

EEPC India at work

Extending the frontiers of India's
engineering expertise

INDIA: READY TO MOVE INTO TOP GEAR

- India is expected to be the fifth in terms of manufacturing competence from 11th in 2016 – *2016 Global Manufacturing Competitiveness Index, Deloitte*.
- The engineering sector accounted for about 12 percent of the country's total FDI inflow between April 2000 and January 2014.
- India is the world's second-largest manufacturer of two-wheelers and the fifth-largest of commercial vehicles. India would be among the top five vehicle producing countries in the world by 2020.
- India has emerged as the fourth largest producer of steel in the world and is likely to become the second largest producer of crude steel in the near future.



km/h

10

20

0

160

180

200

220

240

260

280

300

320

340

360

380

400





INDIA'S ENGINEERING EXPORTS SHINE

India's engineering sector is a crucial backbone of the economy, and is the largest segment of the Indian industrial sector. Exports from the engineering sector is nearly 20% of the country's overall exports. The SME sector contributes around 35% of the engineering exports.

With the engineering sector as the largest foreign exchange earner for the country, India exported about US\$58.8 billion worth of engineering goods in 2015-16. USA remained the top destination for Indian engineering goods followed by UAE and the UK.

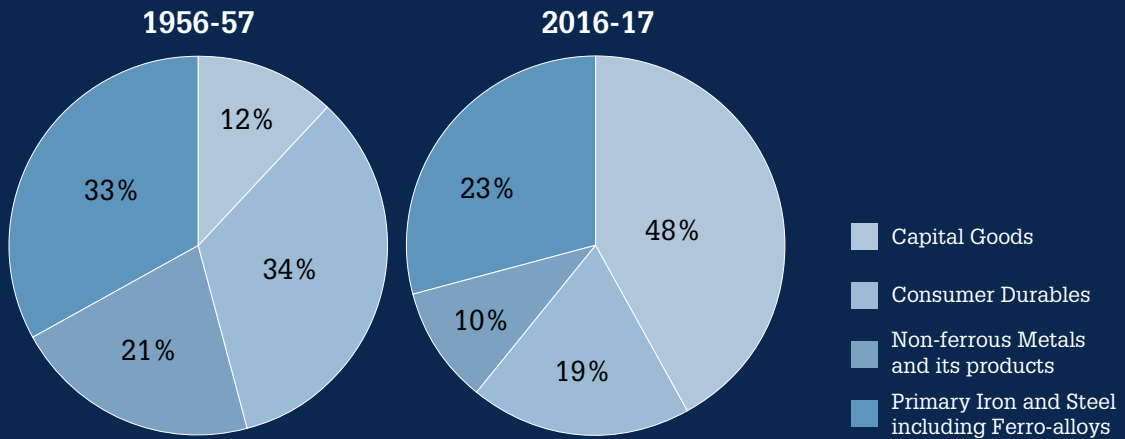
Today, 36% of India's engineering products go to the North American and European markets. The major markets for Indian engineering products are the USA, UAE, the UK, Mexico, Malaysia, Singapore, Nepal, Germany, Bangladesh, Italy, Turkey, and China.

FROM US\$10 MILLION TO US\$65.2 BILLION

In the last six decades, EEPC India has transformed the profile of India's engineering exports.

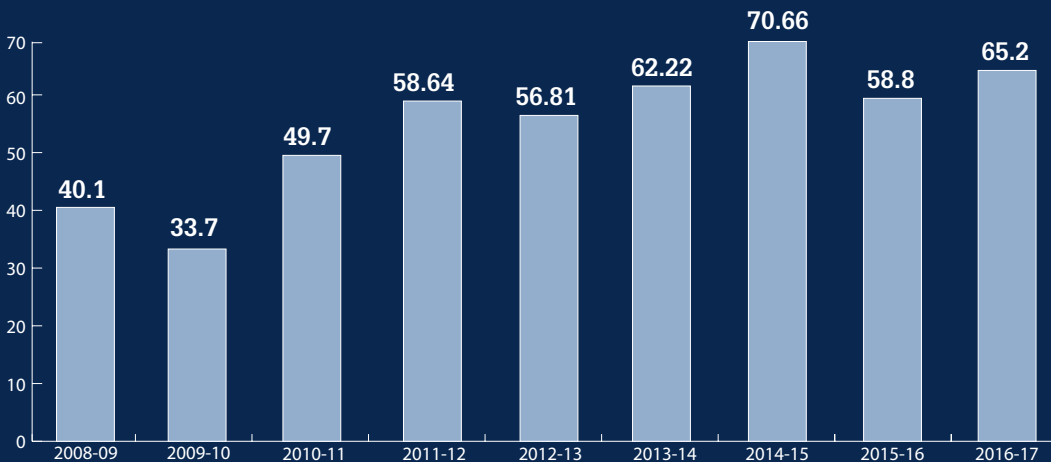
- In 1956-57, engineering exports accounted for a miniscule 0.5% of India's total exports. Today, it stands at about US\$65.2 billion, almost 23.61% of the country's exports.
- From a supplier of low-value engineering goods, India has emerged as a manufacturing base of sophisticated machines and equipment. The share of capital goods in engineering export basket have risen from 12% in 1956-57 to 48% in 2016-17
- EEPC India has equipped Indian SMEs to compete globally. After securing the confidence of global investors in the Indian capital goods sector, EEPC India is now focusing on exploring opportunities in areas like civil nuclear sector, defence, engineering process outsourcing and so on.

