

India @75

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INDIA NEWSLETTER

APRIL 2022



Focus Sector: E-Commerce



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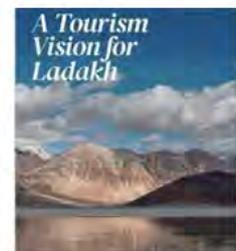
Also find inside:



E-Visa India



Guide for Travellers

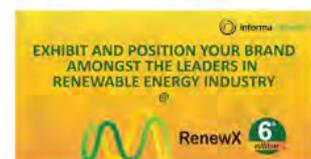


Incredible India



E-Sanjeevani App

BHIM- Bharat Interface for Money



Trade Fairs in India

Snapshots of the latest Highlights

1 According to CBRE South Asia research, office space leasing in India increased by 97% YoY to roughly 11.4 million square feet in the first quarter of 2022.

2 Electric vehicle retail sales in India surged by over three-fold in FY22, with two-wheeler offtake topping the market, according to figures from the Federation of Automobile Dealers Associations (FADA).

3 India's agricultural products exports have touched an all-time high of US\$ 50 billion in 2021-22, with exports of rice, wheat, sugar, other cereals and meat reaching their highest-ever level.

4 The large number of applications received under the Semicon India Program shows that the semiconductor manufacturing piques the interest of global firms, as per Mr. Ashwini Vaishnav, Minister of Electronics & Information Technology, Communications and Railways.

5 Automotive sales in India are expected to witness strongest growth of 10% in 2022 among Asia-Pacific countries, according to Moody's Investor Service.

6 India's merchandise exports touched an all-time high of US\$ 417.81 billion in FY22, an increase of 43.18% over US\$ 291.81 billion in FY21.

7 'Microsoft for Startups Founders Hub' has opened its doors in India a new digital inclusive platform for Indian business founders a platform that provides startups with over US\$ 300,000 in perks and credits.

8 FDI into India under the existing governance grew 65% over the amount received in the previous 10 years of the UPA government to US\$ 500.5 billion, stated Ms. Nirmala Sitharaman, Minister of Finance and Corporate Affairs.

9 According to a report by Team Lease Digital of

TeamLease Services, India is expected to witness addition of about 12 million jobs in Engineering, Telecom and Healthcare sector in next five years by 2026, led by economic recovery coupled with technology proliferation and digitisation in these sectors.

10 The Union Health Ministry's eSanjeevani telemedicine programme has surpassed 30 million teleconsultations, alongwith setting a record of 1,700,000 consultations in a single day.

11 India and Malaysia vowed to deepen ties and intensify cooperation in several areas at the 5th Foreign Office Consultations at Putrajaya, Malaysia.

12 Bank credit growth stood at 9.6% in FY22 compared to 5.6% in FY21, with retail lending being the driving force behind this growth.

13 India is expected to witness approximately 48,000 incremental electric vehicle chargers at an investment of about US\$ 1.84 billion in the coming 3-4 years, as per Icra report.

India, Australia sign FTA, trade likely to 'double in 5 yrs, generate 1 mn jobs': The Indian Express

Sealing a pact that their leaders hailed as a "watershed moment" and "one of the biggest economic doors there is to open in the world", India and Australia signed an Economic Cooperation and Trade Agreement (IndAus ECTA) which is set to provide zero-duty access to 96 per cent of India's exports to Australia including shipments from key sectors such as engineering goods, gems and jewellery, textiles, apparel and leather.

The pact is expected to boost bilateral trade in goods and services to \$45-50 billion over five years, up from around \$27 billion, and generate over one million jobs in India, according to a government estimate.

The agreement will also give about 85 per cent of Australia's exports zero-duty access to the Indian market, including coal, sheep meat and wool, and lower duty access on Australian wines, almonds, lentils, and certain fruits.

Zero-duty access for Indian goods is set to be expanded to 100 per cent over five years under the agreement.

It is the first Free Trade Agreement (FTA) that India has signed with a major developed country in over a decade. In February, India signed an FTA with the UAE and is currently working on FTAs with Israel, Canada, UK and the EU.

