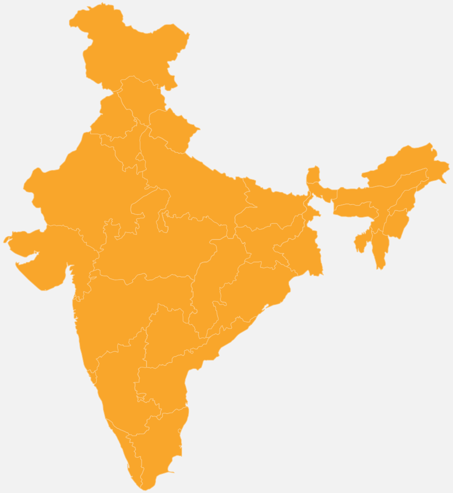
CONSUMER DURABLES



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July 2019

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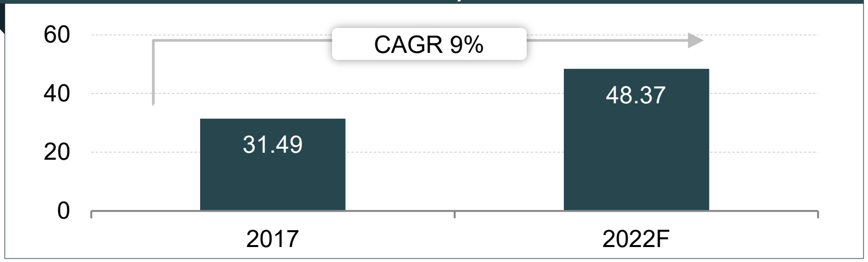
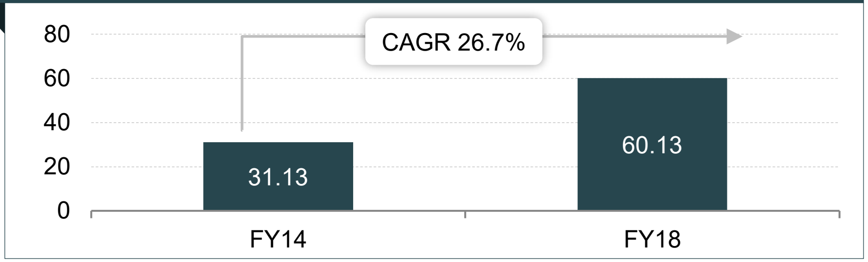
- Indian appliance and consumer electronics (ACE) market reached Rs 2.05 trillion (US$ 31.49 billion) in 2017.
- It is expected to increase at a 9 per cent CAGR to reach Rs 3.15 trillion (US$ 48.37 billion) in 2022.

Indian Appliance and Consumer Electronics Industry (US$ billion)



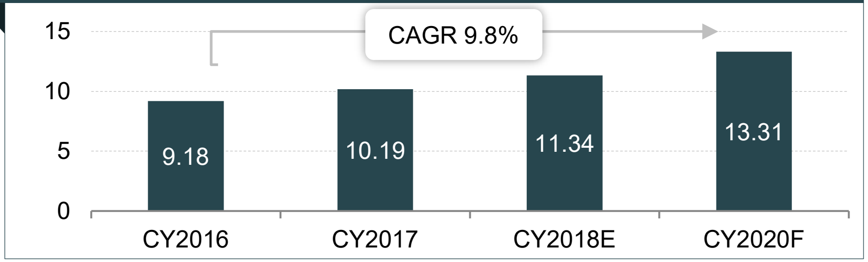
- Electronics hardware production in the country increased from Rs 1.90 trillion (US$ 31.13 billion) in FY14 to Rs 3.88 trillion (US$ 60.13 billion) in FY18. Demand for electronics hardware in India is expected to reach US$ 400 billion by FY24*.
- Overall consumer durable exports reached US$ 0.78 billion in 2017. Consumer electronics exports from India reached US$ 451.29 million in FY19.

Electronics Hardware Production in India (US$ billion)



- Television industry in India is estimated to have reached Rs 660 billion (US$ 10.19 billion) in CY2017 and projected to reach Rs 862 billion (US$ 13.31billion) in CY2020.

Television Market in India (US$ billion)



Notes: *F – Forecast; CY - Calendar Year, E – Estimate, F – forecast*

Source: *FICCI-EY Re-imagining India's M&E sector , PWC - Championing change in the Indian appliance and consumer electronics industry, *Draft National Policy on Electronics 2018*

ADVANTAGE INDIA

ADVANTAGE INDIA

Growing demand

- Demand growth is likely to accelerate with rising disposable incomes and easy access to credit
- Demand of refrigerators and consumer electronics goods to witness higher demand in "rural markets.
- Increasing electrification of rural areas and wide usability of online sales would also aid growth in demand
- The share of Consumer goods consumption to double by 2030.