Composition of Indian engineering exports



Trend of engineering exports since 2008-09 in US\$ billion

Data pertains to the Indian financial year, April to March





संस्कृत संस्थान

ORGANISER
EEPC INDIA
INDIA

Inauguration of ... Show
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EEPC INDIA



ABOUT EEPC INDIA

EEPC India – formerly known as the Engineering Export Promotion Council – was set up by the Government of India in 1955 to promote the export of engineering goods. It is now a trade advisory body too and actively contributes to Government of India policies. EEPC India also has the mandate to promote foreign trade and investment in the Indian engineering sector.

Started with a few hundred engineering units, it has grown to become the largest trade promotion organization in India with over 12,000 engineering companies as its members. Members represent a wide cross-section of the Indian engineering industry – ranging from large corporate houses to SMEs. Out of the total membership, 60% are SMEs.

EEPC India is the first trade promotion organization in India to get the ISO 9001:2008 certification. It also has a wide network of offices in India.

(From left) Mr TS Bhasin, the present Chairman of EEPC India, Mr Ravi Capoor, Joint Secretary, Government of India, Mr Jiri Koliba, Deputy Minister of Industry and Trade, Czech Republic, and Mr Ashok Kumar Dash, Chief Postmaster-General, Department of Posts (Maharashtra Circle) releasing EEPC India's 60th year postage stamp

OPENS MARKETS

SPARKS COLLABORATION

SHIFTS THINKING

EXPLORES POSSIBILITIES

SHARES KNOWLEDGE

FINDS OPPORTUNITIES

FUELS EXPORTS



WHAT EEPIC INDIA CAN DO FOR YOU

- EEPIC India serves as a facilitator of two-way trade between Indian and foreign companies
 - Acts as a link between Indian exporters and the foreign buyer
 - Identifies suitable suppliers in India
 - Arranges visits of overseas buyers, exploratory missions, and teams to India
 - Provides suppliers' profiles
 - Helps collaboration efforts for third country exports
 - Creates awareness among overseas buyers on India's technical competence and supply capabilities
 - Helps to resolve trade disputes and remove operational constraints
 - Educates the foreign buyer on Indian business policies
- 



Indian engineering
EPCINDIA
EXHIBICION DE INGENIERIA DE INDIA

INDEE PERU
Indian engineering
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EXHIBICION DE INGENIERIA DE INDIA

INDEE PERU
MAKE IN INDIA
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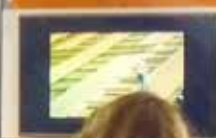
TECHNOLOGIES PVT LTD

SHREE SAI OTO TUBES MILL LTD

Indian engineering
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EXHIBICION DE INGENIERIA DE INDIA

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Indian engineering

EPCINDIA
CLIMATE FRIENDLY
CONSTRUCTION, TODAY TOMORROW





EEPC INDIA'S INTERNATIONAL SHOWS

EEPC India organizes exclusive Indian Engineering Exhibitions, branded as INDEE, in potential markets to showcase India's rapid progress in the engineering sector. It has successfully executed 36 INDEEs in Singapore, Indonesia, Thailand, Kenya, Nigeria, Sri Lanka, Egypt, Venezuela, UK, Australia, Ethiopia, Brazil, Kazakhstan, Indonesia, Mexico, South Africa, Russia, Malaysia, Colombia, Morocco, Vietnam, Myanmar, Kenya, Peru and in Iran for the first time.

Another very successful initiative has been EEPC India's India Pavilions in specialized overseas trade fairs. International trade fairs remain an effective way of displaying high-quality and advanced technology, and EEPC India makes full use of these exhibitions to promote Indian engineering goods.

This multi-pronged involvement in specialized engineering exhibitions and trade fairs have proved to be extremely productive and yielded good results for the Indian exporting community and foreign buyers.