The agreement was signed by Commerce and Industry Minister Piyush Goyal and Australia's Minister for Trade, Tourism and Investment Dan

Tehan in a virtual ceremony witnessed by Prime Minister Narendra Modi and Prime Minister Scott Morrison.

"This is indeed a watershed moment for our bilateral relationship," PM Modi said, adding that the agreement would make it easier for both countries to exchange students, professionals and tourists which in turn would strengthen ties.

According to news agency Reuters, Morrison, who is expected to call a general election within days, told reporters in Tasmania that the agreement represented "one of the biggest economic doors there is to open in the world today".

"These are never all or nothing deals as far as we're concerned, we see all of these as the next step and the next step and the next step," he said.

IMF praises India's resilient economy, highlights structural reforms taken: IBEF

The International Monetary Fund (IMF) has complimented India's strong economy and emphasised the government's structural improvements in recent years. India was also praised for its commitment to the IMF's capacity development operations. India's vaccination programme and assistance to neighbouring and economically challenged countries were also complimented.

In a meeting with Ms. Nirmala Sitharaman, Minister of Finance and Corporate Affairs, IMF Managing Director Ms. Kristalina Georgieva praised India's well-targeted policy mix for helping the Indian economy remain robust. They reviewed many difficulties that the global and regional economies are now dealing with during the meeting.

India's policy approach is a lenient fiscal policy complemented with critical structural reforms, such as the bankruptcy code and targeted assistance to MSME and other vulnerable groups. India was aided by high agricultural output, supported by a favourable monsoon. Agricultural exports, like other exports, have risen dramatically, and India is expanding its economic operations, which will aid in the resolution of some global supply chain difficulties.

PM Modi inaugurates WHO-Global Centre for Traditional Medicine in Jamnagar: Business Today

Prime Minister Narendra Modi inaugurated the World Health Organization (WHO) Global Centre for Traditional Medicine in Jamnagar, Gujarat. He laid the foundation stone in the presence of Tedros Ghebreyesus, WHO Director-General and the Prime Minister of Mauritius Pravind Kumar Jugnauth.

Thanking Tedros Ghebreyesus in his inauguration speech, PM Narendra Modi said "I've known Dr Tedros for a long time and every time we have met, he has mentioned his learnings from his Indian teachers with such prestige, expressed his sentiments with such cheer, that his affection for India is visible in the form of an Institute today."

"He tells me that he is giving me his child (WHO-Global Centre for Traditional Medicine) and now I have the responsibility of the same and nurture it. I assure Dr Tedros that we will stand by your expectations & hopes," PM Narendra Modi said.

Tedros Ghebreyesus, on the other hand, said that he has learned about traditional medicines from India and is very grateful to his teachers. I'm grateful to PM Modi

and GoI for their leadership in supporting this important initiative," he added.

At the event, for which the WHO Director-General has come on a three-day visit to Gujarat, Ghebreyesus said that the Centre for Traditional Medicine will help to harness the power of science to strengthen evidence-based traditional medicine.

"I also grew up watching 'Bollywood' films and I understand that the Swiss Alps are a favourite destination for 'Bollywood' fans," the WHO chief said further.

PM Modi also expressed gratitude to Prime Minister of Mauritius Pravind Kumar Jugnauth. "I have had a 3-decade old relationship with his family. I'm happy that he accepted my invitation to visit my home state Gujarat and won our hearts by using the Gujarati language," Modi said.

Mahindra Lifespace Developers launches India's first Net Zero Energy residential project in Bengaluru: Business Standard

Mahindra Lifespace Developers has established a new benchmark in the field of sustainable development with the launch of India's first Net Zero Energy residential project, Mahindra Eden, in Bengaluru; certified by Indian Green Building Council (IGBC).

The unique design features of this residential development are together expected to save over 18 lakh kWh electricity annually, equivalent to powering over 800 homes.

The remaining energy demand for the project will be met from renewable sources through both on-site solar and wind

energy systems, and purchase of green energy from the grid.

