

EMBASSY OF INDIA
BERLIN



MAKE IN INDIA MITTELSTAND!

**“INTRODUCTION OF MAKE IN INDIA
MITTELSTAND PROGRAMME”**

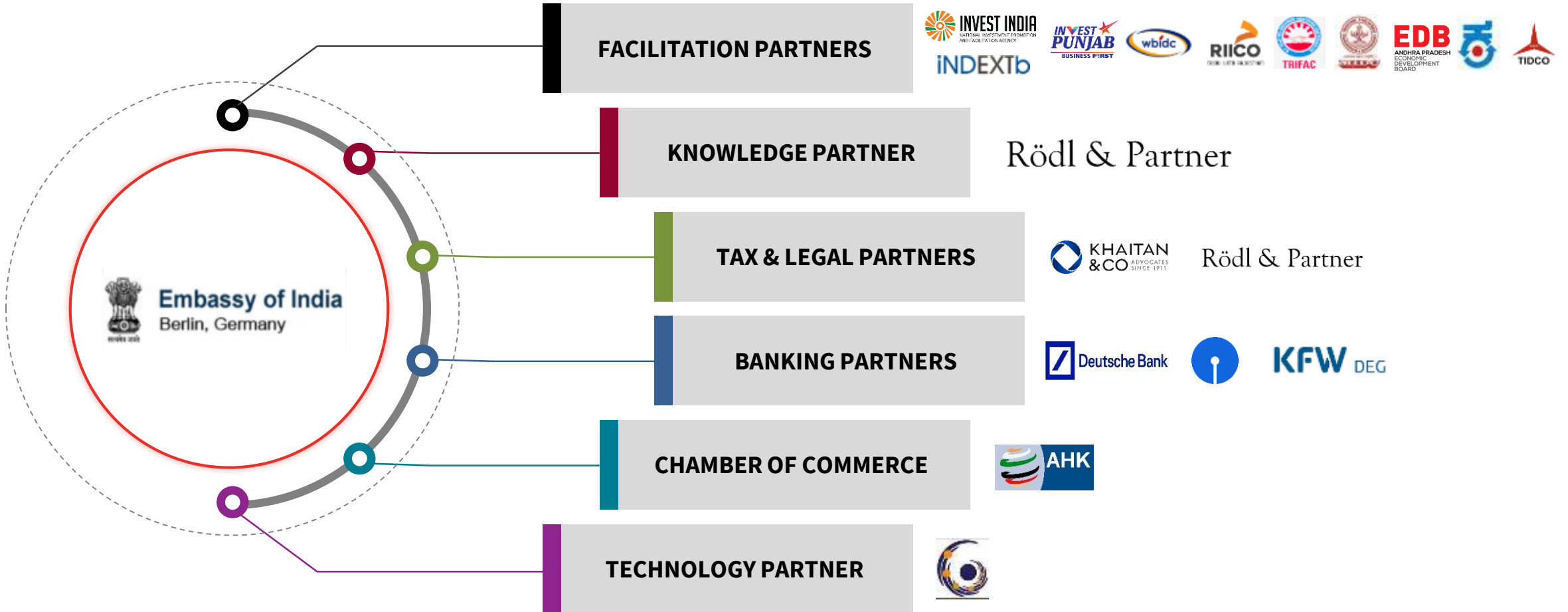
Rödl & Partner



Initiated by **Embassy of India Berlin** in **September 2015** and driven by Government of India's National Programme, **MAKE IN INDIA**