Left, INDEE Peru held in Lima in November 2016





IESS: EEPC INDIA'S INTERNATIONAL SOURCING SHOW

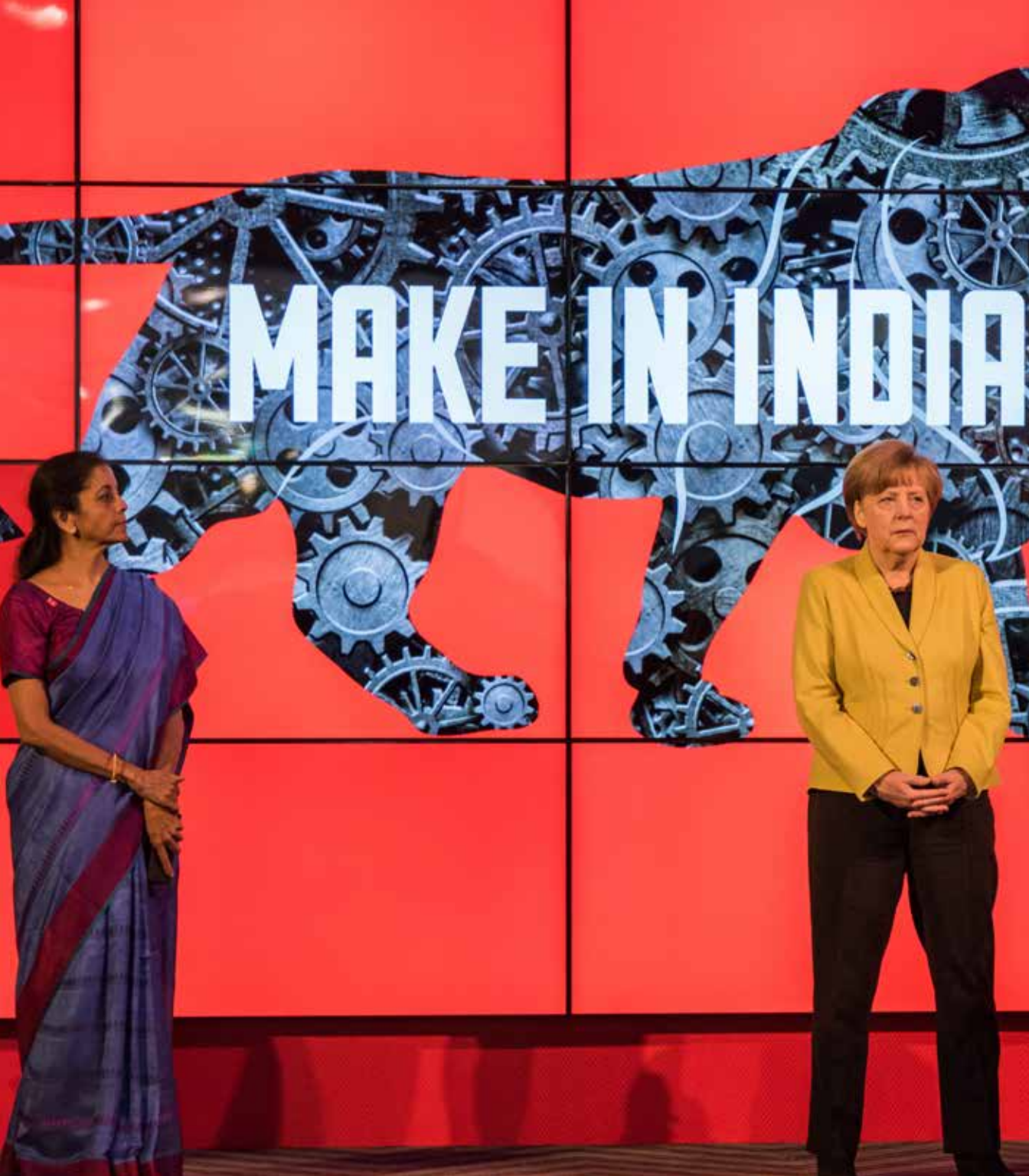
While continuing to build 'Brand India' overseas, it became important to create awareness about Indian entrepreneurs, particularly in the MSME sector. This gave birth to the *India Engineering Sourcing Show (IESS)* in 2012, an initiative of the Department of Commerce, Ministry of Commerce and Industry, Government of India. Organised by EEPC India, the three-day show held every year in India provided a big B2B platform in India to overseas delegates and industry leaders.

The success of IESS prompted EEPC India to rename the show *International Engineering Sourcing Show*. The seventh edition of IESS opens on 8 March 2018 in Chennai, India with the Czech Republic as the Partner Country. Several business delegates from the US, Canada, Europe, Middle East, SAARC, Eurasia, ASEAN, CIS and LAC regions are expected to visit the Show.

The last edition of IESS held from 16 – 18 March 2017 in Chennai, India drew 500 delegates from 100 countries, saw 1200 B2B meetings generating 10,436 business contacts and close to 100 speakers across 13 thematic sessions.

A view of IESS VI held in Chennai, India in March 2017

MAKE IN INDIA





‘MAKE IN INDIA’ AT HANNOVER MESSE 2015

‘The lions are a symbol of a new India,’ the Prime Minister, Mr Narendra Modi, declared in his address at the inauguration of Hannover Messe 2015 on Sunday, 12 April 2015, that saw what is, perhaps, India’s most successful participation in an international fair. ‘They roar; but with a message of friendship and promise of partnership, from 1.25 billion people of India. This is also the message of 14 States, 120 CEOs and 350 companies from India participating in this Fair,’ he added.