Opportunities

- Huge untapped market with substantially lower penetration of consumer appliances, compared to other countries. In FY18, air conditioners had a penetration of 4 per cent in India, compared to global average of 30 per cent.
- Emerging rural areas have a great potential for appliances like washing machines and refrigerators. Television penetration in rural India was only 55 per cent in 2018(as of March 2018).

Increasing investments

- Sector has attracted significant investments over the years.
- The S&P BSE Consumer Durables Index has grown at 16 per cent CAGR between 2010-18.
- "Government plans to invest significantly in rural electrification"

Policy support

100 per cent FDI allowed in the electronics hardware-manufacturing sector under the automatic route; Approval of 51 per cent in multi-brand would further fuel the growth in this sector

- Draft National Policy targets production of one billion mobile handsets by 2025.
- National Electronic Policy was passed in February 2019 to boost production.

Source: *DPIIT, TechSci Research , ICE 360 Survey 2016, Blue Star Investor Presentation August 2018, *BARC India Universe Update July 2018, Bombay Stock Exchange*

MARKET OVERVIEW

THE CONSUMER DURABLES MARKET IS SPLIT INTO TWO KEY SEGMENTS

- Consumer durables
  - Consumer electronics (brown goods)
    - Televisions
    - Audio and video systems
    - CD and DVD players
    - Personal computers
    - Laptops
    - Digital cameras
    - Electronic accessories
    - Camcorders
  - Consumer appliances (white goods)
    - Air conditioners
    - Refrigerators
    - Washing machines
    - Sewing machines
    - Electric fans
    - Cleaning equipment
    - Microwave ovens
    - Other domestic appliances

EVOLUTION OF THE INDIAN CONSUMER DURABLES SECTOR

1980s and early 1990s Pre Liberalisation

- Closed market
- Increased product availability, increased media penetration and advertising

Mid and late 1990s Liberalisation

- Liberalisation of markets
- Influx of global players such as LG and Samsung
- Shift in focus from promotion to product innovation

Early 2000s Growth

- Increasing availability and affordability of consumer finance provides impetus to growth
- Low penetration of high-end products such as air conditioners (<1 per cent)

Late 2000s Consolidation

- Companies look to consolidate market share
- Indian companies such as Videocon gaining global identity
- Increasing penetration of high-end products such as air conditioners (>3 per cent)
- Introduction of new aspirational products such as High Definition TVs (HDTVs)
- Companies targeting high growth in rural market

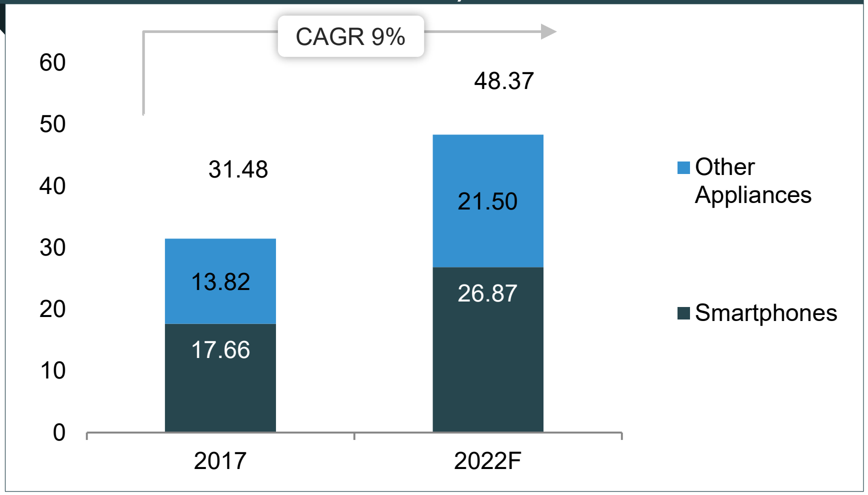
2017 onwards

- Goods and Services Tax introduced from July 2017, with most electronics goods taxed at 18 per cent.

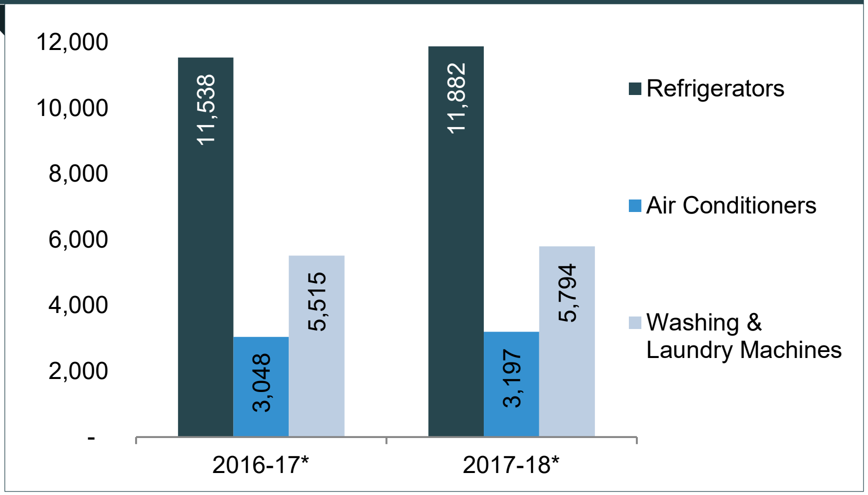
Note: *SAFTA - South Asian Free Trade Area, ASEAN - Association of Southeast Asian Nations*
Source: *TechSci Research*

