



www.ibef.org/middle-east-electricity-2019

Indian Electrical Equipment & Products Industry: An overview

- Vision 2022: Production of electrical equipment and products to reach USD 100 billion.
- Strong focus on skill upgradation, R&D and high-end technologies in the electrical equipment & products sector.

The electrical machinery sector broadly comprises of generation equipment (boilers, turbines, generators) and transmission & distribution (T&D) and allied equipment like transformers, cables, transmission lines, switchgears, capacitors, energy meters, instrument transformers, etc. The Indian industry registered a double-digit growth rate of 12.8 percent over 2017-18 as compared to 2016-17. The Indian electrical equipment & products industry is, today, diversified and mature with a strong manufacturing base as well as a robust supply chain. Electrical equipment market production is forecasted to reach USD 100 billion by 2022 from USD 27.3 billion in 2017-18. By 2022, domestic demand for generation equipment and transmission & distribution sector is expected to be in the range of USD 25-30 billion and USD 70-75 billion respectively.

The electrical machinery industry in India is poised for a turnaround with the Government of India de-licensing the industry and allowing 100 percent foreign direct investment (FDI) to facilitating the entry of global majors, promoting the adoption of advanced technologies and R&D by companies, taking initiatives to increase power generation capacity, lowering tariffs and duties on power generation and transmission and distribution equipment, providing support to the industry to expand export markets , and taking steps to improve infrastructure, among other measures.

Exports of electrical machinery and equipment rose to USD 8.9 billion in 2018



(April-November) from USD 6.8 billion in 2017 (April-November) registering a growth of almost of 30 percent.

Strategies adopted

- New technologies: High-voltage technologies are being developed in the electrical equipment industry, for affordable power transmission. Firms are diversifying into the nuclear reactor business, as the government wants to increase its nuclear power base.
- Capacity addition: India plans to increase investment in infrastructure (including electricity), as it lags behind other countries. With more capacity addition in the power sector, demand for electrical machinery would rise, prompting the companies to increase their production capacity.
- Promotion of R&D: The government is helping companies enhance the level of research to match the best in the world. The Government has relieved customs duties on some equipment. Companies, too, are enhancing their R&D departments to take advantage of the situation.
- Skill upgradation and incentives: Skill upgradation is necessary as firms need to have the desired talent pool. The government plans to set up the Electrical Equipment Skill Development Council (EESDC), which would focus on identifying critical manufacturing skills

required for the electrical machinery industry. It is enhancing export incentives by removing export barriers.

Favourable Policies

- De-licensing: The electrical machinery industry has been de-licensed; 100 percent FDI is allowed in the sector.
- Tariffs and customs duties: The government has removed tariff protection on capital goods. It has also lowered customs duties on a range of equipment. Relatively lower customs duties: 5 percent for power generation equipment and 7.5 percent for T&D.
- Initiatives to increase power generation: The government is targeting to provide 24/7 power by 2022. Through the Accelerated Power Development Reform Programme, the government plans to provide reliable, affordable and high-quality power to all.
- Special Economic Zones (SEZ): The government has approved 15 SEZs for the engineering sector across the country; electrical machinery is a part of the sector.

Electrical Equipment & products catalogue can be accessed at www.engineering-brands.com





INDIA AT MIDDLE EAST ELECTRICITY 2019

MAR 5-7, 2019,
DUBAI WORLD TRADE CENTRE

VISIT THE INDIA PAVILION AT ZA'ABEEL HALL 2 & 3



Brand India Engineering: An overview

- Engineering exports touched a record high of USD 76.2 billion during FY18
- The campaign aims at improving perception of Indian engineering products and services in international markets

Being closely associated with the manufacturing and infrastructure sectors of the economy, the Indian engineering sector is of strategic importance for the growth of the country. In other words, growth of the engineering sector drives the growth of core sectors of the Indian economy. Hence, it is important to note here that the Indian engineering exports have grown significantly to a record-high of USD 76.2 billion during FY18 as against USD 65.23 billion during the same period last fiscal registering 16.81 per cent year-on-year growth. With India’s engineering exports accounting about one-fourth of the country’s total merchandise exports, the Brand India Engineering campaign was initiated by the Department of Commerce to improve and increase awareness about Indian engineering products and services in international markets. The campaign was formally launched during IESS 2015 in Mumbai, India. It is expected to catapult India’s status in engineering capabilities, by highlighting India’s competitiveness, credibility & service commitments in engineering sector.

