



ROADMAP TO ASIA - INDIA

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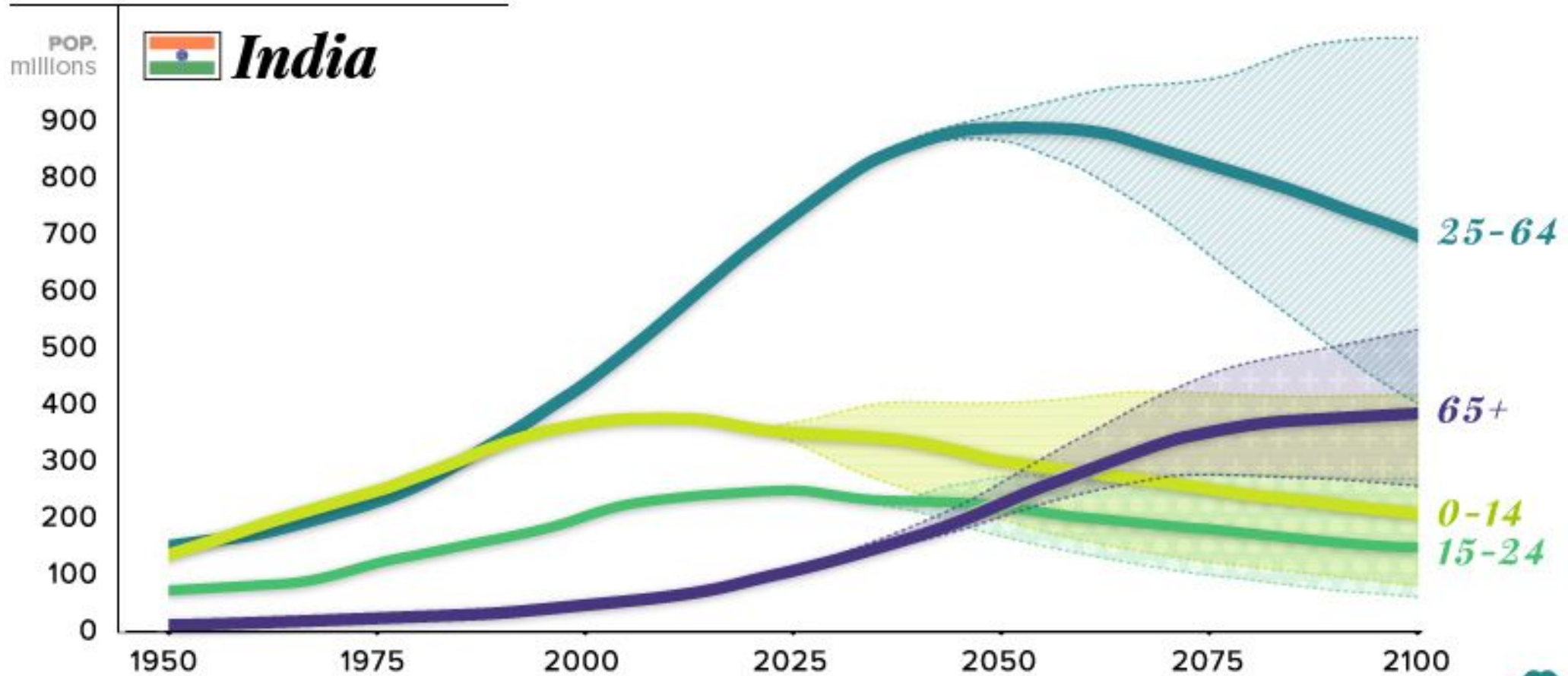
Demographics

Economy



Demographics

POPULATION BY BROAD AGE GROUPS

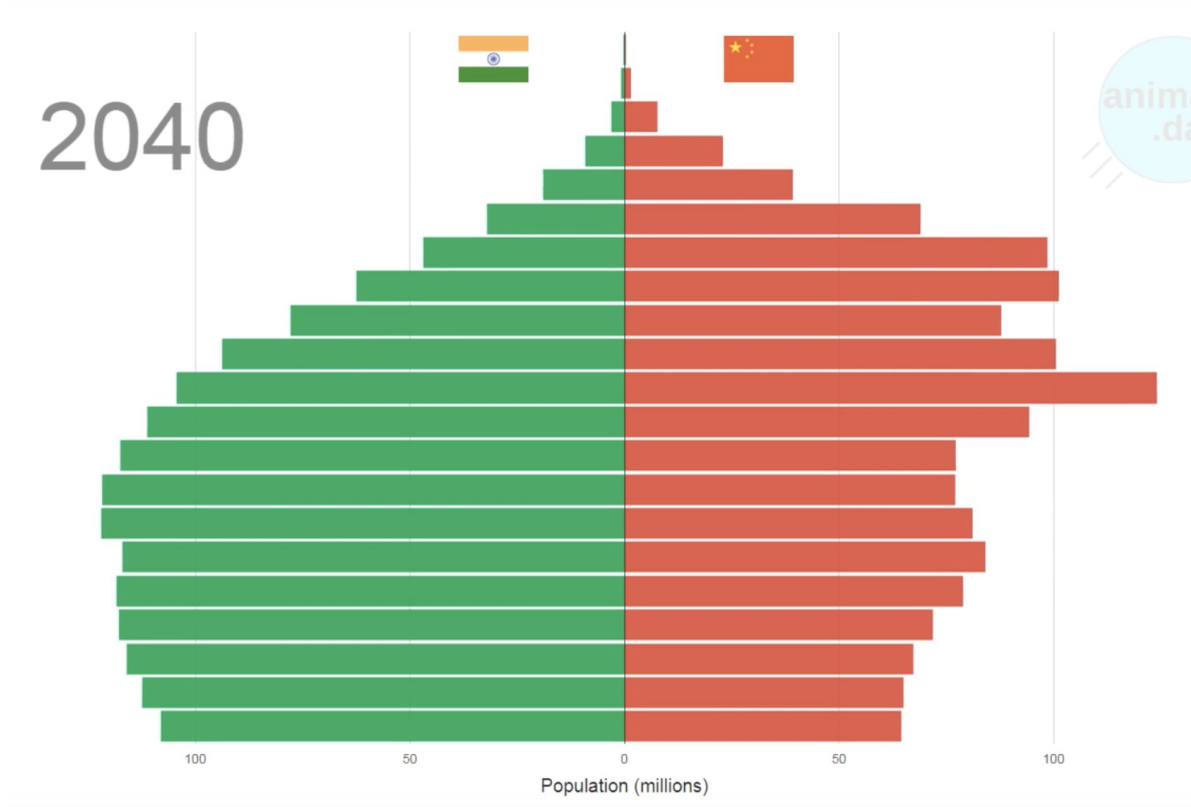


SOURCE: U.N. Population Prospects 2019. 95% prediction interval shown.