Hannover Messe 2015, held over 13-17 April 2015 at the exhibition grounds in Hannover, Germany, with India designated as the

The Indian Prime Minister, Mr Narendra Modi speaking at the inauguration of Hannover Messe 2015. Looking on are the German Chancellor, Dr Angela Merkel and the Indian Minister of State, Commerce and Industry, Ms Nirmala Sitharaman





Anti-clockwise from above: The Prime Minister of India, Mr Manmohan Singh, the German Chancellor, Ms Angela Merkel and Mr Rakesh Shah, Chairman of EEPC India at Hannover Messe 2006; Mr Anupam Shah, Chairman of EEPC India, Mr Rajiv Kher, Union Commerce Secretary, Mr Ravi Capoor, Joint Secretary of the Department of Commerce and Industry, Government of India, and Mr Bhaskar Sarkar, Executive Director and Secretary of EEPC India, touring Hannover 2015; Mr Anupam Shah speaking at the inauguration of Hannover Messe 2015

Partner Country, was jointly inaugurated by Mr Modi and the German Chancellor, Dr Angela Merkel.

The colourful inaugural ceremony was attended by a large number of government ministers, senior bureaucrats and top business representatives from both countries, among them the German Vice-Chancellor, Mr Sigmar Gabriel, and India's Commerce & Industry Minister, Ms Nirmala Sitharaman. The two Heads of State and Government jointly inaugurated the India Pavilion on 13 April 2015.

This year's Hannover Messe registered a record footfall of 220,000 including 70,000 overseas visitors, according to the Hannover Messe authorities. There were a total of 6500 exhibitors and 150 business delegations from more than 70 countries. This was the second time in nine years that India was the Partner Country at the prestigious Hannover Messe.

60 YEARS OF EEPC INDIA

EEPC India celebrated its Diamond Jubilee on 3 September 2015 at the Vigyan Bhavan, New Delhi. The celebrations were inaugurated by the President of India, Shri Pranab Mukherjee.

Speaking on the occasion, the President called upon EEPC India to focus on product quality, markets and product diversification. He commended EEPC India promoting new and emerging sectors such as Defence, Medical Devices and Renewable Energy and for its stress on Skill Development.

The President complimented EEPC India for becoming the largest organization of its kind with over 13,000 members out of whom 60% are SMEs after having started its journey with only 40 exporters when India's engineering exports were only US\$10 million. He said that engineering exports of over US\$70 billion in the last fiscal was a testimony to the service EEPC India has been rendering to the nation.

Among the dignitaries present on the occasion were Mr Ravi Shankar Prasad, Minister of Communications & IT, Ms Nirmala Sitharaman, Minister of State for Commerce & Industry, Ms Rita Teatota, Union Commerce Secretary, Mr Ravi Capoor, Joint Secretary, Ministry of Commerce, Government of India, Mr Anupam Shah, Chairman, EEPC India, Mr T S Bhasin, Sr Vice Chairman, EEPC India, and Mr Bhaskar Sarkar, Executive Director and Secretary, EEPC India, former Chairmen of EEPC India, diplomats, senior Government Officials etc.





EEPICINDIA
ENGINEERING THE FUTURE

DIAMOND JUBILEE

Chief Guest

Shri Pranab Mukherjee

President of India

September 2015 in Bhubaneswar, New Delhi

TEAOTIA

RAVI SHANKAR PRASAD

THE PRESIDENT OF INDIA

NIRAJA SITHARAMAN

ANUPAM SHAH





The President of India addressing the gathering at the inauguration of EEPIC India's Diamond Jubilee celebrations at the Vigyan Bhavan



Mr Ravi Shankar Prasad, Minister of Communications & IT, Government of India, addressing the gathering



Ms Nirmla Sitharaman, Minister of State for Commerce & Industry, Government of India speaking on the occasion



Mr Anupam Shah, Chairman of EEPIC India delivering the welcome address



The President of India releasing a coffee table book *EEPC India: 60 Years On*



A view of the audience






B2B MATCHMAKING

On request, EEPC India introduces overseas buyers to the most appropriate companies in India. Business meetings are also organized in the major cities in India on request. EEPC India also sends delegations of Indian engineering companies abroad to explore global markets with the help of Indian diplomatic missions and local chambers of commerce.

EEPC India's Buyer-Seller Meets abroad help Indian exporters to closely interact with their counterparts. Meets held in recent months in the Czech Republic, Kenya, Rwanda, Uganda, Ethiopia, and Australia.





