source: Media Sources, Company Website
1 Opportunities for creating sizeable market segments through innovations

- Mahindra & Mahindra (M&M) is targeting to implement digital technology in the business.
- Hyundai is planning to enter the hybrid vehicles segment to explore alternative fuel technology and to avail the Government incentives.
- In May 2019, Nissan Motor Company received a patent for wireless charging of EVs in India.

2 Small car manufacturing hub

- GM, Nissan and Toyota announced plans to make India their global hub for small cars.
- Strong export potential in ultra low-cost cars segment (to developing & emerging markets).

3 India is fast emerging as a global R&D hub

- Strong support from the Government; setting up of NATRIP centres.
- Private players such as Hyundai, Suzuki, and GM, keen to set up R&D base in India.
- In January 2021, Tesla, the electric car maker, set up a R&D centre in Bengaluru and registered its subsidiary as Tesla India Motors and Energy Private Limited.

Source: Media Sources, Company Website
Key Industry Contacts
### Key Industry Contacts

<table>
<thead>
<tr>
<th>Agency</th>
<th>Contact Information</th>
</tr>
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| **Society of Indian Automobile Manufacturers (SIAM)** | Block 'J' Mahapalika Marg, Mumbai-400 001  
Tele fax: 91-22 22621612/2265 9715  
E-mail: cgsibom@gmail.com  
Website: www.cgsiindia.org |
| **Automotive Research Association of India (ARAI)** | 111/112, Ascot Centre, Next to Hotel Le Royal Meridien, Sahar Road, Sahar, Andheri (E), Mumbai-400099.  
Tel: 91-22-28269527—28  
Fax: 91-22-28269536  
E-mail: info@rai.net.in  
Website: www.rai.net.in |
| **Federation of Indian Automobile Associations** | 3/242, Rajendra Gardens, Vettuvankeni, Chennai, Tamil Nadu-600 041  
Tel: 91-44-2449 4576/4578  
Fax: 91-44-2449 4577  
E-mail: caiindia1@gmail.com  
Website: http://caiindia.org/ |
CAGR: Compound Annual Growth Rate
Capex: Capital Expenditure
CENVAT: Central Value Added Tax
EHTP: Electronic Hardware Technology Park
EPCG: Export Promotion Capital Goods Scheme
FDI: Foreign Direct Investment
FY: Indian Financial Year (April to March); So, FY10 implies April 2009 to March 2010
LCD: Liquid Crystal Display
R&D: Research and Development
US$ : US Dollar
Wherever applicable, numbers have been rounded off to the nearest whole number
### Exchange Rates (Fiscal Year)

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*Note: As of November 2021
Source: Reserve Bank of India, Average for the year
India Brand Equity Foundation (IBEF) engaged Sutherland Global Services Private Limited to prepare/update this presentation.

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