GROWTH IN CONSUMER DURABLES…(1/2)

Indian Appliance and Consumer Electronics Industry (US$ billion)



Production of Major White Goods ('000 units)

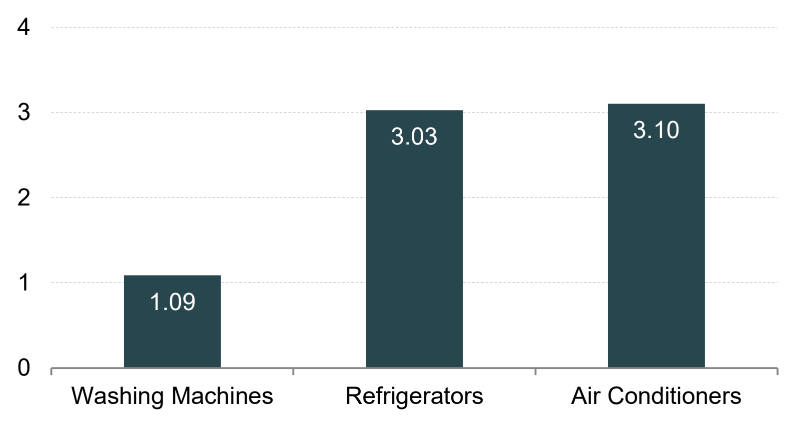


- Appliance and consumer electronics (ACE) industry in expected to grow at 9 per cent CAGR during 2017-22 to reach Rs 3.15 trillion (US$ 48.37 billion) in 2022 from Rs 2.05 trillion (US$ 31.48 billion) in 2017.
- Import of electronic goods reached US$ 53 billion in FY18.
- India's smartphone market grew by 14.5 per cent year-on-year with a shipment of 142.3 million units in 2018. India is expected to have 829 million smartphone users by 2022. In 2019, India is expected to manufacture around 302 million handsets.
- Xiaomi India's major revenue came from smartphones as over 80 per cent of the topline comes from this segment despite other segments like smart TVs and fitness wearables.
- The power bank industry in India can reach Rs 18,000 crore (US$ 2.49 billion) and create 80,000 jobs by 2025.

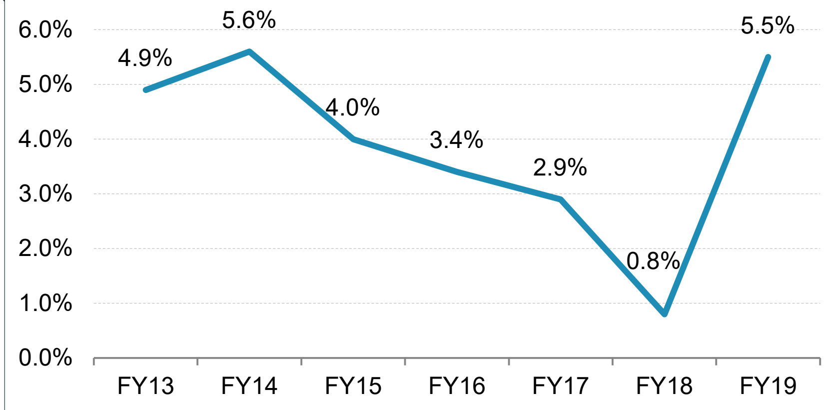
Note: *(F) Forecast, E – estimated, CY – Calendar Year, FY – Financial Year, F-forecast, * April 2017 – February 2018*
Source: *Electronic Industries Association of India, Canalys,CMIE, PWC - Championing change in the Indian appliance and consumer electronics industry, Draft National Policy on Electronics 2018, Cisco, India cellular and Electronics Association (ICEA), News sources*

GROWTH IN CONSUMER DURABLES…(2/2)

White Goods Market in India in FY18 (US$ billion)



Y-O-Y Growth in Consumer Durables Production as per IIP



- The consumer durables sector in India is expected to grow 8.5 per cent in 2018-19. Production of consumer durables under the Index of Industrial Production has grown 5.5 per cent year-on-year during April 2018-March 2019.
- As of FY18, washing machine, refrigerator and air conditioner market in India were estimated around Rs 7,000 crore (US$ 1.09 billion), Rs 19,500 crore (US$ 3.03 billion) and Rs 20,000 crore (US$ 3.1 billion), respectively.
- Imports contributed 20 per cent of domestic market for washing machines and refrigerators and around 30 per cent for air conditioners in FY18.

