

India

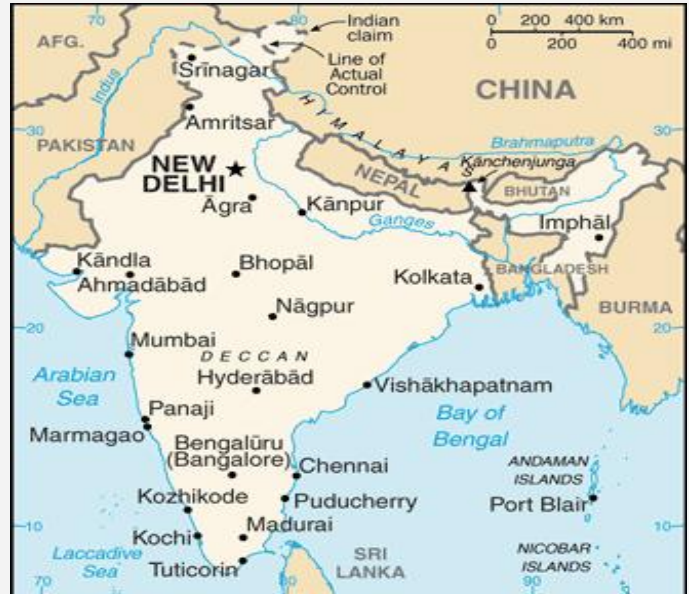
Opportunities in India

The top opportunities for U.S. exporters in India include:

- Mining Equipment
- Homeland Security
- Telecommunications & Equipment
- Airport & Ground Support Equipment
- Education Services
- Electrical Power Generation
- Food Processing
- Industrial Textiles
- Machine Tools
- Oil & Gas Field Machinery
- Pollution Control & Water Equipment
- Medical Equipment and Healthcare

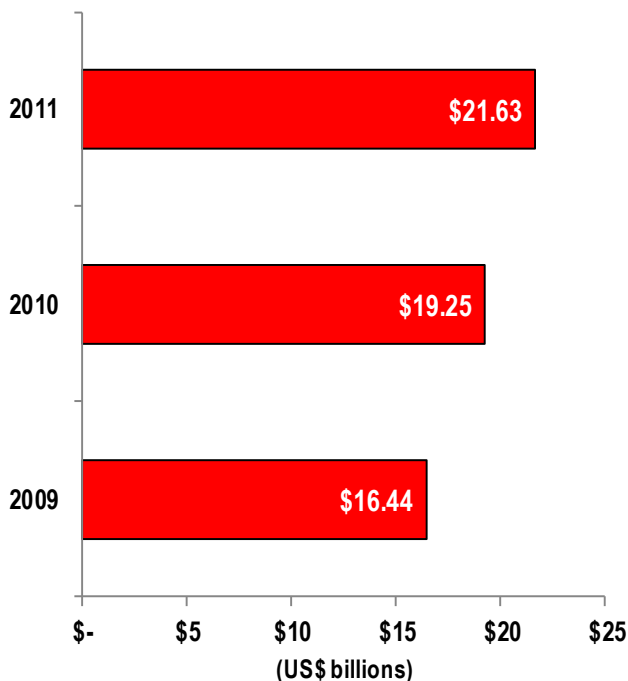
For further information, download the Country Commercial Guide in our [Salesforce Content Pack](#).

Map of India



In 2011, India was the #17 destination for U.S. exports and the #15 destination for Virginia exports.

Total U.S. Exports to India



Top Virginia Exports to India

Export Category	2011	Change 10/11
Total Exports	\$ 284.3	17%
Mineral Fuels	\$ 139.9	25%
Paper & Paperboard	\$ 21.9	-22%
Plastics	\$ 17.1	13%
Mechanical Machinery	\$ 18.8	54%
Woodpulp	\$ 10.2	29%
Electrical Machinery	\$ 19.5	15%
Organic Chemicals	\$ 0.7	254%
Iron & Steel	\$ 14.2	8%
Medical Instruments & Opti	\$ 6.2	13%
Aluminum	\$ 2.3	47%

In US\$ millions (World Trade Atlas)

Opportunities in India for Exporters

Mining Equipment

India produces 87 minerals and has approximately 2,628 operational mines. India ranks among the top ten global producers for the following metallic minerals: mica, barites, coal & lignite, iron ore, chromite, bauxite and manganese. The Indian market for mining and mineral processing equipment is estimated at over \$2 billion.

The demand for direct imports of advanced equipment and technology is rapidly growing, particularly in coal mining. The biggest buyers of mining equipment are government owned mining companies.

India's private sector power utility companies like Reliance, CESC, Jindal and Tata are also working on projects to develop, own and operate captive coal mines which will require the latest technology and equipment.

Homeland Security Equipment

Homeland security has come into enhanced focus since the attacks in Mumbai. The Indian Government through the Ministry of Home Affairs (MHA) is likely to spend over \$7.5 billion and state governments close to \$2 billion on the modernization of their police and para-military organizations in the next 3-5 years. The Government of India has 'fast tracked' the acquisition of equipment and items necessary for a robust homeland security system. India already imports nearly \$375 million in homeland security goods from the United States. Top opportunities include:

- Disaster management equipment
- Surveillance solutions
- Biometric systems
- Communication equipment
- Transportation equipment

This information is adapted from the U.S. Commercial Service. [Click here to view more export opportunities.](#)

Telecommunications Equipment

According to the Government of India, the telecommunications sector would require an investment of \$148 billion during the 12th Plan (2012-2017). India has one of the fastest growing telecommunications systems in the world, with system size (total connections) growing at an average of more than 20% per annum over the last 4 years.

