Table of Contents

- Executive Summary ........................................3
- Advantage India ........................................4
- Market Overview ........................................6
- Recent Trends and Strategies ..........................15
- Growth Drivers ...........................................19
- Opportunities ............................................29
- Industry Organisations .................................32
- Useful Information .......................................34
India is the world’s second largest producer of textiles and garments.

Rising per capita income, favourable demographics and a shift in preference to branded products will boost demand.

The domestic textile and apparel market is estimated to be US$ 100 billion in FY19 and has grown at a CAGR of 10 per cent since FY06.

Growth in demand is expected to continue at 12 per cent CAGR to reach US$ 220 billion by 2025.

The textile industry has around 4.5 crore of workers employed in textiles sector, including 35.22 lakh handloom workers all over the country.

Favourable trade policies and superior quality to drive textile exports.

India’s textile and apparel export stood at US$ 38.70 billion in FY19 and is expected to increase to US$ 82.00 billion by 2021 from US$ 22.95 billion in FY20 (till November 2019).

Cloth production in FY19 stood at 70.04 billion square meters and 63.34 billion square meters in FY20 (till January 2020).

Notes: E – Estimate, F – Forecast, P - Provisional CAGR up to FY21, P – Provisional, *-till January 2020, #-till November 2019
Source: Ministry of Textiles, Make in India, Technopak, Annual Report on Indian textile and Apparel industry- Wazir Advisors
ADVANTAGE INDIA
Increased penetration of organised retail, favourable demographics and rising income level will drive demand for textiles.

Growth in building and construction will continue to drive demand for non-clothing textiles.

In order to attract private equity (PE) and employee more people, Government introduced various scheme such as Scheme for Integrated Textile Parks (SITP) and Technology Upgradation Fund Scheme (TUFS).

Industrial Entrepreneur Memorandum (IEMS) filed in textiles industry stood at 15 of worth Rs 1241 crore (US$ 176.05 million) in January 2020.

Abundant availability of raw materials such as cotton, wool, silk and jute.

India enjoys a comparative advantage in terms of skilled manpower and in cost of production relative to major textile producers.

100 per cent FDI (automatic route) is allowed in the Indian textile sector.

Under Union Budget 2020-21, a National Technical Textiles Mission is proposed for a period from 2020-21 to 2023-24 at an estimated outlay of Rs 1,480 crore (US$ 211.76 million).

In 2020, New Textiles Policy 2020 is expected to be released by the Ministry of Textiles.

CCEA approved mandatory packaging of foodgrains and sugar in jute material for the Jute year 2019-20.

Note: SITP - Scheme for Integrated Textile Park; FDI - Foreign Direct Investment, ASEAN - Association of Southeast Asian Nations, CCEA- Cabinet Committee on Economic Affairs
Source: PHD Camber of Commerce; Federation of Indian Chambers of Commerce and Industry, India Ratings and Research
MARKET
OVERVIEW
## EVOLUTION OF THE INDIAN TEXTILE SECTOR

### Pre 1990s
- The first cotton textile mill of Mumbai was established in 1854
- The first cotton mill of Ahmedabad was found in 1861; it emerged as a rival centre to Mumbai

### 1901–2000
- Number of mills increased from 178 in 1901 to 417 in 1945
- Out of 423 textile mills of the undivided India, India received 409 after partition and the remaining 14 went to Pakistan
- In 1999, TUFS was set up to provide easy access to capital for technological upgradation
- TMC was launched to address issues related to low productivity and infrastructure
- In 2000, NTP was announced for the overall development of the textile and apparel industry

### 2000–2015
- SITP was implemented to facilitate setting up of textile units with appropriate support infrastructure
- After MFA cotton prices are aligned with global prices.
- Technical textile industry will be a new growth avenue
- Free trade agreement with ASEAN countries and proposed agreement with EU under discussion
- Restructured TUFS was launched attracting a subsidy cap of US$ 420.65 Million

### 2016 onwards
- Make in India campaign was launched to attract manufacturers and FDI
- Technology Mission for Technical Textile has been continued
- Under Union Budget 2020-21, Government of India allocated around Rs 3,515 crore (US$ 502.93 million) to the Ministry of Textiles
- 3,544 operational textile mills – 2,184 non-small scale and 1,360 small scale as of 2017-2018*

