

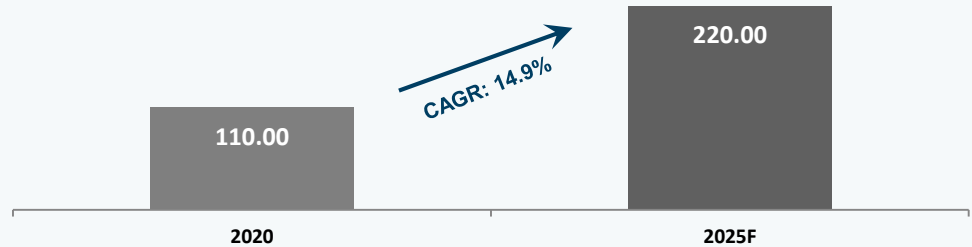


FMCG



MARKET SIZE

Indian FMCG Market

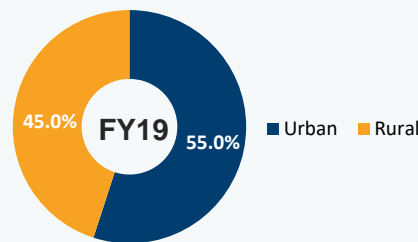


Note: F - Forecast

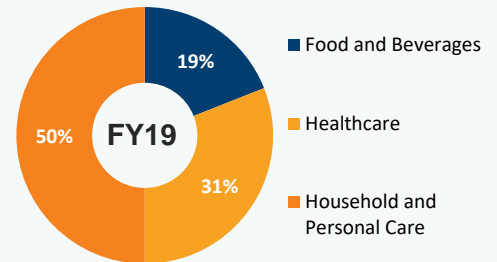


SECTOR COMPOSITION

Urban – Rural Industry Break-up

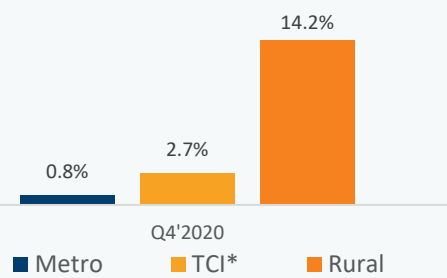


Segment Wise Break-up of Revenue



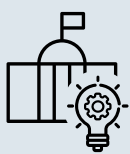
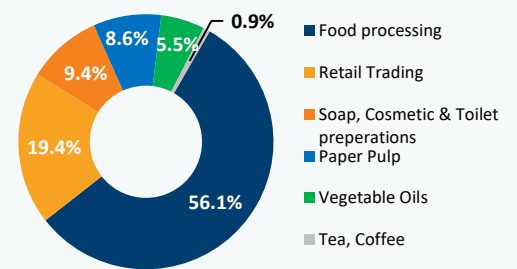
KEY TRENDS

Rural areas drive FMCG in Q4 2020 (% Growth)



Note: *TCI – Town class one or tier 1 markets

Cumulative FDI Inflow Share – from April 2000 to June 2021 (US\$ million)



GOVERNMENT INITIATIVES



PLI scheme for the food processing industry



SETU scheme



FDI in organised retail



ADVANTAGE INDIA

- **Robust demand:** The Indian processed food market is projected to expand to US\$ 470 billion by 2025, up from US\$ 263 billion in 2019-20. Rural India is witnessing increased demand for quality goods and services driven by upgraded distribution channels of FMCG companies. Rising digital connectivity in cities and rural areas is driving the demand for FMCG (through e-commerce portals).
- **Attractive Opportunities:** Disposable income in rural India has increased because of the direct cash transfer scheme. Exports is another growing segment. E-commerce segment is forecast to contribute 11% to the overall FMCG sales by 2030.
- **Policy support:** Investment approval of up to 100% foreign equity in single brand retail and 51% in multi-brand retail. The minimum capitalisation for foreign FMCG companies to invest in India is US\$ 100 million.
- **Higher Investment:** In October 2021, Procter & Gamble announced an investment of Rs. 500 crore (US\$ 66.8 million) in rural India.