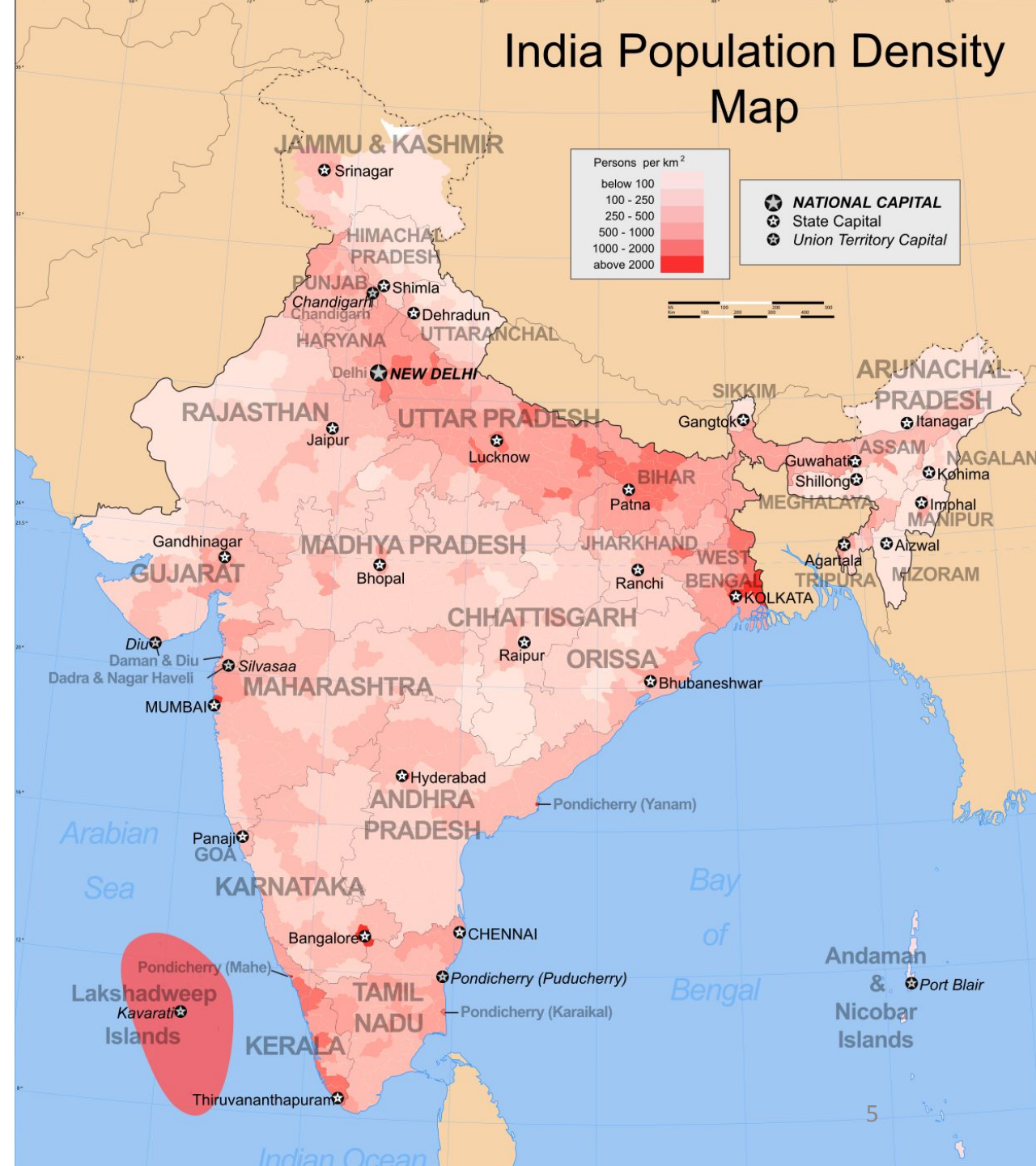


◆ Max

Demographics



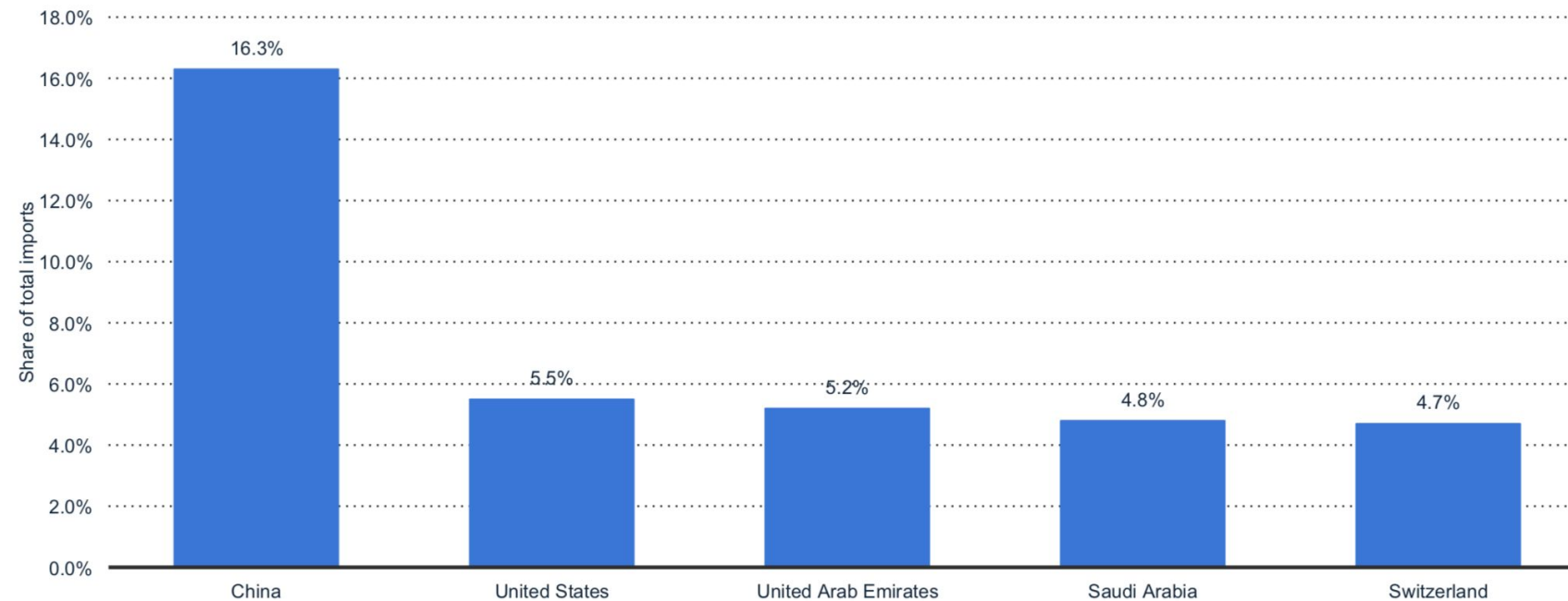
◆ Max



Economy

India: Main import partners in 2017

Main import partners for India 2017



Note: India

Further information regarding this statistic can be found on [page 85](#).

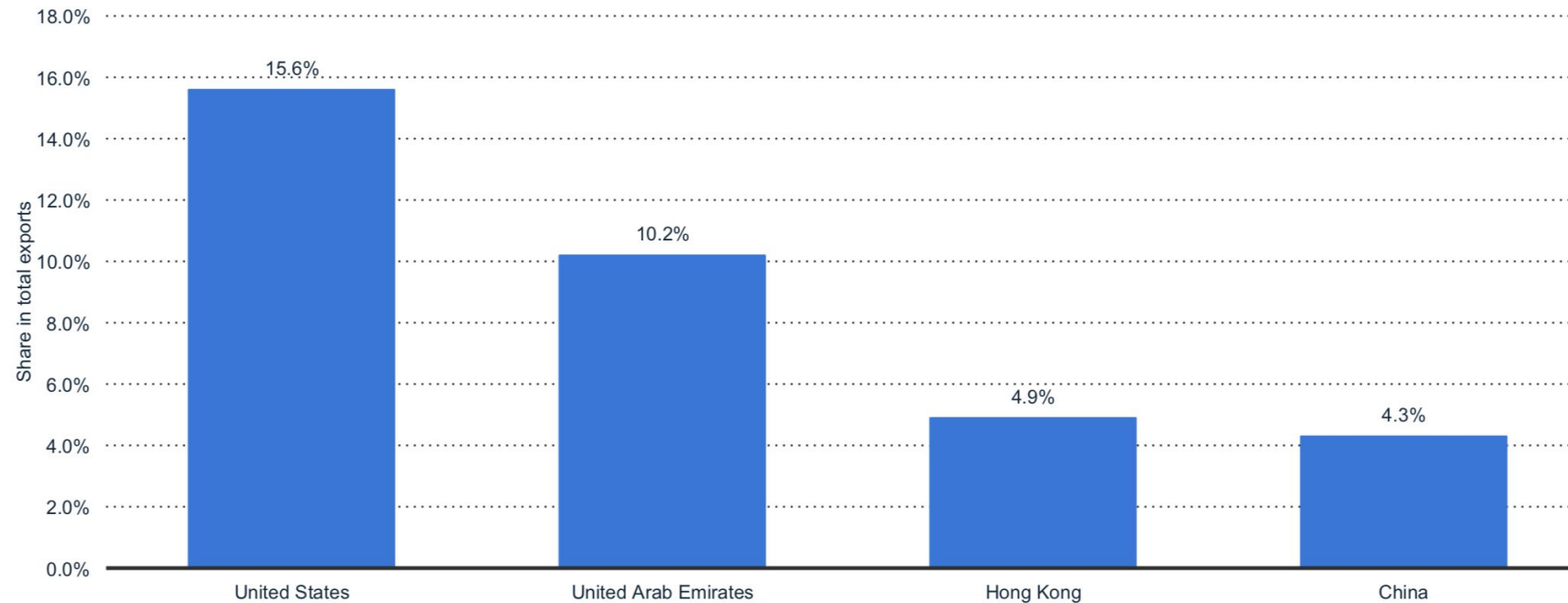