---

**Note:** NTP - National Textile Policy; NTC - National Textiles Corporation; ASEAN - Association of Southeast Asian Nations, TUFS - Technology Upgradation Fund Scheme; TMC Technology Mission on Cotton, EU - European Union, * As on October 31, 2017

**Source:** Union Budget 2020-21, Make In India

---

For updated information, please visit www.ibef.org

---

**Textiles and Apparels**

[For updated information, please visit www.ibef.org](http://www.ibef.org)
The fundamental strength of the textile industry in India is its strong production base of a wide range of fibre/yarns from natural fibres like cotton, jute, silk and wool to synthetic/man-made fibres like polyester, viscose, nylon and acrylic.

India’s textiles industry contributed seven per cent of the industry output (in value terms) in 2017-18.

It contributed two per cent to the GDP of India and employed more than 45 million people in 2017-18.

The sector contributed 12 per cent to export earning in 2018-19.

Key segments of the textile industry

- Woollen textiles
- Silk textiles
- Jute textiles
- Technical textiles

Source: Textile Ministry, Make in India
The size of India’s textile market is expected to touch US$ 223 billion by 2021, growing at a CAGR of 10.23 per cent over 2016.

The new textile policy aims to achieve US$ 300 billion worth in textile export by 2024-25 and create an additional 35 million jobs. By 2022, the Indian textile sector will require additional 17 million workforce.

---

**Note:** *F – Forecasted,*  
**Source:** *Make in India, News articles, Ministry of Textiles*
India is the world’s largest producer of cotton. Production of cotton in India grew from 33.8 million bales in FY16 to 33.7 million bales in FY19P.

Cotton production in India is estimated to have reached 32.3 million bales in FY20*.

Cotton and fibres are the two major segments in this category. Production of man-made fibre has also been on an upward trend.

During FY19, production of fibre in India stood at 1.443 million tonnes, which reached 1.603 million tonnes in FY20 (till January 2020).
COTTON IS THE MAJOR SEGMENT IN YARN AND FABRIC

- Production of yarn grew to 5,862 million kgs in FY19 from 5,665 million kgs in FY16.
- Cotton yarn, a major segment in FY20^, accounted for more than 54 per cent share in yarn production.

**Note:** P – Provisional, ^-till January 2020  
**Source:** Ministry of Textiles
Export have been a core feature of India’s textile and apparel sector, a fact corroborated by trade figures. Export of textiles from India reached US$ 38.70 billion during FY19 and US$ 22.95 billion during April-November 2019.

The Goods and Services Tax (GST) is expected to make imported garments cheaper by 5-6 per cent as the GST regime will levy 5 per cent tax for both domestic textile manufacturers and importers.

In September 2019, textile export witnessed an increase of 6.2 per cent post-GST compared to pre-GST.

**Note:** P – Provisional, †-till November 2019
**Source:** Ministry of Textiles
India’s home textile industry is expected to expand at a CAGR of 8.3 per cent during 2014–21 and reach US$ 8.2 billion in 2021 from US$ 4.7 billion in 2014.

India accounts for seven per cent of the global home textiles trade. Superior quality makes companies in India a leader in export – almost two-third of India’s export of textiles is to US and UK.

Indian products has gained a significant market share in global home textiles in the past few years.

The growth in the home textiles would be supported by growing household income, increasing population and growth of end use sectors like housing, hospitality, healthcare, etc.

In FY19, Indian home textile industry reached US$ 4.95 billion.

In June 2019, Cotton On, Australia’s largest fashion retailer, entered the Indian market through Myntra and signed contract with Flipkart and Jabong as well.