MIIM PARTNER NETWORK – ONE STOP SHOP FOR MARKET ENTRY SERVICES

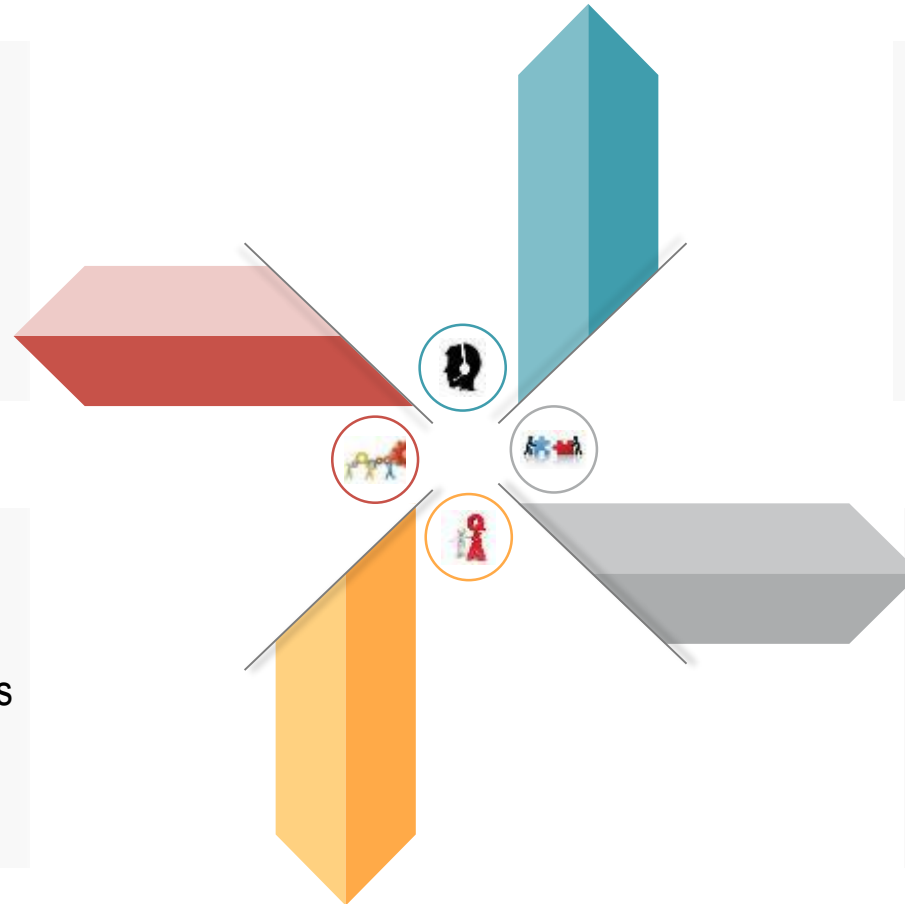


HOTLINE/ E-MAIL ACCOUNT

- **Hotline:** +49-30- 25795514
- **Fax:** +49-30-25795520
- **Email:** miim@indianembassy.de

WORKSHOPS/ WEBINARS

- **Regular workshops and webinars:** Open and free to all enrolled companies
- Topics of interest to all, key notes by experts
- **On request individualized workshops** will be provided



DEDICATED WORKSHOPS/ PROJECTS

customized workshops / projects are offered for specific requirements of companies
Customized workshops are **designed and executed by respective MIIM program partners**

EXCHANGE PLATFORM

Exhibition
Discussion and experience sharing
Network event

1. QUESTIONNAIRE



- **Provision of MIIM questionnaire to interested companies for disclosure on:**
 - General information, business description, Infrastructure and network (global footprint)
 - India presence, market understanding and investment plans
 - Expectations from MIIM

2. MEETING/ CALL



- **Conduction of personal meeting/call with representative of interested company to**
 - Understand Indian plans, challenges/bottlenecks and detailed company expectation on MIIM support
 - Onboarding decision to be taken based on concrete investment plan for India and timing of the same

3. ONBOARDING



- In case of positive onboarding decision, **official onboarding letter to be submitted to company via MIIM email/hotline**
- **Support of MIIM partners** to be started after official onboarding
- **Continuous investment facilitation support** by MIIM team through hotline

Key Support Topics



Transparency on Tax and legal topics (custom duty, procedures, incorporation etc.)



Land Allotment and Location Analysis



Business visa, MIIM recommendation letters



Liaisoning with government authorities/ Industry stakeholders



Emerging Market-Entry Financing



Market Assessment, Technical Feasibility, and Strategy Formulation



Human Resource Identification and Recruitment



Co-operation models execution – JVs/acquisitions

MIIM – 7 YEARS OF HIGHLIGHTS

“MIIM has been successfully achieving its overall objective of supporting the national programme – Make in India since Sep 2015”



IDENTIFIED GERMAN MITTELSTAND...

181 Members

Onboarded with **consolidated turnover of ~88 bn EUR**

...WITH INDIA INVESTMENT PLANS...

1,641 mn EUR

declared investments
71 Manufacturing plants
3 Expansions
46 Subsidiaries

...FOR PROVIDING FACILITATION SUPPORT...

