



सत्यमेव जयते
Embassy of India
in Israel

India Connect Business and Economic News February-March 2014

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Indian Economy Trends

Furniture Category Set to Expand in e-Commerce

German Rocket Internet-sponsored FabFurnish and Norwest Venture Partners-funded Pepperfry are among those who have entered the furniture segment in India. From Maharaja beds to wardrobes, these websites allow one to buy all furniture online. The Indian home and furnishing market is pegged at about \$20 billion, of which the furniture segment accounts for about half. As about 90% of the market is unorganised, it is an attractive avenue for online players (Source: *The Business Standard*, businessstandard.com).

Investments – FDI, FII

Swedish Firm Kinnevik to Invest \$90 Million in Quikr

Online and mobile classifieds venture Quikr has raised \$90 million from a group of investors led by Swedish investment firm Investment Kinnevik in a deal that marks the largest round of funding for an internet services company in India. The investment was spread across two rounds, with existing investor Warburg Pincus providing the initial investment in last year. The latest deal, values Quikr at over \$250 million. The company's other investors, including eBay, Omidyar Network, venture capital firms Matrix Partners India, Nokia Growth Partners and Norwest Venture Partners, also participated in the funding (Source: *The Economic Times*, <http://economictimes.indiatimes.com/>).

Agriculture

Netafim to Build Largest India's Drip-Irrigation Project

The Indian unit of Netafim Irrigation Inc. won a \$62 million water project contract in the state of Karnataka to build an automated water pipeline network to more efficiently drip-irrigate 11,800 hectares of land in the Bagalkot area of Karnataka. The project will assist 6,000 farmers through a simultaneous release of water so growers even at the end of the network get the same amount of water as those closer to the supply source (Source: *Bloomberg*, <http://www.bloomberg.com/>).

NaanDanJain Irrigation, Awarded Project in Karnataka

India's largest micro-irrigation company and agriculture conglomerate NaanDanJain Irrigation has been awarded the Ramthal-Marol Integrated Micro Irrigation Project in Karnataka. Krishna BhagyaJal Nigam Ltd. (KBJNL), a Division of Water Resources Department of Karnataka, has selected the company through national competitive bidding. This project is based on the unique concept of integrated micro-irrigation and will be the largest project of its kind in the world for improving water use efficiency in canal command areas through

conduit distribution and use of Micro Irrigation Systems. Under this integrated project, water is to be delivered directly using a piping network to irrigate 30,381 acre through micro-irrigation systems by providing pressurized piping network. The project which introduces reforms in irrigation methodologies is expected to transform the agriculture sector in Karnataka.

Biotechnology / Pharmaceuticals / Medical Services

Biocon Collaborates with Mylan

India's bio-pharmaceutical company Biocon has entered into an agreement with Global pharmaceutical major Mylan for the global development and commercialization of generic insulin analog products (long lasting insulins), which has a global addressable market of \$11.5 billion. Biocon developed a generic insulin analog Glargine, which retails in India as Basalog with a 85% market share in the vial category, and has two more generic insulin analogs (Lispro and Aspart), that are expected to enter the clinical trial phase soon. (Source: *The Times of India*, <http://timesofindia.indiatimes.com/>)

Helion Venture Invests \$6.46 Million in Stem Cell Research Company LifeCell

Stem cell service provider LifeCell International Ltd has received funding of \$6.46 Million from Helion Venture Partners. LifeCell is involved in the preservation of stem-cells from the umbilical cord and menstrual blood, which are used in the treatment of blood-related disorders. The investment will be used to increase LifeCell's market awareness and depth in the country. (Source: India Brand Equity Foundation Website (IBEF), www.ibef.org).

Information Technology and Telecom

Nasscom sees 12% Growth in IT Services in 2015

The domestic IT services company is expected to grow by 9%-12% in the coming fiscal year. Nasscom expects exports to outperform with a growth of 13%-15%, valued at \$97-99 billion, in 2015, led by demand growth in the US and the UK. (Source: *Business Standard*, <http://www.business-standard>).

Tata Communications Signs Agreement with Turkcell

Tata Communications has signed a collaboration agreement with Turkey's telecom operator Turkcell Superonline to set up a Multi-protocol Label Switching (MPLS) node. This will enable businesses in Turkey and adjoining countries where Turkcell Superonline has established cross-border fibre connectivity, to connect to Tata Communications' global MPLS and Ethernet networks. Tata Communications operates the world's largest wholly owned subsea cable network and a Tier 1 IP network, providing connectivity to over 200 countries (Source: India Brand Equity Foundation Website (IBEF), www.ibef.org).

Energy and Infrastructure

India Will Need 1,300 Aircraft over the Next 20 Years

According to Airbus, India will need more than 1,290 aircraft, worth at least \$190 billion, over the next 20 years. Indian carriers will require more planes between now and 2032 than what it had forecast in 2012. Indian annual passenger traffic growth rates of 8.6% are above the regional Asia-Pacific average growth rate of 6.1% and world average of 4.7%. Of the required 1,290 new aircraft, some 73% will be for growth and 27% as replacement (Source: *The Hindu Business Line*, www.thehindubusinessline.com/).