**Note:** E – Estimates.

**Source:** Ministry of Textiles, Welspun Presentation
TECHNICAL TEXTILE INDUSTRY – A NEW ARENA OF GROWTH

- Technical textile industries major service offerings include thermal protection and blood-absorbing materials, seatbelts and adhesive tapes.
- India is expected to be a key growth market for the technical textile sector due to cost-effectiveness, durability and versatility of technical textiles.
- The targeted market size would be achieved by targeting non-woven technical textiles. Healthcare and infrastructure sectors are major drivers of the technical textile industry.
- The Government has assigned 207 Harmonized System Nomenclature (HSN) to promote India’s technical textile industry.
- The technical textile industry is expected to reach US$ 32 billion in FY23, growing at a CAGR of 12.20 per cent over FY18. The industry, supported by various flagship schemes initiated by the Government to promote its full potential, is forecast to grow 20 per cent y-o-y and is expected to reach Rs 200,823 crore (US$ 29.96 billion) by FY21.
- As of 2019, 348 technical textiles products were developed according to Bureau of Indian Standards (BIS).
- Government introduced six additional courses for technical textiles in its skill development programme called Samarth.

**Technical Textile industry (US$ billion)**

![Bar Chart](chart.png)

- **FY18**: 18
- **FY23E**: 32

**Note:** SME - Small and Medium Enterprises, E – Estimates; Figures mentioned are as per latest data available

**Source:** Chamber of Commerce, Indian Technical Textile Association, Baseline Survey
RECENT TRENDS AND STRATEGIES
Textile manufacturing in India has been growing steadily.

The size of India’s textile industry is expected to touch US$ 223 billion market by 2021.

Index of Industrial Production (IIP) is a composite indicator of the changes in the volume of production in a chosen base period (say 2011-2012).

Source: Ministry of Statistics and Program Implementation
## NOTABLE TRENDS IN INDIA’S TEXTILE SECTOR

| **Textile Parks** | Since 2014, 59 textile park projects have been sanctioned under SITP and PPP with 40 per cent Government assistance of up to Rs 40 crore (US$ 6 million). 22 textile parks out of these have been operational as of December 2019. |
| **Incubation in apparel manufacturing** | The objective here has been to promote entrepreneurs in apparel manufacturing by providing them an integrated workspace and reducing operational and financial cost for establishing and growing a new business.  
- As of July 2019, three projects were sanctioned by the Government, one each in Madhya Pradesh, Odisha and Haryana. |
| **Public Private Partnership (PPP)** | The Ministry of Textiles commenced an initiative to establish institutes under PPP to encourage private sector participation in the development of the industry. |
| **Technical textiles** | Technical textiles industry, which had a market size of Rs 116,000 crore (US$ 18 billion) in FY20, is projected to grow 20 per cent y-o-y and reach Rs 200,000 crore (US$ 28.61 billion) by FY21.  
- US$ 70.83 million has been allocated to promote the use of geotechnical textiles in the Northeast.  
- As of 2019, 348 technical textiles products were developed according to BIS. |
| **Promotion of khadi** | The Government plans to connect around 50 million women in Indian villages to charkha (spinning wheel) in the next five years with the aim of providing employment and promoting brand khadi.  
- Khadi may soon open its first foreign venture in Bhutan.  
- Khadi Express’ train will run to create awareness about Indian khadi. |

*Note: TUF - Technology Upgradation Fund Scheme  
Source: Ministry of Textiles, Geotechnical*
STRATEGIES ADOPTED

Focus on high growth domestic markets

- In August 2019, Synthetic and Rayon Textile Export Promotion Council (SRTEPC) organised a roadshow in collaboration with the Indian Mission.
- The Government of India has increased the basic custom duty to 20 per cent from 10 per cent on 501 textile products to boost Make in India and indigenous production.

Focus on backward integration

- On July 17, 2020, Khadi and Village Industries Commission (KVIC) inaugurated the first-of-its-kind footwear training center in Delhi to train the marginalized community of leather artisans.
- In August 2019, Ministry of Textiles signed MoUs with 16 state governments to impart skill training and covering the entire value chain of the textiles sector except spinning and weaving.

Focus on forward integration

- In October 2019, Asahi Songwon Colors Limited entered into joint venture (JV) with Tennants Textile Colours (TTC) Limited to set up a state-of-the-art red and yellow pigments plant.
- On July 10, 2020, Flipkart Group bought a minority stake in Arvind Youth Brands, a subsidiary of Arvind Fashions Ltd (AFL), for Rs 260 crore (US$ 36.88 million).

