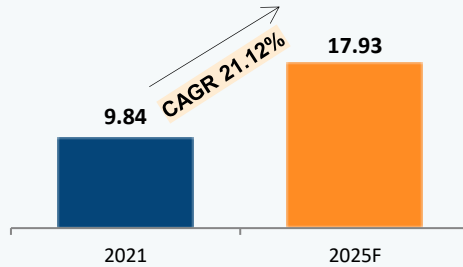


CONSUMER DURABLES

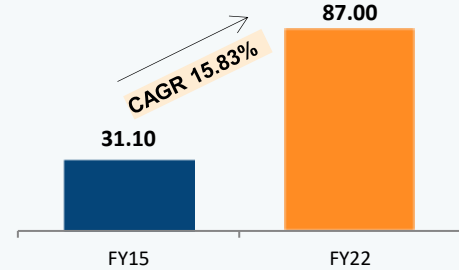


MARKET SIZE

Indian Appliance and Consumer Electronics Industry (US\$ billion)

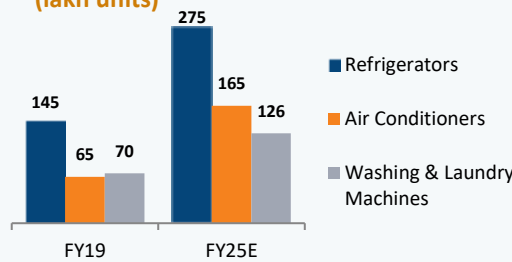


Electronics Hardware Production in India (US\$ billion)

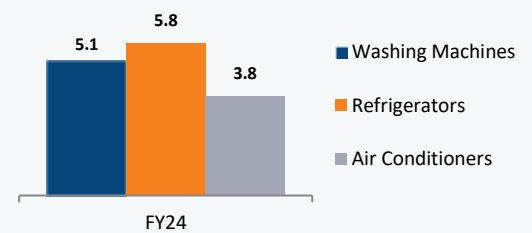


SECTOR COMPOSITION

Production of Major White Goods (lakh units)



White Goods Market in India FY24E (US\$ billion)

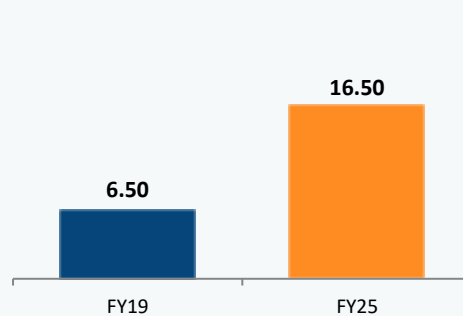


Note- E- Estimated

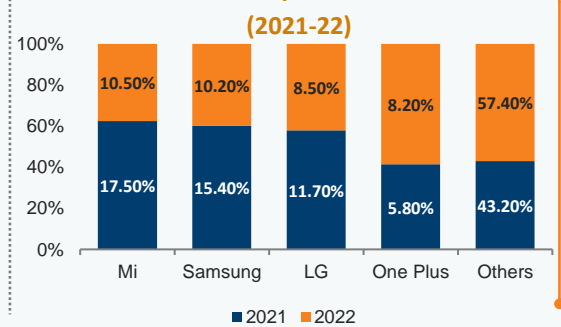


KEY TRENDS

Air Conditioners Market (million units)



India Smart TV Shipments market share (2021-22)



GOVERNMENT INITIATIVES



Make in India



Start Up India

Production-Linked Incentive (PLI) scheme



ADVANTAGE INDIA

- Growing demand:** Due to a flourishing economy and changing demographics, India's smartphone market is projected to grow to US\$ 90 billion by 2032. 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.
- Increasing Investments:** Haier appliances plans to invest ~ Rs. 800 crore (US\$ 96.28 million) in current financial year, with further initiatives in pipeline. In FY23, Godrej Appliances announced plans to invest Rs. 200 crore (US\$ 25.11 million) in the capacity expansion of its premium range. Between April 2000-March 2024, electronic goods attracted FDI inflows of US\$ 4.83 billion. FDI in the Appliances and Consumer Electronics (ACE) industry has nearly doubled to US\$ 481 million by June 2022, up from US\$ 198 million in 2021.
- Policy support:** In March 2022, the government approved 14 companies under the PLI scheme for IT hardware. Over the next four years, these companies are expected to fuel total production of Rs. 1,60,000 crore (US\$ 19.23 billion).
- Opportunities:** Consumer electronics brands are focusing on the Indian smart wearables market. India's wearable market registered another record quarter, shipping 134 million units in CY 2023, a growth of 34 YoY. During (April-June) 2024, electronics exports reach US\$ 8.44 billion. With robust growth, India aims to achieve electronics manufacturing worth US\$ 300 billion in electronics exports of US\$ 120 billion by FY26.