Consumer Durables
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Executive summary

Appliance and consumer electronics market in 2019

% increase in exports of electronic goods, in October 2021

% increase in sales of consumer electronics and appliances in the third quarter of FY21

Electronics hardware production in FY20

Television industry size by FY22

US$ 10.93 billion

42.28%*

23.5%

US$ 73.78 billion

US$ 17.56 billion

*Compared with same month/quarter in the previous year

- Demand for electronics hardware in India is expected to reach US$ 400 billion by FY24.
- The government anticipates that the Indian electronics manufacturing sector will reach ~US$ 300 billion (Rs. 22.5 lakh crore) by 2024–25.
- Television industry in India is projected to reach Rs. 955 billion (US$ 13.66 billion) by the end of 2021. By FY22, television industry in India is estimated to reach Rs. 1,227.34 billion (US$ 17.56 billion).

Source: FICCI-EY Re-imagining India’s M&E sector, PwC - Championing change in the Indian appliance and consumer electronics industry, National Policy on Electronics 2019, Directorate General of Commercial Intelligence and Statistics
**Advantage India**

1. **Growing demand**
   - Rising disposable incomes and easy access to credit.
   - The headset market revenue in India is projected to reach >US$ 77 million by 2027 at a CAGR of 4.7%, driven by rising adoption of wireless headsets among consumers.
   - The dishwasher market in India is expected to surpass US$ 90 million by 2025-26, driven by rising demand from metro cities such as Mumbai, Hyderabad, Delhi and Bangalore.

2. **Opportunities**
   - Tech players such as Play (a tech brand) are focusing on tapping the Indian consumer electronics market, developing electronic components manufacturing base in India and encouraging export.
   - Consumer electronics brands are focusing on the Indian smart wearables market. For example, in July 2021, Omthing announced its target to capture 5% of the smart wearables market in India in the next three years.

3. **Policy support**
   - 100% FDI allowed in the electronics hardware-manufacturing.
   - Due to investor-friendly policies, in June 2021, Samsung set up its display manufacturing unit in Uttar Pradesh.
   - In July 2021, the government approved 14 companies under the production linked incentive (PLI) scheme for IT hardware. Over the next four years, these companies are expected to fuel total production of >US$ 21.64 billion.

4. **Increasing investment**
   - As of November 17, 2021, the S&P BSE Consumer Durables Index rose by 4.76% on a monthly basis and 48.97% on a yearly basis.
   - In September 2021, Blue Star Climatech, the wholly owned subsidiary of Blue Star, announced its plans to invest Rs. 550 crore (US$ 73.45 million) over the next few years to set up a new manufacturing facility at Sri City, in Andhra Pradesh’s Chittoor district.
   - Between April 2000 and June 2021, electronic goods attracted FDI inflows of US$ 3.2 billion.

Market Overview
The consumer durables market is split into two key segments

**Consumer Durables**

**Consumer Electronics (Brown Goods)**
- Televisions
- Laptops
- Audio and video systems
- Digital cameras
- CD and DVD players
- Electronic accessories
- Personal computers
- Camcorders

**Consumer Appliances (White Goods)**
- Air conditioners
- Electric fans
- Refrigerators
- Washing machines
- Microwave ovens
- Sewing machines
- Cleaning equipment
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%).

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%).
- 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%.
- In 2019, National Policy of Electronics 2019 (NPE 2019) introduced.

**Note:** SAFTA - South Asian Free Trade Area, ASEAN - Association of Southeast Asian Nations
**Source:** TechSci Research
Appliance and consumer electronics (ACE) industry is expected to grow at 9% 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.

The smartphone shipment witnessed a y-o-y growth of 8% in 2019 with 152.5 million units shipped. India is expected to have 829 million smartphone users by 2022. In 2019, India manufactured around 302 million handsets.

Appliances and consumer electronics industry is expected to double to Rs. 1.48 lakh crore (US$ 21.18 billion) by 2025.