Diversification

- Raymond group under its group company, J.K.Helene Curtis, is looking to ramp up male grooming segment by unleashing new variants of shampoos and deodorants.
- In June 2019, Aditya Birla Fashion and Retail Ltd (ABFRL) acquired ethnic wear brands, Jaypore and TG Apparel & Decor Pvt Ltd.

Source: Annual Reports and Company Presentations
GROWTH DRIVERS
STRONG FUNDAMENTALS AND POLICY SUPPORT AIDING GROWTH

Growing demand
- Rising demand in exports
- Increasing demand in domestic market due to changing taste and preferences
- Growing population driving demand for textiles

Policy support
- Growing domestic and foreign investments
- Government setting up SITPs and mega cluster zones
- Increasing loans under TUF

Increasing investment
- 100 per cent FDI in textile sector
- US$ 140 billion of foreign investment expected
- Government investment schemes (TCIDS and APES)

Note: TCIDS - Textile Center Infrastructure Development Scheme, APES - Apparel Park for Exports Scheme
Source: Ministry of Textiles
RISING INCOMES AND A GROWING MIDDLE-CLASS HAVE BEEN KEY DEMAND DRIVERS

Rising income has been a key determinant of domestic demand for the sector; with income rising in the rural economy as well. The upward push on demand from rising income is set to continue.

Rising industrial activity would support the growth in per capita income.

Source: IMF, Mckinsey Global Institute
India is the world’s second largest textile exporter. Capacity built over years has led to low cost of production per unit in India’s textile industry. This has lent a strong competitive advantage to country’s textile exporters over key global peers.

The strong performance of textile export is reflected in the value of export from the sector over these years. Textile export increased to US$ 38.70 billion in FY19 at a CAGR of 4.22 per cent over FY16. It reached US$ 22.94 billion in FY20^.

In the coming decade, Africa and Latin America could very well turn out to be the key markets for Indian textiles.

**Note:** ^- between April- November 2019, *CAGR upto 2018-19

**Source:** Ministry of Textiles, Budget 2019-20
As of February 29, 2020, India had seven exporting SEZs for textiles, apparel and wool.

<table>
<thead>
<tr>
<th>Name of SEZ and status</th>
<th>State</th>
<th>Area (hectares)</th>
<th>Sector</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mahindra City SEZ</td>
<td>Tamil Nadu</td>
<td>607.1</td>
<td>Apparel and fashion accessories</td>
<td>Mahindra City is India’s first integrated business city, divided into business and lifestyle zones. It is a cluster of 3 sector specific SEZs in Tamil Nadu, for apparel and fashion accessories; IT and hardware; and auto ancillary. The business zone provides plug-n-play working spaces. This zone comprises a SEZ (primarily for exporters) and Domestic Tariff Area (DTA) for companies targeting domestic market.</td>
</tr>
<tr>
<td>Brandix India Apparel</td>
<td>Andhra Pradesh</td>
<td>404.7</td>
<td>Textiles</td>
<td>BIAC is an integrated apparel supply chain city, managed by Brandix Lanka Ltd. It aims to be a end-to-end apparel solution provider.</td>
</tr>
<tr>
<td>City (BIAC)</td>
<td>Andhra Pradesh</td>
<td>404.7</td>
<td>Textiles</td>
<td></td>
</tr>
<tr>
<td>(KIADB) (Functional)</td>
<td>Karnataka</td>
<td>16,129.0</td>
<td>Several sectors</td>
<td>Karnataka Industrial Areas Development Board (KIADB) is a wholly owned infrastructure agency of Government of Karnataka. Till date, KIADB has formed 132 industrial areas spread all over the state.</td>
</tr>
</tbody>
</table>

Note: SEZ - Special Economic Zone
Source: SEZ India invest.com,
KEY TEXTILES AND APPAREL ZONES IN INDIA