India will have over 250 unicorns by 2025, says Iron Pillar report: IBEF

By 2025, India will have around 250 unicorns, according to Iron Pillar, a venture growth investor, who made this prediction based on its unique data analysis in its Tech Unicorns Market Landscape Report IV.

In 2011, InMobi became India's first unicorn. Since then, 129 companies have been added to the list of unicorns, with 100 of them added since January 2019, for a total value of US\$ 535 billion. The total number of unicorns in India more than doubled, from 62 to 130, in the last 15 months.

Unicorns built in India included 58 global cloud companies, 59 B2C (business to consumer) companies, and 13 B2B (business to business) companies. When compared to B2C companies, companies producing cloud products for the world from India are incredibly capital efficient, reaching unicorn status with 42% less capital. They also outperform on the number of exits and the value created per unit of capital raised. Global cloud unicorns have fewer financing rounds on average than B2C and B2B unicorns.

Entrepreneurs are growing their businesses at a faster rate, with half of the 130 companies reaching unicorn status within five years of their first institutional funding. The public listing of 12 unicorns is another sign of the Indian IT ecosystem's maturation.

Big boost to India after Apple confirms manufacturing top-selling iPhone 13: Business Standard

In a major fillip to India's dream to become a global manufacturing hub, Apple confirmed it has started

manufacturing its top-selling iPhone 13 smartphone in India. Apple first started manufacturing iPhones in India in 2017, with iPhone SE.

"We are excited to begin making iPhone 13 -- with its beautiful design, advanced camera systems for stunning photos and videos, and the incredible performance of the A15 Bionic chip -- right here in India for our local customers,". The tech giant manufactures some of its most advanced iPhones in the country, including iPhone 11, iPhone 12 and now iPhone 13 at the Foxconn facility while iPhone SE and iPhone 12 are being assembled at the Wistron factory in the country.

iPhone uses 100 per cent recycled rare earth elements in all magnets, 100 per cent recycled tin in the solder of the main logic board and, for the first time, in the solder of the battery management unit. Apple started its India journey more than 20 years ago. The tech giant launched its India online store in September 2020 and will soon open its own retail store in the country.

PM Modi says India ready to supply food stock to world if WTO gives nod: IBEF

Prime Minister Mr. Narendra Modi said that during his meeting with US President Mr. Joe Biden, he promised to feed the globe with India's food reserve if the World Trade Organization (WTO) granted permission. Today, the world is in a state of flux, with no one receiving what they desire. Petrol, gasoline, and fertilizers are becoming increasingly difficult to obtain as more doors close. According to him, after the (Russia-Ukraine) battle broke out, everyone wanted to secure their inventories. He said that he highlighted this issue with the US president Mr. Joe Biden and told him that If the WTO grants clearance, India would be ready to offer food stock to the globe starting tomorrow. He even mentioned that we have enough food to feed our own people, and our farmers already have plans to provide for the rest of the globe.

First ever GI-tagged Kashmir carpets flagged off to Germany: The Hindu

The Jammu and Kashmir government has finally started a Geographical Indication (GI) registry for the famed Kashmiri carpet with a quick response (QR) code with details of artisans and the material used. The first ever consignment of GI-tagged carpets were exported to Germany from New Delhi.

The Carpet Export Promotion Council (CEPC), in collaboration with the Jammu and Kashmir Directorate of Handicrafts and Handloom, held a seminar in New Delhi to raise awareness about the GI registration of authentic carpets from Kashmir.

“The QR code attached to the GI tag will help in reviving the sheen and glory of the Kashmiri carpet industry by certifying the genuineness of the hand-knotted carpets with relevant information of the manufacturer, weaver, district, raw material etc,” said Mehmood Ahmad Shah, Director, Handicrafts and Handloom, Kashmir.