Mr M C Sampath, Minister of Industries, Government of Tamil Nadu; Mr P Benjamin, Minister of Rural Industries and MSME, Government of Tamil Nadu present the trophies at the 48th EEPC India National Export Awards

EXPORT AWARDS

EEPC India Awards are the oldest engineering awards in India and is keenly awaited by Indian engineering companies, big and small.



From left, Mr Rakesh Shah, Former Chairman and PED Chairman, EEPC India; Mr Ravi Sehgal, Sr Vice Chairman, EEPC India; Ms Nirmala Sitharaman, Minister of State (Independent Charge), Commerce and Industry, Government of India; Mr N Chandrababu Naidu, Andhra Pradesh Chief Minister; Ms Vasundhara Raje, Rajasthan Chief Minister; Mr Denis Manturov, Trade and Industry Minister of Russia; Mr Devendra Fadnavis, Maharashtra Chief Minister; Mr Evgeny Kuivashev, Governor of Sverdlovsk Region; Mr Ravi Capoor, Joint Secretary, Ministry of Commerce and Industry, Government of India and CEO, IBEF; Mr Pankaj Saran, Ambassador of India to Moscow, Russia; Mr T.S. Bhasin, Chairman, EEPC India and Mr Bhaskar Sarkar, Executive Director and Secretary, EEPC India at the EEPC India Pavilion, INNOPROM 2016, July 2016, Yekaterinburg, Russia

GLOBAL APPRECIATION

EEPC India's efforts to promote two-way trade in the engineering sector have always been recognized and appreciated by numerous governments and business leaders globally.

On several occasions, local governments have wholeheartedly supported EEPC India's international expos and expressed their willingness to partner with India for trade and business.



Clockwise from above: Past Chairmen and Executive Directors of EEPC India at the Golden Jubilee celebrations in 2005 with the President of India, Mr A P J Abdul Kalam; President Neelam Sanjiva Reddy with EEPC India officials at the 25th anniversary celebrations in 1980; and President Reddy speaking at the Silver Jubilee function

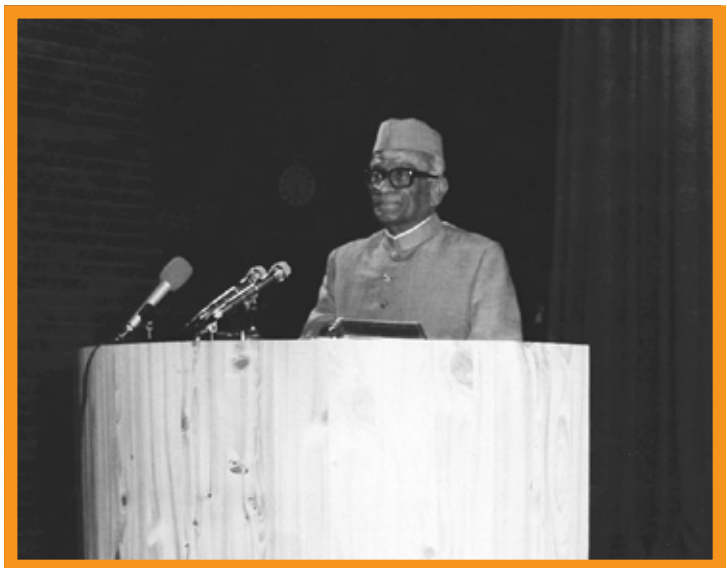
60 HISTORICAL YEARS

EEPC India completes 60 years in 2015. The Golden Jubilee of the Council was celebrated on 23 January 2007 in New Delhi and addressed by the then President of India, Dr A P J Abdul Kalam.