Source(s): CIA; [ID 271317](#)

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Economy

India: Main export partners in 2017

Main export partners for India 2017



Note: India

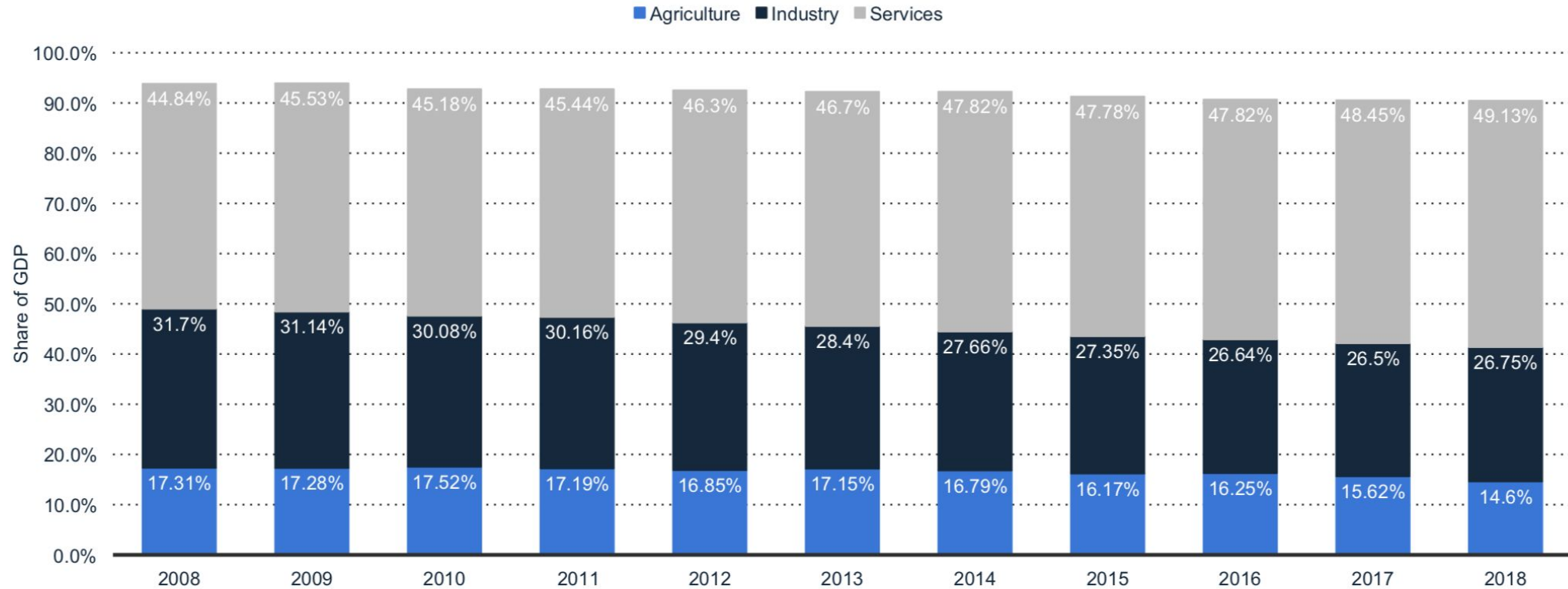
Further information regarding this statistic can be found on [page 88](#).