He said this innovation would go a long way in preserving the quality of hand-knotted carpets. “Eventually, it would

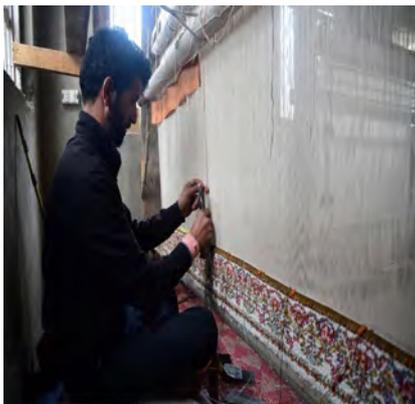


Photo used for representational purpose only. A local artisan weaves carpet on a traditional handloom in Srinagar. File | Photo Credit: Nissar Ahmad

boost exports as they would be treated at par with the quality/price of Iranian and Turkish hand-knotted carpets,” Mr. Shah said.

Umar Hameed, Chairman of the CEPC, said the initiative would transform and preserve the future of the carpet industry. “The QR code label cannot be copied or misused. It will discourage the counterfeit production of carpets that cost the livelihood of the weavers’ community and the industry as well,” he said.

India & Finland discuss possible areas of co-operation in quantum computing for virtual Centre of Excellence (CoE): PIB

Delegates from India and Finland addressed potential areas of collaboration in quantum computing as well as a roadmap for the planned collaborative virtual Centre of Excellence (CoE). The two countries are seeking academic and industrial partners who can assist in the development of quantum science and technology for the benefit of humanity in general and the planet in particular.

There is need of combining the best of Finland with the best of India, leveraging both nations scientific ecosystems and strong IT communities to encourage spin-offs. The goal is to create a product- and research-driven collaboration that can work on supercomputing devices, sensors, communication technologies, space technologies, and many other things.

Netherlands to join hands with India on global water pact: IBEF

Netherlands is eager to work closely with India, drawing on the Prime Minister Mr. Narendra Modi administration's "access to

drinking water for all programme (Jal Jeevan Mission)" for a "global water pact" to be discussed at the UN water conference next March. The three-day UN meeting, which will begin on March 22, 2023, will have an action agenda. The partnership with India would bring together innovative solutions developed in the Netherlands and India's experience ensuring access to water, sanitation, and hygiene for a large number of people, for implementation around the world.

The Jal Jeevan Mission in India aims to supply clean and sufficient drinking water to all rural Indian homes through individual household tap connections by 2024. Water conservation and rainwater harvesting are also included in the plan. As of March 29, nearly half of the 193 million Indian rural homes covered by the scheme had access to tap drinking water.

Due to the impact of climate change on both countries, water has become a concern in bilateral ties between India and the Netherlands. India's external affairs ministry announced on March 22 that President Mr. Ram Nath Kovind will pay a state visit to the Netherlands from April 4 to 7, at the request of King Willem-Alexander and Queen Maxima. The visit is significant since India and the Netherlands will celebrate 75 years of diplomatic relations in 2022. A strategic alliance on water was launched in 2021 during a virtual summit between the two countries' prime leaders. The Netherlands is India's fourth largest source of FDI.



E- Commerce

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 188 billion by 2025 from US\$ 46.2 billion as of 2020. By 2030, it is expected to reach US\$ 350 billion. In 2022, the Indian e-commerce market is predicted to increase by 21.5%, reaching US\$ 74.8 billion.

India's e-commerce market is expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026.

Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. The number of internet connections in 2021 increased significantly to 830 million, driven by the 'Digital India' programme. Out of the total internet connections, ~55% of connections were in urban areas, of which 97% connections were wireless.

Market Size:

The Indian online grocery market is estimated to reach US\$ 26.93 billion in 2027 from US\$ 3.95 billion in FY21, expanding at a CAGR of 33%. India's consumer digital economy is expected to become a US\$ 1 trillion market by 2030, growing from US\$ 537.5 billion in 2020, driven by strong adoption of online services such as e-commerce and edtech in the country.

According to Grant Thornton, e-commerce in India is expected to be worth US\$ 188 billion by 2025.

With a turnover of \$50 billion in 2020, India became the eighth-largest market for e-commerce, trailing France and a position ahead of Canada.

Propelled by rising smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce

market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017.

After China and the US, India had the third-largest online shopper base of 140 million in 2020.