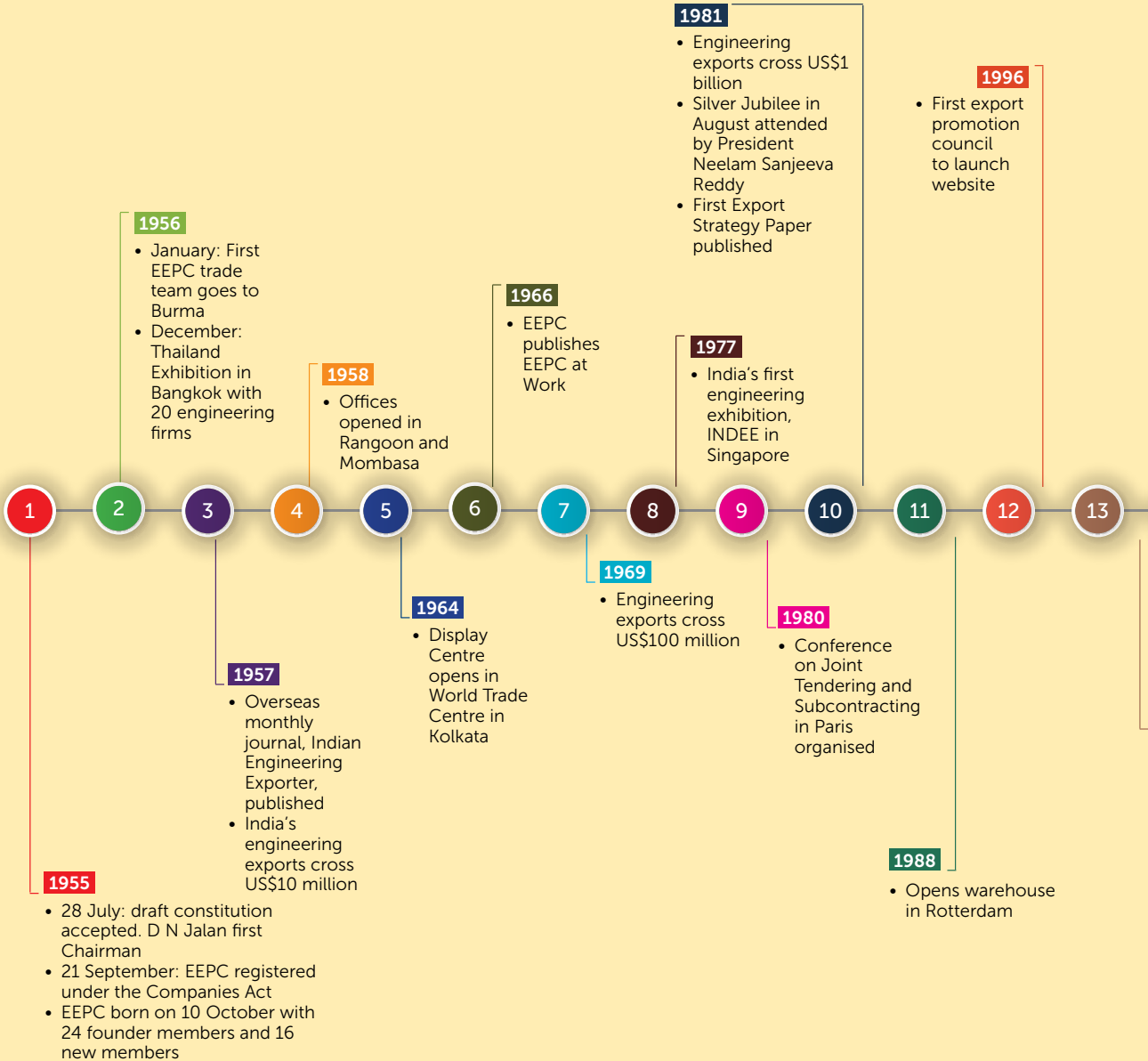
On 17th August 1981, the Council, on completion of 25 years, celebrated its Silver Jubilee at



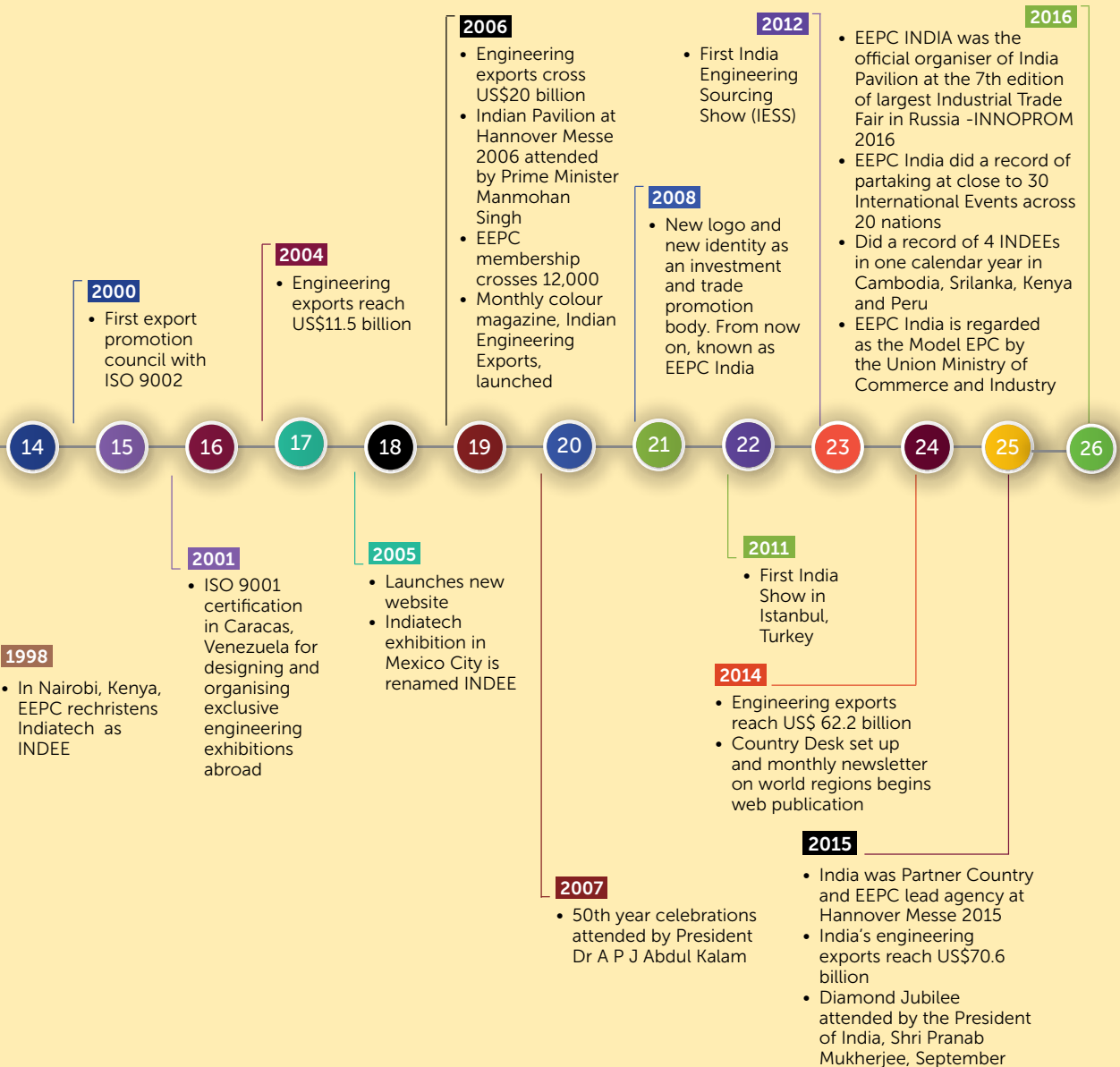
Vigyan Bhavan, New Delhi. The President of India, Mr Neelam Sanjiva Reddy inaugurated the function by releasing a commemorative brochure and a special issue of the Council's overseas journal *Indian Engineering Exporter*. The President also distributed scrolls to former Chairmen of the Council and mementos to six officials of the Council who had completed 25 years of service with the Council.