Source(s): CIA; [ID 271316](#)

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India: Distribution of gross domestic product (GDP) across economic sectors from 2008 to 2018

Distribution of gross domestic product (GDP) across economic sectors in India 2018



Note: India

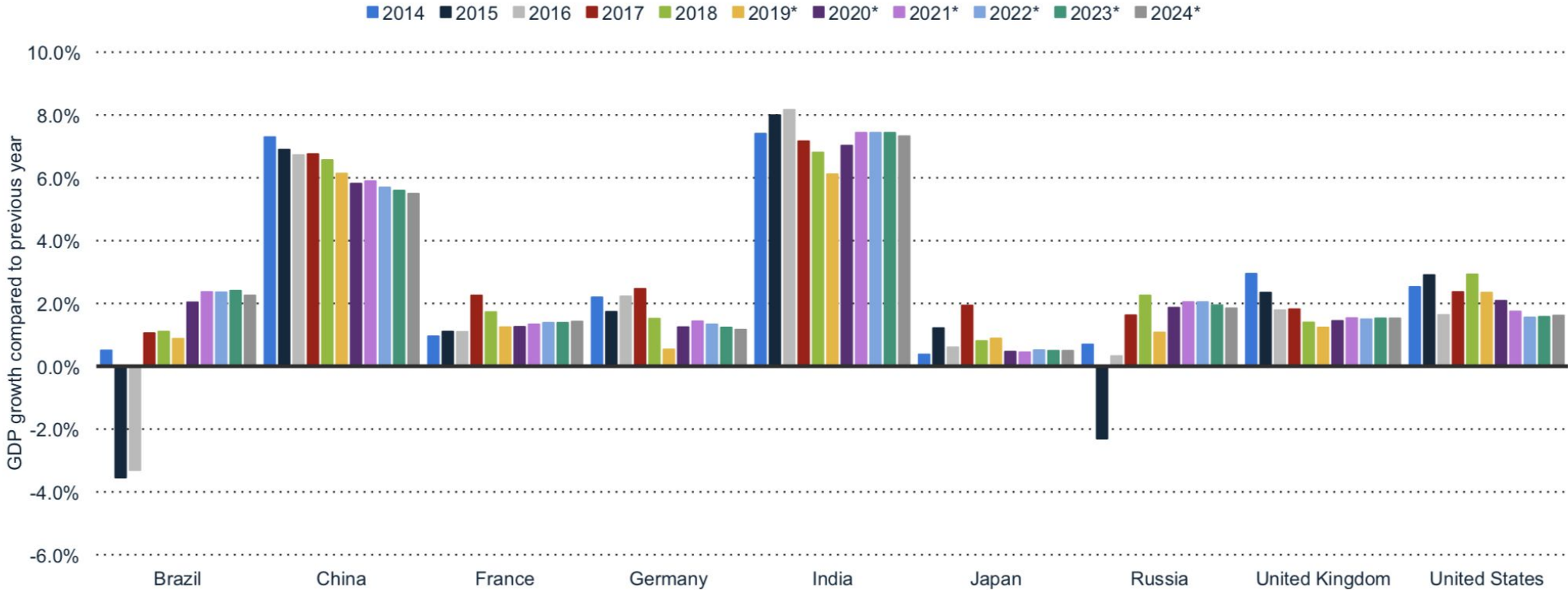
Further information regarding this statistic can be found on [page 78](#).

Source(s): World Bank; [ID 271329](#)

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Growth of the gross domestic product (GDP) in selected countries from 2014 to 2024 (compared to the previous year)

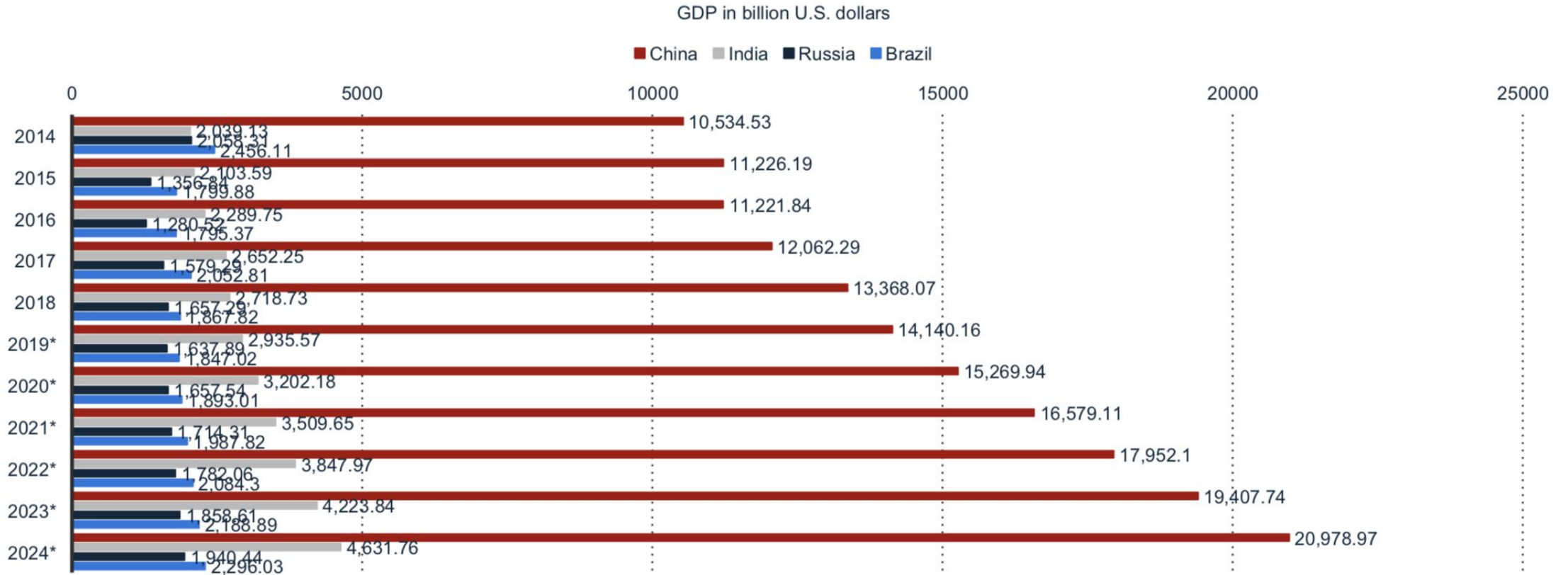
Gross domestic product (GDP) growth forecast in selected countries until 2024