Forthcoming Events in Israel

Indian Pavilion at MIXiii2014, 20-22 May, 2014, Hall 1, Exhibition Grounds, Tel Aviv, Israel

The Embassy of India in Israel invites you to the India Pavilion in the First Israel Innovation conference or MIXiii 2014 which will focus on the high-tech and biomed sectors. The Confederation of Indian Industry (CII) and the Global Innovation and Technology Alliance (GITA) are collaborating with the Embassy. India Pavilion at Hall 1, Tel Aviv Exhibition Grounds (Ganei HaTa'arucha) May 20-22, 2014 is expected to be the largest country pavilion (400 square meters) and will see participation of governmental entities and leading Indian companies from the IT, telecom, biomed and other high-tech sectors, showcasing their capabilities. This is an excellent opportunity for Israeli companies to meet Indian companies from these sectors, set-up B2B meetings and develop new business partnerships. For further details please contact Commercial Wing, Embassy of India commercialwing@indembassy.co.il, Telephone: 03-5220631.

Forthcoming Events in India

Conference & Exhibition on Pumps, Valves and Compressors, 9-11 April 2014, Chennai Trade Centre, Nandambakkam, Chennai, India

the Confederation of Indian Industry (CII) invites you to participate in the Conference & Exhibition on Pumps, Valves and Compressors, in Chennai from 9 to 11 April 2015. The Exhibition will showcase the latest

technology, products, solutions for pumps, valves, compressors, fittings with additional focus on motors and engines. The CII has invited buyers from foreign countries, manufacturers, importers, wholesalers to attend. Since the last decade, India is emerging as major manufacturing hub for industrial products owing to availability of large qualified work force, huge emerging markets & low cost of production. With huge investments expected in various sectors, coupled with expansions and new projects, market for Pumps & Valves is expected to grow at 14% – 17% CAGR over next five years. For further details please visit www.cii.in or contact Commercial Wing, Embassy of India commercialwing@indembassy.co.il, Telephone: 03-5220631.

53rd India International Garment Fair (IIGF), 14 - 16 July 2014, Pragati Maidan, New Delhi

The Apparel Export Promotion Council of India (AEPC) invites you to participate in the 53rd India International Garment Fair (IIGF) organized by the in New Delhi from 14 to 16 July 2014. Focusing on Spring/Summer 2015 there will be more than 350 exhibitors showcasing in IIGF with casual & city wear, blouses, children's wear, denim wear, infant wear, knitwear, ladies wear, men's wear, shirts, silk garments, sweat shirts, t-shirts, trousers. Previous IIGF events saw participation of foreign buyers and buying agents from for 68 countries AEPC have invited buyers from foreign countries, importers, wholesalers, etc. to attend the IIGF and **will provide complimentary hotel stay or air fare to eligible applicants**. Buyers from the garment segment in Israel, are invited to send your details to the Embassy (name of company, annual turnover, items of interest, export from India, etc.) by 15 April 2014. Applications will be sent to AEPC for consideration/approval. For Rules & Regulations please visit <http://www.indiaapparelfair.com/>. For further details please contact Commercial Wing, Embassy of India commercialwing@indembassy.co.il, Telephone: 03-5220631.

Plastindia 2015: International Plastics Exhibition & Conference, 5-10 Feb 2015, New Delhi

The 9th Plastindia exhibition & conference organized by the Plastindia Foundation in New Delhi from 5 to 10 February 2015, will feature more than 2000 exhibitors from across 40 nations at a vast showcase extending across 125,000 sq. mts. The exhibitors will display the latest in technology, innovation, processes, products, recycling and plastics management. Plastindia Foundation has invited buyers from foreign countries, manufacturers importers, wholesalers to attend. India's plastics processing industry will deploy more than 180,000 machines by 2020 – from the current 110,000 – to cater to growing demands. For further details please visit <http://www.plastindia.org/> Or contact Commercial Wing, Embassy of India commercialwing@indembassy.co.il, Telephone: 03-5220631.

<i>Event</i>	<i>Date</i>	<i>Source</i>
ChemProTech India	10-11 April, 2014, Mumbai, India	http://www.chemprotechindia.com/
Manufacturing IT Summit	9 May, 2014 Mumbai, India	http://www.manufacturingitsummit.com/
Business Opportunities Show Bangalore	May 20 th , 2014	http://10times.com/business-opportunities-show-bangalore
India Engineering Sourcing Show (IESS)	December 2014	http://www.iesshow.in/

Israel Help Desk (Ministry of IT & Electronics)

An Israel Desk has been set-up in the Department of Electronics and IT, in New Delhi to help Israeli companies proposing to invest in the electronics sector and provide guidance for interaction of Israeli companies with State Governments in India. **The Points of Contacts are:**

