

BETWEEN OURSELVES

We had the 30th Annual Function of CEAMA, in New Delhi. Mr. Jyotiraditya M. Scindia, Hon'ble Minister of State for Commerce & Industry was the Chief Guest. He highlighted the importance of Consumer Electronics & Home Appliance sector in the National Economy and exhorted the industry to increase the exports of sector products to the developed and developing countries. Mr. R. Chandrashekhar, Secretary, Department of IT, was the Guest of Honour. Mr. Chandrashekhar was of the view that the industry and the government need to work together to ensure that the Indian industry faces the global competition. It was a well attended function.

We have been talking about digitalization of broadcasting services in the country. The progress has been tardy, so far. Now the issue of shortage of spectrum has been raised and one very prudent suggestion has been made that the digitalization of broadcasting services would release spectrum for use in the telecommunication services. The money from the sale of released spectrum could be used to fund the digitalization of broadcasting services. This has been successfully done in US. We hope that India will follow the example, which will create a win-win situation.

One of the consumer durable finance company has claimed that out of 3 LCD TVs sold in the country, one is financed by the company. While one can debate the claim of the finance company, it is a fact that the consumer finance plays significant role in the growth of our sector. Now when the market is shifting to the small towns and rural areas, it is important that the finance for purchase of consumer durables is made available in these places. This will help to boost the growth of our sector.

— Suresh Khanna

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30TH ANNUAL FUNCTION OF CEAMA - DECEMBER 8, 2009



General Body Meeting of CEAMA



Chief Guest Mr. Jyotiraditya M. Scindia, Hon'ble Minister of State for Commerce & Industry lighting the lamp →



← Address by the Chief Guest



← Left to Right
Mr. Devinder Chawla, Ernst & Young,
Dr. Y. V. Verma, Incoming President
CEAMA, Mr. R. Chandrashekhar,
Secretary, Department of IT,
Mr. Jyotiraditya M. Scindia, Hon'ble
Minister of State for Commerce &
Industry, Mr. Ravinder Zutshi,
President, CEAMA and Mr. Rajiv
Bajaj, Hony. Secretary, CEAMA



Mr. R. Chandrashekhar, Secretary,
Department of IT, Guest of
Honour, addressing the gathering →



← A view of Audience

SEE RURAL CONSUMERS IN THEIR RICH VARIETY

— *Mr. Rajesh Shukla, NCAER*

The success of many rural initiatives undertaken by corporate India - such as the Shakti Project by Hindustan Lever and e-choupals by ITC - is testimony to the fact that rural consumers are increasingly becoming more integrated into the overall economy. As their purchasing power grows, marketers have begun to target a whole range of consumer products and services at them. However, most corporate players still rely on broad-strokes research data when addressing rural consumers. The same set of Indian consumers mostly gives different stories when dissected using various indicators such as income, expenditure, education and occupation levels, ownership of goods and services, etc.

There is an insufficient analytic effort by data providers to classify Indian consumer by integrating indicators in a meaningful way. Income data viewed through the filter of socio-economic characteristics such as occupational profile of the chief earner, education level, age group and employment sector can provide invaluable insight into consumption and income trends. For a clearer understanding of the consumer, let us consider key occupations of the chief earners of households. And how this impacts their earning levels, propensity to spend and save.

There are 144 million rural households - translating into a population of 732 million - in the country. Of these, 58 million are headed by chief earners

OCCUPATIONAL PROFILE OF INDIAN CONSUMERS

	Self-employed					Total
	Salary Earners	In non-agriculture	Labour	In agriculture	Others	
Estimated total households*	37.9	35.1	66.8	59.4	6.3	205.6
Average household income**	1,10,344	95,020	30,957	55,653	75,468	65,041
Share of rural households	39%	46%	78%	97%	51%	70%
Rural-urban income ratio	0.905	0.571	0.721	0.599	0.839	0.542
SHARE OF RUAL TO TOTAL STOCK (%)						
Two-wheeler	34	36	57	95	44	54
Car	17	21	73	89	38	32
Colour television	30	30	54	93	35	46
Refrigerator	21	19	37	86	28	29
Cell phone	23	22	40	91	31	33
* Million ** Rs. Per annum						

engaged in self-employed activities in agriculture and their annual household income is about Rs 54,000. The next largest group of households is headed by chief earners who are manual labourers. There are 52.4 million labour households earning an average annual income of about Rs 28,000. Nearly 16 million households are self-employed in non-farm occupations while 15 million are regular salary/wage-earning households. These two groups have annual incomes of Rs 67,000 and Rs 1,03,000 respectively.

