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Welcome to SBF Global's

Navigating India: Novel Ways of Entering India

27 October 2021, Wednesday | 2.30 – 4.00 pm (SG-time)



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COURTESY POINTS



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Otherwise, please mute your microphone throughout the session.**



**Have a question? Type your questions into the Question & Answer
Panel and we will read it out later or contact you after the webinar**

Learn with us

- About markets
- About new customers
- About Free Trade Agreements

Because knowledge is power.

Land with us

- Dedicated digital spaces
- Established networks
- Hands-on advice and facilitation

Scale and grow *smartly*.

Localise with us

- Trusted relationships abroad
- Deepen market presence
- Secure long-term sustainability

Because network is net worth.

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PROGRAMME LINE UP

2.30 - 2.35 pm **Opening remarks by Singapore Business Federation**

Mr. Prasoan Mukherjee, Vice-Chairman, South Asia Business Group, Singapore Business Federation

2.35 - 2.40 pm **Welcome remarks by India High Commissioner of Singapore**

H.E. Mr. Periasamy Kumaran

2.40 - 2.50 pm **Novel Ways of Entering India**

Mr. Bharat Joshi, CEO, J-curve

2.50 - 3.00 pm **Opportunities in Digitalisation and Technology Innovation in India**

Mr. Puneet Badrinath, Co-founder, Fabrik

3.00 - 3.10 pm **Opportunities in Healthcare and Medtech in India**

Mr. Aditya Gupta, Investment Specialist, healthcare, Invest India

3.10 - 3.20 pm **Trends in sourcing from India and food processing opportunities**

Mr. Bhupinder Singh, MD, Vista Processed Foods

3.20 - 3.30 pm **Trends in Skills training and opportunities in Edtech**

Mr. Kinner N Sacchdev, CEO & Co-Founder, Knorish

3.30 - 3.40 pm **Firsthand insights to operating in India from a Singapore leading company**

Mr. Saw Ken Wye, CEO, CrimsonLogic

3.40 - 4.00 pm **Panel discussion on novel ways to enter India**

Moderated by Mr. Anuj Kagalwala, Partner, Tax, PwC Singapore

4.00 pm **End of programme**

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Opening Remarks by Singapore Business
Federation

Praseon Mukherjee
Vice-Chairman, South Asia Business Group,
Singapore Business Federation

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Welcome Remarks
H.E. Mr Periasamy Kumaran
High Commissioner of India to Singapore

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Novel Ways Of Entering India

Mr. Bharat Joshi
CEO, J-curve

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Novel ways of entering India

'cos well begun is *three quarters* done

Who **w**e are

ACTL

- **Logistics Infrastructure, Supply Chain Solutions**

JCurve

- **3 i's – Insight, Investment and Implementation**

History of international partnerships

- **Assets** - operating businesses and proprietary assets mandated to invest in JVs
- **Network** - strong relationship with Government and Industry bodies
- **Context** - insightful knowledge of the local business, regulatory and operational environment



Advisory Board



Mr. Kashi Nath MEMANI

Former Chairman Ernst & Young, India
Former Chairman, External Audit
Committee of IMF



Mr. Pradip P. SHAH

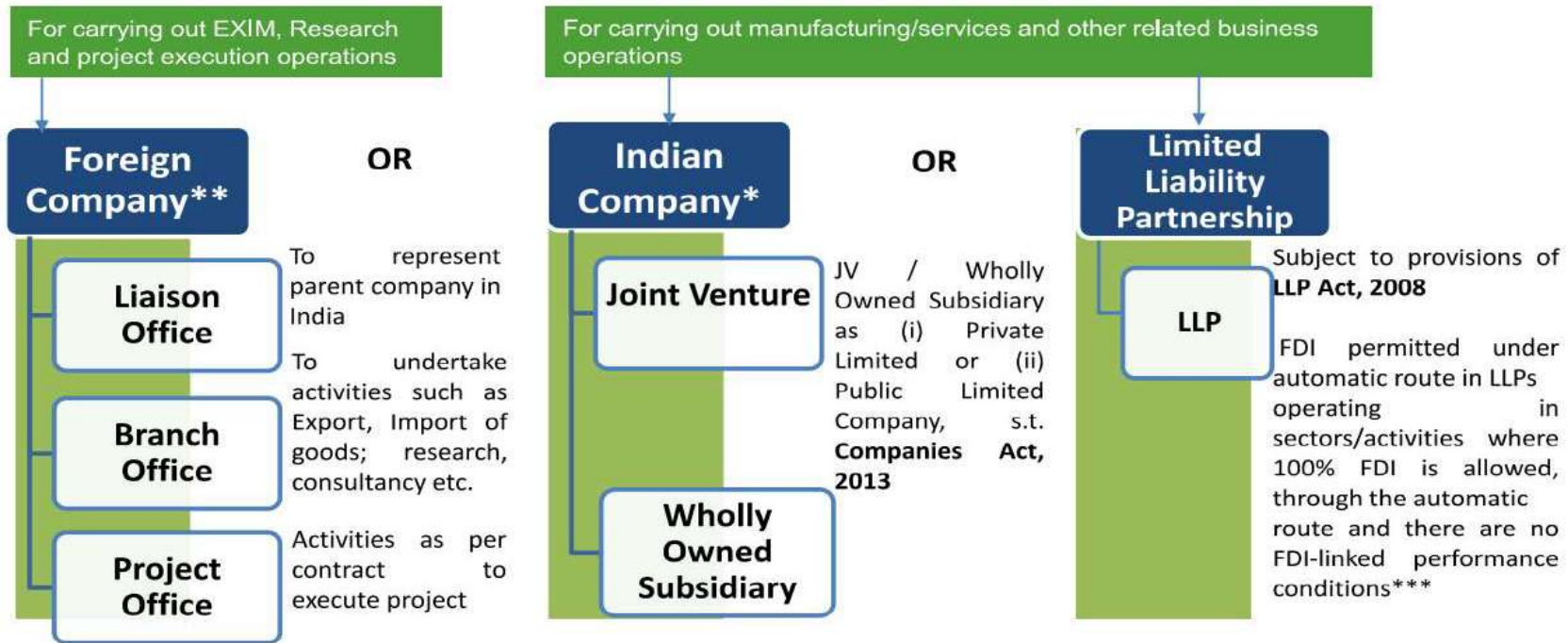
Chairman, IndAsia Fund Advisors
Former Founder MD, CRISIL



Mr. Rajiv Krishan LUTHRA

Founder and Managing Partner,
Luthra & Luthra Law Office

Main Entry Strategies



*Incorporate company in India s.t. sectoral caps and requisite approvals

**RBI guidelines regarding establishment of LO/BO/PO: <https://rbi.org.in/Scripts/NotificationUser.aspx?Id=10398&Mode=0>. As per company law, a resident having PAN to be appointed for receiving notices in India for foreign company

***For detailed definitions, clarifications/ exceptions, please refer to [Consolidated FDI Policy, effective from August 28,2017](#), [Amendment to FDI policy in Jan 2018](#)

Alternative Entry Strategy

Foot-in-the-door Strategy

Agent

- Procure business and will be paid through a commission

Representative

- Representative is similar to an indenting agent
- Normally works on a retention fee plus a commission on the sales generated

Distributor

- Acts as an importer and typically purchases the product on his own account and stocks the products before selling it to the end user

Operating as an Indian Entity

- **Type of Entity – Public / Private Company, LLP (a joint venture with an Indian partner or wholly owned subsidiary)**
- **Law applicable – Companies Act 2013 for companies; Limited Liability Partnership Act 2008 for LLPs**
- **Requirements – Minimum 2 persons & an address in India**
- **FDI limits – FDI allowed upto 100% via automatic route**
- **Approvals – No RBI / Government approvals required for setting up an entity in India**

Operating as a Foreign Company

- Type of Entity – Branch office / Liason Office / Project Office
- Law applicable – FEMA regulations and Companies Act 2013
- Branch offices – Can engage in commercial business as a representative of the parent company. Permitted activities include research, import and export activity, consultancy support, services in information technology (IT), and technical support for products supplied by its parent company.
- Liaison offices - sometimes referred to as a Representative Office, an LO liaises, communicating between the parent company and Indian entities. While an LO can promote the parent company's interests and build a network, it cannot make money within India; all operating costs are borne from internal funds.
- Project offices - A project office operates similarly to a branch office, the main difference being that a company establishes a project office for specific work in India. Project offices may be set up for carrying out construction or for projects co-funded by Indian and international financial institutions.
- Approvals – RBI / Government approvals required in branch / liason office

Restrictions as a Foreign Company

	Branch Office (BO)	Liaison Office (LO)	Project Office (PO)
Eligibility	Profit making track record during the immediately preceding five financial years in the home country and net worth of not less than USD 100,000 or its equivalent	Profit making track record during the immediately preceding three financial years in the home country and net worth of not less than USD 50,000 or its equivalent.	NA
Validity	NA	Generally for 3 years *except in the case of NBFCs and those entities engaged in construction and development sectors, for whom the validity period is two years only	As per the tenure of the project
Remittance	Permitted to remit profits net of applicable taxes and on submission of requisite documents	NA	Intermittent remittances by companies pending winding up permitted s.t. satisfaction of AD Category 1 bank

Main Benefits of functioning as an Indian Entity

- Easiest and fastest type of India entry strategy
- FDI upto 100% in a private limited company or limited company under automatic route
- No RBI / Government approvals required (unlike BO / LO)
- No restrictions in permitted activities (unlike BO / LO / PO)
- No conditions with respect to eligibility, remittances & validity (unlike BO / LO / PO)

GOI initiatives for promoting Foreign Investments in India

- Favourable Investment Policy
- Ease of doing business in India
- Special Initiatives

A. Favourable FDI Policy: Mostly, 100% FDI permitted through automatic route

Category 1 : 100% FDI permitted through Automatic route*

 Agriculture & Animal Husbandry	 Plantation (Tea, Coffee, Rubber, Cardamom, Palm oil tree, Olive oil tree)	 Mining & Exploration of metals & non-metals ores excluding titanium bearing minerals and its ores	 Coal & Lignite mining for captive consumption in respect of eligible activities	 Single Brand Retail Trading, Duty Free Shops
 Airports** & Railway Infrastructure	 Transport services***	 Construction Development projects****	 Cash & Carry Wholesale Trading	 Civil Aviation – Greenfield & Brownfield
 Exploration of Petroleum & Natural Gas (including marketing of petroleum products & natural gas)	 Broadcasting Carriage Services	 Market Place E-commerce Activities	 Asset Reconstruction & Credit Information Companies	 Other Services at Airport *****
 Up-link of non-'News & Current Affairs' TV Channels, Down linking of TV channel	 Other Financial Services (registered/regulated entity)	 Pharmaceuticals – Greenfield Sector and Medical device manufacturing	 White Label ATM Operations	 Industrial Park

*For detailed definition, clarifications/ exceptions, please refer to [Consolidated FDI Policy, effective from August 28, 2017](#) , [amendment to FDI policy in Jan 2018](#)

** Greenfield and existing projects.

***Air Transport Services- Non Scheduled Air Transport Service / Helicopters services/ seaplane services requiring DGCA approval

****Construction Development: development of townships, construction of residential/commercial premises, roads or bridges, hotels, resorts, hospitals, educational institutions, recreational facilities, city and regional level infrastructure, townships, Real estate Broking business

*****Other services include ground Handling Services subject to sectoral regulations and security clearance & Maintenance and Repair organizations; flying training institutes; and technical training institutions

.. albeit through the government route in some sectors

Category 2 : 100% FDI permitted through Government Route



Mining and minerals separation of titanium bearing minerals & ores its value addition & integrated activities



Retail Trading including through e-commerce in respect of food products manufactured and/ or produced in India



Publishing/ printing of scientific and technical magazines/specialty journals/ periodicals



