

EMBASSY OF INDIA
BERLIN

Rödl & Partner



MAKE IN INDIA MITTELSTAND!

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



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



Embassy of India
Berlin, Germany



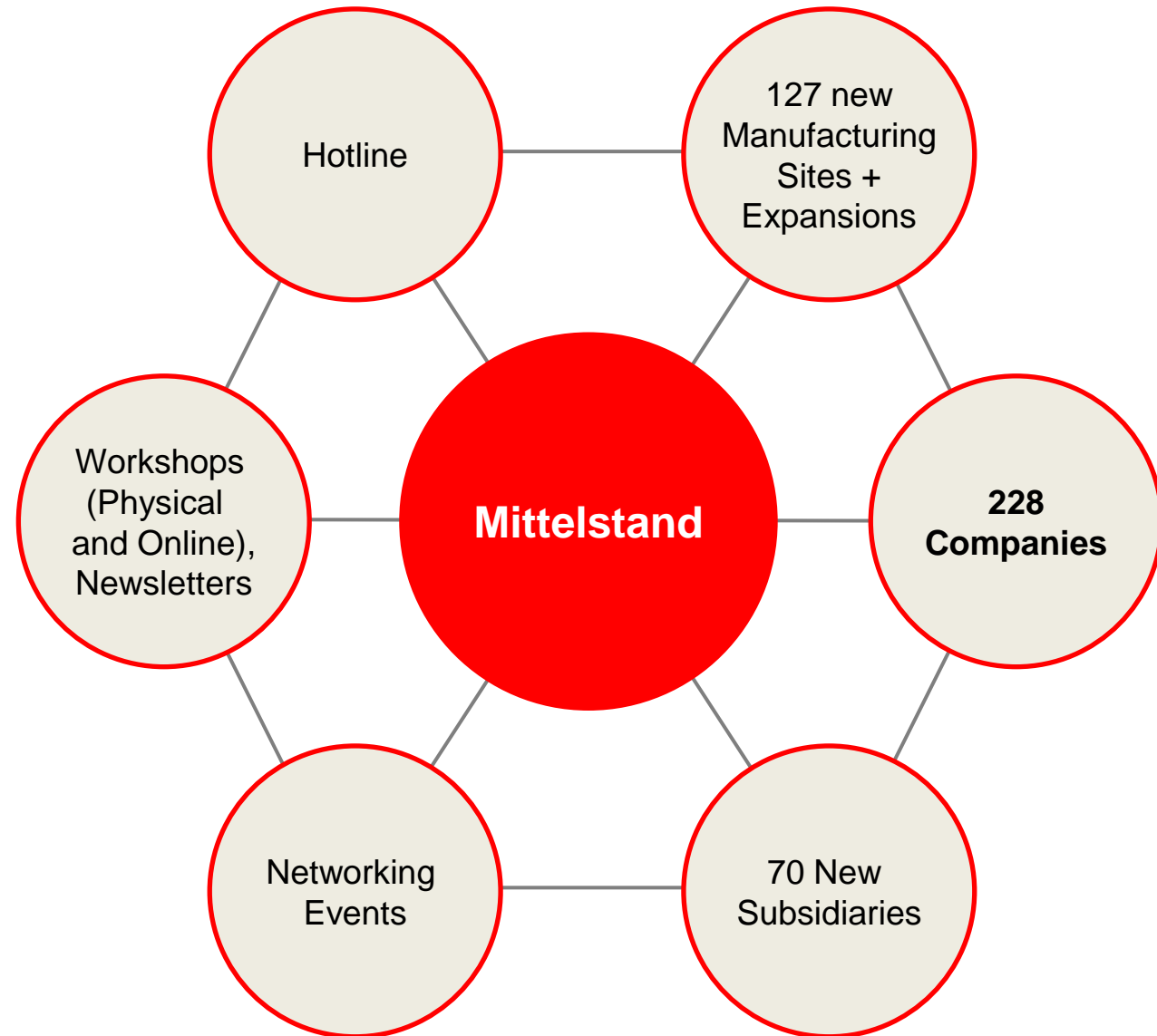
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MIIM INTRODUCTION