Note: Worldwide
 Further information regarding this statistic can be found on [page 101](#).
 Source(s): IMF; [ID 264885](#)

Gross domestic product (GDP) of the BRIC countries from 2014 to 2024 (in billion U.S. dollars)

Gross domestic product of the BRIC countries from 2014 to 2024



Note: Worldwide

Further information regarding this statistic can be found on [page 111](#).

Source(s): IMF; [ID 254281](#)

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Global Innovation Index

● Strength ○ Weakness ◆ Income Strength ◇ Income Weakness

GLOBAL INNOVATION INDEX

India

China

The overall GII score is the simple average of the Input and Output Sub-Index scores.

	Rank	Score		Rank	Score
Overall	52	36.6	◆	14	54.8
Innovation Input Sub-index	61	44.7	◆	26	56.9
Innovation Output Sub-index	51	28.5	◆	5	52.8

HUMAN CAPITAL AND RESEARCH

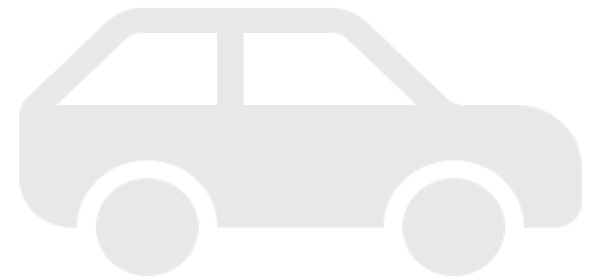
India

China

This pillar gauges the human capital of economies.

	Rank	Score		Rank	Score	
Overall	53	33.5	◆	25	47.6	◆
Education	110	28.0	○	[13]	63.4	◆
Expenditure on education ⓘ	84	32.2		n/a	-	
Tertiary education	40	38.4	◆	94	20.6	○
Tertiary enrolment ⓘ	86	21.3		55	40.0	
Graduates in science and engineering ⓘ	7	66.0	● ◆	n/a	-	
Tertiary level inbound mobility ⓘ	107	0.4	○	101	1.2	○
Research and development (R&D)	35	34.2	◆	17	58.8	◆
Researchers ⓘ	77	2.5		46	14.8	
Gross expenditure on R&D (GERD) ⓘ	50	13.3	◆	15	46.3	◆
Global R&D companies, average expenditure top 3 ⓘ	15	73.9	● ◆	6	91.7	◆

Automotive



Automotive industry in India

Running in the top gear

India is expected to be the world's third-largest automotive market in terms of volume by 2026.

The industry currently manufactures 25 mn vehicles, of which 3.5 mn are exported. India holds a strong position in the international heavy vehicles arena as it is the largest tractor manufacturer, second-largest bus manufacturer and third largest heavy trucks manufacturer in the world.

[+ More]