Publication of facsimile edition of foreign newspapers



Government Route

(Approval from various Administrative Ministries/ Government Department)*









Satellites-establishment and operations

Foreign investment in core investment companies (CIC) and other investing companies, engaged in the activity of investing in the capital of other company/ies/LLP, is permitted under Govt. approval route. CICs will additionally have to follow RBI regulatory framework

*For detailed definition, clarifications/ exceptions, please refer to [Consolidated FDI Policy, effective from August 28, 2017 , amendment to FDI policy in Jan 2018](#)

..and automatic + government route in few

Category 3 : Up to 100% FDI permitted through Government + Automatic route

	Telecom Services*	Up to	49%	Automatic route	Above	49%	Government route
	Defence industry	Up to	49%	Automatic route	Above	49%	Government route
	Pharmaceutical - Brownfield	Up to	74%	Automatic route	Above	74%	Government route
	Air Transport Services**	Up to	49%	Automatic route	Above	49%	Government route
	Banking – Private Sector	Up to	49%	Automatic route	Above	49% Up to 74%	Government route
	Private Security Agencies***	Up to	49%	Automatic route	Above	49% Up to 74%	Government route

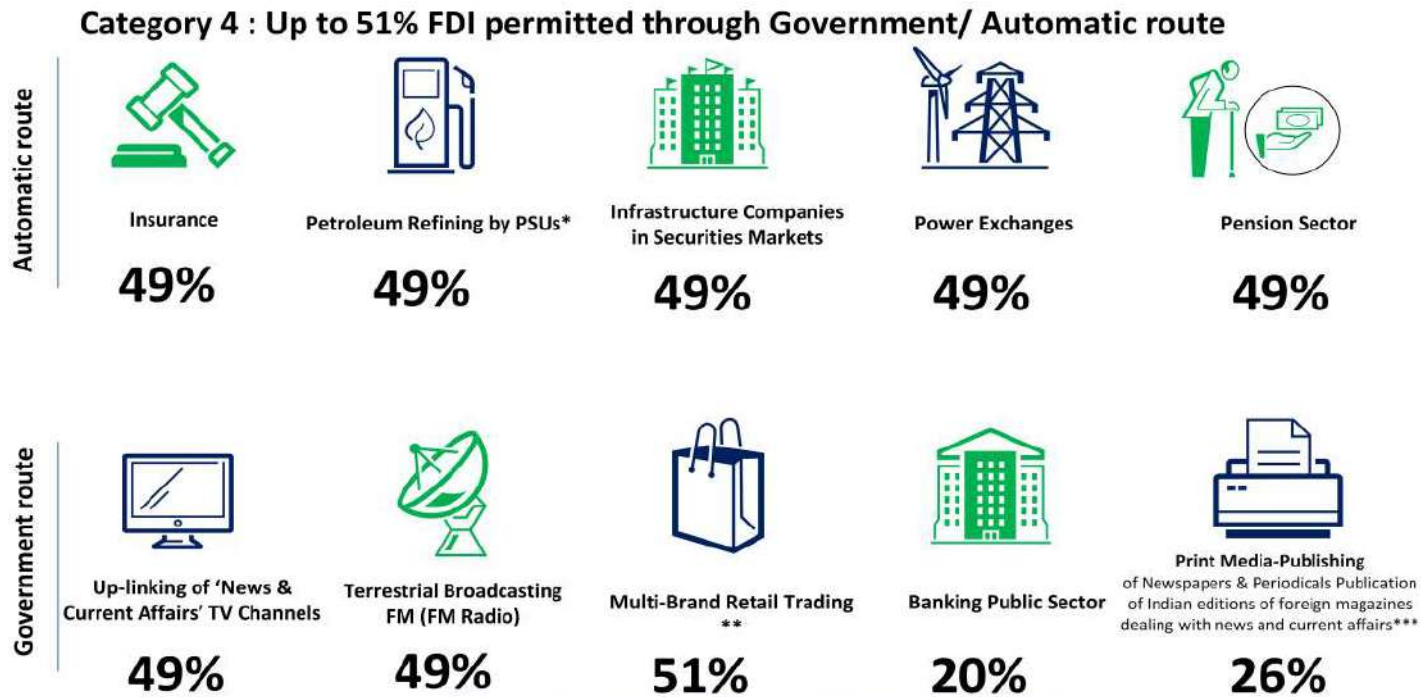
For detailed definition, clarifications/ exceptions, please refer to [Consolidated FDI Policy, effective from August 28, 2017 , amendment to FDI policy in Jan 2018](#)

* All telecom services including Telecom Infrastructure Providers Category-I, viz. Basic, Cellular, Unified Access Services, Unified License (Access Services), Unified License, National/International Long Distance, Commercial V-Sat, Public Mobile Radio Trunked Services (PMRTS), Global Mobile Personal Communications Services (GMPCS), All types of ISP licenses, Voice Mail/Audio text/U/S, Resale of IPLC, Mobile Number Portability Services, Infrastructure Provider Category-I (providing dark fibre, right of way, duct space, tower) except Other Service Providers.

** Air Transport Services- Scheduled Air Transport Service/ Domestic Scheduled Passenger Airline; Regional Air Transport Service- 49% automatic. Could go up to 100% via Govt. approval

*** FDI in Private Security Agencies is subject to compliance with Private Security Agencies (Regulation) (PSAR) Act, 2005, as amended from time to time.

While <51% FDI permitted through the government / automatic route in certain sectors



For detailed definition, clarifications/ exceptions, please refer to [Consolidated FDI Policy, effective from August 28, 2017, amendment to FDI policy in Jan 2018](#)

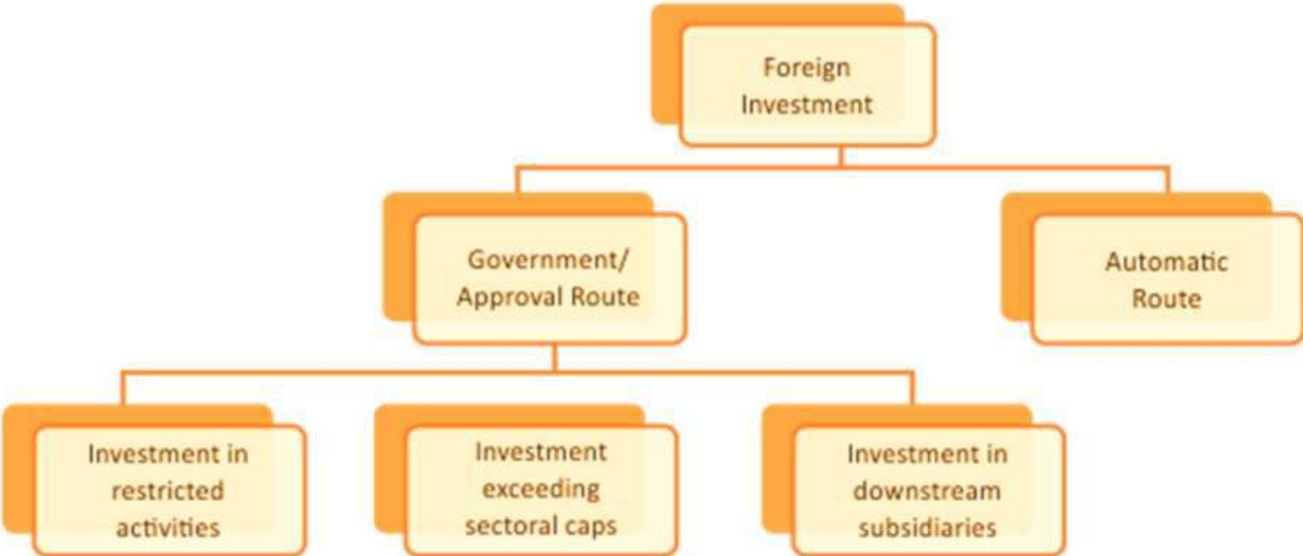
* Petroleum refining by the PSU without any disinvestment or dilution of domestic equity in existing PSUs – 49%, Automatic

** In specified states

***Print Media- Publishing of newspaper and periodicals; Indian editions of foreign magazines dealing with news and current affairs

49% in Air India- Govt. route (amended vide PN1 of 2018)

Routing Foreign Direct Investments in India



Inverted pyramid, where automatic approval is default

- **Automatic Route**
FDI up to 100% is allowed in all activities/sectors, except in cases which require prior approval.
- **Government Route**
Activities not covered under the automatic route. Requires prior approval and considered by the Foreign Investment Promotion Board (FIPB), Ministry of Finance.
- **Forbidden Sectors**
Lottery businesses, Retail Trading (except single brand product retailing), Atomic Energy, Gambling and Betting, Business of Chit Fund, Trading in Transferable Development Rights (TDRs) Housing and real estate business (except development of townships, construction of residential/commercial premises, roads or bridges to the extent specified in Notification No. FEMA 136/2005-RB dated July 19, 2005)

B. Ease of doing business in India

- **Government of India has worked on parameters per World Bank's EODB Project**

- **Aim to provide an investment friendly ecosystem that strongly supports domestic as well as foreign investments**

- **Parameters include**
 - Starting a business
 - Registering Property
 - Dealing with Construction Permits
 - Trading Across Borders
 - Protecting Minority Investors
 - Enforcing Contracts and Resolving Insolvency



C. Specific GOI initiatives

- **Project Development Cell**

- **GOI schemes**
 - Production linked incentive package
 - Scheme for Promotion of Manufacturing of Electronic Components and Semiconductors
 - Modified Electronic Manufacturing Clusters (EMC 2.0) Scheme

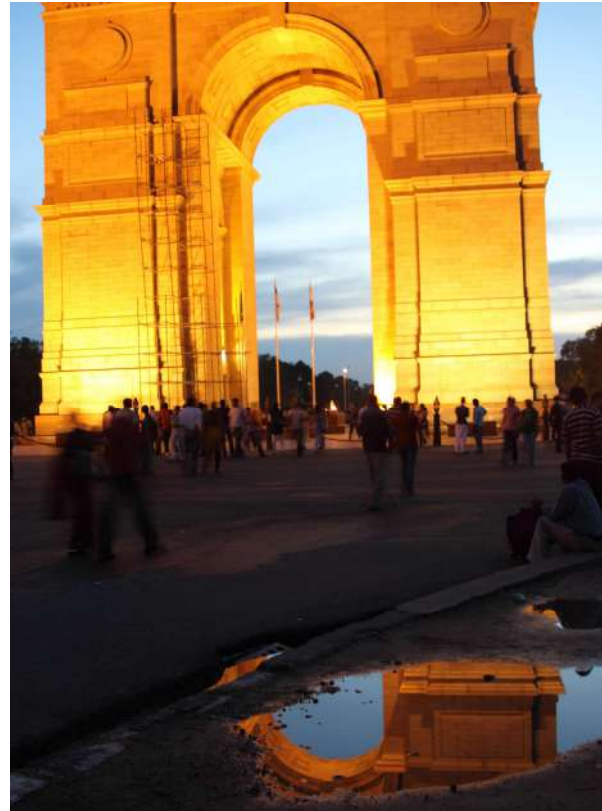
- **Easy and early availability of land**
- **Labour Law amendments**
- **Reclassification of certain offences under the financial sector laws**
- **Start-up India initiative**

- **(Ref article - <https://www.isas.nus.edu.sg/papers/attracting-foreign-investment-into-india-key-initiatives-by-the-government/>)**

Market Entry & Representation

Provide for the operational and day to day requirements of your biz, as well.

- Agent/ representative/ distributor
- Communications and PR
- Asset Creation and Management
- Operations Support
- Supply Chain & Logistics
- Project Development...



Thank you

Bharat R Joshi, CEO
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Opportunities in Digitalisation and Technology
Innovation in India
Mr. Puneet Badrinath
Co-founder, Fabrik

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Bridging the human-machine gap



\$1 Trillion by 2025

Manufacturing outlook in India



MARKET SIZE



SECTOR COMPOSITION



KEY TRENDS

Second advance estimates of GVA at current price (US\$ billion)

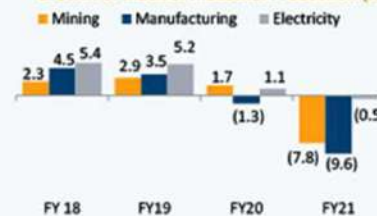


Note: FY - Indian Financial Year (April -March), RE - Revised Estimate, AE-First Advanced Estimates.