How do the rural households, particularly the salary/wage and self-employed non-farm earning ones, compare with the urban ones? There are 19 million urban households engaged in self-employed non-agricultural activities and their annual income is about Rs 1,18,000, one-and-a-half times that of their rural counterparts. Urban India also has more regular wage/salary earning households - about 23 million - and these have an annual income of Rs 1,14,000. These two groups of rural households would form prime targets for marketers of consumer goods and services. Admittedly, these households would be scattered over a larger geographical area than urban households. But the point to consider here is that these rural households have a higher earning weight - i.e., they have a higher share of income - than other household types in rural India.

Let's consider consumption patterns. Just as urban incomes are higher than rural ones, so is expenditure. A rural salary-earning household spends Rs 63,000 annually compared to Rs 78,000 by its urban counterpart. A rural salary-earning household spends 61% income on routine and non-routine expenses, which is 68% for the urban salary-earning household.

This also implies that these rural households have more surplus income for saving. For labour households in rural and urban India, the difference is less stark whereas it is the most prominent

among rural agricultural households that spend nearly 80% income on routine and non-routine expenses compared to the urban counterparts who spend just 66% on similar expenses.

Consider the absolute amounts spent by rural households: food expenditure for salary-earning households is almost Rs 25,000 a year compared to Rs 15,000 for labour households and Rs 19,000 for self-employed non-farm households. Non-food expenditure too differs significantly for these three household types, with salary-earners spending Rs 26,000 while labour households and self-employed, non-farm households spending Rs 9,000 and Rs 16,000 respectively.

On dissecting product ownership by households of various occupation types across urban and rural India, we can gain valuable insights into consumption patterns. For instance, a little less than half of all urban salaried households compared to a little less than a quarter of all rural households own cellular phones. Similarly, refrigerators are owned by nearly 58% of all urban salaried households compared to just 24% of all rural salaried households. Colour TVs are to be found in 83% of such households in urban India whereas 57% rural salaried households own colour TVs. Three times more salaried households in urban areas own cars than their rural counterparts.

The picture presented here is a tiny glimpse into rural consumer behaviour. Looking at rural household data through a number of filters can provide rich insight into the changing dynamics of the rural market. Such analysis can be the basis of smarter rural marketing strategies than can result in better outcomes and sales revenues. It is for marketers to discover the potential of the untapped consumer base that the rural market presents and harness it with a winning combination of strategies.

— The Economic Times, November 30, 2009

ELECTRONICS HARDWARE & IT MANUFACTURING IN INDIA

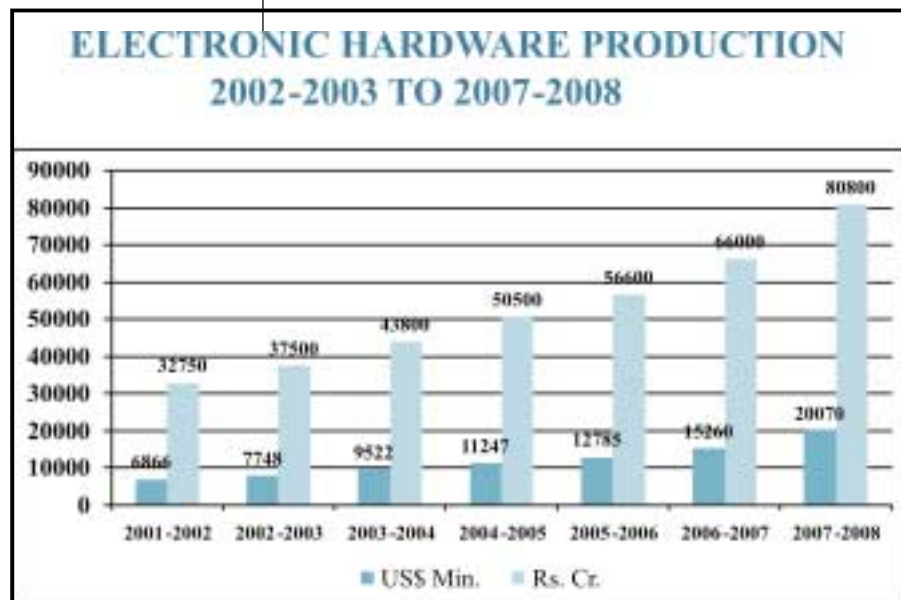
There are immense opportunities in the Indian hardware sector as the IT sector continues to be as dynamic as ever. With increasing PC penetration in both corporate and home segments, the opportunities for IT manufacturing companies are immense.