According to a report by Care Ratings, consumer electronics and appliances manufacturers are set to increase their production by 5-8% in FY22, after witnessing a contraction in demand in FY21.

In October 2021, consumer goods demand rose by 15% in Navratri (from October 7 to October 14, 2021), due to an increased demand for smartphones, televisions, refrigerators and apparel during the festival.

Note: (F) Forecast, E – estimated, CY – Calendar Year, FY – Financial Year, F-forecast
Source: Electronic Industries Association of India, PwC - Championing change in the Indian appliance and consumer electronics industry, Cisco, India cellular and Electronics Association (ICEA), News sources
Growth in consumer durables…(2/2)

- As of FY20, electronics, domestic appliances and air conditioner market in India were estimated around Rs. 5,976 crore (US$ 0.86 billion), Rs. 17,873 crore (US$ 1.80 billion) and Rs. 12,568 crore (US$ 2.56 billion), respectively.

- Import contributed to 20% of domestic market for washing machines and refrigerators and around 30% for air conditioners in FY20.

- The market size of air conditioners is expected to grow to 165 lakh units by 2025 from 65 lakh units in 2019, while refrigerator’s market size is expected to grow to 275 lakh units by 2025 from 145 lakh units in 2019.

- In September 2021, the Quick Estimates of Index of Industrial Production (IIP), for consumer durables stood at 126.4 (under the use-based classification).

- In November 2021, PG Technoplast Pvt. Ltd. received government approval under the production-linked incentive (PLI) scheme for white goods in the air conditioner components category.

Note: IIP – Index of Industrial Production
1. Colour TVs

- Television industry in India reached Rs. 787 billion (US$ 11.26 billion) in 2019 and is projected to reach Rs. 955 billion (US$ 13.66 billion) by the end of 2021.
- In the year 2020, India imposed restrictions on imports of colour TV sets, intending to encourage local manufacturing and check imports from China.

2. Flat panel display

- LED/LCD/Plasma television sets present a huge opportunity in India with a penetration of only 14% households in 2019.
- Production of LCD/LED TVs grew at a fast pace in India from 8.7 million units in FY15 to 16 million units in FY18.

3. Direct-to-Home

- The DTH industry is expected to witness growth up to 6% from FY20 to Rs. 22,000 crore (US$ 2.9 billion) in FY21.

4. Refrigerators

- This segment made up 27% of the consumer appliances market in 2019.
- In February 2021, Blue Star launched a range of commercial refrigerators, with offerings comprising temperature-controlled designs for refrigeration and storage of vaccines.

5. Air Conditioners

- 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.
- Production of AC increased to 2.92 million units in FY20.
- In April 2021, Johnson Controls-Hitachi Air Conditioning India Ltd. launched its all-new range of aesthetically appealing and energy-efficient room air conditioners for 2021. Hitachi introduced the airCloud Home app for its Wi-Fi-enabled ACs with smart fencing feature and voice command.

6. Washing appliances

- Production of washing appliances in India is expected to reach 12.6 million units in FY25 from 5.63 million units in FY20.
- In April 2021, Samsung launched an artificial intelligence-enabled bilingual washing machine with user interfaces in Hindi and English.

7. Electric fans

- Production of fans increased 4.4% y-o-y to reach 23.42 million units in FY20.
- The Indian fan industry is optimistic that with BEE Star labelling criteria requirements and a production-linked Incentives (PLI) scheme, the country will become a manufacturing powerhouse.

Source: CEAMA, Electronic Industries Association of India, Economic Times, EY – Re-imagining India’s M&E sector, National Policy on Electronics 2019, News Articles
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% market share, while in air conditioners and fans it is around 55-60%. On the other hand, kitchen appliances segment is fragmented with top five players having 30-35% market share.

1. ACs, refrigerators, specialty cooling products including mortuary chambers and cold storage.

2. ACs and cooling equipment.

3. Refrigerators, ACs, washing machines, microwave ovens, DVD players, digital-imaging products and audio-visual products.

