

India may Export Handsets Worth \$9 billion in FY23

This will be higher than \$5.8 b in FY22 as local electronics mfg picks up steam

Kiran.Rathee
@timesgroup.com

New Delhi: India is likely to export mobile phones worth about \$9 billion in FY23, up from \$5.8 billion in the year before, as manufacturers step up production and outward shipments.

India is set to achieve overall electronics manufacturing of \$300 billion by FY26. As per data from industry body India Cellular and Electronics Association (ICEA), electronics worth roughly \$87 billion were manufactured locally in FY22, which is expected to grow to \$100 billion in FY23.

Mobile phone exports have already raced past the \$5 billion mark in the first seven months (April-October) of FY23, more than double the \$2.2 billion that India clocked in the same period last year, as the likes of Apple and Samsung pushed exports. The development of an ecosystem for electronics manufactu-

On Right Track

India set to achieve \$300 b electronics manufacturing by FY26

Electronics exports may touch \$120 b by FY26

Of these, mobile phones may account for \$60 b



Apple's vendors, Samsung key handset exporters

PLI schemes have boosted manufacturing, exports

All states competing to attract investments in electronics sector



ring and a subsequent rise in exports are primarily being led by the production-linked incentive (PLI) schemes.

"Early on in 2021, we sat with the industry and worked out this \$300 billion roadmap," Rajeev Chandrasekhar, minister of state for electronics and IT, told ET. "One of the key things of the target was significantly expanding exports to go from the current \$18-20 billion to \$120 billion by FY26. This fiscal, mobile phone exports are expected to reach \$9 billion."

Business Line dt: 7.12.22

'Ayush exports to touch \$23 billion by FY25'

Abhishek Law
New Delhi

Ayush (ayurveda, yoga, unani, siddha and homeopathy) exports are expected to reach a cumulative value of \$23 billion by FY25. Between FY21 and FY25, the segment is expected to grow 26 per cent, Union Minister, Sarbananda Sonowal, told *businessline*.

In FY21, the cumulative value of exports (from FY14 to FY21) was \$18.2 billion, an over-six fold rise from the \$3 billion it reported till FY14.

AYUSH SERVICES

Aswagandha or winter cherry (a medicinal shrub) is amongst the highest exported items and US is among the major buyers. According to Sonowal, a dedicated Ayush

Export Promotion Council (AEPIC) is being set up in order to promote export of such products, medicines and services. Some 25-odd country-to-country MoUs for cooperation in the field of traditional medicine and homeopathy have also been entered into.

"We are in the process of setting up an Ayush-mark, for standardisation purposes, and an Ayush park.

"The latter will be for inviting industry collaborations that include setting up of manufacturing facilities by startups or others; promoting research and development; and so on. We are also open to collaborations with industry for setting up the park," he said during the interview.

Also under consideration is the introduction of Ayush visa services, (on the lines of a med-



Sarbananda Sonowal, Union Ayush Minister, at the inaugural session of 9th World Ayurveda Congress and Arogya Expo in New Delhi

ical visa) a travel document that grants access to India, to all visitors wishing to receive treatment like naturopathy, homeopathy and others.

"We are in touch with the Ministry of External Affairs on the Ayush visa services. And over a short period of time, the Ayush-mark, Ayush-visa and park should be ready,"

Sonowal added.

INVESTMENTS

According to the Minister, nearly ₹9,000 crore of investment commitments have been received through 70-odd MoUs that were signed during the recently concluded Global Ayush Investment and Innovation Summit 2022.

"During the Covid Pandemic, Ministry of Ayush has supported foreign nations like Mauritius by supplying Ayurveda medicines. We are also working with WHO for inclusion of Ayush terminologies in its International Classification of Disease (ICD)," he said.

According to Sonowal, three National Ayush institutes will be inaugurated by the PM, Narendra Modi, on December 11. The institutes being, All India Institute of Ayurveda in Goa, National Institute of Homeopathy in Delhi and the National Institute of Unani Medicine in Ghaziabad.

They will focus on research, and international collaborations; offer 400 additional seats for students pursuing undergraduate, graduate, and doctoral courses; and 550 additional beds for patients.