***Note:** IIP – Index of Industrial Production*

***Source:** Edelweiss Investment Research – Impact Analysis of Custom Duty Hike on Consumer Goods, MOSPI, News sources*

CONSUMER ELECTRONICS – KEY PRODUCTS

Colour TVs (CTVs)	▪ CTVs are the largest contributors to this segment ▪ Television industry in India is estimated to have reached Rs 660 billion (US$ 10.19 billion) in CY2017 and projected to reach Rs 862 billion (US$ 13.31billion) in CY2020. ▪ Number of TV households in India is expected to reach 200 million by 2020.
Flat Panel Display	▪ LED/LCD/Plasma television sets present a huge opportunity in India with a penetration of only 14 per cent households*. ▪ Production of LCD/LED TVs has also grown at a fast pace in India from 8.7 million units in FY15 to 16 million units in FY18. ▪ The price decline due to relatively low import duty on LCD panels, higher penetration levels and the introduction of small entry-size models are key growth drivers in the segment.
Direct-To-Home (DTH)	▪ The Set-Top Box (STB) market is growing rapidly, due to the expansion of DTH and introduction of the Conditional Access System (CAS) in metros. ▪ Active DTH subscribers in the country increased to 69.45 million in September 2018 from 63.61 million in March 2017.

Source: *CEAMA, Electronic Industries Association of India, Economic Times, *EY – Re-imagining India's M&E sector, Draft National Policy on Electronics 2018*

CONSUMER APPLIANCES – KEY PRODUCTS

Refrigerators	▪ This segment made up 27 per cent of the consumer appliances market in 2017. ▪ The market share of direct cool and frost free segment in FY18 is estimated at 70 per cent and 30 per cent respectively. ▪ Refrigerator market in India was estimated at around Rs 19,500 crore (US$ 3.03 billion) and is expected to reach Rs 344 trillion (US$ 5.34 billion) by 2022. Production of refrigerators in India increased 3 per cent year-on-year in FY18(up to *February 2018)* to 11.88 million units.
Air Conditioners (ACs)	▪ Installed stock of room ACs in India increased from two million units in 2006 to 30 million units in 2017 and is expected to be between 55-124 million by 2030. ▪ As of April 2019, the AC makers expect a double-digit rise in sales and expect adoption of superior technology and power efficient range of inverter air conditioners (ACs) by consumers. ▪ During FY18(up to *February 2018)* production of air conditioners in India increased 4.9 per cent year-on-year to 3.19 million units. Split ACs had a 85 per cent market share in FY18. Overall room air conditioners market in the country is expected to increase to 7 million units by FY21 from 5.5 million units in FY18. ▪ Daikin, air conditioner maker expects a 20 per cent growth in sales and aims to become a Rs 5,000 crore (US$ 715.41 million) company in FY20 backed by rising demand of power-efficient inverter ACs and sales network expansion.
Washing appliances	▪ Production of washing appliances in India increased 5.1 per cent year-on-year in FY18(up to *Feb 2018)* to 5.79 million units. Washing machine market in India was estimates at around Rs 7,000 crore (US$ 1.09 billion) in FY18.
Electric fans	▪ Domestic electric fan market in India increased at 13 per cent CAGR between FY08-17 to reach Rs 70 billion (US$ 1.1 billion). Around 22.6 million fans were produced in the country in FY18(up to *February 2018)*. ▪ Penetration of electric fans in rural areas is expected to reach 76-78 per cent in 2019-20 from 65 per cent in 2017.

Source: *CEAMA, Electronic Industries Association of India, Mirc annual report, Edelweiss Investment Research , CMIE, Intex Technologies, TERI- Improving Air Conditioners in India, Motilal Oswal*

KEY PLAYERS IN THE CONSUMER DURABLES SECTOR … (1/2)

- White goods industry in India is highly concentrated. In washing machines and refrigerators, top five players have more than 75 per cent market share, while in air conditioners and fans it is around 55-60 per cent. On the other hand, kitchen appliances segment is fragmented with top five players having 30-35 per cent market share.
- As of April 2019, Haier ranks as the fifth largest domestic consumer durable brand and is aiming to attain the third position in the market.