**North:** Kashmir, Ludhiana and Panipat account for 80 per cent of woollens in India

**West:** Ahmedabad, Mumbai, Surat, Rajkot, Indore and Vadodara are the key places for cotton industry

**East:** Bihar for jute, parts of Uttar Pradesh for woollen and Bengal for cotton and jute industry

**South:** Tirupur, Coimbatore and Madurai for hosiery. Bengaluru, Mysore and Chennai for silk

---

**Note:** 2011-12 As Per Latest Available Information  
**Source:** TechSci Research
### POLICY SUPPORT HAS BEEN A KEY INGREDIENT TO GROWTH (1/2)

<table>
<thead>
<tr>
<th><strong>Amended Technology Up-gradation Fund Scheme (A-TUFS)</strong></th>
<th><strong>Investment was made to promote modernisation and up-gradation of the textile industry by providing credit at reduced rates. A subsidy of Rs 6,717.18 crore (US$ 952.93 million) was released under this scheme between FY16 and FY20.</strong></th>
</tr>
</thead>
</table>
| **National Textile Policy - 2000** | **Key areas of focus include technological upgrades, enhancement of productivity, product diversification and financing arrangements.**  
**New draft for this policy ensures to employ 35 million by attracting foreign investment. It also focuses on establishing a modern apparel garment manufacturing centre in every state in the Northeast for which the Government has invested an amount of US$ 3.27 million.** |
| **FDI** | **Foreign direct investment (FDI) of up to 100 per cent is allowed in the textile sector through the automatic route.** |
| **SAATHI Scheme** | **The Union Ministry of Textiles, Government of India, along with Energy Efficiency Services Ltd (EESL), has launched a technology upgradation scheme called SAATHI (Sustainable and Accelerated Adoption of Efficient Textile Technologies to Help Small Industries) for reviving the power loom sector of India.** |
| **Merchandise Exports from India Scheme** | **The Directorate General of Foreign Trade (DGFT) has revised rates for incentives under the Merchandise Exports from India Scheme (MEIS) for two subsectors of textiles Industry - readymade garments and made-ups - from two per cent to four per cent.** |
| **Scheme for Capacity Building in Textiles Sector (SCBTS)** | **The Cabinet Committee on Economic Affairs (CCEA), Government of India, has approved a new skill development scheme called 'Scheme for Capacity Building in Textile Sector (SCBTS)' with an outlay of Rs 1,300 crore (US$ 202.9 million) from FY18 to FY20.**  
**The scheme is aimed at providing a demand driven and placement-oriented skilling programme to create jobs in the organised textile sector and to promote skilling and skill up-gradation in the traditional sectors.** |
| **Textile Incentives** | **The Textile Ministry of India earmarked Rs 690 crore (US$ 106.58 million) for setting up 21 readymade garment manufacturing units in seven states for development and modernisation of Indian Textile Sector.** |

*Source: Company website, Business Standard*
POLICY SUPPORT HAS BEEN A KEY INGREDIENT TO GROWTH (2/2)

<table>
<thead>
<tr>
<th>Government Incentives</th>
<th>The Government of India announced a special package to boost export by US$ 31 billion, create one crore jobs and attract investment worth Rs 800.00 billion (US$ 11.93 billion) during 2018-2020.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The Government of India has taken several measures including A-TUFS. The scheme is estimated to create employment for 3.5 million people and enable investment worth Rs 950.00 billion (US$ 14.17 billion) by 2022.</td>
</tr>
<tr>
<td></td>
<td>The Ministry of Textiles announced outlay of Rs 690 crore (US$ 106.58 million) for setting up 21 readymade garment manufacturing units in seven states for development and modernisation of Indian textile sector.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SAMARTH</th>
<th>In 2019, Ministry of Textiles signed a pact with sixteen states for skilling around four lakh workers under the SAMARTH scheme.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Six additional courses were added for technical textiles in its skill development programme.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Integrated Wool Development Programme</th>
<th>Integrated Wool Development Programme (IWDP) approved by the Government of India to support the wool sector, starting from wool-rearer to end consumer, aimed to enhance the quality and increase the production during 2017-18 and 2019-20.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Under Union Budget 2019-20, Rs 29 crore (US$ 4.14 million) was allocated to this programme.</td>
</tr>
</tbody>
</table>

*Source: Press Releases*
FOREIGN INVESTMENT FLOWING INTO THE SECTOR

- 100 per cent FDI is permitted in the sector. Cumulative FDI inflow in the textiles sector stood at over US$ 3.45 billion between April 2000 and March 2020.