Indian consumers are increasingly adopting 5G smartphones even before roll out of the next-gen mobile broadband technology in the country. Smartphone shipments reached 169 million in 2021 with 5G shipments registered a growth of 555% year on year in 2021. Indian consumers are increasingly adopting 5G smartphones even before roll out of the next-gen mobile broadband technology in the country. Smartphone shipments reached 150 million units and 5G smartphone shipments crossed 4 million in 2020, driven by high consumer demand post-lockdown. According to a report published by IAMAI and Kantar Research, India internet users are expected to reach 900 million by 2025 from ~622 million internet users in 2020, increasing at a CAGR of 45% until 2025.

For the 2021 festive season, Indian e-commerce platforms generated sales worth US\$ 9.2 billion Gross Merchandise Value (GMV), a 23% increase from last year's US\$ 7.4 billion.

To keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry attracted Foreign Direct Investment (FDI) worth US\$ 30.51 billion between April 2000 and June 2021 accounting for ~5.5% of the total FDI during the period according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

- In November 2021, Indian Oil Corporation (IOC) and two other public sector oil firms announced that they will install 22,000 electric vehicle (EV) charging stations over the next 3-5 years.

- In November 2021, Hero Motor (HMC), the parent company of Hero Cycles, entered a joint venture partnership with Yamaha, a Japanese two-wheeler major, to make electric motors for e-bicycles for the global market.

- In October 2021, Tata Motors announced that private equity group TPG along with ADQ of Abu Dhabi has agreed to invest US\$ 1 billion in its EV division.

- In August 2021, Hindustan Zinc Ltd. announced a US\$ 1 billion investment across its eight mines to replace diesel-powered trucks and equipment with battery EVs.

Major Hubs for Ecommerce

Karnataka

Delhi

Maharashtra

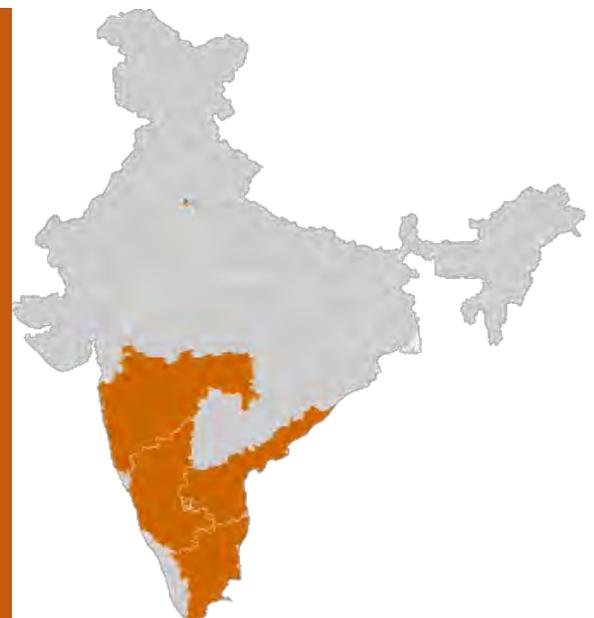
Tamil Nadu

Andhra Pradesh

Industry Contacts

The E-Business council of India (TECI)

Retailers Association of India (RAI)



Ladakh

A surreal landscape surrounded by the sky-piercing peaks of the snow-capped Himalayan, Zaskar and Karakoram ranges, and adorned with crystal waters of the Shyok, Zaskar and Indus rivers, Ladakh is one of the coldest deserts in the world. Perched at a height of over 11,000 ft above sea level, it is a haven of adventure sports. Its rugged terrain and gushing rivers provide ripe opportunities for activities like trekking, river rafting, camping, mountain climbing and biking. As the winter months approach, the Union Territory is enveloped in a blanket of snow, making it a paradisiacal setting for winter sports. The renowned Chadar Trek starts from the village of Chilling, 66 km away, and mostly covers the frozen area of River Zaskar. Throughout the adventure, trekkers are walking on precarious icy formations, staying in caves filled with stalactites and stalagmites and encountering other snowy landscape.

