

# Make in India Business Support Programme for German Mittelstand and Family Owned Enterprises



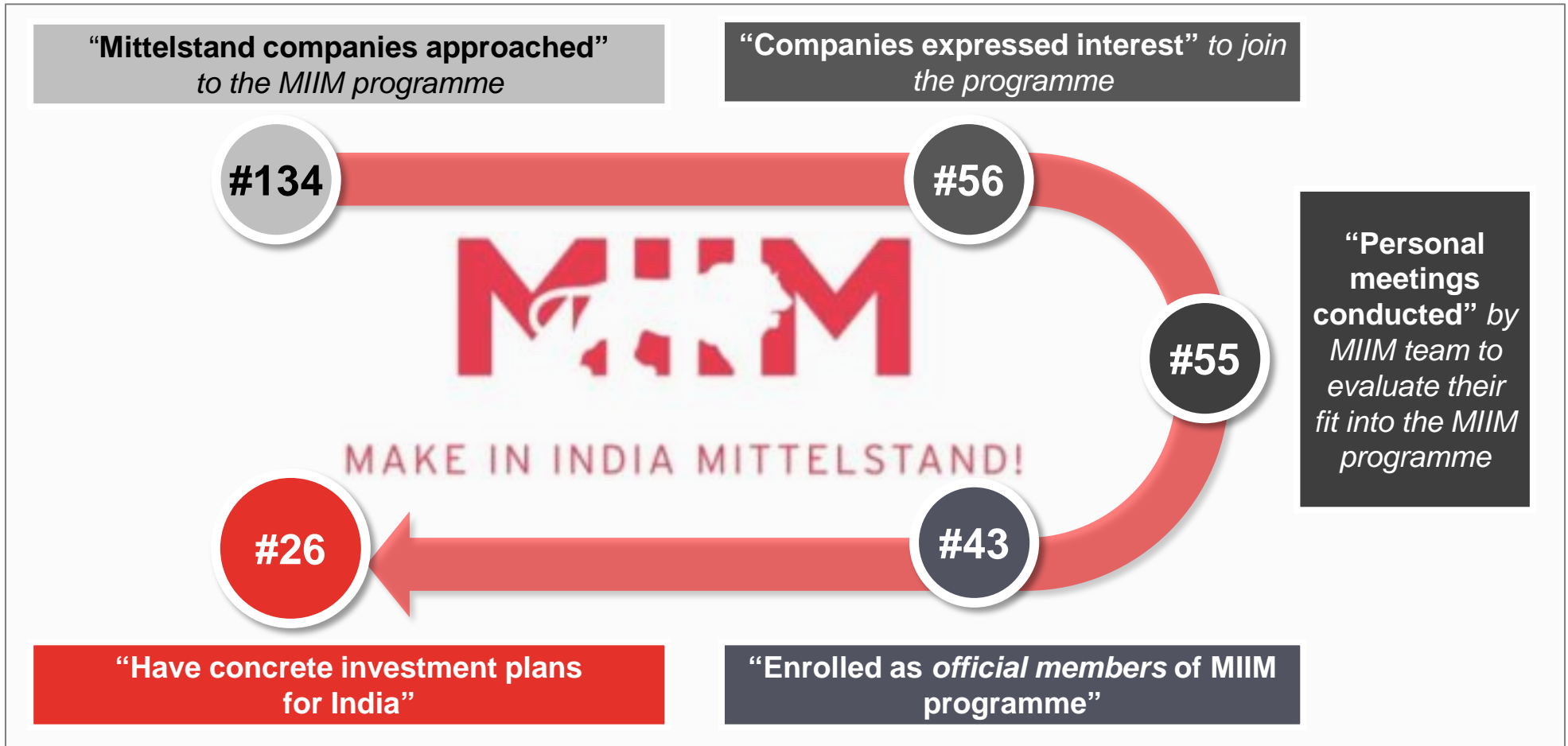
MAKE IN INDIA MITTELSTAND!

**“MIIM Progress Overview – First Six Months”**

Berlin, March 17th, 2016

Since its inception in September 2015, MIIM Programme has enrolled 43 Companies in to the programme- Out of which 26 companies have concrete investment plans


### MIIM Report Card: Progress So Far!!!



Investments are strategically spread with “*Industrials*” and “*Environment*” sectors leading with 55% share followed by “*Mobility*” and “*Consumer goods*” sectors

### MIIM Report Card: Industry Overview!!!

#### Sector Wise Break Up of 43 Enrolled Companies

**Others: 3 Companies**  
(Agriculture and Pharma) 



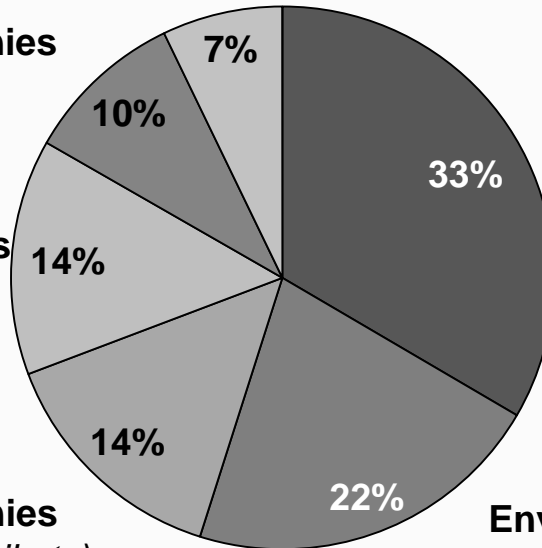
**Construction: 4 Companies**  
(Building Materials)