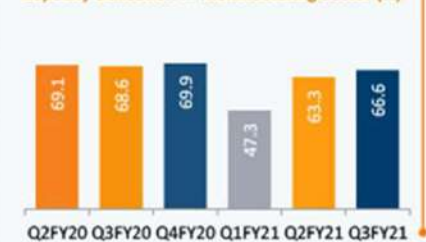
Total FDI equity inflow in the manufacturing subsectors between April 2000 and March 2021 (US\$ billion)



Growth of Index of Industrial Production (%)

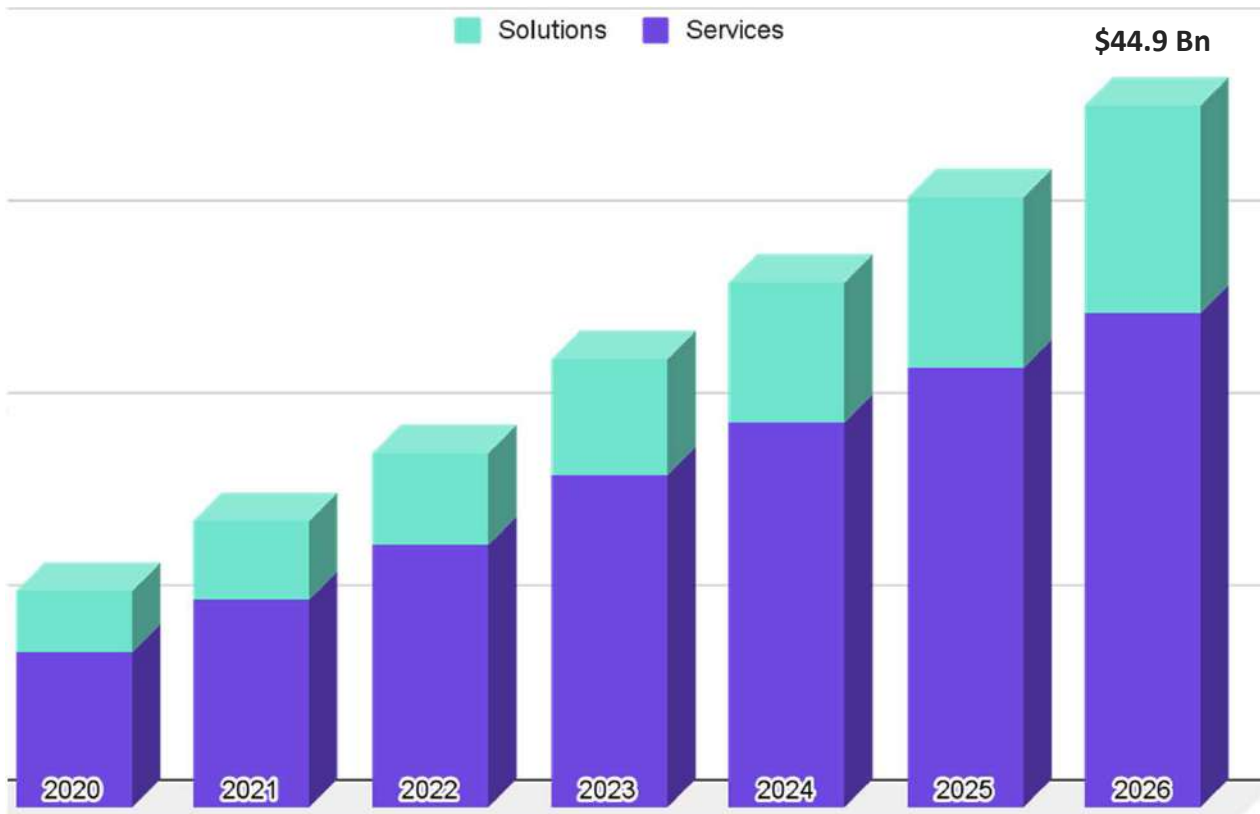


Capacity Utilisation in Manufacturing Sector (%)



<https://www.ibef.org/industry/manufacturing-sector-india/infographic>

The digital workplace



The digital workplace is \$20 billion industry expected to grow into \$45 billion by 2026. A segment of this market is digital work instructions at \$416 million in 2019 will hit \$1468.41 million in 2027.

Digitise industrial assets

Digitized industrial assets proactively interact with commissioning and maintenance teams in real-time to keep them updated on current health, upcoming downtimes, and corrective actions.

- service manuals
- anecdotal field evidence
- real-time asset-generated data
- human knowledge in experts' minds
- maintenance history, and any other information,

about any asset, process, or system.



NEXT →

\$50 billion lost every year due to knowledge gaps.



[Stats on the Cost of Industrial Downtime](#)

Paper-based knowledge doesn't scale - every day with paper, money and productivity is lost.

How long will it take before businesses transition?

And what will they transition to?

The big guys are spending Billions



facebook

[20% workforce in AR/VR.](#)



[\\$22 billion contract with US Army.](#)



Acquired - Metaio(05/15), Flyby Media(01/16), Vrvana(09/9), Akonia Holographics(08/18), Camerai(08/20), Spaces(08/20).



[\\$500 million WaveOptics acquisition.](#)



[Patents - 390 \(2009-209\) in AR/VR.](#)

About



fabrik



View in 3D

Exterior



Customers



Strategic Partners



9/12

Traction

CAGR - 92% (2018-19, 2019-20, 2020-21).

10+ marquee customers across multiple sectors.

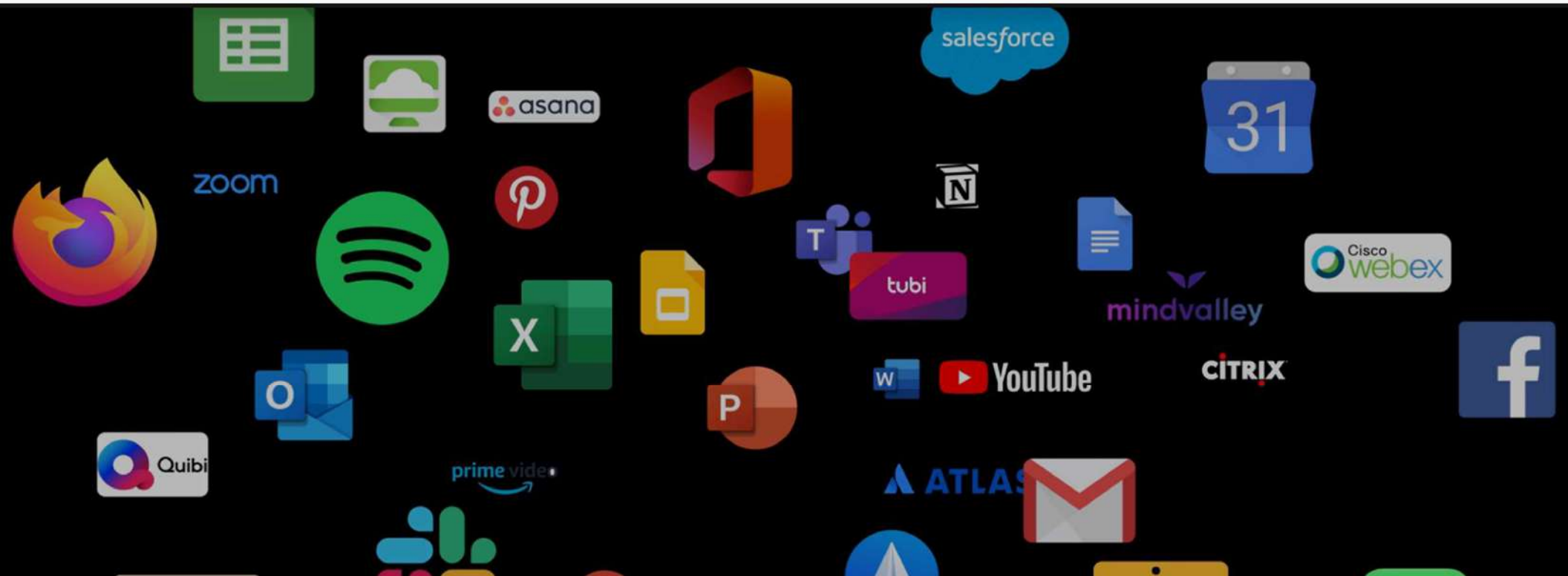
Pilots for recurring revenue engagements.

Ready to-go-global - actively exploring Taiwan and US markets, early conversations with consultants for EU access.

NEXT →

Fabrik store

A webapp store for every great 3D/AR/VR story enabling engineers, scientists, creatives and humanities groups alike narrate their life's work.





Puneet B - Product
11 years experience



Srinivas R - Sales
30 years experience



Bhavish S - Marketing
20 years experience



Team summary

Fabrik (<https://fbrk.in>)
HQ - Bangalore, India.
Founded - July, 2018.
B2B-focus.



[Winners in Cohort 2](#)



[Special mention - Digital-Energy](#)



[Winners in Cohort 3](#)



[Winners in 2021](#)



[Winners in Cohort 2](#)



[Part of Cohort 3](#)



Lead investor

NEXT →



Thank you

Puneet Badrinath, Founder & CEO

Corporate Website

<https://fbrk.in> <https://fabrik.space>

Phone Number

+91 99724 07724

Email Address

puneet@fabrik.space



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Opportunities in Healthcare and Medtech in
India

Mr. Aditya Gupta
Investment Specialist, Healthcare
Invest India

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INVEST INDIA
NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY

Medical Devices

Sector Overview





Indian Medical Devices: Key Statistics

4th

Largest
Market in Asia

*After Japan, China &
South Korea*

\$11 Bn

Current
Market Size

*Including implants,
consumables, Medical
Electronics*

9-11%

CAGR
Growth

*Over the period of 5
years*

\$50 Bn

Market Size By
2025

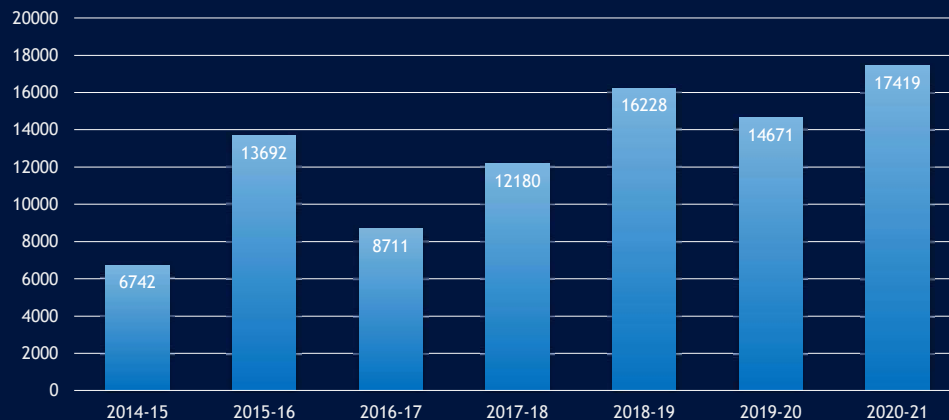
*Poised to be the leader in
Medical Devices*

India-Singapore Collaboration



Singapore is the 2nd largest foreign investor in India, contributing about 21% of India's cumulative FDI inflows

Increasing FDI Inflow from Singapore over the years (in \$US Million)



Recent Trends:-

- Despite the pandemic, trade between India and Singapore has been strong, amounting to \$21 billion, reflecting ideals of commitment, amicability and mutual trust between the 2 countries.
- Moreover, in recent years, Singapore has been the highest contributor to India's FDI inflows.
- Refined petroleum, semi-conductors, gold, diamonds, special purpose ships, integrated circuits etc. contribute a major share to the trade.