Company	Product category
BLUE STAR	ACs, refrigerators, specialty cooling products including mortuary chambers and cold storage
DAIKIN	ACs and cooling equipment
Godrej	Refrigerators, ACs, washing machines, microwave ovens, DVD players, digital-imaging products and audio-visual products
HITACHI Inspire the Next	ACs and refrigerators
LG	TVs, audio-visual solutions, computers, mobile phones, refrigerators, washing machines, microwave ovens, vacuum cleaners and ACs

Note: *This list s indicative*
Source: *Edelweiss – Consumer Durables Honing the home stretch September 2018*

Company	Product category
ONIDA	LCDs, washing machines, DVD players, ACs, microwave ovens, mobile phones, projectors and display products
PHILIPS	TVs, home theatre systems, DVD players, audio products, personal care products, household products, computers and phones
SAMSUNG	TVs, home theatre systems, DVD players, mobile phones, digital cameras, camcorders, refrigerators, ACs, washing machines, microwave ovens and computers
SONY	TVs, projectors, DVD players, audio systems, home theatre systems, digital cameras, camcorders, computers, video-gaming products and recording media
VIDEOCON	TVs, DVD players, microwave ovens, refrigerators, washing machines, ACs and power backup solutions
Whirlpool	Refrigerators, washing machines, microwave ovens, water purifiers and power backup solutions

Note: *This list s indicative*

RECENT TRENDS AND STRATEGIES

NOTABLE TRENDS IN THE CONSUMER DURABLES SECTOR

Expansion into new segments	▪ Xiaomi will enter the white goods segment in India in 2019, while Transsion Holdings will launch its entire range of consumer durables in the country during the year. ▪ In January Hero Electronics, part of the Hero Group announced that it's entering consumer goods and will launch 10 artificial intelligence (AI) products in the next five years. ▪ Hyundai Electronics has ventured into the growing Indian consumer electronics and home appliances market ▪ Livpure, a consumer electronics firm in India, has entered the air conditioner segment by launching smart air conditioners on Flipkart. ▪ Panasonic looks beyond consumer durable business and plans to expand in business-to-business solutions
Shared Economy	▪ Rentals of home appliances are growing in urban areas of India due to free add-on services like relocation and periodic maintenance which are not available in the ownership model. ▪ Start-ups like Rentomojo, Furlenco and Rentickle have come up in this space and offer rentals on furniture, appliances and other products.
Growing luxury market	▪ Luxury brands like Porsche, Jimmy Choo are increasing their store presence ▪ Luxury brands are launching their own websites to cater to Indian luxury brand market ▪ The segment of affordable luxury brand has captured the young Indian buyer's attention and is said to be growing at 40 per cent per annum, according to Euromonitor.
Increased affordability of products	▪ Consumer durables loans in India increased by 83 per cent to 19.5 million in 2017-18. ▪ Advancement in technology and higher competition are driving price reductions across various consumer durable product segments such as computers, mobile phones, refrigerators and TVs. With the initiative of "Make in India" campaign, many domestic and Chinese manufactures are investing in India to set up their manufacturing plants which would produce more affordable products.
Contract Manufacturing	▪ Leading consumer durable companies have started outsourcing manufacturing to local contact manufacturers like Dixon, Amber and Jabil. Amber contract manufactures ACs for Voltas, Hitachi, Daikin, Godrej and others while Dixon contract manufactures washing appliances, phones and other products for various brands.

Source: *CEAMA, India Retail Report, TechSci Research , Business Line, IMAP India, News Sources*

STRATEGIES ADOPTED

Powerful competitive strategy	▪ To reduce the price of their products, Xiaomi followed a totally different approach. Rather than using traditional advertising it has used inexpensive social media campaigns which helped the company in producing mobile phones at competitive prices in the market ▪ Samsung has acquired JBL and Harman Kardon for US$ 8 billion, other brands to come under Samsung are Mark Levinson, AKG, Lexicon, Infinity and Revel, Bowers and Wilkins and Bang and Olufsen brands. ▪ According to a report by techARC, smartphones companies plans to spend Rs 300 crore (US$ 4.16 million) on digital marketing at both mobile and web platforms in India.
Overhauling of distribution framework	▪ More brands are having a uniform pricing strategy in order to expand retail sales. ▪ Focus on tier II/III towns has increased to have wider distribution networks. ▪ Companies like Bajaj Electricals and Crompton Consumer are working on real time demand feedback to reduce turn around time (TAT).
Occasion based marketing	▪ India is the land of occasions and festivals, therefore, customers are offered great deals ▪ For instance the prices of products during Diwali, New Year, etc go down and customers are offered with great deals. Such strategies are adopted so as to enhance revenues plus to maintain the goodwill amongst buyers.
Sales strategies	▪ The strategy of flash sales helped Xiaomi to emerge as India's largest-selling smartphone brand between September- December 2017. It accounted for 31 per cent of the total sales between January – March 2018.
Focus on energy efficiency	▪ Companies also plan to increase the use of environment-friendly components and reduce e-waste by promoting product recycling ▪ India has made it mandatory for manufacturing companies to control emissions from climate-damaging refrigerants. ▪ In March 2018, Blue Star launched 40 new models of highly energy efficient air conditioners