The estimated equipment opportunity is about \$3 billion and annual service revenue opportunity is about \$5 billion. Top sub-sector opportunities include:

- WiMax equipment
- Switching Equipment
- Transmission Equipment
- Enterprise Equipment
- Optical Cables

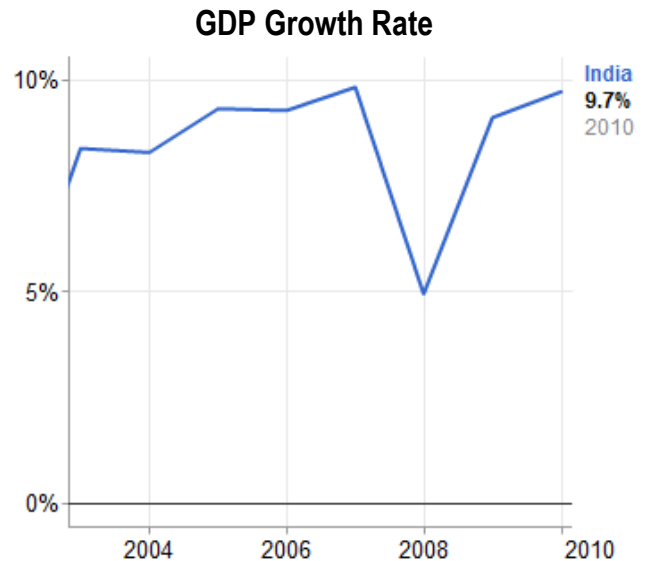
Airport and Ground Support Equipment

The aerospace sector in India is in the early stages of development and most of the domestic demand is being met through imports. Each year the Airport Authority of India budgets approximately \$100 million for procurement of equipment that are dependent on foreign technology. The present market size for airport and ground support equipment is estimated to be \$500 million. Successful privatization of airport maintenance and ground support services will lead to another \$100 million in market growth over the next three years. Top sub-sectors include:

- Communication systems
- Ground service technologies
- International airworthiness certifications
- Operations and Logistics Technologies
- Maintenance Solutions

Economic Overview

- Stronger political and economic ties between India and the United States will continue to increase opportunities for Virginia businesses to export to one of the world's most promising markets.
- Economic growth in India today is being rewritten by India's highly entrepreneurial and rapidly globalizing private sector. Indian firms are investing in infrastructure projects, growing their advanced manufacturing capabilities, and investing in new volume-based business models.
- Whether it is consumer goods and services, high technology and industrial goods, healthcare, or infrastructure development, Indian firms are bullish about their economy and are eager for U.S. commercial and joint venture partnerships, technologies, brands, services, and know-how.
- India is playing a large role in the Obama Administration's National Export Initiative (NEI), which aims to double U.S. exports over a five year period.
(U.S. Commercial Service, Google Public Data Explorer)



Cultural Guide

- The sense of time is much different for Indians than it is for Americans. If there is a business event such as a cocktail hour at night, it may begin at 7, but expect that people will not show up until an hour or so later. Although many Indians are aware of Americans' adherence to time, business meetings can also start late, so it's important to keep your schedule flexible.
- Etiquette requires the use of the right hand when giving or receiving.
- While the universal language of a smile and gracious nod may result in an instant warmth in India, the most common social courtesy is greeting with hands folded as in a prayer, which is known as namaste (nah-mah-stay).
- Business and official contacts are addressed as Mr/Mrs/Ms or Sri/Smt (Srimati) by surname. Superiors are often spoken to as "sir" or "madam". Use of the first name is not common. Business superiors and those senior in age are almost always addressed formally.
- In large cities, business meetings and entertainment are conducted as in Western countries. Although Indians are known for their hospitality towards strangers, it is not customary for business associates to be entertained at home.
(UK Trade & Investment, U.S. Commercial Services)

In India, it is considered polite to inquire about dietary preferences, since Hindus abstain from beef, Muslims abstain from pork, and many Indians practice vegetarianism.

India



Trade Mission to India: February 20 - 24, 2012

For more information, please contact:

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The VEDP offers a number of export-related services to Virginia businesses, including group market visits and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters. For more information, please visit our website: www.exportvirginia.org.

Additional Resources

Research Reports

[Doing Business in India](#)

[Doing Business in India](#)

[Ease of Doing Business Report: India](#)

[Sector Opportunities in India](#)

U.S. Commercial Service

United Kingdom Trade & Investment

World Bank

United Kingdom Trade & Investment

Website Links

[Government of India](#)

[Times of India Newspaper](#)

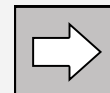
[U.S. India Chamber of Commerce](#)

[U.S. India Business Council](#)

[U.S. Central Intelligence Agency World Factbook](#)

[U.S. Embassy in New Delhi](#)

Click here to access market reports and data in our custom Salesforce Content Pack for India.



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