Opportunities for Future Collaboration

Both countries could collaborate in the Health sector by exchanging knowledge about medical devices, Research & Development in advanced Healthcare and AI. Big data could prove essential in the future in this segment, which if combined with technology could yield extraordinary results for both countries.



Prospering Companies, Prospering Countries

Indian Companies in Singapore:-



Singapore Companies in India:-



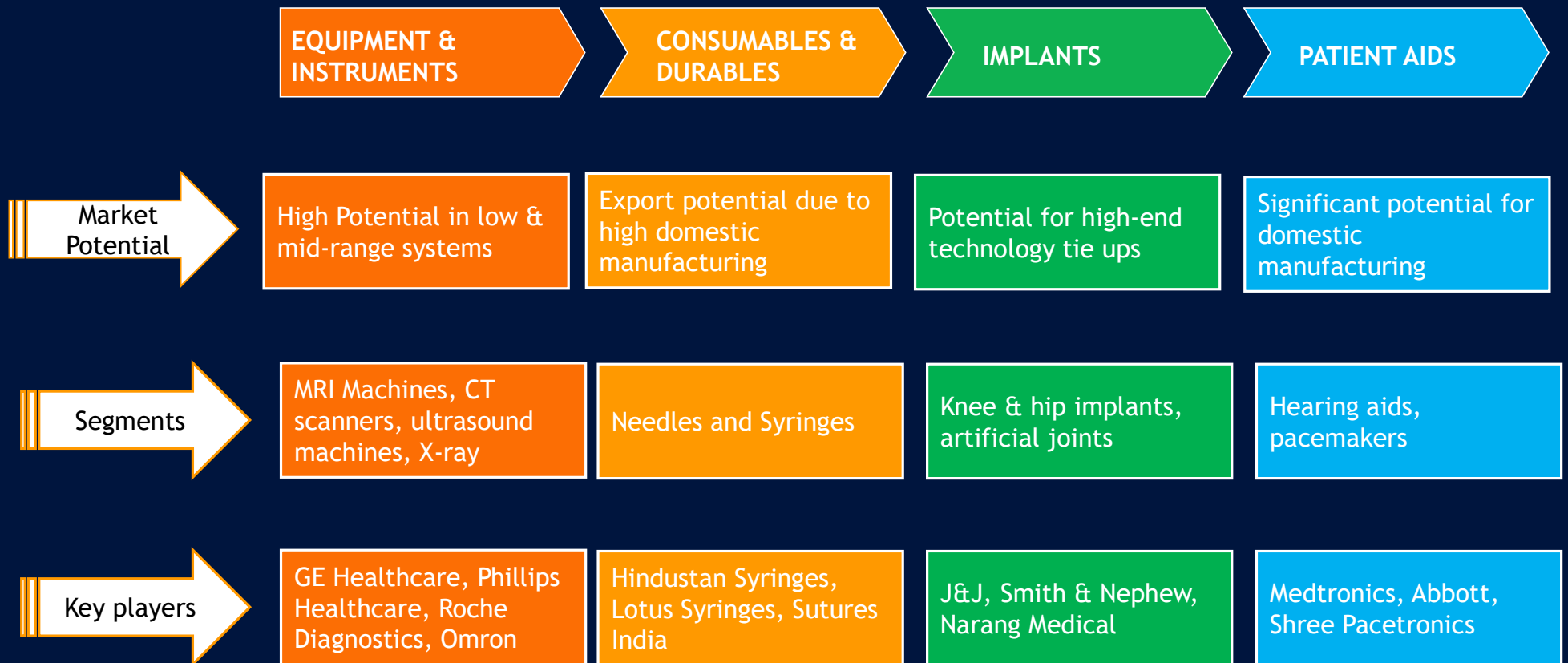
India-Singapore Comprehensive Economic Cooperation Agreement (CECA)

The signing of the India-Singapore Comprehensive Economic Cooperation Agreement (CECA) in 2005 helped both countries strengthen their trade links.

Since then the CECA has been reviewed thrice, and the cooperation between both countries has helped the agreement benefit the partnership immensely.



Sub-Sector profile





Indian Medical Devices: Trade & FDI

FDI

FDI Equity inflows from April 2000 to December 2020
USD 2.2 Bn

Trade Scenario

Imports : USD 5.8 Bn, Exports : USD 2.2 Bn

Import Dependency

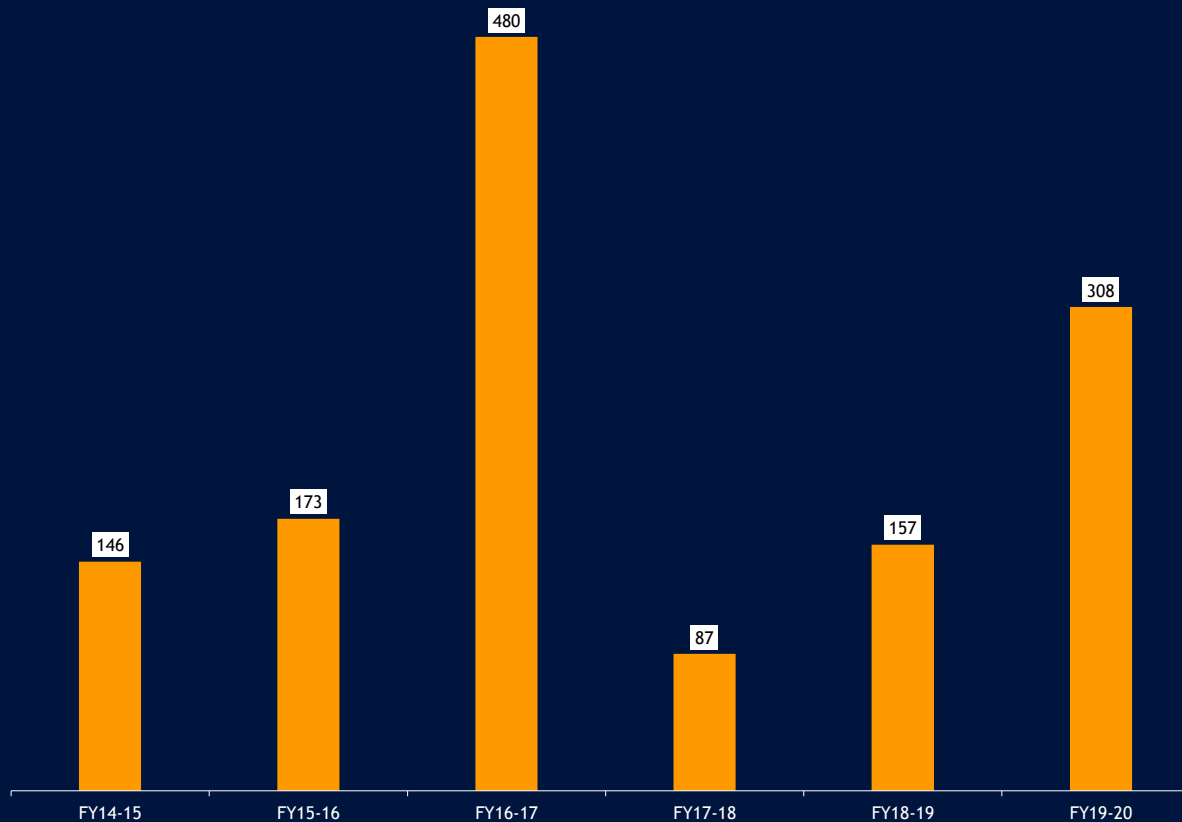
India depends on imports to an extent of around 75% of total domestic demand of medical devices

Indian Players

750-800 Medical device manufacturers in India



FDI Equity Inflow - Since 2014

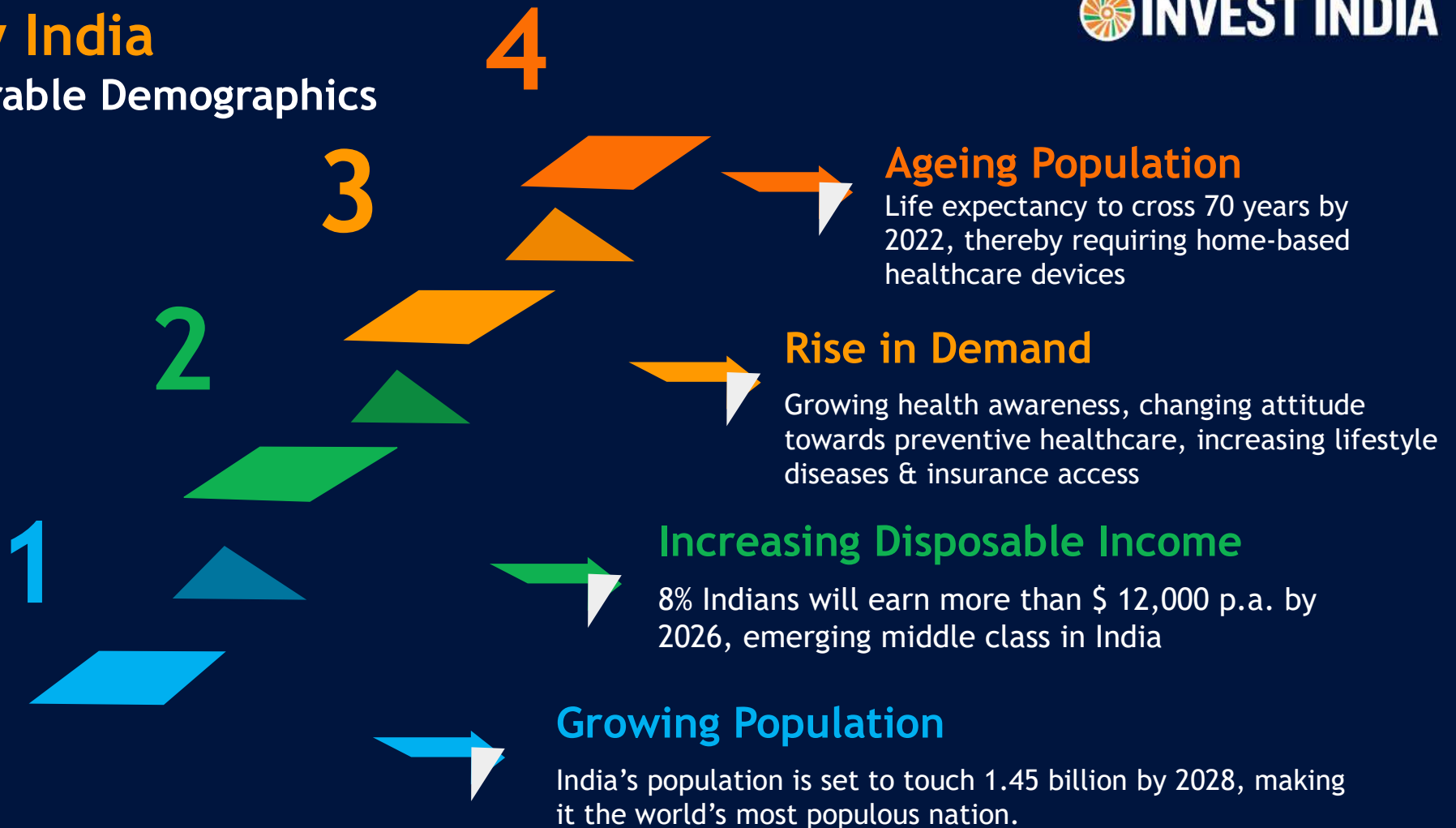


- 100 % FDI allowed in both Greenfield and Brownfield investments
- The total FDI in this sector has been ~2.2 Bn from April'00- Dec'20

Source : DPIIT

Why India

Favorable Demographics



Why India

Government Support & Incentives

1

Scheme for Promotion of Medical Device Parks

Encouragement to State Governments to establish Medical device Parks, Availability of Plug & Play facilities, All clearances under one roof, Establishment of Common Infrastructure Facilities

Production Linked Incentive

Scheme for individual manufacturers for giving financial incentive for production of targeted medical devices, Total outlay - INR 3420 Cr(\$456 Mn)

Regulatory Support

Regulation of all Medical Devices through The Medical Devices (Amendment) Rules, 2020 framed under the D&C Act. First indigenous quality assurance system for medical devices, ICMED

Ease of Doing Business

100% FDI allowed via automatic route, Simplified procedures, elimination of unauthorized imports & sub-standard products, India ranked 63rd in EoDB'20,

Why India

Government Support & Incentives

Cost of Doing Business



Competitive tax regime

Corporate Income tax lowest in SE Asia reduced from 30% to 17% (vs. 25% in China, Indonesia)

Competitive factor cost

Electricity made available at \$0.07 per kWh; lowest in entire region

Hassle-free land acquisition

3000+ Industrial parks with 0.5+ million hectare readily available

Ease of Doing Business



Simplified existing processes

Single form for company information; Single window at Indian customs

Provide fast track clearances

Empowered Group of Secretaries & Project Development Cell for handholding investors

Risk of Doing Business



Investor friendly laws

Companies law being amended to decriminalize various provisions

Introduction of IBC to support insolvency proceeding

Business friendly labor reforms

Condensing from >100 partially conflicting laws to 4 simplified &

Scheme for Promotion of Medical Devices Parks



Objective

- **Strengthening** the existing infrastructure facilities
- **Reducing the cost of production** of medical devices leading to better availability and affordability
- **Easy access to standard testing and infrastructure** facilities and value addition through creation of world class Common Infrastructure Facilities(CIFs) for increased competitiveness.
- **Leverage the benefits** arising due to optimization of resources and economies of scale.