4. ACs and refrigerators.

Note: This list is indicative
Source: Company Website
<table>
<thead>
<tr>
<th>Rank</th>
<th>Key Players</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>TVs, audio-visual solutions, computers, mobile phones, refrigerators, washing machines, microwave ovens, vacuum cleaners and ACs.</td>
</tr>
<tr>
<td>6</td>
<td>LCDs, washing machines, DVD players, ACs, microwave ovens, mobile phones, projectors and display products.</td>
</tr>
<tr>
<td>7</td>
<td>TVs, home theatre systems, DVD players, audio products, personal care products, household products, computers and phones.</td>
</tr>
<tr>
<td>8</td>
<td>TVs, home theatre systems, DVD players, mobile phones, digital cameras, camcorders, refrigerators, ACs, washing machines, microwave ovens and computers.</td>
</tr>
<tr>
<td>9</td>
<td>TVs, projectors, DVD players, audio systems, home theatre systems, digital cameras, camcorders, computers, video-gaming products and recording media.</td>
</tr>
<tr>
<td>10</td>
<td>Refrigerators, washing machines, microwave ovens, water purifiers and power backup solutions.</td>
</tr>
</tbody>
</table>

*Note: This list is indicative. Source: Company Website*
Recent Trends and Strategies
Notable trends in the consumer durables sector

1. Shared economy
   - Rentals of home appliances are growing in urban areas 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.

2. Rising consumer digital economy
   - According to RedSeer, India’s consumer digital economy is projected to reach US$ 800 billion by 2030, from US$ 85-90 billion in FY20, driven by increase in online shopping.

3. Increased affordability of products
   - Consumer durable loans in India increased 43% y-o-y to Rs. 6,495 crore (US$ 921.4 million) in FY20.
   - 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.

4. Shifting manufacturing bases
   - In November 2020, the Japanese government announced plans to provide financial assistance to Toyota-Tsusho and Sumida to set up manufacturing bases in India. Sumida produces parts for auto, consumer electronics and industrial sectors.

5. Expansion into new segments
   - In November 2021, Tata Consumer Products (TCPL) signed definitive agreements to acquire 100% equity shares of Tata SmartFoodz Limited (TSFL) from Tata Industries Limited, for a cash consideration of Rs. 395 crore (US$ 53.13 million). This move was in line with TCPL’s strategic intent to expand into value added categories.
   - In September 2021, US-based consumer electronics brand Westinghouse Electric Corporation, forayed into the Indian market by launching a range of TV sets. The brand collaborated with its Indian licensing partner Super Plastronics Pvt Ltd (SPPL) and signed an exclusive licensing agreement with it.
   - In July 2021, Godrej & Boyce announced entry into the dishwasher market and aims to capture 15% market share by FY22. The company is focusing on key markets such as Mumbai, Hyderabad, Bengaluru and Delhi and plans to expand to tier II cities.

Source: CEAMA, India Retail Report, Business Line, IMAP India, News Sources
STRATEGIC PARTNERSHIPS

- Smartphones companies plans to cater to the consumer durables market in India.
- In April 2021, Hisense collaborated with Croma retail stores to showcase their line-up of QLED, UHD and Smart TVs at their 185+ Croma stores across India.
- In November 2021, Flipkart signed an MoU with the Ministry of Rural Development of the Government of India (MoRD), for their ambitious Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) programme, to empower local businesses and self-help groups (SHGs) by bringing them into the e-commerce fold.

OVERHAULING OF DISTRIBUTION FRAMEWORK

- More brands are having a uniform pricing strategy in order to expand retail sales.
- Focus on tier II and tier III towns have increased to have a wider distribution network.
- 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 to increase revenue and enhance goodwill among buyers.