7.1%

Share in India's GDP

35 mn

Employment generated

40%

Share in global R&D

4.3%

Share in India's exports



World's largest tractor manufacturer and second largest bus manufacturer

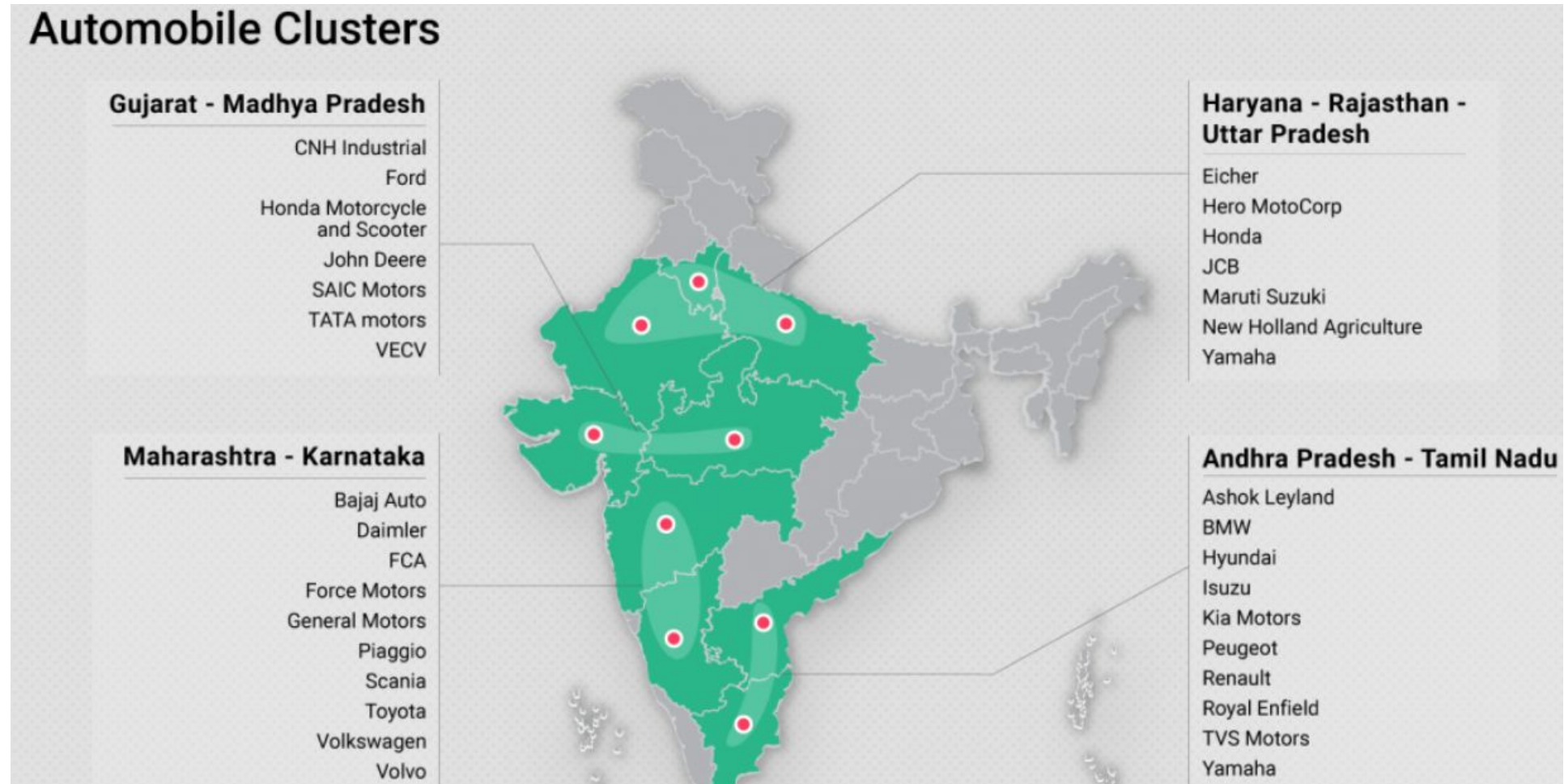


World's largest two-wheeler and three-wheeler manufacturer



World's third largest heavy truck manufacturer and fourth largest car manufacturer