Details

- **Total Incentive Outlay** : Rs 400 Crores; Grant-in-aid to 4 Medical Device Parks
- **Tenure** : FY 2020-21 to FY 2024-25
- **Indicated Common Infrastructure Facilities** :
 - Component Testing Centre
 - Electromagnetic Interference Laboratory
 - Biomaterial Testing Centre, Medical Grade Low Vacuum Moulding, and so on

Implementation

- It will be implemented through a **one-time grant-in-aid** to be released in various phases for **creation of Common Infrastructure Facilities** in medical device park to a **State Implementing Agency(SIA)** to be set up by the respective State Government.
- The **Scheme Steering Committee(SSC)** in the Department of Pharmaceuticals shall approve the project components and funding thereof depending upon the merits of the proposal.

Production Linked Incentive Scheme - Medical Devices



Incentive Mechanism

Incentive @5% on incremental sales over the base year FY20 for 5 years



215 Applications received for Pharma

28 Applications received for Medical Devices



Target Segments

1. Cancer care/Radiotherapy
2. Anesthetics & Cardio-Respiratory
3. All implants including implantable electronics
4. Radiology & Imaging Medical Device



Outlay

INR 3,420 Cr (\$456Mn)



Approval to be given in:

90 days for Pharma

60 days for Medical Devices



Cluster Development Opportunities

HARYANA

Medical Consumables
Chandigarh, Ballabgarh,
Faridabad, Manesar



GUJARAT

Pharmaceuticals
Ahmedabad, Vapi Industrial
Corridor



KARNATAKA

Orthopedics and Prosthetics,
Medical Electronics
Bangalore, Mangalore



MAHARASHTRA

Pharmaceuticals
Mumbai, Pune, Nagpur



ANDHRA PRADESH & TELANGANA

Medical Electronics
AMTZ MedTech Park (Vishakhapatnam)
Sultanpur Park (Telangana)

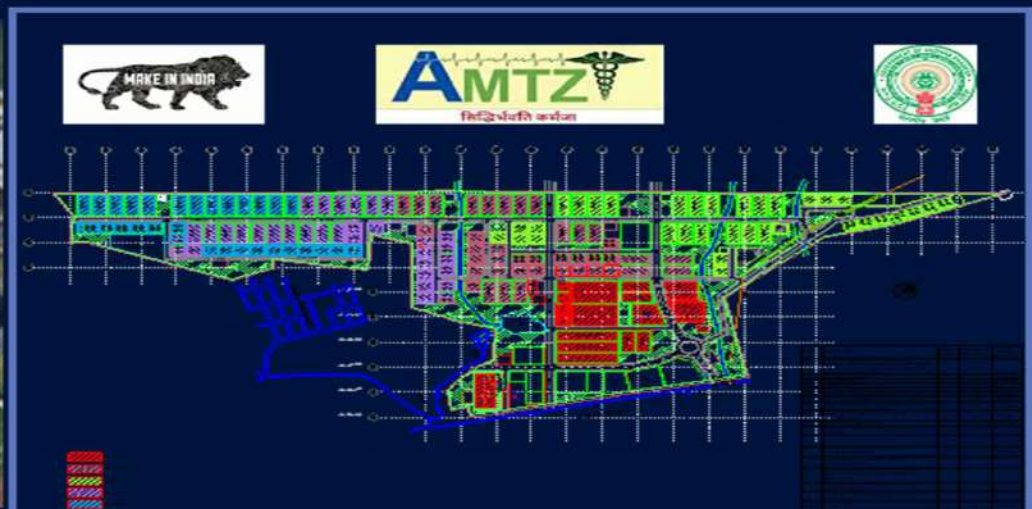


TAMIL NADU

Medical Electronics
HLL MedTech Park, Chennai



Andhra Pradesh MedTech Zone (AMTZ)





End-to-End Infrastructural Support

Pre-built manufacturing units

200+ single storey plug and play units in plot sizes of (0.25/0.5/1 acre for a lease period of 33 years)

Common scientific facilities

EMI/EMC testing lab

Biomaterial testing lab

3D design, prototype, and rapid tooling facility

Gamma irradiation lab

X-Ray/CT-scan tube manufacturing

Common commercial facilities

Central warehouse

Conventional and business Centre

Exhibition and seminar halls

Showrooms

Auditoriums

Food courts

Regulatory office

Import-export promotion body

Other support services

Strategic support (for ecosystem development)

Industry association

Financial agencies

Technology transfer agencies

Human resources agencies

Media partners

Medical Devices Park, Telangana





Important Features Incentives for Investors

20% of capex plus reimbursement of excise/ CVD on capital equipment for electronic product manufacture	50-75% reimbursement of State Goods & Services Tax for period of 7 years from commercial production	100% reimbursement on stamp & transfer duty on industrial land purchase
INR 1 per unit power subsidy for a period of 5 year from commencement of Commercial production	100% Skilling costs to be borne by the government	50% subsidy on the expenses incurred for quality certification/ patent registration
25% subsidy on specific cleaner production measures	Transport subsidies & Preferential status in state procurement contracts	Mega investors of greater than INR 200 Cr (\$35M) to get Special Policies/ Incentives

FEATURES

276 Acres in Phase 1
Largest Medtech Park in the Country

20+ companies have started setting up units after launch in 2017

Innovation

20 Incubators focused on Medtech(highest) & Monthly meet of start-ups and mentor network

Scaleup

India's largest prototyping centre for electronics, electromechanical and mechanical domains

Manufacturing

Dedicated Medical devices cluster with a strategic location

Comprehensive Services



Awareness & Engagement

Business Advisory

Strategy & Implementation

Investor Aftercare

Long Term Partnership

PRE-INVESTMENT

- *Opportunity Assessment*
- *Market Strategy*
- *Business Advisory*
- *Policy Guidance*
- *Subsidy Advisory*
- *Incentive Advisory*

INVESTMENT EXECUTION

- *Location Identification*
- *Market Entry Advisory*
- *Regulatory Clearance*
- *JV Partner Search*
- *Industry Introductions*

LONG TERM PARTNERSHIP

- *Policy Advocacy*
- *Issue Redressal*
- *Expansion Support*



INVEST INDIA

NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY

medicaldevices@investindia.org.in



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Trends in sourcing from India and food
processing opportunities
Mr. Bhupinder Singh
Managing Director, Vista Processed Foods

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PARTICIPATING COMPANIES



Trend of Sourcing from India and Food Processing Opportunities .

By – Bhupinder Singh MD/CEO Vista OSI India



A World of Food Solutions

Index



- About Vista Processed Foods Pvt. Ltd. (OSI Group) – Food solution company in Frozen /Chilled Food products Category in India for Exports .
- Trend of Sourcing from India
- Food Processing opportunities

Vista OSI India Guiding Principles



Vision

Vista OSI India will be THE BEST food solution provider to leading food companies in India .

Mission

To be your indispensable Supplier and Partner.

Values

- Act with Integrity
- Put people first
- Steward our resources for future generations
- Seek partnering relationships
- Strive to continuously improve
- Explore innovative solutions
- Work together as a team

Vista OSI Sustainability Mission



Our mission is to responsibly manage our business within the social, economic, and environmental framework in which we operate while continually exploring ways to improve our sustainability impact

SOCIAL



- Code of Conduct
- Health & Safety
- Diversity
- Community

ECONOMIC (Supply Chain)



- Animal Welfare
- Production and
- Agricultural Practices
- Environmental

ENVIRONMENT



- Water
- Energy
- Waste
- Air Emissions



■ ***Vision***

The recognized provider of world class food safety and quality solutions for leading brands through relationships that are grounded in integrity and trust.

■ ***Mission***

To protect industry leading global and regional customers by systematically developing and implementing best in class food safety and quality systems using a risk centred approach of excellence and relentless improvement.



Vista Certifications



U.S FDA Registration



Operational Excellence



Key Criteria:

- Food Safety - *Customer Complaints*
- Performance to Specifications - *Cutting Scores, Customer Complaints*
- Predictable Competitive Pricing - *Price vs. Benchmark, Pricing Trends*
- Product and Process Innovation - *New Products and Best Practices Introduced*
- Management Culture to sustain the above - *Customer Focus, Openness, Honesty, Continuous Improvement*
- Management Systems to sustain the above - *Succession Planning, Training, Management Selection and Incentives*
- Safe and Productive Workforce – *Employee Survey, Social Accountability*

Vista OSI India offer Customers



- As a premier India food provider, the Vista OSI Group partners with the world's leading foodservice and retail food brands to provide concept-to-table solutions that delight consumers around the globe and India.
- With the infrastructure and financial resources of one of the largest privately held food providers, we offer you extensive capabilities to source, develop, produce and distribute custom food solutions anywhere in India and world.
- At the core of our company is an entrepreneurial passion and agility that brings curiosity and a can-do ethic to customer collaborations. You can turn to OSI for fresh, innovative ways to deliver next-generation food solutions — and turn your ideas into success.
- Custom food solutions made to your precise specifications
- Efficient and trustworthy supply chain expertise
- Exceptional culinary skill and global flavor knowledge
- Innovative research and design facilities that help bring your menu and meal ideas to life
- Unsurpassed food safety and quality assurance practices
- A commitment to sustainability throughout our extensive network

Product capabilities Platform at Vista OSI India



As a global supply chain expert with deep penetration in Indian geography, we provide you a full-service portfolio of food solutions.



DOUGH

- Pizza Puff Veggie, Chicken and Fruit Pies (Dough sheeted filled products)



VEGGIE

- Batter & Breaded Patties
- Batter & Breaded Nuggets & Fingers
- Formed & Frozen Grilled
- Cheese Based Products
- Spice Dusted
- Paneer & Tofu-Formed & Frozen
- Coated Vegetables
- Soya Based Products
- Onion Rings
- Potato Products Coated/Uncoated

New addition of Plant Protein



PROTEIN

- Uncooked, Partially Cooked & Fully Cooked Options
- Batter Breaded Patties
- Tempura Coated
- Perforated Char Grillable Patty
- Formed Chicken Fillet/Strips
- Coated & Uncoated Fillets/Strips
- Marinated Chicken
- Chicken Bacon
- Nuggets/Coated Chicken Pieces
- Formed Frozen and Grilled Sausage Patty
- Chilled Washed Fresh Eggs



PRODUCE

- Lettuce, Onion, Tomato, Cucumber
- Capsicum, Corn, Salad Mixes
- Exotic & Premium Produce
- Onion Rings
- Sautéed Vegetable Options



NEW

INDIAN

- Biryani
- Curries
- Samosa
- Paratha
- Marinates
- Kebabs
- Soups
- Kofta Balls
- Sandwich Fillings

All frozen products are designed with low salt, sugar & fat. And contains no preservatives or artificial colors.

