

## Indian Markets Insights

### “Indian electronics market attractiveness–Focus on e-mobility” and “Indian market entry success factors”

13<sup>th</sup> November 2019  
productronica Forum, hall A1, Messe München Trade Fair Center, Munich

### Agenda

<b>16:00–16:05</b>	<b>“Make In India Mittelstand” Introduction</b>
<b>16:05–16:30</b>	<b>Indian electronics market attractiveness–Focus on e-mobility</b>
	Speaker: Mr. Ketan Jadhav, Senior Consultant, EAC- Euro Asia Consulting Pvt. Ltd.
	Electronics market status-quo and outlook 2025
	Current and emerging application segments
	Indian government policies and support for electronics manufacturing
	Focus on e-mobility opportunities 2025: <ul style="list-style-type: none"> <li>- Government targets and policies</li> <li>- OEM and Tier I/II suppliers roadmap and investment plans</li> <li>- Scenario analysis–E-mobility penetration potential 2025</li> </ul>
<b>16:30–16:55</b>	<b>Indian market entry success factors</b>
	Snapshot–Indian macroeconomic development and outlook
	Key market entry challenges–Greenfield and Brownfield
	Success factors and mitigation steps (with case studies): <ul style="list-style-type: none"> <li>- Importance of addressable market transparency</li> <li>- Product portfolio strategy and localization demand</li> <li>- Strategic decisions–Indian value-chain and business model</li> <li>- Organization structure and resources</li> </ul>
<b>16:55–17:00</b>	<b>Q&amp;A</b>

*This agenda is subject to modifications. Actual status: November 7, 2019*