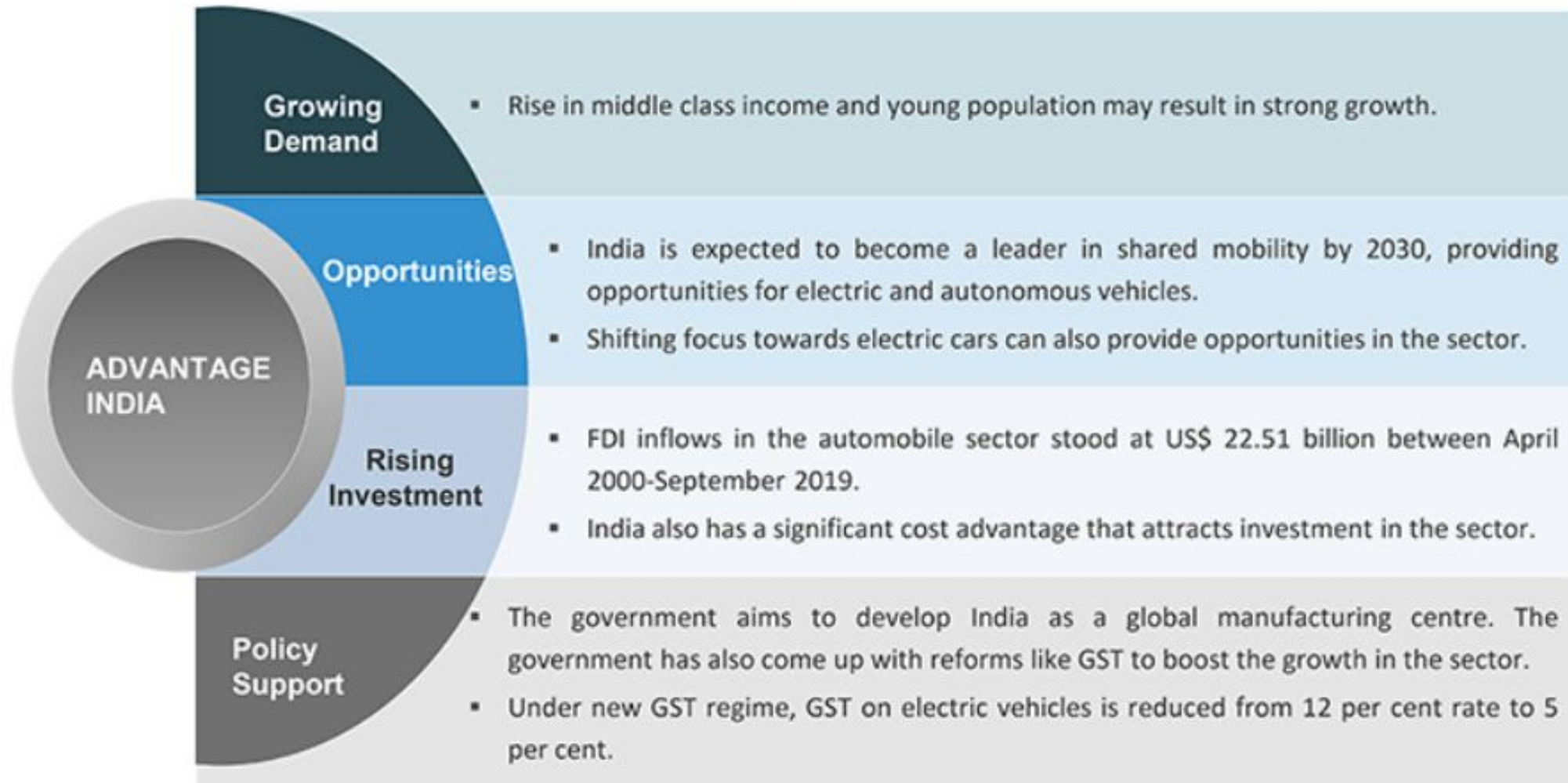
Automotive industry in India



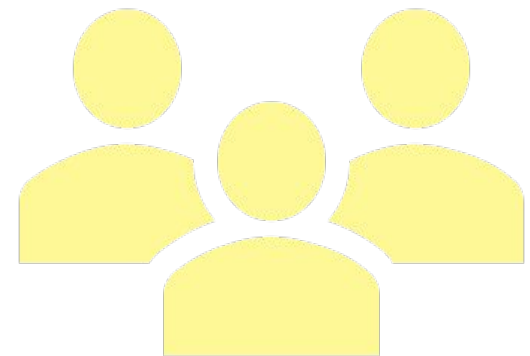
2019 passenger car sales data

Rank	OEM	2019 sales	Share	2018 sales	Share
1	Maruti Suzuki	▼ 1,485,943	▼ 50.6%	1,731,179	51.7%
2	Hyundai	▼ 510,260	▲ 17.4%	550,002	16.4%
3	Mahindra	▼ 219,663	▲ 7.5%	232,181	6.9%
4	Tata Motors	▼ 152,944	▼ 5.2%	213,625	6.4%
5	Honda	▼ 134,741	▼ 4.6%	174,880	5.2%
6	Toyota	▼ 126,701	▼ 4.3%	151,480	4.5%
7	Renault	▲ 88,869	▲ 3.0%	82,368	2.5%
8	Ford	▼ 73,636	▼ 2.5%	97,804	2.9%
9	Kia	▲ 45,494	▲ 1.5%	0	0.0%
10	Volkswagen	▼ 32,324	▼ 1.1%	37,029	1.1%
11	Nissan-Datsun	▼ 23,580	▼ 0.8%	41,583	1.2%
12	MG Motor	▲ 15,930	▲ 0.5%	0	0.0%
13	Škoda	▼ 15,284	— 0.5%	16,692	0.5%
14	Fiat Chrysler	▼ 11,238	▼ 0.4%	19,030	0.6%

Automotive industry in India



Startup ecosystem

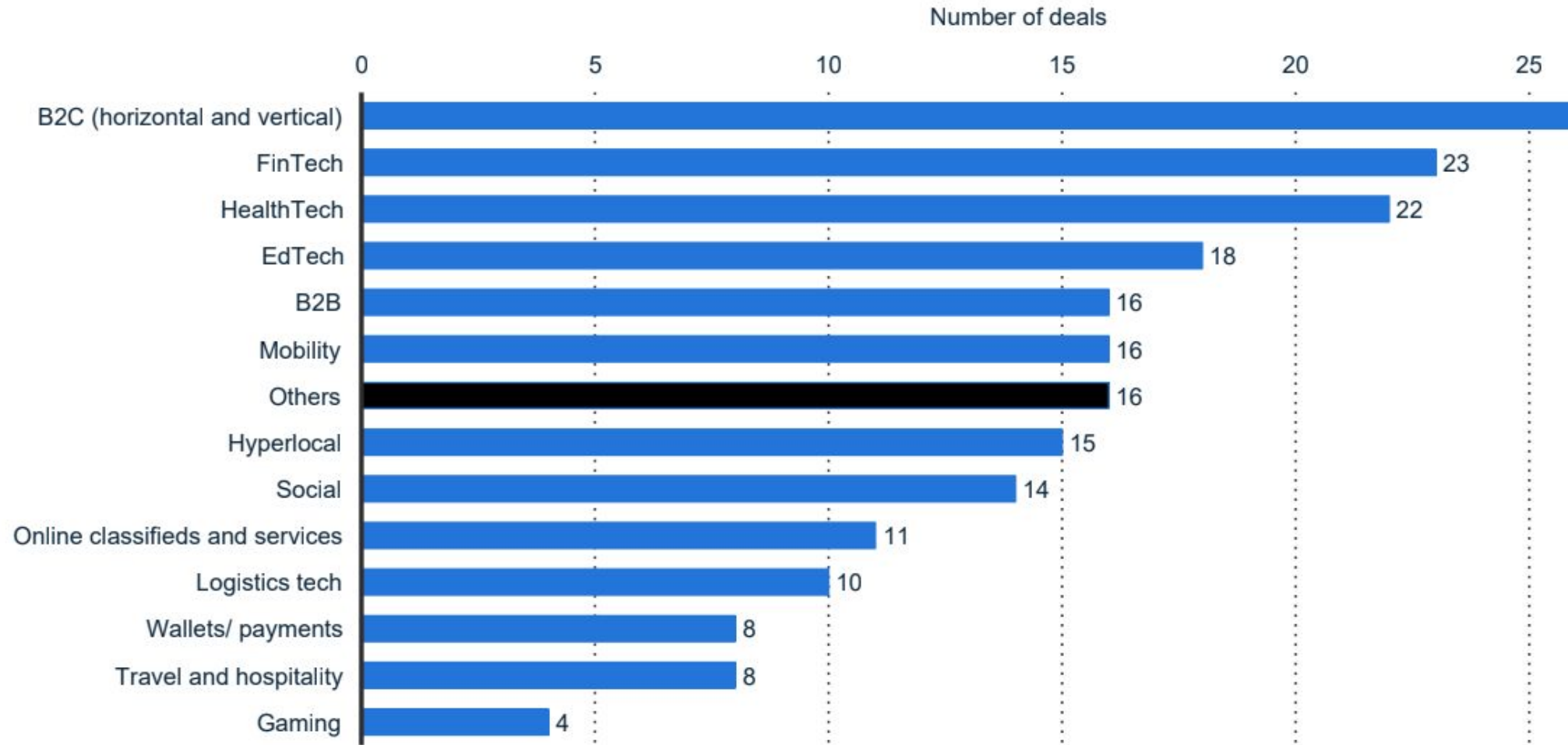


Startup ecosystem in India

General Information

- Increasing number of startups in each sector
- Overall attitude towards founding own business positive
- Ease of doing business index from 147 (2014) to 77 (2018)
- Governmental initiatives to improve economic environment for start-ups
- 8 unicorns between 2012 and 2017
- Foreign investors (Japan, United States, ...)