MILESTONES IN EEPC



INDIA'S 60-YEAR JOURNEY





EEPC INDIA PUBLICATIONS

EEPC India's Publicity Department regularly brings out publications, specially studies on various sub-sectors of the engineering industry. EEPC India's strong editorial team oversees the quality of the publications in terms of the depth of study and its usefulness in the Indian context. EEPC India



Ms Rita Teatota (centre), Secretary, Ministry of Commerce & Industry, Government of India, releasing EEPC India's publication, *Doing Business in Latin America and the Caribbeans*, in New Delhi. (L-R): Mr Bhaskar Sarkar, Executive Director and Secretary, EEPC India; Mr Bhupinder Singh Bhalla, Joint Secretary, EP (Engg), and Ms Anita Praveen, Joint Secretary, FT (LAC), Ministry of Commerce and Industry; Mr RP Jhalani, Former Chairman; Mr Pradeep Kumar Aggarwal, Dy Regional Chairman (NR), EEPC India; and Mr KV Nagi Reddy, Director, FT (LAC), Ministry of Commerce & Industry, Government of India

publishes its journal, *Indian Engineering Exports*, every month. An international edition of this journal is also brought out regularly. EEPC India also brings out product specific catalogues highlighting leading manufacturers of various products.

EEPC India also teams up with globally-renowned management consultancy firms like Ernst & Young and Deloitte to prepare and publish strategy documents for the Indian engineering sector.

India Evening

Traditional Connect
Contemporary Confluence

February 04, 2011, Istanbul

Enchanting India



Culture is the widening of the mind and of the spirit –

Pandit Jawaharlal Nehru, India's first Prime Minister

EEPC India endeavours to broaden the horizon of business by showcasing Indian and foreign culture in all its big events. Above, Sufi dervishes swirl to music at The India Show in Istanbul, Turkey, 2011

Opposite page, clockwise from top: Kenyan dancers perform at INDEE Kenya, Nairobi, November 2016; Kathak dance at The India Show, Poznan, Poland, June 2014; and a traditional Moroccan dance performance during INDEE Casablanca, Morocco in December 2012



PRODUCT GROUPS WITH STRONG SUPPLIER BASE

1. Renewable Energy Equipment
2. Heavy Industries – Industrial Machinery for Paper, Cement, Chemicals and Textiles.
3. Food Processing Machinery.
4. Agricultural Machinery
5. Other Industrial Machinery
6. Heavy and Light Motor Vehicles
7. Auto Parts – Electrical and Others
8. Bicycles Parts and similar Products
9. Internal Combustion Engines
10. Electrical Machinery
11. Two Wheelers and Three Wheelers
12. Electrical and Home Appliances
13. Iron and Steel
14. Machine Tools
15. Hand Tools
16. Fabricated Steel Structures including Transmission Line Towers
17. Steel Pipes, Tubes and Fittings