- The competitive edge of India's IT capabilities is well recognized globally. Both hardware and software sectors have made important strides in the past one decade. It is evident that the movement up the value chain in product design, involving integration of both hardware and software, commonly known as "embedded technology", will truly be to the advantage of India and the global IT industry.

- The Indian IT industry has matured over the years and improvements in quality standards in products and services has also evolved. MNCs can establish their manufacturing facilities in India as the hardware industry possesses requisite expertise and world class manufacturing standards.
- The socio-economic dimensions of IT manufacturing are equally important. A vibrant IT manufacturing base in the country would have immense multiplier effects on generating employment as well as spawning of tiny and

small enterprises. There is immense scope for employment generation not only in manufacturing but also in servicing, maintenance etc.

Production of Electronics Hardware during 2007-08

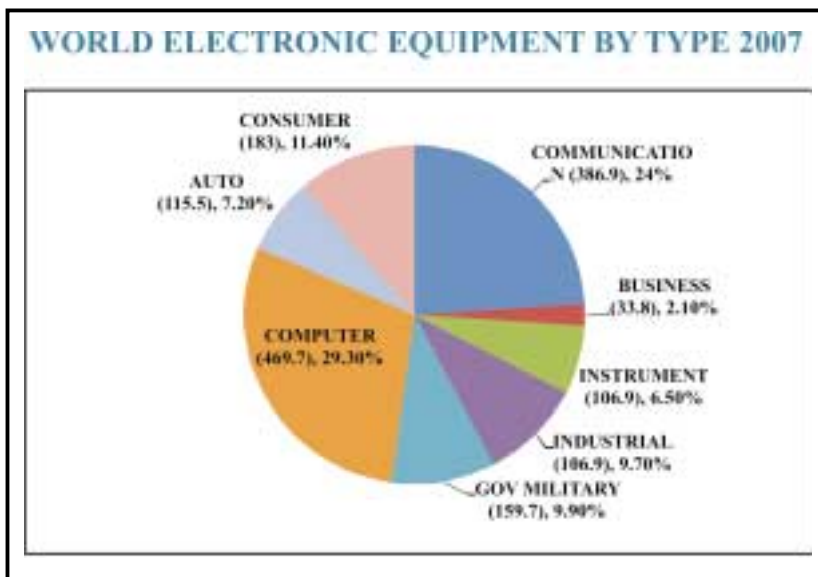


India's Production of Electronic Hardware during the year 2007-08 is estimated to be Rs. 80,800 crore (US\$ 20.07 billion). The production during the year 2007-08 registered a growth of 22.42 percent (31.52 percent in US\$ terms) over the year 2006-07 when the total production of Electronics hardware was estimated to be Rs. 60,000 crore (US \$ 15.26 billion) over the year 2006-07 when the total production of Electronic hardware was estimated to be Rs. 66,000 crore (US \$ 15.26 billion).

The annual average growth during the past five years in the production of Electronics Hardware

has been 16.59 per cent (20.97 per cent in US \$ terms). Maximum production is seen in the consumer electronics sector followed by electronics instruments and computer hardware.

World Electronics Equipment Production



The total Electronics Equipment Production of the world during the year 2007-08 is estimated to be US\$ 1611 billion. The maximum production has been of Computer Systems and Peripherals (29.20 per cent) followed by communication equipment (24 per cent), Consumer Electronics (11.40 per cent), Equipment for Government / Military (9.70 percent). The break-up of world Electronics equipments by sector is shown below:

India's Share in World Electronics Equipment Production 2007-08.

India's total electronics hardware production estimated at 20 billion during the year 2007-08 accounts for a share of 1.24 per cent in world electronics equipment production. South East Asia dominates electronic equipments final assembly production with the total share of 43.9 per cent

followed by North America with a share of 28.7 per cent. West Europe accounts for a share of 16.6 per cent and Japan accounts for 10.9 per cent. In case of Electronics assemblies South East Asia accounts for 46.2 per cent followed by Japan 19 per cent, North America 18.4 per cent and West Europe 16.4 per cent.

Electronics Equipment Production Projection

The world Electronics Equipment production projection is estimated to grow at annual average growth rate of 8.23 per cent and is estimated to reach 2000 billion by the year 2010.

India's production of Electronic Equipments at an annual average growth rate of 17 per cent will reach 30 billion by the year 2010.