Goyal exhorts exporters to look at newer markets for millets

Prabhudatta Mishra

New Delhi

Channayya Hiremath, CEO of Karnataka-based Gaurishankar Food Industries, is one of the 60 firms/exporters who participated in the first ever international buyer-seller meet on millets in New Delhi and has been looking forward to meeting importers abroad as APEDA plans to organise more such meets. There are some companies who have secured export orders for raw millets of a few thousand tonnes as demand for value added products has been increasing, particularly from Indian diaspora.

"We got serious enquiries from the US, Indonesia and Malaysia and are hopeful of some business deals next year," said Hiremath. Gaurishankar's products such as ready-to-cook millet-based



Piyush Goyal,
Union Commerce Minister

products as well as jowar/bajra ready-to-eat roti have received the attention of many of the 36 buyers from 18 countries, who had come for the buyer-seller meet held on December 5 on the sidelines of Millets-Smart Nutritive Food Conclave.

STRESS ON RESEARCH

Inaugurating the conclave, Commerce Minister Piyush Goyal exhorted Indian exporters to look at newer markets

for millets to push the country's exports. The minister lauded Agricultural and Processed Food Products Export Development Authority (APEDA) for the remarkable work it had done so far and expressed confidence that its efforts would promote Indian millets all over the world.

Stressing on the need for more research and focus on standards for the sector, Goyal said, "We must look for newer markets and destinations. Research is required to see newer varieties." He also urged the stakeholders to focus on boosting productivity of millets. "Let's become the global capital of millets," he said.

Commerce Secretary Sunil Barthwal said there is a huge scope to boost millet exports and the government has set a target of \$100 million in 2-3 years from the current \$15 million. He said APEDA will organise many such buyer-seller meets to promote millets.

Business Line 06.08.22

Tea exports may top 230 mkg this year

HEADWINDS. Shipments might have been higher had the payment system with Iran been smoother

Shobha Roy
Kolkata

Tea exports are likely to be up by 30-33 million kg (mkg) during the current calendar year at 225-230 mkg compared with 196.54 mkg in 2021 backed by steady demand. This is particularly due to demand for orthodox teas in view of the economic crisis in Sri Lanka creating a market for Indian tea in some countries.

Exports were up by 16 per cent during January-September 2022 at 165.58 mkg valued at around ₹4,543 crore against 142.55 mkg amounting to ₹3,904 crore in the same period a year ago. During the said period, orthodox exports were up by nearly 22 per cent at 79.94 mkg valued at ₹2,357 crore compared with 65.51 mkg amounting to ₹1,830 crore last year. "We had estimated exports to be in the range of 225-230 mkg at the beginning of the year and based on current facts and figures, we are on course to achieving that,"



BUOYANT TREND. Exports were up by 16 per cent during January-September 2022 at 165.58 mkg against 142.55 mkg in the same period last year REUTERS

Anshuman Kanoria, Chairman, Indian Tea Exporters Association, told *businessline*.

IRAN SITUATION

According to trade sources, exports could have been much higher had the geopolitical situation been better and the payment system with Iran been smoother. Rumours are rife that Iran has stopped issuing registration of proforma, which is a prerequisite for importing tea

from India, due to geopolitical troubles. However, the industry is still clueless about the actual situation on the ground.

"There is a lack of clarity. Nobody knows what is happening but from what we understand, they (Iran) are not issuing registration of proforma and without that, exports cannot happen," an exporter said on conditions of anonymity.

Exports to Iran during

January-September 2022 were marginally down at 18.64 mkg against 18.76 mkg in the same period a year ago. In value terms, however, export to Iran is up by nearly 8 per cent at around ₹515 crore this year against ₹479 crore last year.

Interestingly, there has been a huge surge in exports to UAE (nearly by 159 per cent) at close to 28.58 mkg during the said period this year compared with only

around 11.03 mkg last year. In value terms, exports to UAE are up by nearly 217 per cent at around ₹871 crore (₹275 crore in January-September 2021) this year. Sources said a significant chunk of tea to Iran is being routed through UAE using the third party currency mechanism permitted by RBI for doing business with Iran.

Ever since the US imposed sanctions on Iran, India could not engage in dollar-denominated trade with the country. Hence, a rupee-rial trade mechanism was put in place in 2018. Under this, oil refineries from India would deposit Indian rupees in the two designated banks - UCO Bank and IDBI Bank - for import of crude oil from Iran; the fund was used to clear dues of exporters from the country to Iran.

However, since there have been no oil imports by India since May 2019 due to US-led sanctions, the accumulations in the rupee-rial accounts have been depleting drastically. So dipping into that fund is no longer an option.