Notes: ISEER - Indian Seasonal Energy Efficiency Ratio
Source: News Articles
Strategies adopted (2/2)

SALES STRATEGIES
- E-commerce companies reported sales worth US$ 9.2 billion across platforms in October and November (2021), driven by increased shopping during the festive season. With festive season sales, Flipkart Group emerged as the leader with a 62% market share.

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 January 2020, the Bureau of Energy Efficiency (BEE) made it mandatory for all room air conditioners to have a default temperature of 24 degrees Celsius.

AD VOLUME GROWTH
- As per a Tam AdEx report, between January 2021 and August 2021, durable ad volumes saw a 2.3x growth in ad insertions on digital platforms and ad spaces in print and advertising volumes on radio registered a 2x and 3x growth, respectively.
- Home appliances and consumer durables segment accounted for ~42% share in the sector’s ad space between January 2021 and April 2021.
- For the same period, the top ten advertisers accounted for >50% share of sector’s ad space, with TTK Prestige India at the top of the advertiser’s list with 17% share in the sector’s ad space.

Notes: ISEER - Indian Seasonal Energy Efficiency Ratio
Source: News Articles
Growth Drivers
Strong demand and policy support driving investments

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

Policy support
- Setting up of Electronic Hardware Technology Park (EHTP)
- Increasing liberalisation, favorable FDI climate
- Policies such as the National Policy on Electronics 2019 and digitisation of TV services
- Reforms like simplified labor laws and Technology Upgradation Fund Scheme

Increasing investment
- 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 drive 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 lifestyles 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 is likely to outpace demand from urban markets.

- In October 2020, Samsung’s consumer electronics business in India increased by >30%, due to increased demand from smaller cities, which are racing ahead of metros.

- 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$ 2,539 in 2020.

- Non-metro markets, namely Vishakhapatnam, Bhopal, Vadodara, Chandigarh, etc., have grown rapidly on consumption, becoming the main target markets and posing a huge potential to turn into new business centres as compared to metro cities.

Source: World Bank, RedSeer Consulting, International Monetary Fund, World Economic Outlook Database, April 2018
Policy support aiding growth in the sector

1

Production-Linked Incentive (PLI) Scheme

- In September 2021, FICCI Electronics Manufacturing Committee Chairperson Mr. Manish Sharma said that ~52 companies have applied for availing PLIs for white goods makers, proposing an investment of ~Rs. 6,000 crore (US$ 813 million) in manufacturing components for air conditioners (ACs) and LED lights. Most of these investments are expected to happen in the next 2-3 years; following this, local production for components for ACs and LED lights is expected to start.

- In June 2021, the government extended the production-linked incentive (PLI) scheme for large scale electronics manufacturing by a year (until FY26), giving a boost to the industry.

- On November 11, 2020, Union Cabinet approved the Production-Linked Incentive (PLI) scheme in 10 key sectors (including electronics and white goods) to boost India’s manufacturing capabilities, exports and promote the ‘Atmanirbhar Bharat’ initiative.

- India is on a path to become a US$ 1 trillion digital economy by 2025. In addition, projects such as ‘Smart Cities’ and ‘Digital India’, coupled with factors such as the government's push for data localisation, Internet of Things (IoT) market in India, are expected to increase the demand for electronic products. The PLI scheme aims to boost the production of electronic products in India.

- A PLI scheme for white goods (air conditioners and LEDs) will lead to more domestic manufacturing, employment opportunities and increased exports.

- The Production Linked Incentive (PLI) Scheme for promotion of domestic manufacturing of Air Conditioners and LED Lights in India of US$ 855 million has been approved to be given over a period of 5 years.

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Ministry/Department</th>
<th>Approved financial outlay over a five-year period</th>
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</thead>
<tbody>
<tr>
<td>Electronic/Technology Products</td>
<td>Ministry of Electronics and Information Technology</td>
<td>Rs. 5,000 crore (US$ 674.92 million)</td>
</tr>
<tr>
<td>White Goods (ACs &amp; LEDs)</td>
<td>Department for Promotion of Industry &amp; Internal Trade</td>
<td>Rs. 6,238 crore (US$ 842.03 million)</td>
</tr>
</tbody>
</table>

2

Estimated Increase in Exports

- The National Policy on Electronics 2019 is targeting production of one billion mobile handsets valued at US$ 190 billion by 2025, out of which 600 million handsets valued at US$ 100 billion are likely to be exported.