- The textiles industry in India is experiencing a significant increase in collaboration between global majors and domestic companies.

- International apparel giants like Hugo Boss, Liz Claiborne, Diesel and Kanz, have already started operations in India.

Note: Textiles sector FDI includes Dyed and Printed, FDI – Foreign Direct Investment
Source: Ministry of Commerce and Industry, DPIIT
M&A ACTIVITY UP IN THE SECTOR

- M&A activity in the sector has been picking up pace over the years.
  - Some of the major M&A deals are listed below:

## Prominent M&A deals

<table>
<thead>
<tr>
<th>Date</th>
<th>Acquirer name</th>
<th>Target name</th>
<th>Deal size (US$ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2020</td>
<td>Reliance Industries Ltd</td>
<td>Alok Industries</td>
<td>35.47</td>
</tr>
<tr>
<td>June 2019</td>
<td>Aditya Birla Fashion and Retail Ltd (ABFRL)</td>
<td>Jaypore E-Commerce Pvt Ltd</td>
<td>15.74</td>
</tr>
<tr>
<td>March 2019</td>
<td>Reliance Industries Ltd</td>
<td>(ITC) John Players</td>
<td>21.79</td>
</tr>
<tr>
<td>March 2019</td>
<td>Grasim Industries Ltd</td>
<td>Soktas India Pvt Ltd (SIPL)</td>
<td>22.87</td>
</tr>
<tr>
<td>July 2018</td>
<td>Future Lifestyle</td>
<td>Koovs (29.9% Stake)</td>
<td>19.40</td>
</tr>
<tr>
<td>November 2017</td>
<td>Donear Industries Limited</td>
<td>OCM Woolen Mills</td>
<td>NA</td>
</tr>
<tr>
<td>October 2017</td>
<td>Sutlej Textiles and Industries Ltd (STIL)</td>
<td>Design, sales and distribution (DS&amp;D) business and brand of American Silk Mills (ASM) LLC</td>
<td>NA</td>
</tr>
<tr>
<td>July 2017</td>
<td>Advent International</td>
<td>Dixcy Textiles Pvt Ltd</td>
<td>NA</td>
</tr>
<tr>
<td>April 2017</td>
<td>Myntra</td>
<td>InLogg</td>
<td>NA</td>
</tr>
<tr>
<td>February 2017</td>
<td>Saks and Company</td>
<td>Aditya Birla Group</td>
<td>NA</td>
</tr>
<tr>
<td>January 2017</td>
<td>Soch</td>
<td>L Catterton, Westbridge and CX Partners</td>
<td>200</td>
</tr>
<tr>
<td>March 2016</td>
<td>Sutlej Textiles and Industries Ltd</td>
<td>Birla Textile Mills</td>
<td>NA</td>
</tr>
</tbody>
</table>

*Source:* MandA, Thompson ONE Banker, Grant Thornton, CMIE
OPPORTUNITIES
OPPORTUNITIES … (1/2)

Immense growth potential

- The Indian textile industry is set for strong growth, buoyed by both strong domestic consumption as well as export demand.
- The sector is expected to reach US$ 226 billion by FY23.
- Urbanisation is expected to support higher growth due to change in fashion and trends.

Private sector participation in silk production

- The Central Silk Board sets target for raw silk production and encourages farmers and private players to grow silk.
- To achieve these targets, alliances with the private sector, especially major agro-based industries in pre-cocoon and post-cocoon segments, are being encouraged.

Proposed FDI in multi-brand retail

- For the textile industry, the proposed hike in FDI limit in multi-brand retail will bring in more players, thereby providing more options to consumers.
- It will also bring in greater investment along the entire value chain – from agricultural production to final manufactured goods.
- With global retail brands assured of a domestic foothold, outsourcing will also rise significantly.