**Consumer Goods: 6 Companies**  
(Textile, Lighting, White Goods, Water Filter etc.)



**Mobility: 6 Companies**  
(Auto Components, Rail etc)



**Industrial :15 Companies**  
(Machine Tool, Textile Machinery, Automation) 

**Environment: 9 Companies**  
(Waste Water, Water, Renewables etc.) 

By that MIIM Programme is assisting **“Historically sustained - German technologies”** to set up their manufacturing footprint in India- fulfilling Make in India’s objective

**MIIM Report Card : German Technologies Finding Their Way to India!!!**

**Renewable Energy**  
*(Biofuels, Wind Energy)*

**Waste Management**  
*(waste recycling, waste water treatment, packaging)*

**Engineering Technologies**  
*(Packaging machinery, Machine tools, automation)*

**Water Technologies**  
*(Water quality assessment, filtering solutions, restoration)*

**Construction technologies**  
*(Sealants, green building materials)*

**Agricultural Mechanisation**

**4 workshops have been conducted by experts so far with live case studies; excellent cooperation from partners and members led to significant participation**

### MIIM Support : Workshops



**MIIM Hotline has mail log of >900- Liasoning, Tax and legal, Market assessment, Visa issues, IPR are among the key support requests facilitated by Programme**

**MIIM Support: Hotline and Support Requests Overview (Sept 2015 to Feb 2016)**



**MIIM Programme is supporting declared investment of ~400 mio EUR in different stages and app. 3,500 employment (not all have disclosed their exact plans yet)**