Notes: *ISEER - Indian Seasonal Energy Efficiency Ratio*

Source: *TechSci Research , News Articles*

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GROWTH DRIVERS

STRONG DEMAND AND POLICY SUPPORT DRIVING INVESTMENTS

Growing demand

- Higher real disposable incomes
- Easy consumer credit
- Growing working population

Inviting

Policy support

- Setting up of EHTPs
- Increasing liberalisation, favorable FDI climate
- Policies like National Electronics Mission and Digitisation of television
- Reforms like simplified labor laws and Technology Upgradation Fund Scheme

Resulting in

Increasing investments

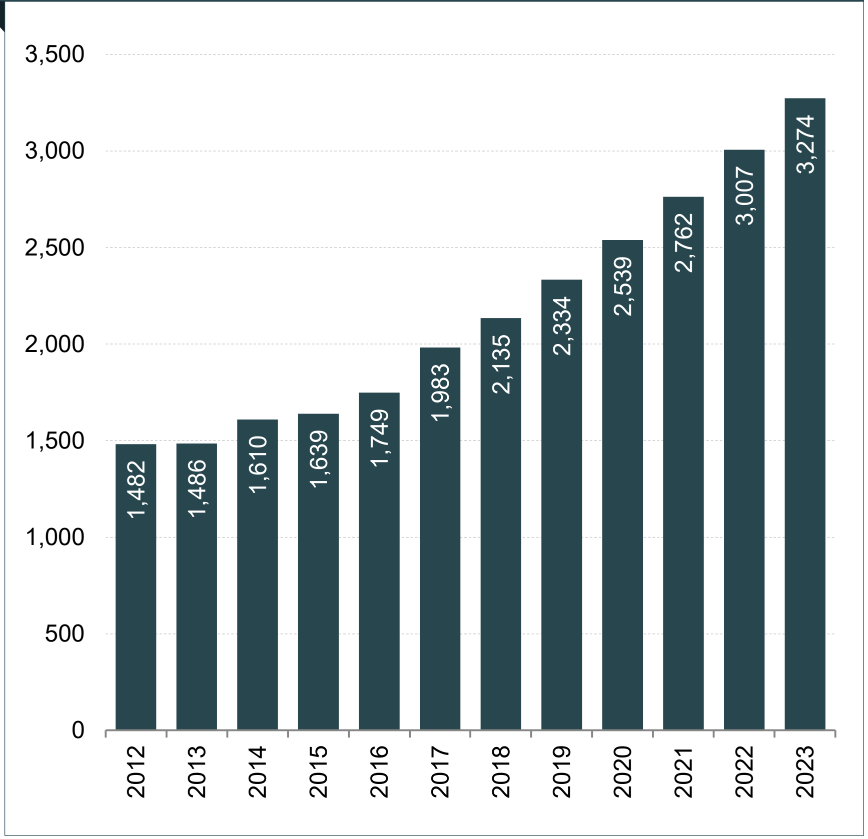
- Expanding production and distribution facilities in India
- Increased R&D activity
- Providing support to global projects from India

Notes: *EHTP - Electronic Hardware Technology Park, R&D - Research and Development*
Source: *TechSci Research*

INCOME GROWTH WILL BE THE KEY DRIVER OF DEMAND FOR CONSUMER DURABLES

- Demand for consumer durables in India has been growing on the back of rising incomes; this trend is set to continue even as other factors like rising rural incomes, increasing urbanisation, a growing middle class and changing lifestyles aid demand growth in the sector
- Significant increase in discretionary income and easy financing schemes have led to shortened product replacement cycles and evolving life styles where consumer durables, like ACs and LCD TVs, are perceived as utility items rather than luxury possessions
- Growth in demand from rural and semi-urban markets to outpace demand from urban markets
- Growth in online retailing is a key factor to reach out as a newer channel for buyers, with increase in demand.
- Per capita GDP of India is expected to reach US$ 3,274 in 2023 from US$ 2,135 in 2018.
- Non metro markets namely Vishakhapatnam, Bhopal, Vadodara, Chandigarh etc. have grown rapidly regarding consumption, becoming the main target markets, posing a huge potential transforming themselves into new business centres as compared to metro cities.