Union Budget 2020-21

- Under Union Budget 2020-21, the Government has allocated around Rs 3,515 crore (US$ 502.93 million) to the Ministry of Textiles.
- Rs 223 crore (US$ 31.91 million) is allocated to Textile Infrastructure.
- Rs 761.90 crore (US$ 109.01 million) is allocated for A-TUFS.
- Rs 159.08 crore (US$ 22.76 million) allocated towards schemes for powerloom units.
- Rs 80 crore (US$ 11.45 million) allocated for scheme targeted towards Integrated Textile Parks.
- The National Handloom Development Programme will get Rs 388.21 crore (US$ 55.55 million) and the Integrated Processing Development Scheme will get Rs 50 crore (US$ 7.15 million).
OPPORTUNITIES … (2/2)

Retail sector offers growth potential

- With consumerism and disposable income on the rise, the retail sector has experienced a rapid growth in the past decade as several international players like Marks and Spencer, Guess and Next have entered the Indian market.
- The organised apparel segment is expected to grow at a CAGR of more than 13 per cent over a 10-year period.
- Future Group plans to expand with 80 stores in order to reach the target sales of 80 million units. This would add to their portfolio of 300 stores spread across the country.
- In December 2019, Future Retail Limited (FRL) and Amazon India entered into an agreement under which, FRL’s existing infrastructure, product knowledge and brand portfolio will be utilised by Amazon India across its retail network.

Centers of Excellence (CoE) for research and technical training

- The CoEs are aimed at creating testing and evaluation facilities as well as developing resource centres and training facilities.
- Existing 4 CoEs, BTRA for Geotech, SITRA for Meditech, NITRA for Protech and SASMIRA for Agrotech, would be upgraded in terms of development of incubation centre and support for development of prototypes.
- Fund support would be provided for appointing experts to develop these facilities.

Foreign investments

- The Government is taking initiatives to attract foreign investment in the textile sector through promotional visits to countries such as Japan, Germany, Italy and France.
- According to the new Draft of the National Textile Policy, the Government is planning to attract foreign investment and creating employment opportunities for 35 million people.
- In December 2019, online clothing brand, Henry & Smith, raised US$ 1 million from WEH Ventures and Rukam Capital.
- India can become the one-stop sourcing destination for companies from Association of Southeast Asian Nations (ASEAN) as there exist several opportunities for textile manufacturing companies from 10-nation bloc to invest in India.

Notes: BTRA - The Bombay Textile Research Association, SITRA - South India Textile Research Association, NITRA - Northern India Textile Research Association, SASMIRA - Synthetic and Art Silk Mills Research Association

Source: Department for Promotion of Industry and Internal Trade (DPIIT)
KEY INDUSTRY ORGANISATIONS
### INDUSTRY ORGANISATIONS

<table>
<thead>
<tr>
<th>Organization</th>
<th>Details</th>
</tr>
</thead>
</table>
| **The Textile Association (India) (TAI)**        | Address: 72-A, Santosh, Dr M B Raut Road, Shivaji Park, Dadar, Mumbai- 400 028  
|                                                  | Telefax: 91 22 24461145                                            |
|                                                  | Website: www.textileassociationindia.org                              |
| **The South India Textile Research Association (SITRA)** | Address: 13/37, Avanashi Road, Coimbatore - 641 014, Tamil Nadu  
|                                                  | Phone: 91 422 2574367, 6544188, 4215333  
|                                                  | Fax: 91 422 2571896, 4215300                                       |
|                                                  | E-mail: sitraindia@dataone.in                                        |
|                                                  | Website: www.sitra.org.in                                           |
| **Northern India Textile Mills’ Association (NITMA)** | Address: 121, Gagandeep Building (First Floor), 12, Rajendra Palace, New Delhi- 110 008  
|                                                  | E-mail: nitma@vsnl.net, nitma@airtelmail.in                        |
|                                                  | Website: www.nitma.org                                              |
USEFUL INFORMATION
GLOSSARY