- The PLI scheme, which has been approved for 16 electronics firms, including 10 manufacturers of mobile handsets, would further improve India's role in the global mobile market and complement the goal of making the country a global mobile production hub for manufacturers.

Source: Press Information Bureau
Recent investment by key players

**TCL Group** announced, in June 2021, to start manufacturing handsets and TV display panels (from the fourth quarter) in Andhra Pradesh. The company plans to recruit 1,000 employees. This development was in line with the company’s plan to invest ~US$ 219 million to manufacture display modules in the country.

**Godrej Appliances** announced an investment of Rs. 100 crore (US$ 13.6 million) across two of its manufacturing facilities—Shirwal in Maharashtra and Mohali in Punjab—to expand its production capacity for air-conditioners (to 800,000 units) by 2025.

**Vivo** will invest US$ 1.07 billion to expand its production capacity in India.

**Dyson**, will invest around US$ 200 million in the Indian consumer durables sector by 2023.

**Foxconn** plans to invest up to US$ 1 billion to expand a factory in southern India where it assembles iPhones.

**G.O.A.T Brand Labs** raised funds worth US$ 36 million from Flipkart Ventures and Tiger Global in August 2021. The company aims to collaborate and invest in digital brands and offer plug-and-play platform to accelerate growth. In line with this, the company is focusing on brands across areas such as home & kitchen, beauty and personal care.

**Blue Star Climatech**, the wholly owned subsidiary of Blue Star, plans to invest Rs. 550 crore (US$ 73.45 million), over the next few years, to set up a new manufacturing facility at Sri City, in Andhra Pradesh’s Chittoor district.

*Notes: R&D - Research and Development, MSIPS - Modified Special Incentive Package Scheme, Ministry of External Affairs
Source: Company websites, News sources*
Opportunities
Growing television market

- In FY20, TV penetration in India stood at 69%, driven by the DTH market.
- DTH players are expected to get largest share in phase IV of the digitisation market.
- Digitisation may lead to complete switchover from analogue cable to Digital Addressable Systems in a phased manner.
- In August 2020, the Government of India targeted China with new restrictions on colour televisions and mobile phones.
- In October 2020, television manufacturers such as Samsung, LG and Sony have been granted licences by the government to import finished TV sets into India.
- In February 2021, TCL Technology announced its plan to launch the P-series Android 11-based smart TV in India soon.
- In April 2021, Xiaomi launched its 75-inch QLED Smart Android TV priced at Rs. 119,999 (US$ 1,636.20).
- In September 2021, Airtel Digital TV, the DTH arm of Bharti Airtel, introduced Made-in-India high-definition set-top boxes for customers. The boxes are being manufactured in Noida, Uttar Pradesh, by Skyworth Electronics. Airtel plans to fully transition to Made-in-India set-top boxes, including the high-end Airtel Xstream 4K Android TV box, by the end of 2021 and contribute towards local manufacturing and the Government of India’s Atmanirbhar vision.
- According to a report by Counterpoint Research, smart TV shipments from India climbed by 65% YoY in the second quarter of 2021, owing to increased expansion activities adopted by original equipment manufacturers (OEMs) for their smart TV portfolios.
- The total active subscriber base has increased from 69.57 million in March 2021 to 69.86 million in June 2021.