Ladakh boasts three gorgeous high-altitude lakes, Tso Moriri, Tso Kar and Pangong Tso that look like sapphires embedded in the ground. A natural wonder that leaves tourists in awe is the Magnetic Hill. It is said to defy gravity as it tends to pull vehicles upwards. Ladakh is a prominent Buddhist centre and is dotted with several important monasteries. Tourists can set on a monastery trail and admire the ancient cultures of the region come alive in various paintings adorning the walls while indulging in meditation and other therapeutic and spiritual activities.



Nun Kun Peak



Leh Gate



Drass War Memorial



Suru



Pangong Lake

States and Union Territories (UT) of India

INDIA DIGITAL MAP



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In case your company is interested in visiting a tradeshow/B2B event in India, be it one listed here or another one that came to your attention, get in contact with us via comm1.vienna@mea.gov.in to get more information about possible assistance/subsidies.



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The banner is white with a red and orange border. It features the text 'INDIA SHOW 22' in large, bold letters.



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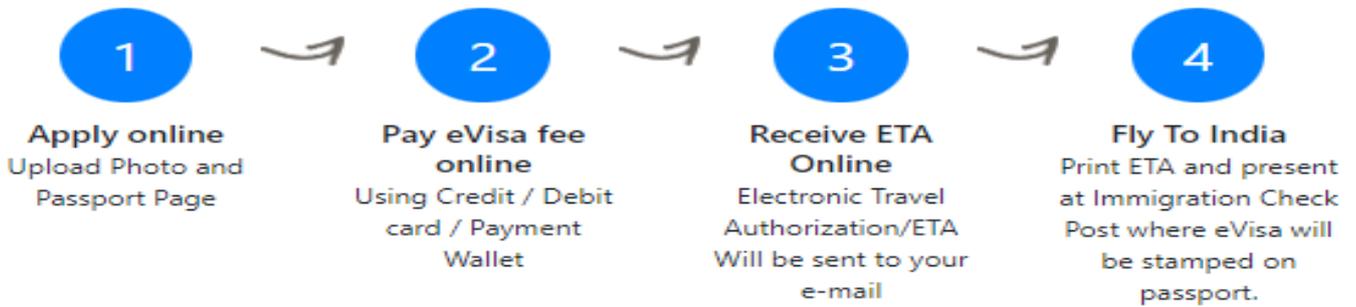


<https://www.bhimupi.org.in/>

The Government of India has extended e-Tourist Visa (e-TV) scheme to the citizens of Austria w.e.f. 26th February 2016. This facility is also available to the citizens of Montenegro and the Vatican City. The Indian e-Visa is an electronic travel permit that makes acquiring a visa to visit India easier. After filling out an online form with the traveler's personal information and passport information, the Indian electronic visa can be received fast.



E-VISA APPLICATION PROCESS



Queries related to e-TV; for any assistance call 24x7 Visa support center at +91-11-24300666 or send email to indian-evisa@gov.in

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Guide for Travellers - Baggage Rules



The Central Board of Indirect Taxes and Customs (erstwhile Central Board of Excise & Customs) launched a mobile app “Indian Customs -Guide to Travellers” for dissemination of information about the Customs Baggage Rule, 2016. The application has been launched to inform traders, exporters and importers about the Customs Baggage Rules 2016. It has been developed by Bengaluru Customs and is available on Android Play store, Apple Store and Windows store.

Guide for Travellers

Indian Customs Traveller Guide

Tap an Option

- Customs Procedure
- Rules applicable for Indian Resident
- Rules applicable for Foreigners
- Import of Special Goods
- Grievance Redressal Portal
- Duty Calculator
- Prohibited Goods
- Related Links
- Contact for Queries/Feedback

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STUDENTS WELFARE OFFICER

- Mr. Rishi Tripathi, Second Secretary in this Embassy has been designated as Officer to look after welfare of Indian Students in Austria and Montenegro.
- His contact details are: 0043 1 505 866 and ccl.vienna@mea.gov.in

YOGA CLASSES

- The Embassy has started Yoga and Dance Classes in multipurpose hall at Embassy of India, Vienna. To register please send an email to our Cultural Wing at culture.vienna@mea.gov.in

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INDIA NEWSLETTER



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