18. Steel Wire, Wire Products and Cables
19. Bright Bars and Other Misc. Products
20. Sanitary Castings including Builders Hardware
21. Ferrous Industrial Castings
22. Steel Forgings – all types.
23. Aluminium and Products (other than Castings)
24. Other Non-Ferrous Metals and Manufactures thereof
(other than Aluminium)
25. Design, Technical and Consultancy Services
26. Super Star/Star/Trading and Export House
27. Fasteners – all types
28. Pumps – all types.
29. Project Exports
30. Construction and Earthmoving Machinery
31. Free Trade Zone and 100% Export Oriented Units
32. Mica and other Mineral Products
33. Office Equipment and Similar Products
34. Small and Cutting Tools
35. Industrial and Scientific Instruments
36. Railway and Related Products and Equipment
37. Ferro Alloys.
38. Household and Kitchenware
39. Builders Hardware including Hinges, Door Fittings, Locks, Pad
Locks, etc. of Base Metal
40. Industrial Equipment and Accessories
41. Auto Parts – Suspension, Braking and Drive Transmission
42. Pharmaceutical Machinery, Medical and Surgical Equipment

EEPC INDIA'S OFFICES

OFFICE OF THE EXECUTIVE DIRECTOR AND SECRETARY

Bhaskar Sarkar

Executive Director and Secretary

Territorial Office, New Delhi

Vandhna (4th Floor)

11 Tolstoy Marg, New Delhi 110 001

Tel: 91-11-23353353, 23711124/25

Fax: 91-11-23310920

e-mail: eepcto@eepcindia.net

REGISTERED and HEAD OFFICE

Suranjan Gupta

Additional Executive Director

Vaniya Bhavan (1st Floor)

International Trade Facilitation Centre

1/1 Wood Street, Kolkata 700 016

Tel: 91-33-22890651/52/53

Fax: 91-33-22890654

e-mail: eepcho@eepcindia.net

REGIONAL OFFICES

Chennai

C H Nadiger, *Regional Director*

Greams Dugar (3rd Floor)

149 Greams Road, Chennai 600 006

Tel: 91-44-28295501, 28295502

Fax: 91-44-28290495

e-mail: eepcrochen@eepcindia.net

Kolkata

Anima Pandey, *Regional Director*

Vaniya Bhavan (2nd Floor)

International Trade Facilitation Centre

1/1 Wood Street, Kolkata 700 016

Tel: 91-33-22890673/74

Fax: 91-33-22890687

e-mail: eepcrokol@eepcindia.net

Mumbai

Rajat Srivastava, *Regional Director*

B-202 and 220, Aurus Chambers

Annex B, 2nd Floor

(behind Mahindra Tower)

S S Amrutwar Marg, Worli

Mumbai 400 013

Tel: 91-22-42125555 Fax: 91-22-42125555

e-mail: eepcromum@eepcindia.net

New Delhi

Rakesh Suraj, *Regional Director*

Vandhna Building (7th Floor)

11 Tolstoy Marg, New Delhi 110 001

Tel: 91-11-23314171/74

Fax: 91-11-23317795

e-mail: eepcrodel@eepcindia.net

SUB-REGIONAL OFFICES

Ahmedabad

Sudhakaran C K Nair

Sr. Assistant Director

TF-313/A (3rd Floor)

ATMA House, Ashram Road

Ahmedabad 380 009

Tel: 91-79-26588720

e-mail: eepcsroahd@eepcindia.net

Bangalore

J V Raja Gopal Rao

Deputy Director

Embassy Square, 103, First Floor

No.148, Infantry Road

Bengaluru 560 001

Tel: 91-80-22261396, 22268669

Fax: 91-80-22266914

e-mail: eepcsroblr@eepcindia.net

Hyderabad

Srinivas Chakravarthy, *Assistant Director*

'Soham Mansion' (1st Floor)

No. 5-4-187/3 and 4/4, M G Road

Secunderabad 500 003

Tel: 91-40-27536704

Telefax: 91-40-27536705

e-mail: eepcsrohyd@eepcindia.net

Jalandhar

Opinder Singh, *Deputy Director*

Plot Comm. 1, Focal Point

Jalandhar 144 012

Tel: 91-181-2602264

Fax: 91-181-2601124

e-mail: eepcsrojld@eepcindia.net

THE WAY FORWARD

- Help the manufacturing sector reach 25% of GDP by 2022
- Create synergy by partnering with similar bodies in India and the world
- Equip SMEs to compete globally
- Provide Indian exporters a single window and new-generation services network
- Use cutting-edge technology to promote trade



Vanijya Bhavan (1st Floor)
International Trade Facilitation Centre
1/1 Wood Street, Kolkata 700 016
Tel: 91-33-22890651/52/53
Fax: 91-33-22890654
e-mail: eepcho@eepcindia.net
www.eepcindia.org

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