GDP Per Capita at Current Prices* (US$)



Notes: ** estimates after 2013*
Source: *World Bank, TechSci Research , RedSeer Consulting, International Monetary Fund, World Economic Outlook Database, April 2018*

POLICY SUPPORT AIDING GROWTH IN THE SECTOR

Customs duty relaxation	▪ Reduced custom duty on certain inputs like metals, wires, cables, refrigerators compressor parts will promote the production of consumer electronics in India. Custom duty on LCD/LED TV reduced to nil from 10 per cent
Encouragement to FDI	▪ 100 per cent FDI is permitted in electronics hardware-manufacturing under the automatic route ▪ FDI into single brand retail has been increased from 51 per cent to 100 per cent; the government is planning to hike FDI limit in multi-brand retail to 51 per cent. ▪ As per revised FDI policy, government has introduced certain bars for ecommerce platforms from selling on their websites and imposes a limit on how much one supplier can sell on their portal.
EPCG, EHTP schemes	▪ EPCG allows import of capital goods on paying 3.0 per cent customs duty ▪ EHTP provides benefits, such as duty waivers and tax incentives, to companies which replace certain imports with local manufacturing
National Electronics Policy and Government Initiatives	▪ In February 2019, the Government of India approved the National Policy on Electronics 2019. This policy aims to create an ecosystem for a globally competitive electronic manufacturing sector and to achieve a turnover of about US$ 400 billion by 2025, target production of 1 billion mobile handsets for export. It also aims to generate 10 million employment opportunities in the country by 2025.

Notes: *EPCG - Export Promotion Capital Goods scheme, EHTP - Electronic Hardware Technology Park Scheme, SAD- Single Administrative Document ITA-1 - Information Technology Agreement, Ministry of External Affairs*

Source: *DIPP, Make in India, TechSci Research*

RECENT INVESTMENTS BY KEY PLAYERS

- Intex Technologies will invest around Rs 60 crore (US$ 9.27 million) in 2018 in technology software and Internet of Things (IoT) start-ups in India in order to create an ecosystem for its consumer appliances and mobile devices.
- Bosch Home Appliances to invest US$ 111.96 million to expand in India.
- Micromax plans to invest US$ 89.25 million by 2020 for transforming itself into a consumer electronics company.
- In January 2018, Panasonic started its first refrigerator plant in India with an annual production capacity of 500,000 units with an investment of Rs 115 crore (US$ 17.76 million).
- British technology company Dyson will invest around Rs 1,300 crore (US$ 200 million) in the Indian consumer durables sector by 2023.
- In June 2018, Bajaj Electricals acquired Nirlep, a kitchenware manufacturing company for Rs 42.50 crore (US$ 6.34 million).
- In July 2018, Samsung announced an investment of Rs 5,000 crore (US$ 745.82 million) for expansion of manufacturing capacity to 120 million from 68 million devices at its Noida plant in India.
- In August 2017, V-Guard acquired 49.43 per cent stake in GUTS Electro-Mech.
- In May 2017 Havells completed acquisition of Lloyd consumer durables business for an enterprise value of Rs 1,600 crore (US$ 248.2 million)
- In October 2017, Flipkart launched its private label 'Marq' for selling large appliances in India.
- In February 2019, Haier announced an investment of Rs 3,000 crore (US$ 415.80 million) as it aims a two fold increase in its revenue by 2020.
- Oppo and Vivo, mobile phone makers, have decided to make the key components in India in the next one year. Samsung will also start manufacturing mobile phone components from April 2020 in its Noida facility, which is their largest mobile phone manufacturing plant in the world.
- As of April 2019, Xiomi is making huge investments to expand into offline presence and expects the offline stores to generate half of the handset sales in India by the end of 2019.

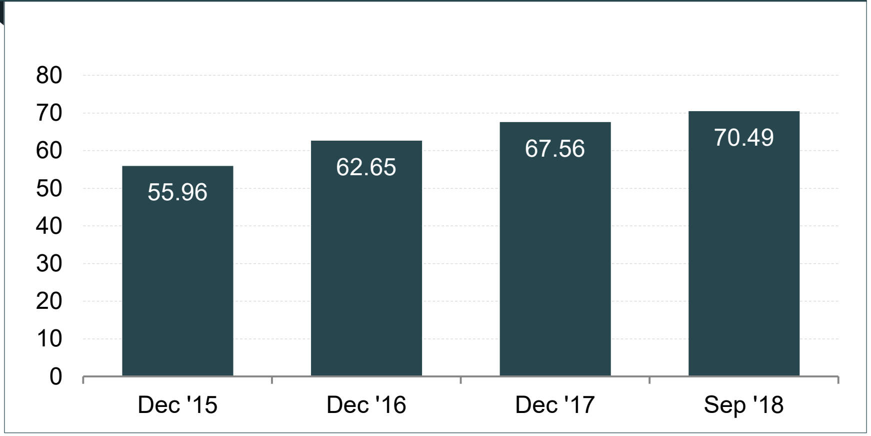
Notes: *R&D - Research and Development, MSIPS - Modified Special Incentive Package Scheme, Ministry of External Affairs*
Source: *Company websites, TechSci Research , New sources*

OPPORTUNITIES

GROWING TELEVISION MARKET

- DTH players are expected to get largest share in phase IV area of digitisation market
- Digitisation may lead to complete switchover from analogue cable to Digital Addressable Systems in a phased manner
- Active DTH subscribers with private operators in the country increased from 62.65 million in December 2016 to 70.49 million in December 2018.
- TV penetration in the country has increased more than two times to reach 66 per cent in 2018(*as of March 2018)* from 32 per cent in 2001. Small towns and rural markets are the key growth drivers of television's growth in India. Out of 197 million TV households in India, 109 million are from rural India.