Managed by Embassy of
India Berlin

„Handholding“

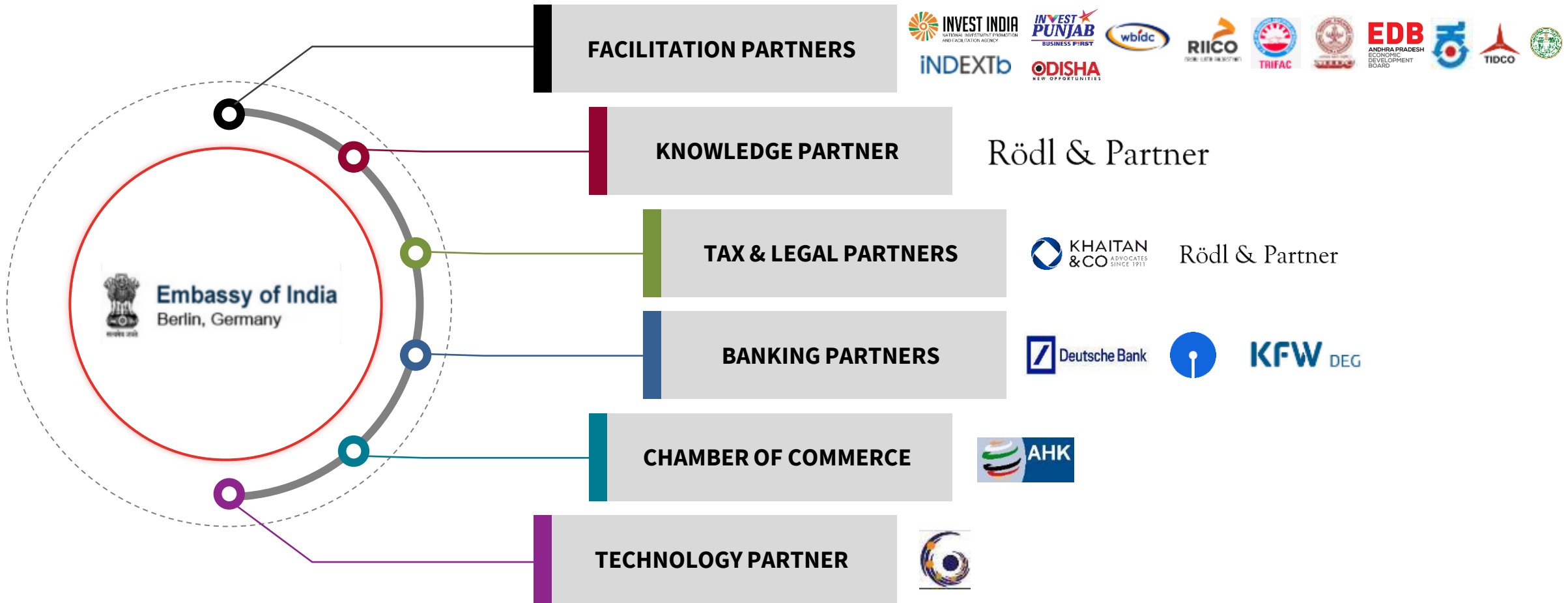
Networking



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MIIM PARTNER NETWORK – ONE STOP SHOP FOR MARKET ENTRY SERVICES



1. ONBOARDING FORM



■ MIIM Onboarding Form – Helping Us Understand Your Needs

Interested companies are invited to complete a brief form covering:

- Company Overview: General details, business activities, and global presence
- India Focus: Current presence, market understanding, and investment plans
- MIIM Expectations: How we can best support your India journey

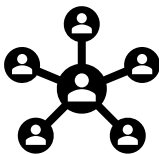
2. PERSONAL OR VIRTUAL MEETING



■ Personal Meeting / Call with Company Representative

- Discuss India-related plans, potential challenges, and specific support expectations from MIIM
- Evaluate investment plans and timelines to determine the best approach for onboarding

3. ONBOARDING



■ Onboarding & MIIM Network Integration

- Upon a positive onboarding decision, the company will receive an official onboarding letter via the MIIM email/hotline.
- The company becomes part of the **MIIM network**, gaining access to expert support and industry connections.
- MIIM partners will begin providing tailored assistance after official onboarding.
- Ongoing investment facilitation and guidance will be available through the MIIM hotline.

Key Support Topics



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



Land Allotment and Location Analysis



Liaisoning with government authorities/ Industry stakeholders



Market Assessment, Technical Feasibility, and Strategy Formulation



Emerging Market-Entry Financing



Co-operation models execution – JVs/acquisitions



Human Resource Identification and Recruitment

MIIM – 9+ 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...

228 Members

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

...WITH INDIA INVESTMENT PLANS...

2,15 bn EUR

declared investments

72 Manufacturing plants

55 Expansions

70 Subsidiaries

...FOR PROVIDING FACILITATION SUPPORT...

~ 400 Queries

handled via hotline

123 Workshops

customized / common

72 Webinars

8 Exchange Platforms

...TO ACHIEVE MAKE IN INDIA OBJECTIVES

~ 448 mn EUR Implemented

20 manufacturing plants; 7 expansion; 8 subsidiary set up

~ 591 mn EUR In-Progress



■ Programme run by the Indian Embassy in Berlin

- Legalisation processes and visa queries
- Easier access to relevant state investment agencies and authorities

■ Networking: Creating synergies

- Connecting with company representatives with similar plans
- Numerous events with fellow Mittelstand companies

■ Facilitation of market entry

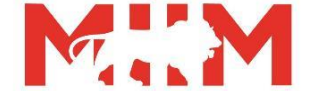
- MIIM-Partners are competent and established service providers
- „Handholding“ - mitigation of potential risks

■ Free membership

- Answering of general questions, general support via network and events are all free of cost
- Non-binding membership

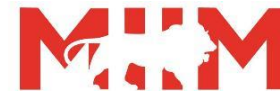


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THANK YOU FOR YOUR ATTENTION!



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