- BTRA: Bombay Textile Research Association
- CAGR: Compound Annual Growth Rate
- FDI: Foreign Direct Investment
- FY: Indian Financial Year (April to March)
- GOI: Government of India
- INR: Indian Rupee
- NITRA: Northern India Textile Research Association
- NTC: National Textiles Corporation
- NTP: National Textile Policy
- SASMIRA: Synthetic and Art Silk Mills Research Association
- TUFS: Technology Upgradation Fund Scheme
- TMC: Technology Mission on Cotton
- US$: US Dollar
- Wherever applicable, numbers have been rounded off to the nearest whole number
## EXCHANGE RATES

### Exchange Rates (Fiscal Year)

<table>
<thead>
<tr>
<th>Year</th>
<th>INR Equivalent of one US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004–05</td>
<td>44.95</td>
</tr>
<tr>
<td>2005–06</td>
<td>44.28</td>
</tr>
<tr>
<td>2006–07</td>
<td>45.29</td>
</tr>
<tr>
<td>2007–08</td>
<td>40.24</td>
</tr>
<tr>
<td>2008–09</td>
<td>45.91</td>
</tr>
<tr>
<td>2009–10</td>
<td>47.42</td>
</tr>
<tr>
<td>2010–11</td>
<td>45.58</td>
</tr>
<tr>
<td>2011–12</td>
<td>47.95</td>
</tr>
<tr>
<td>2012–13</td>
<td>54.45</td>
</tr>
<tr>
<td>2013–14</td>
<td>60.50</td>
</tr>
<tr>
<td>2014–15</td>
<td>61.15</td>
</tr>
<tr>
<td>2015–16</td>
<td>65.46</td>
</tr>
<tr>
<td>2016–17</td>
<td>67.09</td>
</tr>
<tr>
<td>2017–18</td>
<td>64.45</td>
</tr>
<tr>
<td>2018–19</td>
<td>69.89</td>
</tr>
<tr>
<td>2019–20</td>
<td>70.49</td>
</tr>
</tbody>
</table>

### Exchange Rates (Calendar Year)

<table>
<thead>
<tr>
<th>Year</th>
<th>INR Equivalent of one US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>44.11</td>
</tr>
<tr>
<td>2006</td>
<td>45.33</td>
</tr>
<tr>
<td>2007</td>
<td>41.29</td>
</tr>
<tr>
<td>2008</td>
<td>43.42</td>
</tr>
<tr>
<td>2009</td>
<td>48.35</td>
</tr>
<tr>
<td>2010</td>
<td>45.74</td>
</tr>
<tr>
<td>2011</td>
<td>46.67</td>
</tr>
<tr>
<td>2012</td>
<td>53.49</td>
</tr>
<tr>
<td>2013</td>
<td>58.63</td>
</tr>
<tr>
<td>2014</td>
<td>61.03</td>
</tr>
<tr>
<td>2015</td>
<td>64.15</td>
</tr>
<tr>
<td>2016</td>
<td>67.21</td>
</tr>
<tr>
<td>2017</td>
<td>65.12</td>
</tr>
<tr>
<td>2018</td>
<td>68.36</td>
</tr>
<tr>
<td>2019</td>
<td>69.89</td>
</tr>
</tbody>
</table>

*Source: Reserve Bank of India, Average for the year*
India Brand Equity Foundation (IBEF) engaged TechSci Research to prepare this presentation and the same has been prepared by TechSci Research in consultation with IBEF.

All rights reserved. All copyright in this presentation and related works is solely and exclusively owned by IBEF. The same may not be reproduced, wholly or in part in any material form (including photocopying or storing it in any medium by electronic means and whether or not transiently or incidentally to some other use of this presentation), modified or in any manner communicated to any third party except with the written approval of IBEF.

This presentation is for information purposes only. While due care has been taken during the compilation of this presentation to ensure that the information is accurate to the best of TechSci Research and IBEF’s knowledge and belief, the content is not to be construed in any manner whatsoever as a substitute for professional advice.

TechSci Research and IBEF neither recommend nor endorse any specific products or services that may have been mentioned in this presentation and nor do they assume any liability or responsibility for the outcome of decisions taken as a result of any reliance placed on this presentation.

Neither TechSci Research nor IBEF shall be liable for any direct or indirect damages that may arise due to any act or omission on the part of the user due to any reliance placed or guidance taken from any portion of this presentation.