### MIIM Results: Investment Planned!!!

**TOTAL INVESTMENT:**  
*being facilitated under MIIM Programme*

**Approx.  
400 Mio EUR  
(30 bln INR)**

**Note: Investment of other MIIM companies which have not yet disclosed their investment plans have to be added**

**Investment Avenue**



**15 New Manufacturing Plants**



**6 Expansion Projects**  
*(2<sup>nd</sup> manufacturing plant, expansion of current set up etc.)*

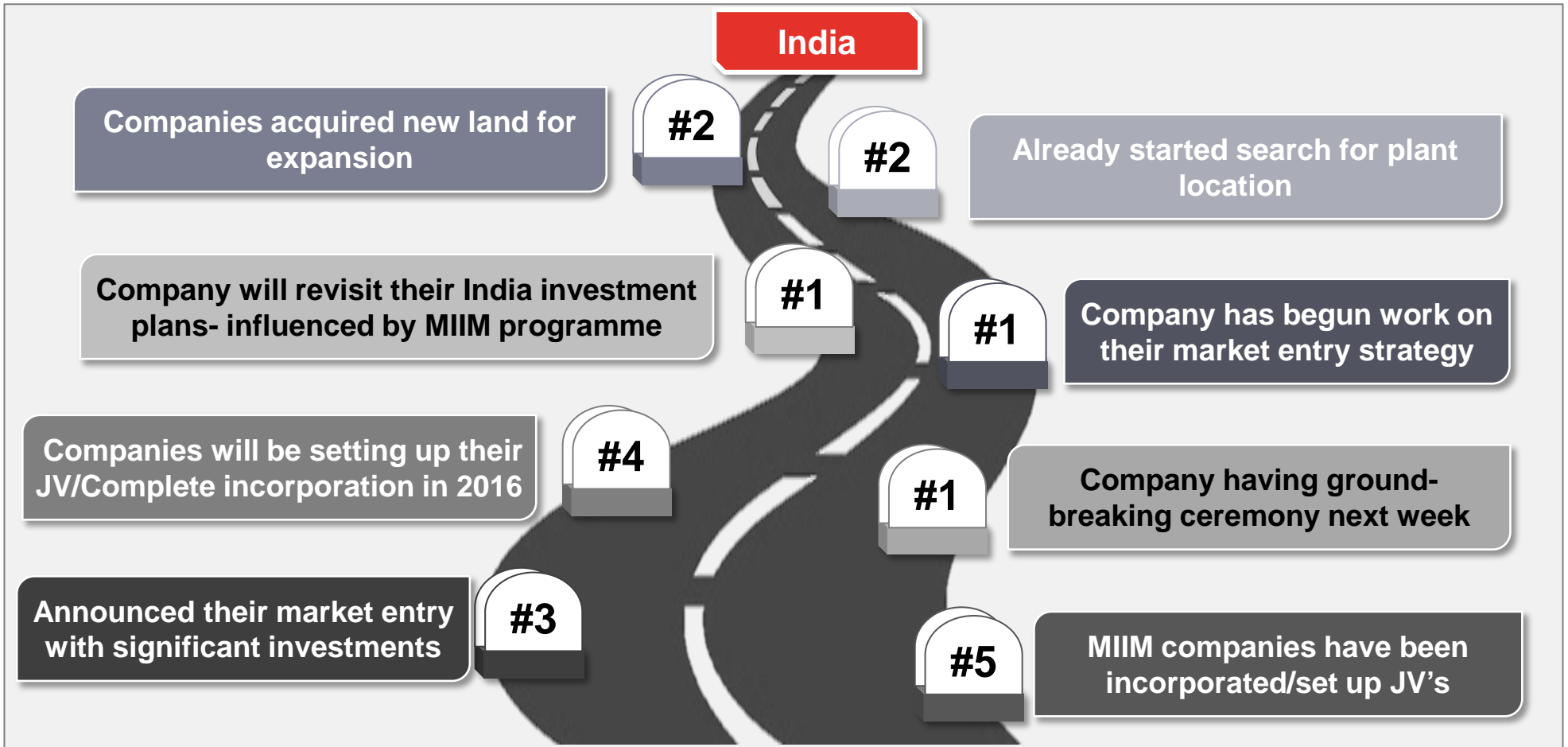


**2 Pilot Projects**

**Employment Generation for ~3500**

**Under MIIM Programme, companies have achieved significant milestones in last 6 month including investment announcement, incorporation, JV set up etc.**

### MIIM Results: Significant Milestones by MIIM Companies





## Next Steps: MIIM Events Schedule

Events	Topic	Date	Location	Conducted by
<b>MIIM Event</b>	Workshop on “Make It In India Mittelstand”: Succeeding through Sustainable Partnerships	26 <sup>th</sup> April’16	Hannover Messe	<ul style="list-style-type: none"> <li>Eol</li> </ul>
<b>Workshop 5</b>	Transfer pricing / Import Export duty structures and custom procedures	10 <sup>th</sup> May’16	Roedl and Partner office	<ul style="list-style-type: none"> <li>Roedl and Partner</li> </ul>
<b>Webinar 1</b>	Repeat topic for new entrants: Localisation in India	TBD	Webinar	<ul style="list-style-type: none"> <li>EAC</li> </ul>
<b>Workshop 6</b>	Financing Options for MIIM companies + Distribution Structures and Strategies	16 <sup>th</sup> June’16	LBBW, Stuttgart	<ul style="list-style-type: none"> <li>LBBW</li> <li>SBI</li> <li>EAC</li> </ul>
<b>Webinar 2</b>	Repeat topic for new entrants: Indirect and Direct Tax structure in India	TBD (April / May?)	Webinar	<ul style="list-style-type: none"> <li>Khaitan and Co.</li> </ul>
<b>Workshop 7</b>	Management style, Professional and Cultural “gaps and overlaps” – an Indo German perspective for expatriate	Sept’16	TBD	<ul style="list-style-type: none"> <li>TBD</li> </ul>
<b>Workshop 8</b>	M&A and Co-operations in India	TBD	TBD	<ul style="list-style-type: none"> <li>Bundesverband M&amp;A</li> </ul>

**Last but not the least, MIIM team will continue the onboarding tools and platforms of – hotline / mail account, newsletters, facebook and twitter**

## MIIM Support: Hotline Support and Contact Platforms

The MIIM Hotline:  
Mail log



# of mail  
received and  
replied in last 6  
months

### Hotline and Contact Platforms



**Hotline:**  
**+49-30- 25795514**



**Email:**  
**miim@indianembassy.de**

**Also you can Follow us on...**



**<https://www.facebook.com/miimgermany>**



**<https://twitter.com/miimgermany>**

**There has been no precedence to MIIM in Germany from concept /scale perspective; now successfully positioned as strategic business program of Indian Govt.**

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### Impact Reflection of MIIM (6 months review)

**#1**

- ***No precedence to MIIM concept and scale in Germany by Indian Government***
- ***Has an extremely positive impact on “re-imagining” support from Indian bureaucracy***
- ***MIIM supports the idea of “red carpet” and not “red-tape”***
- ***Compliments the “ease of doing business” challenge faced by German companies in India***

**#2**

- ***For the first time the Indian Government is not only being appreciated but being benchmarked on initiating “best country practices”***

**#3**

- ***MIIM is true reflection of current government’s willingness to support German manufacturing / engineering / technology companies***

**#4**

- ***Member companies find MIIM as one of the key “influencer and enabler” of developing and implementing their India strategy***
- ***Perceived as “too good to be true”***

**#5**

- ***MIIM has been successful in finding in-roads to the very cautious German Mittelstand***
- ***Initiative of Indian Government which has a strong “branding” potential on a sustainable basis in Germany***

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## MAKE IN INDIA MITTELSTAND!

### **MIIM PROJECT TEAM:**

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### **MIIM online:**

[www.makeinindiamittelstand.com](http://www.makeinindiamittelstand.com)  
<https://www.facebook.com/miimgermany>  
<https://twitter.com/miimgermany>