~400 Queries
handled via hotline
118 Workshops
customized / common
67 Webinars
6 Exchange Platforms

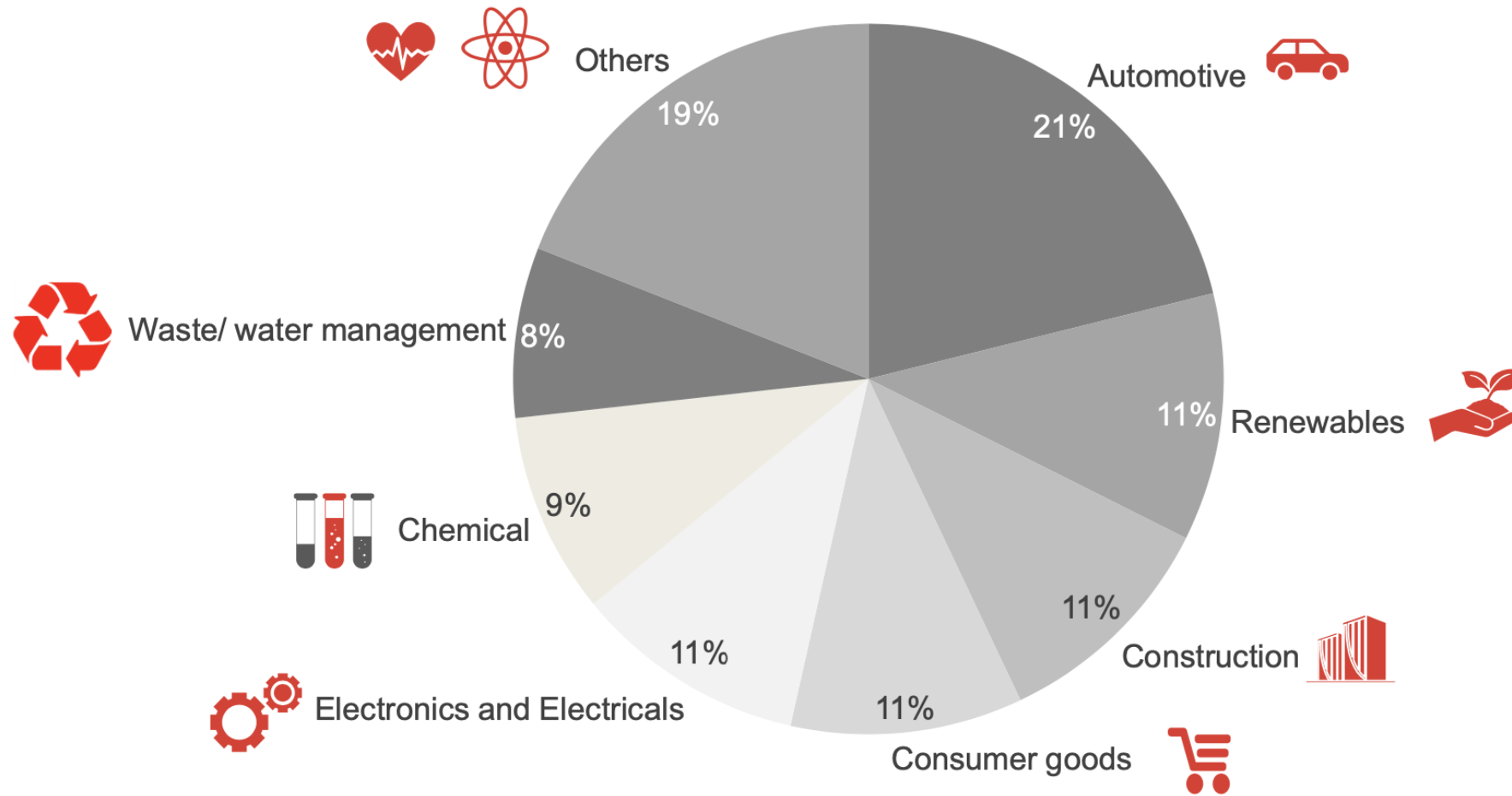
...TO ACHIEVE MAKE IN INDIA OBJECTIVES

448 mn EUR Implemented

20 manufacturing plants; 7 expansion; 8 subsidiary set up
584 mn EUR In-Progress
12 manufacturing plants; 3 expansions; 6 subsidiary set up



MIIM 175 MEMBERS – INDUSTRY WISE

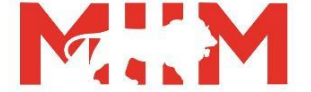


Other sector includes space, advanced technologies, pharma, textile, oil & gas etc



सत्यमेव जयते

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THANK YOU FOR YOUR ATTENTION!

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