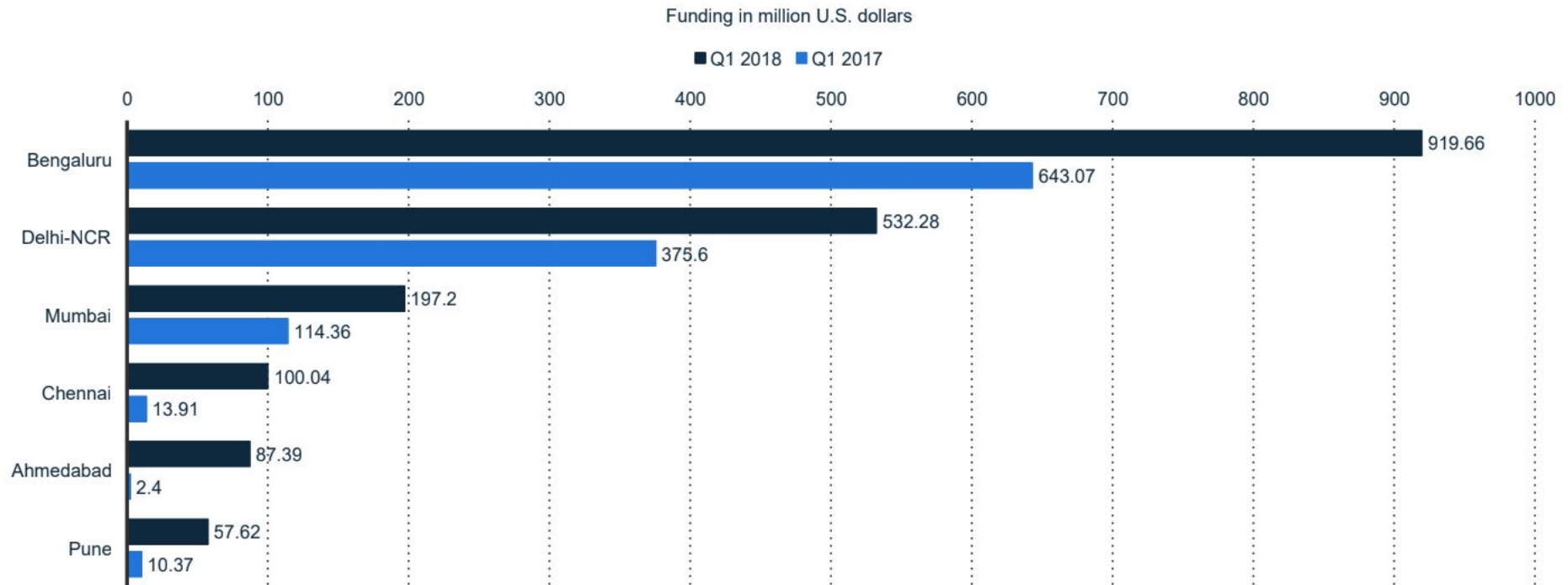
Startup ecosystem in India



Startup ecosystem in India

Value of startup funding deals across India in the first quarter of 2017 and 2018, by city (in million U.S. dollars)

Startup funding deals across India 2017-2018 by city



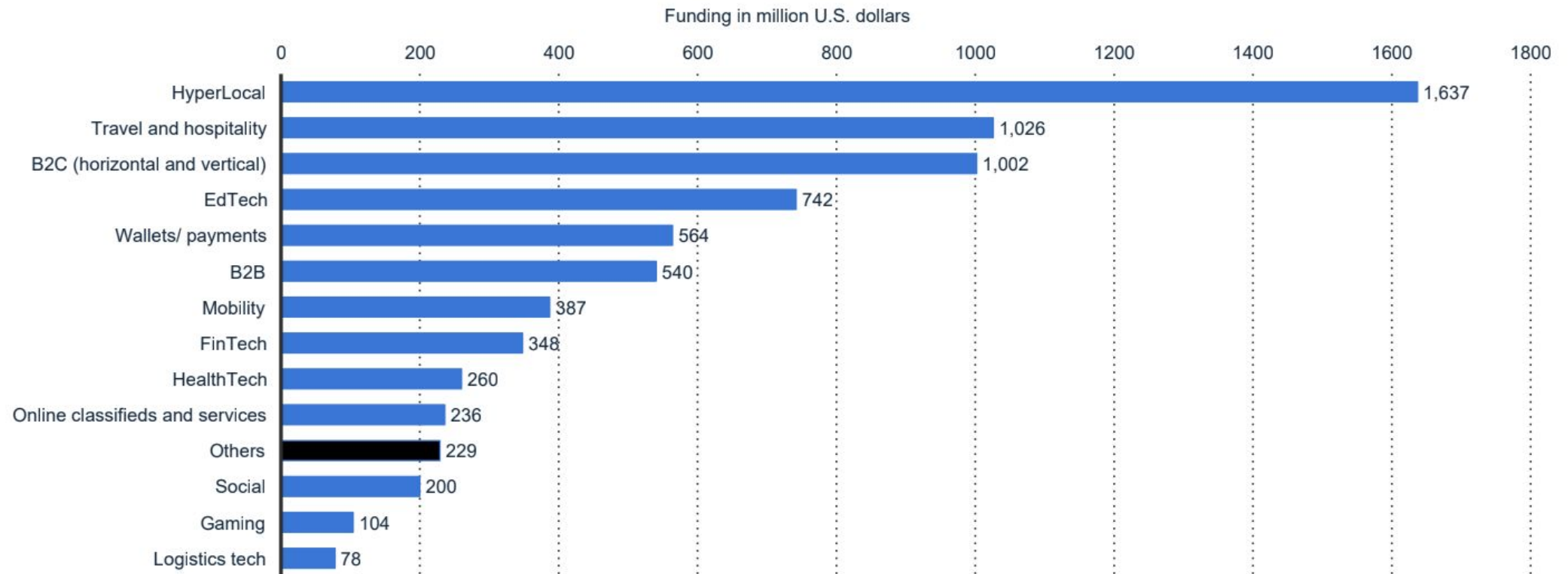
Startup ecosystem in India

Funding

- Different funding in different stages
- Equity financing, debt financing, grants
 - Central Government, State Governments, Corporate Challenges, Grant Programs of Private Entities
- State policies
 - Karnataka, Gujarat, Jammu and Kashmir, Rajasthan

Start-up funding across India in 2018, by sector (in million U.S. dollars)

Start-up financing in India by sector 2018



Note: India; 2018

Further information regarding this statistic can be found on [page 49](#).

Source(s): EY; [ID 1018485](#)

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Startup ecosystem in India

STARTUP HUB

◆ Startupindia

- Funded government
- Actively work with international relations
- Startup profile which can find relevant startup easily (automobile sector)
- The biggest startup hub
- International bridge program
 - India Finland Tech Hub: work with Business Finland
 - India Portugal Startup Hub: initiate by both government, focus on Fintech and SmartCity

Startup ecosystem in India

International Bridge

- Branding
- Promotion
- Credibility



Startup ecosystem in India

◆ INVEST INDIA

- National investment promotion
- Facilitation Agency
- Connect investor
- Non-profit venture funded by the government
- Focuses on sector-specific- having the automobile sector

◆ India investment grid (IIG)

- Connect potential investor to project funding
- A platform for global investors

Sources

- ◆ Startup India
- ◆ Invest India
- ◆ India investment grid (IIG)
- ◆ Department for Promotion of Industry and Internal Trade
 - Ease of doing business reforms
 - Intellectual property
 - Taxes, property, trading across borders, ...
- ◆ Embassy of India
- ◆ Interviews
- ◆ Statista