Latest Food Trends



10 KEY TRENDS IN FOOD, NUTRITION & HEALTH 2020



OSI Vista key customers (Brand Behind Brand)



Indian QSR (Quick Service Restaurant)	Western QSR (Quick Service Restaurant)	Food Service/ Retail	Export
      	    	   	   

India Food Processing Industry



- Thanks to professor M.S.Swamynathan, the father of green revolution in India that transformed our country from a land of foodstuff shortage to a land of surplus foods.
- As an immediate reaction to the initiative, India is presently the world's second largest producer of food, and has the potential of being the biggest with developing food and agricultural sector.
- In modern India, growing economy, surplus food and changing lifestyle has shifted the consumption pattern, from cereals to more varied and nutritious diet of fruit and vegetables, milk, fish, meat and poultry products.
- This gradual progression has given rise to the food processing industry in India. India's food processing sector primarily covers fruit and vegetables; meat and poultry; dairy products, alcoholic beverages, fisheries, plantation, grain processing and other consumer product groups like confectionery, chocolates and cocoa products, Soya-based products, mineral water, high protein foods etc.

Food Related Raw Materials



Indian is also a leading market for food related raw materials in the world. The following table shows various items related to raw materials in food production with their global ranking.

Food Related Raw Material Production State in India Items Global Ranking
Production Global Share

- **Buffalo Meat 1st 43% .**
- **Milk 1st 17%**
- **Bananas .1st 27%**
- **Mango & Gauva 1st 39%**
- **Pulses 1st 20%**
- **Tea 2nd 23%**
- **Sugarcane 2nd 24%**
- **Wheat 2nd 10%**
- **Rice - Paddy 2nd 24%**

Food Processing Industry India



India — Land of Opportunities

100% FDI
IN FOOD
PROCESSING



LARGEST PRODUCER
OF SEVERAL AGRI
COMMODITIES



PROACTIVE
GOVERNMENT
POLICIES &
FISCAL
INCENTIVES



5th LARGEST
ECONOMY IN
THE WORLD



1.38 BILLION
CONSUMERS
MARKET



INDIA'S RETAIL
MARKET TO REACH
USD 1.3 TRILLION
BY 2025



Govt. of India Focus Sectors for Food Industry



Focus Sectors



Food Processing in India

- > Gross value added in food processing increased from Rs. 1.30 lakh crore to Rs. 2.08 lakh crore in 5 years
- > Food Retail market is majorly dominated by Food Grocery (growing at CAGR 25%) and Food Services (growing at CAGR 15%) segments
- > India's exports of Agri-food products was USD 32.7 billion in 2019-20
- > FDI inflows from April 2014 to September 2020 amounted to USD 4.41 billion



Opportunities in Fruits and Vegetables Sector

- › India witnesses 4.58%- 15.88% wastage in fruits and vegetables thus , opportunity lies in investing in initiatives that help reducing wastage levels including infrastructure (cold chain, processing infrastructure)
- › New Technology in F&V Processing
- › Cold Chain and Packhouses- Farm level, logistics, end product storage and point of retail
- › Packaging Technology
- › Food Testing Labs with latest equipment and technology

Fruits and Vegetable Exports Opportunity



\$5 Bn Opportunity by 2030
\$4 Bn from Food products
\$1 Bn from Non-food



\$1.6 Bn Opportunity by 2030
\$1.3 Bn from Frozen
\$0.3 Bn from Dehydrated

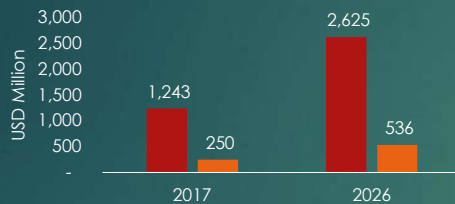


\$1 Bn Opportunity by 2030

← **Augment Export Competency of Processed F&V** →

India holds potential to be global leader in mango product market

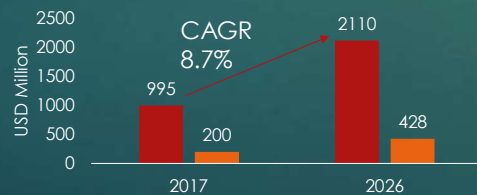
Global Primary Processed Mango Market



■ Global ■ India

80% of global primary processed market is Mango Pulp

Global Mango Pulp Market



■ Global ■ India

Secondary Market Opportunities

India exports around \$200 million of secondary products; dominated by Jams, Jelly, Marmalade

Global Jam Market growing at a CAGR 3%. Further growth may decrease on account of health consciousness

India needs to Focus on high-value secondary products → leverage first movers advantage



Cosmetics

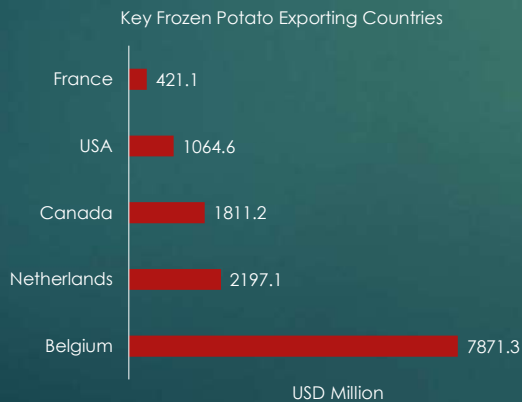
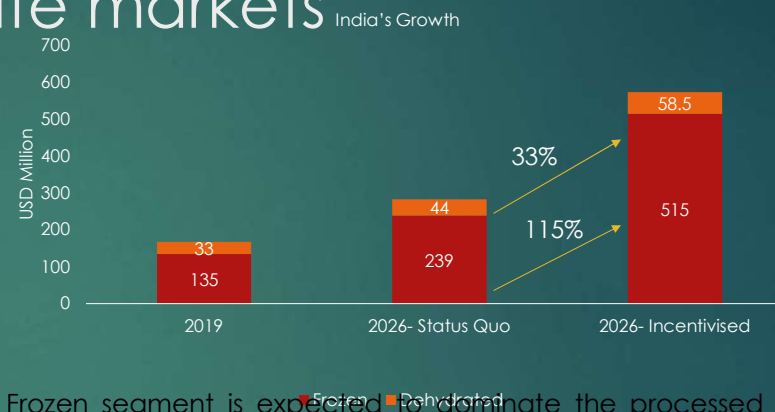
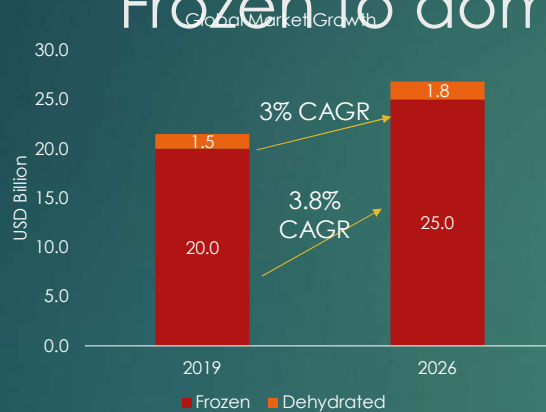
- Natural and Organic Beauty Market to reach \$54bn by 2027
- Mango has antioxidant properties; Mango butter contains Omega 9
- Global product launches incorporating Mango flavours have increased by 240% over last decade.



Nutraceuticals

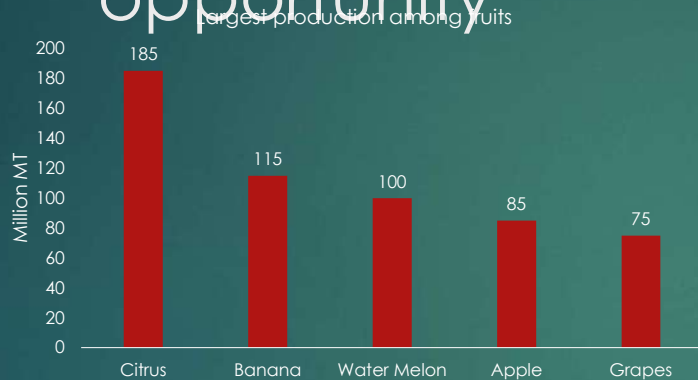
- Global nutraceuticals market growing at CAGR 6.5% to cross \$300 bn by 2026
- India nutraceuticals market growing at CAGR 16% to reach \$8.4 bn by 2026.
- Research shows Mango rich source of Vitamins, Calcium, etc.
- African Mangos advertised for weight loss

Huge export potential for Processed Potato → Frozen to dominate markets

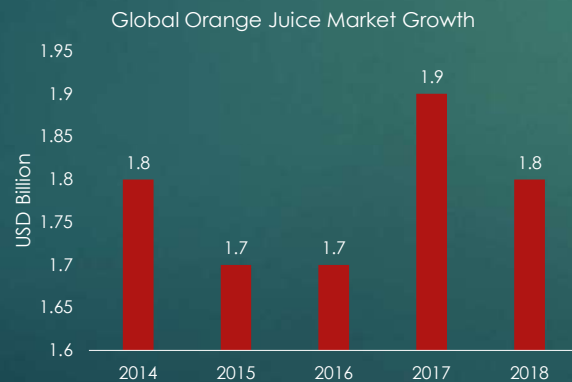


- The Frozen segment is expected to dominate the processed potato market- led by demand for French Fries which grew by 60% over past 10 years.
- India's Frozen segment expected to grow at a CAGR of 10% but export incentives can drive the growth by 25%; registering an additional 115% growth in Value. Similarly for dehydrated export incentives can double the CAGR rates from 5-10%, adding value growth of 33%.
- India should focus on Asian market as no country (except India, China, Pakistan, Bangladesh) cultivate potatoes. Currently EU dominates; but with incentives India can gain Market share.
- China will be uncompetitive due to low quality & high cost of potato. China imports 40% of Frozen Potato Products, despite being largest potato producer.