Active DTH subscribers (million units)



Households with TVs in India

- As of December 2018, active DTH subscriber base with private operators in India stood at 70.49 million users
- Around 197 million television households in 2018(*as of March 2018)*.

Source: *TRAI, *BARC India Universe Update July 2018*

Benefits of FDI in Indian Retail

- Increase in employment
- Infrastructure investment
- Removing middlemen
- Benefiting Indian manufacturers

Sector	Entry route	FDI limit
Whole sale cash and carry trading	Automatic	100%
Single brand product retailing	DIPP	100%
Multi brand, front end retail	DIPP	51%

Source: *DIPP, TechSci Research*

KEY RETAIL RELATED FDI POLICIES THAT WILL IMPACT CONSUMER DURABLES

- According to the Department for Promotion of Industry and Internal Trade, during April 2000 – March 2019, FDI inflows into the electronics sector stood at US$ 2.36 billion.

51 per cent FDI in multi brand retail Status: Approved	▪ Minimum investment cap is US$ 100 million ▪ 30 per cent procurement of manufactured or processed products must be from SMEs ▪ Minimum 50 per cent of the first minimum tranche of US$ 100 million must be invested in back-end infrastructure (logistics, cold storage, soil testing labs, seed farming and agro-processing units) ▪ Removes the middlemen and provides a better price to farmers ▪ 50 per cent of the jobs in the retail outlet could be reserved for rural youth and a certain amount of farm produce could be required to be procured from poor farmers ▪ To ensure the Public Distribution System (PDS) and Food Security System (FSS), government reserves the right to procure a certain amount of food grains ▪ Consumers will receive higher quality products at lower prices and better service
100 per cent FDI in single brand retail Status: Policy passed	▪ Products to be sold under the same brand internationally ▪ In 2015, according to revised FDI regulations single brand retail companies if desire to sell on ecommerce platform would be allowed only if they have licence for setting up physical outlets ▪ Sale of multi brand goods is not allowed, even if produced by the same manufacturer ▪ For FDI above 51 per cent, 30 per cent sourcing must be from SMEs ▪ Any additional product categories to be sold under single brand retail must first receive additional government approval ▪ “Make in India” initiative to further strengthen the investments coming to India

Source: *TechSci Research , DPIIT*

KEY INDUSTRY ASSOCIATIONS

INDUSTRY ASSOCIATIONS

Agency	Contact Information
Consumer Guidance Society of India	Block 'J' Mahapalika Marg, Mumbai–400 001 Tele fax: 91-22 22621612/2265 9715 E-mail: cgsibom@mtnl.net.in Website: www.cgsiindia.org
Retailers Association of India	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 Website: www.rai.net.in
Consumers Association of India	3/242, Rajendra Gardens, Vettuvankeni, Chennai, Tamil Nadu–600 041 Tel: 91-44-2449 4576/4578 Fax: 91-44-2449 4577 E-mail: consumersassnofindia@vsnl.net
Consumer Electronics and Appliances Manufacturers Association	5th Floor, PHD House 4/2, Siri Institutional Area, August Kranti Marg New Delhi-10 016 Telefax: 91- 11- 46070335, 46070336 E-mail: ceama@airtelmail.in Website: www.ceama.in
ELCINA Electronic Industries Association of India (Formerly Electronic Component Industries Association)	ELCINA House, 422 Okhla Industrial Estate, Phase III New Delhi -110020 Tel: 91- 11- 26924597, 26928053 Fax: 91- 11- 26923440 E-mail: elcina@vsnl.com Website: www.elcina.com

USEFUL INFORMATION

GLOSSARY

- 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

Exchange Rates (Fiscal Year)

Year INR	INR Equivalent of one US$
2004–05	44.95
2005–06	44.28
2006–07	45.29
2007–08	40.24
2008–09	45.91
2009–10	47.42
2010–11	45.58
2011–12	47.95
2012–13	54.45
2013–14	60.50
2014-15	61.15
2015-16	65.46
2016-17	67.09
2017-18	64.45
2018-19	69.89

Exchange Rates (Calendar Year)

Year	INR Equivalent of one US$
2005	44.11
2006	45.33
2007	41.29
2008	43.42
2009	48.35
2010	45.74
2011	46.67
2012	53.49
2013	58.63
2014	61.03
2015	64.15
2016	67.21
2017	65.12
2018	68.36

Source: *Reserve Bank of India, Average for the year*

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