India Brand Equity Foundation (IBEF), a Trust established by the Department of Commerce and EEPC India, an apex national body representing the entire Indian engineering industry, are steering the campaign in coordination with national associations & industry stakeholders in various verticals of engineering industry. The campaign builds on the inherent strengths of Indian engineering sector across the various facets like a well-developed vendor base, global competitiveness, a conducive environment, a well-developed technical and tertiary education infrastructure, availability of raw material resources and offering the best combination of low cost, availability and skills and capabilities of manpower for the engineering sector among others.

Since engineering, as a sector, is wide and is spread across multiple product lines, the stakeholders have identified key sub-segments for the campaign. Focusing on parameters like current exports, potential and value addition by India, pumps and valves and electrical equipment & products were the two selected sub-segments for the campaign during its initial phase. IBEF designed a 360-degree brand campaign for the sub-segments and overall engineering. Several traditional and modern channels for promotion have been utilized as part of the branding strategy for the campaign so far. Starting from a mass media like television advertising to a personalized marketing campaign in target markets, the Brand India Engineering campaign has been able to make an impact among the target group with its flexible market-focused approach. An impactful brand kit has also been created consisting of a factbook, film (on general engineering and the select product segments) and product-wise catalogues. The catalogues have been designed keeping the minimum quality benchmarks so that



responsible manufacturers focused on production of high-quality products are promoted by way of the various activities under the campaign. The e-version of the product-wise catalogues has been hosted on the website www.engineering-brands.com.

The consistent efforts over the past few years have not only resulted in India’s enhanced presence among leading manufacturing nations at major exhibitions, but also with overall enhanced popularity of Indian capabilities in select product sectors. Major markets like Europe, Russia, Middle East, ASEAN etc have been covered by multiple activities under the campaign.

Few new segments like Medical Devices and textile machinery has also been added under the ambit of the campaign. So far,

the campaign has centred its activities to promote India’s strengths in the area of engineering and select segments, as mentioned above, around major global exhibitions. However, moving forward, the campaign aims at running sustained branding efforts across the year in the target markets for the select product segments. At the same time, the focus is also to expand the number of product categories and target markets being covered under the campaign and focus more on general engineering strengths.

The Brand India Engineering campaign has been able to create a high recall and recognition among the global buyers in the past few years. With the addition of new segments and target markets, the Brand India Engineering campaign can be expected to make a wider and better impact in coming times.

India at Middle East Electricity 2019

Mar 5-7, 2019, Dubai World Trade Centre

Hall	Organization Name	Stand No.
Za’abeel Hall 3	ADHESIVE SPECIALITIES	Z3.B19
	ADVANCE SYSTEM	Z3.D07
	AGSA SPRINGS PVT.LTD.	Z3.B05
	ALPHA COMMUNICATION LTD	Z3.C23
	CORE METAL KRAFTS LTD.	Z3.D01
	DIGITAL REACH PVT LRD	Z3.C22
	EEPC INDIA	Z3.B11
	EGWOOD BOARDS & PANELS PVT .LTD.	Z3.B18
	ELECTRONIC AUTOMATION PVT. LTD.	Z3.D08
	GANAPATHY INDUSTRIES	Z3.B20
	GARDEN POWER TECHNOLOGIES PVT LTD	Z3.C13
	K-LITE INDUSTRIES	Z3.C10
	LEGION ENERGY	Z3.C12
	METAL CRAFT	Z3.C11
	NEW INDIA CUPROTEC	Z3.B02
	NEW INDIA EXTRUSIONS PVT LTD	Z3.B01
	ON LOAD GEARS	Z3.B21
	ORIENT ELECTRIC LIMITED	Z3.D02
	ORIENT PAPER & INDUSTRIES LTD.	Z3.D04
	PARAMOUNT CONDUCTORS LTD	Z3.C19
	PARAMOUNT INDUSTRIES	Z3.B10
	POSCO -POGGENAMP ELECTRICALS STEEL PVT. LTD.	Z3.B09
	PUREVOLT PRODUCTS PVT. LTD.	Z3.C18
	RATNADEEP ENGINEERS	Z3.B13
	SAI GURU ENGINEERS	Z3.C21
	SALZER EXPORTS LTD	Z3.B12
	SHRI AMBICA PLASTIC INDUSTRIES	Z3.D09
Za’abeel Hall 2	TURBO INDS. P. LTD.	Z3.B07
	UDEYRAJ ELECTRICALS PVT. LTD.	Z3.B08
	EXIDE INDUSTRIES LIMITED, INDIA	Z2.D11
	MICROTEK INTERNATIONAL PVT. LTD.	Z2.D19
	OKAYA POWER PRIVATE LIMITED	Z2.D18
	PTRONICS	Z2.D10