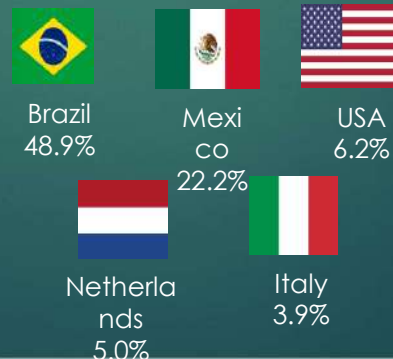
Citrus → largest production, negligible processing → long term opportunity



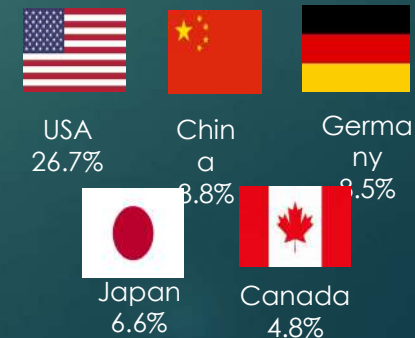
- Over 300 citrus varieties available; 5 processable varieties.
- Several natural clusters- Nagpur Orange, Maharashtra Mandarin, Andhra Pradesh Sweet Lime, Mandarin-Assam, Meghalaya
- Indian agro climate is supportive to citrus.
- Challenge of freshly squeezed juice dominating market



Top 5 exporting Countries hold 87% of Market



Top 5 Importing Countries hold 56% of Market



SWOT Analysis Food Industry in India



Strengths	Weaknesses
<ul style="list-style-type: none"> • Easy availability of raw materials as per the industry requirements • Vast network of manufacturing facilities • Wide spread domestic market • Widened international market • Social recognition to this industry as a source of livelihood • Various government initiatives from time to time 	<ul style="list-style-type: none"> • Requirement of investment • Low technological equipment • Inadequate automation with respect to information management • Low salary/wage in comparison to other industry
Opportunities	Threats
<ul style="list-style-type: none"> • Large population of the country • Increase in level of living of the individuals • Increase in both earning concept among the new generation • Opening of the global market • Development of supportive industries like electronics, computer science etc. 	<ul style="list-style-type: none"> • Huge competition from global leaders • Frequent changing nature of global laws on food production • Non availability of adequate land for the raw materials and land • Reduce in interest among the works for this sector

OSI Vista “ A World Of Food Solution”



Thank You!
Serve more smiles



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Trends in Skills training and opportunities in
Edtech

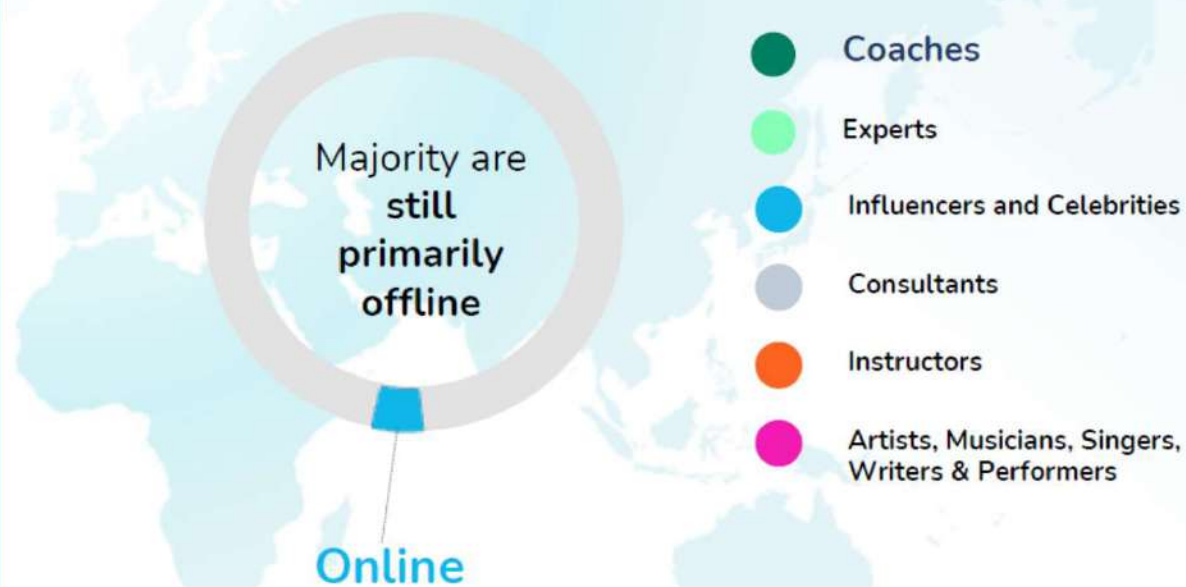
Mr Kinner N Sacchdev
CEO & Co-Founder, Knorish

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The world is changing
and the way people
coach and monetize
content
is changing with it





India's Internet Economy In A Nutshell

743.19 Mn (As Of March 2020)

Total Number Of Internet Subscribers

4.5% (As of July-September 2019)

Surge In Total Internet Subscribers
Compared To Previous Quarter

1.39 Hours (2020)

Average Time Spent On Digital Media

1.3 Hours (2019)

Surge over the past year

\$161 (As of Q2 2020)

Average Selling Price Of Smartphone

 **xiaomi**
(29.4%)

Smartphone Company With The
Highest Market Share

696 Mn (2020)

Total Smartphone Users

12.08 Mbps (July 2020)

Average Mobile Internet Speed

9.8% (2019)

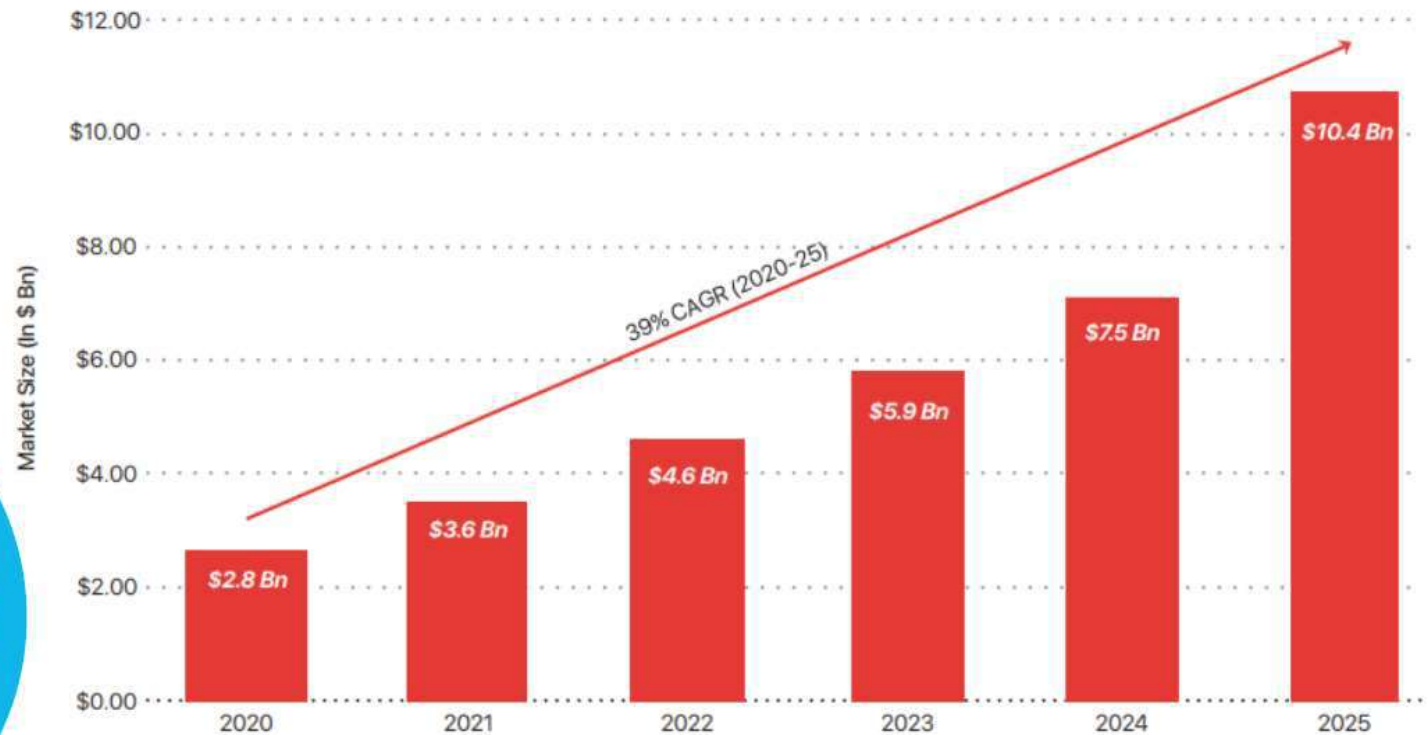
Surge In Average Mobile Internet Speed
Compared To Previous Quarter

40.45 Mbps (July 2020)

Average Fixed Line Internet Speed

The \$10 Bn Edtech Opportunity By 2025

Convenience and low cost will be the driving factors for mass adoption of online education in India



Note: The market size is calculated as (number of users * average ticket size of payment). Both the numbers are calculated using KPMG calculations for the same as the base.

Source: Inc42 Plus

Traditional coaching and content business

Offline events, workshops and sessions

Physical studios and centres

Sell content on marketplaces (Udemy, FrontRow and others)

Hire technology and design teams for website, app, training and content

Sell Local

Full time Employment

Future of coaching and content

Blended or Pure online interactions

Coach and interact from anywhere (home, co-working)

Sell content through your own branded website & marketplaces

Use out of the box SaaS solution to go live in a few hours

Sell Global

Gig Economy Entrepreneur!



High friction in taking a coaching, training business online and monetizing content



Setting up website, apps and landing pages with agencies or freelancers



Building sales funnels to market their content, leading to financial struggles of over 90% of businesses



Learning, managing and paying for **multiple tools** like Zoom, Whatsapp API, Payments, Facebook Pixels and others

So, what is Knorish?

Create and sell **online courses, webinars and memberships**. Achieve your dream income and traffic with Knorish Sales Funnels.



Sonal Holland
Founder, Sonal Holland Wine Academy
Course Creator on Knorish



Our Mission

**Empower online coaching &
training businesses to
achieve explosive growth
without hiring large teams
and multiple tools**



Our approach to
convert mere
coaches and
experts into full
stack Gig
Entrepreneurs



Super suite of technology tools to succeed through the entire user journey

From **webinars to email drip campaigns** + hundreds of features within the Knorish dashboard, **we aim to kill the need to buy and learn multiple tools**



New Sales Funnels, Automations and Network Sales are our super powers

We are the only platform where over **12 types of funnels** can be run natively with our innovations like the **world's first deep Zoom Enterprise Integration** and **cross academy sales of content**



Coaching, training and community to teach all they need to grow

We constantly produce **online courses**, conduct **live coaching sessions** and innovate with **short videos** to crunch their learning time for accelerated business growth



MasterChef Sanjeev Kapoor
Founder, Sanjeev Kapoor Academy



Saw a chance to improve the Youtube monetization for a set of about 50 videos

3 months later

Crossed the Youtube monetization for the same recipes

“

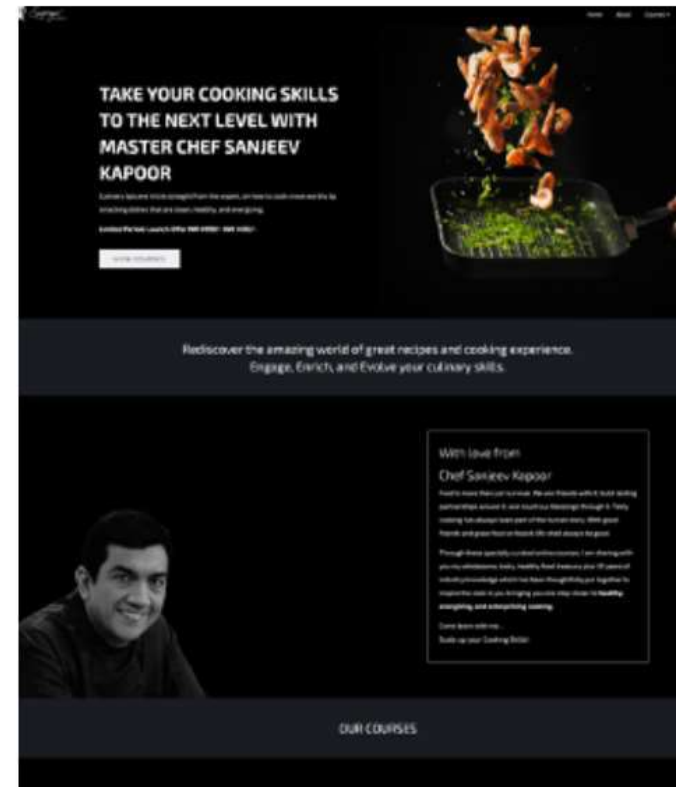
30000+

Learners

\$140,000

Total Revenue

”





Priyaram
Founder, Srimantha.in
STOCK MARKETS

July 2021

Launched his academy to teach stock markets investment in Kannada

October 2021

Crossed \$135,000 in Revenue

“

3600

Online students

\$135,000

Online Course Sales

”

