

INDIA NEWSLETTER

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Monthly newsletter of the Indian Embassy in Vienna



To promote Indian tourism in Austria, the Embassy of India organized a tourism event 'New Opportunities for India- Austria Tourism Partnerships' on 16th October 2024. With an aim to promote India as a top tourist destination, the Embassy brought together a diverse group of participants including reputed Austrian travel agencies, airlines and other key tourism stakeholders. The Ambassador of India to Austria emphasized on the 3 W's of Indian Tourism - Wildlife, Worship and Wellness. He highlighted India's rich biodiversity, deep-rooted spiritual heritage and renowned wellness offerings, and how these elements uniquely position India as an unmatched destination for Austrians.



FOCUS - SECTOR

IRON & STEEL

India is the world's second-largest producer of crude steel, with an output of 125.32 MT of crude steel and finished steel production of 121.29 MT in FY23.

India's domestic steel demand is estimated to grow by 9-10% in FY25 as per ICRA.

According to the data released by the Department for Promotion of Industry and Internal Trade (DPIIT), between April 2000-March 2024, Indian metallurgical industries attracted FDI inflows of US\$ 17.51 billion.



India and Austria have expanded their economic and technological partnership to encompass a broader range of industries, including steel and metallurgy. Austrian companies like Voestalpine, known for advanced steel production, have already established operations in India, contributing expertise in high-quality steel processing and advanced manufacturing. This growing Indo-Austrian relationship is marked by the exchange of technology, business models, and joint ventures in sectors like steel, manufacturing, and clean energy, which aim to bolster innovation and sustainability.



Advantage India

Robust Demand

In February 2024, The government has implemented various measures to promote self-reliance in the steel industry.

India's finished steel consumption stood at 119.17 MT in FY23 and 138.5 MT in FY24.

Competitive Advantage

India is the 2nd largest producer of steel in the world.

Easy availability of low-cost manpower and presence of abundant iron ore reserves make India competitive in the global set up.



Christmas in India

A CELEBRATION OF JOY AND UNITY

Travel to the heart of India during the enchanting Christmas season! Witness a captivating blend of spirituality and vibrant celebrations. Immerse yourself in the sights and sounds of Christmas magic, experience heartfelt prayers offered in churches adorned with festive decorations, savour delicious feasts bursting with traditional flavours.

Discover the unique charm of an Indian Christmas – a celebration filled with wonder and the warmth of Indian hospitality.



You can attend the Midnight Mass at historic churches, like the iconic St. Francis Xavier's Cathedral in Goa or the charming St. Mary's Basilica in Bengaluru. From Goa's Portuguese influence to Kolkata's cultural extravaganza, from the snowy landscape of Shimla to the winter wonderland of Shillong, each place offers a unique perspective on the festival.

The diverse traditions and celebrations across India make Christmas here truly special. As you embrace the festive spirit and explore different regions, you'll gain a deeper appreciation for the rich mosaic of culture that makes Christmas in India uniquely enchanting.



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SHOW

08

09

10

January, 2025

India Exposition Mart, New Delhi, NCR, India

GLOBAL VILLAGE

GLOBAL EXCHANGE & TRADE EXHIBITION

25

26

27

JANUARY 2025



Bharat tex 2025

Global Textile Expo
New Delhi | Feb 14-17

TEXTILES
FASHION
SUSTAINABILITY



**INDIA &
AUSTRIA**

75 years of
Diplomatic
Relations

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**Embassy of India
Vienna**



सत्यमेव जयते

**Ministry of External Affairs
Government of India**



**ECONOMIC
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