Source: TRAI, *BARC India Universe Update July 2018, News Article*
Appendix: benefits to consumer durables and wider retail sector from FDI policy

Benefits of FDI in Indian Retail

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

**Sector**
- Wholesale cash and carry trading
- Single brand product retailing
- Multi brand, front end retail

**Entry route**
- Automatic
- DPIIT

**FDI limit**
- 100%
- 100%
- 51%

Source: DPIIT
Key retail related FDI policies that will impact consumer durables

1

51% FDI in multi brand retail status: Approved

- Minimum investment cap is US$ 100 million.
- 30% procurement of manufactured or processed products must be from SMEs.
- Minimum 50% 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% 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.

Source: DPIIT

2

100% 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%, 30% 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.
Key Industry Contacts
### Key Industry Contacts

<table>
<thead>
<tr>
<th>Agency</th>
<th>Contact Information</th>
</tr>
</thead>
</table>
| **CGSI** | Consumer Guidance Society of India  
Block 'J' Mahapalika Marg, Mumbai-400 001  
Tele: 91-22 22621612/2265 9715  
E-mail: cgsibom@gmail.com  
Website: www.cgsiindia.org |
| **rai** | 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  
E-mail: info@rai.net.in  
Website: www.rai.net.in |
| **CAI** | 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: caiindia1@gmail.com  
Website: http://caiindia.org/ |
| **CEAMA** | Consumer Electronics and Appliances Manufacturers Association  
5th Floor, PHD House, 4/2, Siri Institutional Area, August Kranti Marg  
New Delhi-10 016  
Telefax: 91- 120 4265697  
E-mail: info@ceama.in  
Website: www.ceama.in |
| **ELCINA** | Electronic Industries Association of India (ELCINA)  
ELCINA House, 422 Okhla Industrial Estate, Phase III, New Delhi -110020  
Tel: 91- 11- 26924597, 26928053  
Fax: 91- 11- 26923440  
E-mail: info@elcina.com  
Website: www.elcina.com |
### Key Industry Contacts

<table>
<thead>
<tr>
<th>Agency</th>
<th>Contact Information</th>
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| **India Cellular and Electronics Association (ICEA)** | 7th Floor, Le-Meridian Commercial Tower, Windsor Place, New Delhi-110001  
Tel: 91-11-49349900/11-66303663  
Fax: 91-11-66303664  
E-mail: icea@icea.org.in  
Website: [https://icea.org.in/](https://icea.org.in/) |
| **The Directorate General of Foreign Trade (DGFT)** | Directorate General of Foreign Trade (DGFT) Udyog Bhawan, H-wing, Gate No-02, Maulana Azad Road, New Delhi -110011  
Tel: 1800-572-1550  
Website: [https://www.dgft.gov.in/CP/](https://www.dgft.gov.in/CP/) |
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)

<table>
<thead>
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<th>Year</th>
<th>Rs. Equivalent of one US$</th>
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<td>2004-05</td>
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</tr>
<tr>
<td>2005-06</td>
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<td>2016-17</td>
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<tr>
<td>2017-18</td>
<td>64.45</td>
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<tr>
<td>2018-19</td>
<td>69.89</td>
</tr>
<tr>
<td>2019-20</td>
<td>70.49</td>
</tr>
<tr>
<td>2020-21</td>
<td>73.20</td>
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</table>

### Exchange Rates (Calendar Year)

<table>
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<tr>
<th>Year</th>
<th>Rs. Equivalent of one US$</th>
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<tbody>
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<td>2005</td>
<td>44.11</td>
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<tr>
<td>2006</td>
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<td>2007</td>
<td>41.29</td>
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<td>2008</td>
<td>43.42</td>
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<td>2014</td>
<td>61.03</td>
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<td>2016</td>
<td>67.21</td>
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<tr>
<td>2017</td>
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<td>2018</td>
<td>68.36</td>
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<tr>
<td>2019</td>
<td>69.89</td>
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<tr>
<td>2020</td>
<td>74.18</td>
</tr>
<tr>
<td>2021*</td>
<td>74.84</td>
</tr>
</tbody>
</table>

**Note:** As of November 2021  
**Source:** Reserve Bank of India, Average for the year
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