Journey and Progress so far

Public Beta
launch

April 2018

2020

- Creator Monetization - \$ 1.13 Mill
- Seed Round - \$330,000

- Creator Monetization - \$2.5 Mill P
- Pre-Series A - \$1.1 Mill

2021

2021

- 25000 ACADEMIES
from 37 Countries
MAU - 531,000

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**2020 INDIA AND
SOUTH ASIA EDTECH
100**

www.holoniq.com



Global Bizspark Plus
Award for \$120,000



Raising
\$10 Million

**Partners in Asia
Pacific**
(40% lifetime revenue share)

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First hand insights to operating in India from a
Singapore leading company
Mr. Saw Ken Wye
CEO, CrimsonLogic

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CrimsonLogic in India

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Crimson Logic IT
Solutions Pvt Ltd
2001

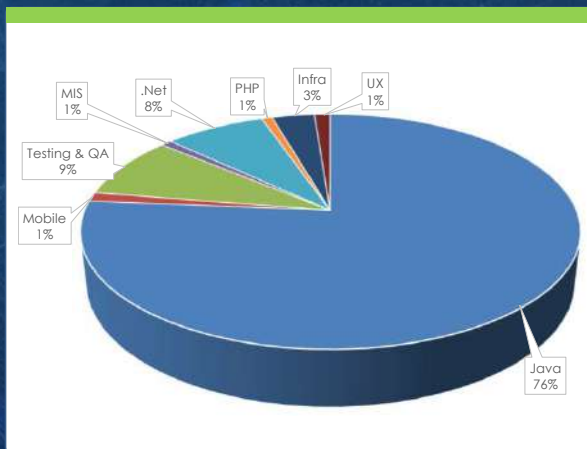


Employees
252

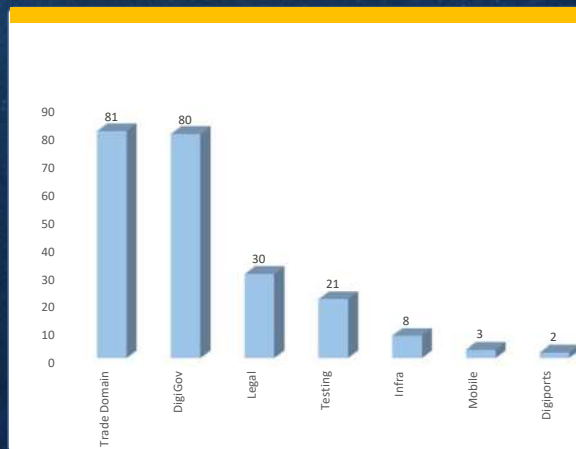


Total no of
technical staff
225

Technical Competency



Domain Competency



Regions Supported

Singapore/MEA
Malaysia / SEA
LATAM / Caribbean



Implemented
projects for 19
countries

CURRENT LOCATION OF SDC STAFF



Employees working In CrimsonLogic India Pvt Ltd (SDC, Bengaluru, India) have come from different parts of India and have spread across different states of India as shown in India map and they are working remotely and seamlessly during this pandemic

SDC SERVICES

- Project Management, Software Design and Development (SI projects)
- Product Development
- Customised Product Development
- Application Maintenance and Support
- Verification and Validation Services
- Infrastructure delivery Services
- Quality Management Services
- Test Management Services



PROJECTS

Implementation

People

Purpose

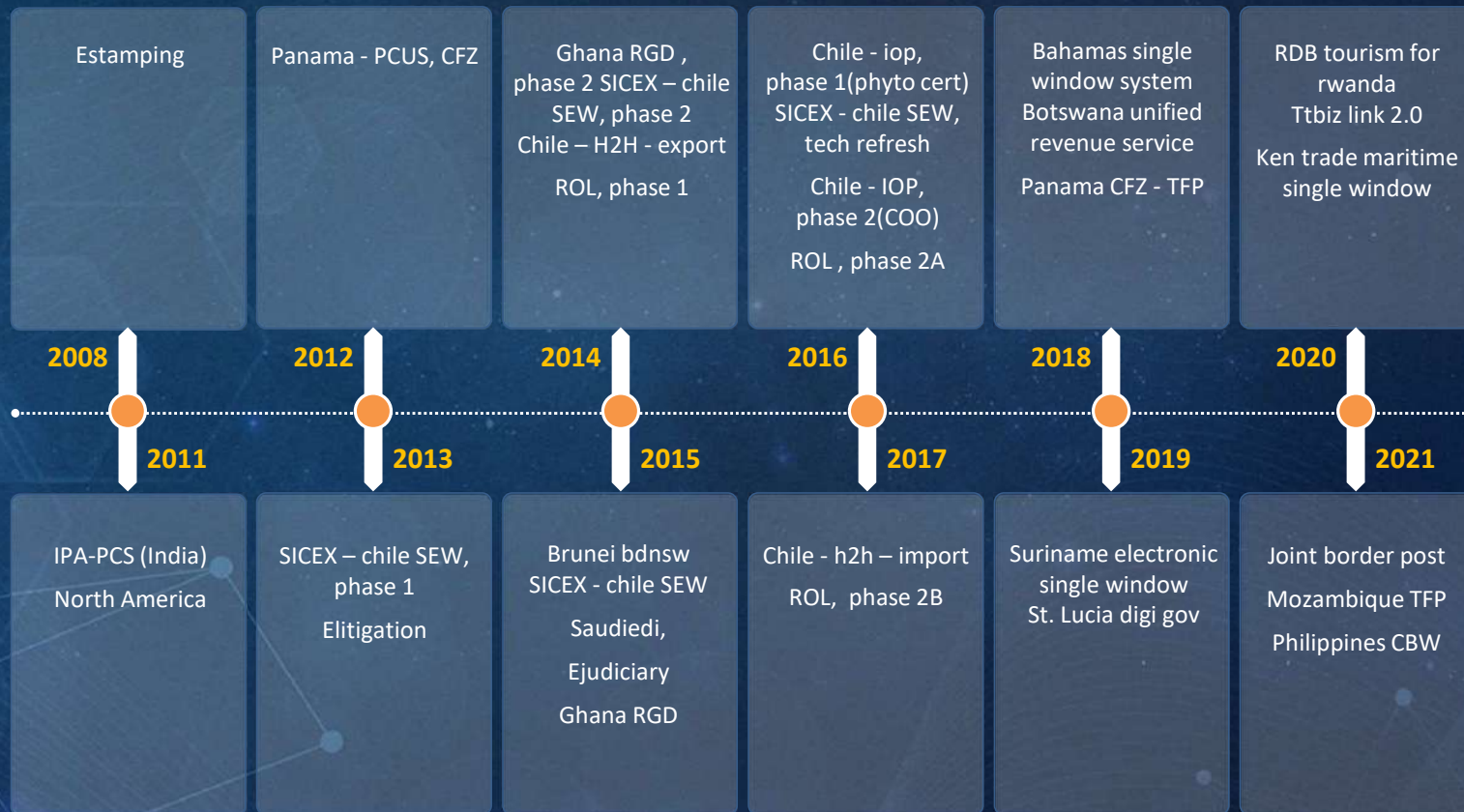
Scope

Timescales

Financials

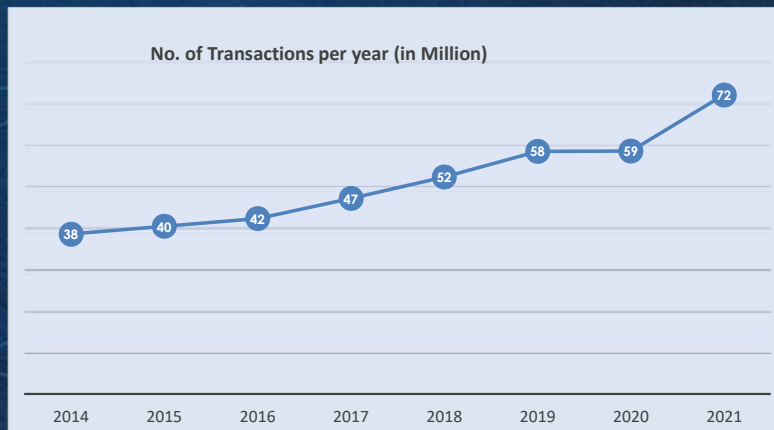
Risks

PROJECTS DELIVERED FROM INDIA



KEY INDIAN PROJECTS - ESI

- **Customer:** Stock Holding Corporation of India Limited
- **Started in India:** 2006
- **Currently serving:** 23 States in India
- **Solution offered:** An optical document security solution that digitally stamps documents to safeguard against duplication and fraud during collection of stamp duty.
- **Result:** Convenience enabled by round-the-clock transactions from anywhere with the assurance of documentation authenticity.



Lessons learnt

- Great place for talent, tough place for talent
- Beyond India, be a global company. Worldwide opportunities for development and growth
- Winning new business in India is 'hard'. Extremely competitive market.
- India is not Singapore. India is India. Love it for what it is.

THANK YOU

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Panel discussion on novel ways to enter India
Moderated By
Mr Anuj Kagalwala
Partner, Tax, PwC Singapore

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Panel discussion on key sectoral business opportunities in India for Singapore investors

Panelists



**Mr. Bharat
Joshi**
CEO, J-curve



**Mr. Puneet
Badrinath**
Co-founder,
Fabrik



**Mr Kinner N
Sacchdev**
CEO & Co-
Founder, Knorish



**Mr. Bhupinder
Singh**
MD, Vista
Processed Foods



Mr. Aditya Gupta
Investment
Specialist,
Healthcare
Invest India

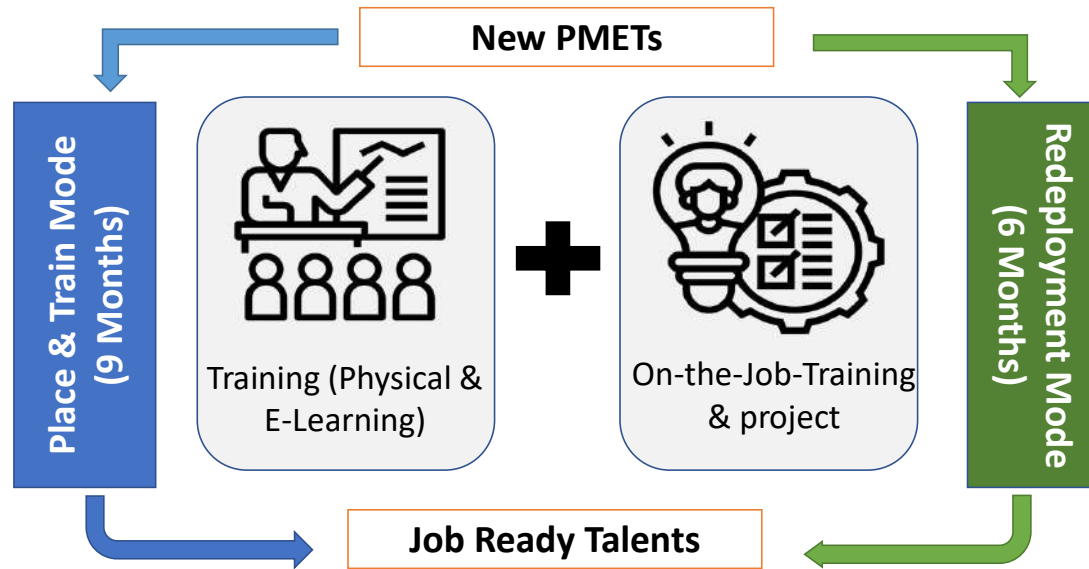



**Mr Anuj
Kagalwala**
Partner, Tax, PwC
Singapore

Moderator

Helping Companies Build Internationalisation Capabilities

Professional Conversion Programme: Internationalisation Professionals (PCP-I)



Scan / Email us for more information 



Mr Eady Ng
Email: eady.ng@sbf.org.sg

Ms Elizabeth Wee
Email: elizabeth.wee@sbf.org.sg

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6 Months / 9 Months
Up to 90% Salary Support



70% of \$13,000 training
course subsidy

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