2020, and up to November 30, 2022. OUR BUREAU

Covid-19, we supplied medicines to 150 countries. Had we

recently softened.

"In the times to come, we

manipulation," Mandaviya said. He indicated the govern-

form isers

Business Line : dd. 8.12.22 Soluble coffee exports up 11% in October

Vishwanath Kulkarni
Bengaluru

Coffee exports for the 2022-23 season starting October are off to a good start, mainly in the soluble and robusta coffee segment, while major producers such as Brazil and Vietnam have seen a decline during the period, according to the International Coffee Organisation (ICO).

ROBUSTA EXPORTS

ICO in its latest report for November said the global exports of green beans in October 2022 totalled 8.5 million bags compared with 8.72 million bags in the same month a year ago, down 2.5 per cent. While the Brazilian Naturals alone started the new coffee year with an uptick of 0.5 per cent, shipments of Colombian Milds decreased by 4.1 per cent to 0.94 million bags in October (0.98 million bags in



BUCKING TREND. Save for India and Indonesia, all major origins within the robustas group saw their exports fall in October

October 2021). Exports of robustas fell by 4.8 per cent to 2.82 million bags (2.96 million bags) during the period. With the exception of India and Indonesia, all major origins within the robustas group saw their exports of green beans fall in October 2022.

However, during October, total exports of soluble coffee increased by 10.9% to 1.19 million bags compared with 1.07 million bags a year ago.

Brazil, the largest exporter of soluble coffee, shipped 2,91,345 bags in October 2022, down 6.2 per cent from 3,10,731 bags in October 2021.

Soluble or instant coffees account for close to a third of India's coffee exports. In the calendar year till date, exports of instant coffees from India stood at 1.24 lakh tonnes compared with 1.11 lakh tonnes a year ago. As per Coffee

Board's latest data, export permits issued from October 1 to December 6 were lower at 57,669.6 tonnes compared with 71,909.3 a year ago. The value of these permits issued stood at \$163.13 million (\$172.52 million). The harvest of the arabica coffee has started in the key-producing regions of Kodagu and Chikmagalur, while the robusta harvest is set to commence in the next few weeks.

Ramesh Rajah, President, Coffee Exporters Association, said there is good demand for robusta cherry and soluble coffees. Such demand for moderately priced coffees could be largely driven by the prevailing economic conditions in the US and Europe.

ICO has pegged the world coffee production for the crop year 2022-23 year at 167.2 million bags, a 2.1 per cent decrease as compared with 170.83 million bags in the previous year.

MCX copper Co

Ag price rise 0% in a month

// Business Line dt. 8.12.22

India holds up export of 27,000 Vivo phones in clash with China

Bloomberg

Indian authorities have prevented Vivo from exporting some 27,000 smartphones for more than a week in a setback to the Chinese company's plan to ship devices from India to neighboring markets.

The smartphones, manufactured by Vivo's India unit, are being held up at the New Delhi airport by India's revenue intelligence unit, a branch of the Finance Ministry, over alleged misdeclaration of the device models and their value, multiple people familiar with the matter said. The shipment is worth nearly \$15 million, according to sources.

INTENSE SCRUTINY

An industry lobby group called the government agency's actions "unilateral and preposterous."

"We request your kind



ROADBLOCK. Vivo exported its first batch of India-made smartphones in early November to Saudi Arabia and Thailand REUTERS

and urgent intervention to stop this unfortunate course of action," Pankaj Mohindroo, the Chairman of India Cellular and Electronics Association, wrote in letter to the tech ministry.

"Such unwarranted actions by enforcement agencies will diffuse the drive and motivation to encour-

age electronics manufacturing and exports from India."

The political chasm between India and China widened after the two nuclear-armed nations clashed at a disputed Himalayan border in the summer of 2020. New Delhi has also intensified scrutiny of Chinese companies operating in India, including SAIC Motor Corp Ltd's MG Motor India Pvt Ltd, and the local units of Xiaomi Corp and ZTE Corp.

The blockage of Vivo's shipments at the airport is likely to unnerve other Chinese smartphone players in India, where the government, led by Prime Minister Narendra Modi, is pushing them to ramp up exports and build local supply chains. That could threaten India's ambitious target of exporting electronics products worth \$120 billion by the end of March 2026.