Mr. O.P. Sharma , Director, Department of Electronics & IT New Delhi, India Tel: 0091-11- 24301305 opsharma@mit.gov.in	Mr. Anil Kaushik , Addn Director (Security Division) Department of Electronics & IT New Delhi, India Tel: 0091-11-2364803 a.kaushik@nic.in	Mr. Manish Vashistha , Consultant, Department of Electronics & IT Electronics Niketan, New Delhi, India Tel: 0091-11- 24310779 manish.vashistha@deity.gov.in
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Assistance for Investors

The Government of India has set up a joint venture company called “**Invest India**” in partnership with Federation of Indian Chambers of Commerce & Industry (FICCI) and State Governments to promote foreign investment in India in a comprehensive and structured manner. The company would provide support and assistance to the investors guiding them through the various procedures for investment and help them in setting up their business in India. Israeli companies which would like to invest / open a business in India, can contact “**Invest India**” to get assistance.

Invest India – Contact Details

General Email: investindia@ficci.com

Website: www.investindia.gov.in

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Fax: +91-11-23325158

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www.investindia.gov.in

Database of Indian Exporters / Suppliers

The Federation of Indian Export Organizations (FIEO) has prepared a database of around 12,000 members representing every product and service sector of India, which is updated on a weekly basis. The database can be accessed at <http://www.fieo.org>. Importers may use the "Search" business tool on the FIEO website to search for exporters of their desired products/services, select the Indian companies of their choice and forward trade queries directly to their selected companies using the tool. Electronic brochures of the exporting companies are also being made available on the website to facilitate better decision making by importing companies.

Contact Details:

Federation of India Export Organizations

Tel: +91-11-26150101-04/46042222

Fax: +91-11-26148194

Email: fieo@nda.vsnl.net.in

Website: <http://www.fieo.org>

Ashra – Trade Risks Insurance

ASHRA, the Israel Foreign Trade Risks Insurance Corporation Ltd, is a company fully owned by the Israeli government. ASHRA encourages Israeli exports by insuring medium and long term export credit transactions (one to ten years) and investments abroad. ASHRA was established in 1957 to encourage exports from Israel, to help minimize political and commercial risks, to raise export financing for the mid and long terms and to finance Israeli investments abroad. ASHRA's policies are fully backed by a state guarantee. ASHRA operates mainly in developing countries, characterized by a high level of commercial and political risks, concerns that agreements will not be honored, and suffering from claims and difficulties in the transfer of funds. The insurance coverage is up to 95% against political risks and up to 90% against commercial risks. The Company changed its name from IFTRIC to ASHRA in September 2005. **For more information visit:** <http://www.ashra.gov.il>, Tel: 03-5631700, Email: zvi@ashra.gov.il

Business Offers for Israeli Companies

No	Company Details	Areas of Interest
1	CARYSIL Ltd Praduman Zala, Deputy General Manager (Exports) Tel: 91-79-26937082/91-79-40034112 Mob: 91-98-98067267/91-98-98614333 exports1@acrysil.com	This company specializes in manufacturing and exporting composite quartz, Modern Kitchen Sinks in Granite and Steel Moreover, they are interested in importers/wholesalers of Tiles/Sanitaryware.
2	M.B. Sugars & Pharmaceuticals Ltd Samyak V. Lodha, Director Marketing, Nitesh Bharat Bhagwat Mo:91-9326192191/91-9372415840 mbo@mbsugars.com	The company showed interest in importing sugar from Israel.
3	MTV Exports, Mumbai, India Vikram Nimbalkar Tel: 91-22-67103601/02/26763600 Fax: 91-22 26799662 www.eCoreTechnoS.com	Manufacturers & Exporters of Garments. Interested in importers of Garments from Israel and to assist cyber security companies in Israel in their expansion plans in India.

No	Company Details	Areas of Interest
4	Yogeeraj Industries, Nashik, Maharashtra, India Contact Person: Yogesh Amodkar Tel: 91-8446028887 yogeerajindustries@gmail.com	This company Manufactures all types of Springs. They have showed Interest in distributors/wholesalers/importers of Springs from Israel.
5	Rishabdeo Creations Pvt.Ltd, UP, India Contact Person: Gagan Jain Tel: 91-120-4318710/11/12 Fax: 91-11-41629513 rishabdeoproduction@blueuno.com www.blueuno.com	Manufacturers & Exporters of Beach Wear/Beach Accessories Garments & Swimwear.
6	Elegant India – Ameda Pharma Pvt.Ltd, Ahmedabad, India Contact Person: Gautami A. Brahmhatt, Asst. Export Executive Tel: 91-79-26425915/16/17/18 Fax: 91-79-26425913 export@elegantindia.com www.amedapharma.com	This company exports Medicine, Hospital Products & Cosmetics They are interested in importers of pharmaceutical formulations and healthcare products
7	Sushen, Ahmedabad, India Contact Person: Pratik Gandhi, Business Development Officer Tel: 91-79-66634200 ext 4211 Fax: 91-79-66634218 pratik@sushenmed.com	A Pharma Consultancy Company. Interested in Israeli pharmaceutical companies, distributors and business leads.

For comments, suggestions, and responses please contact:

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