Export of Electronics Hardware during 2007-08

Export of Electronics goods and components from India during the year 2007-08 registered a growth of 6 per cent in 13 US\$ terms) over the year 2006-07. In value terms, export of electronics goods during the year 2007-08 is estimated to be Rs. 13200 crore (US\$ 3279 million) up from the 12500 crore (US\$ 2890 million) estimated in the year 2006-07. During the year 2007-08 export of Electronic Instruments registered the highest growth of 29.50 per cent (39.12 per cent in US\$ terms) followed by Consumer Electronics, registering a growth of 6.67 per cent (14.59 per cent in US\$ terms).

In value terms, export of electronics components increased from Rs. 3000 crore (US\$ 694 million) estimated in the year 2006-07 to Rs. 3885 crore

(US\$ 965 million) in the year 2007-08. Export of Consumer Electronics increased from Rs. 1500 crore (US\$ 347 million) estimated in 2006-07 to Rs. 1600 crore (US\$ 397 million) in the year 2007-08. Export of Computer Hardware Registered a decline of 34 per cent (29 per cent in US\$ terms) in the year 2007-08.

Major Items of Export

Export of Un-interrupted Power Supply (UPS) has emerged as the top item of export under the electronics hardware category during the year 2007-08. Export of UPS registered a growth of 4.75 per cent (12.52) per cent in US\$ terms). In value terms Export of UPS during the year 2007-08 is estimated to be Rs. 1782 crore (US\$ 443 million). Export of CD Recordable registered a steep decline of 37 per cent (32 per cent in US\$ terms) during the year 2007-08 over the year 2006-07. Export of CDR has fallen from 1200 crore (US\$ 227 million) estimated in 2006-07 to Rs. 750 crore (US\$ 186 million) in 2007-08. Despite of a decline in export of DVDRs, this item has emerged as the 3rd top item of export. Export of DVDr is estimated to be Rs. 720 crore (US\$ 179 million) during the year 2007-08. Solar Cells have emerged as the 4th top item of export during the year 2007-08. Export of Solar cells registered a growth of 21 per cent (30 per cent in US\$ terms) during the year 2007-08 over the year 2006-07. In value terms export of solar cells is estimated to be Rs. 647 crore (US\$ 161 million) during the year 2007-08. Automated Teller machines (ATM) has emerged as 6th top item of export by registering a growth of 159 per cent (178 per cent in US\$ terms) during the year 2007-08. The other major items of export during the year 2007-08 are X-ray Tubes, Memory cards PCBs, DVD drives, and connectors.

Major Destination of Electronics Hardware Exports during the year 2007-08

EU Counties have emerged as the top destination of Indian Electronics Hardware export during the

year 2007-08. Export of this regions registered a growth of 18.21 per cent (26.99 per cent in US\$ terms) during the year 2007-08 over the year 2006-07. In value terms export to this region increased from 3188 crore (US\$ 737 million) estimated in 2006-07 to Rs. 3768 crores (US\$ 936 million) during the year 2007-08. North America has slipped to 2nd top destination for India electronics hardware exports. Percentage share of exports to North America has slightly declined from 27.29 per cent to 21.75 per cent in the year 2007-08. Export to this regions registered a decline of 16 per cent (10 per cent in US\$ terms) during the year 2007-08 over the preceding year. In value terms, export to North America has fallen from Rs. 3411 crore (US\$ 789 million) estimated in 2006-07 to Rs. 2871 crore (US\$ 713 million) during the year 2007-08 Singapore, Hong Kong and South Asian countries remains the 3rd top destinations for India's electronics hardware export during the year 2007-08 as well.

Export to Africa registered a growth of 48 per cent (59 per cent in US\$ terms) during the year 2007-08 over the year 2006-07. In value terms Export to Africa countries increased from a level of 512 crores (US\$ 118 million) estimated in 2006-07 to Rs. 757 crore (US\$ 188 million) in the year 2007-08.

Major Countries for Electronics Hardware Export From India During 2007-08.

USA remains India's top destination for Export of electronics hardware during 2007-08. It accounts for a share of 21 per cent followed by Singapore 9.64 per cent which is the 2nd top destination for export of electronics hardware from India. The other major countries and share of export to these countries is listed below:

Contribution of States And Union Territories

The State of Karnataka is India's top exporter of Electronics Hardware during the year 2007-08. Export of electronics hardware from Karnataka registered a growth of 2.73 per cent (10.46 per cent in US\$ terms) during the year 2007-08 over

COMPARISON OF MAJOR DESTINATIONS FOR ELECTRONIC HARDWARE EXPORTS (2007-08 Vs 2006-07)

Value: Rs. Cr.
(US\$ Min.)

Destination	2007-2008		2006-2007		Variation %	
	Value	% age of Sectoral Total	Value	%age of Sectoral Total	In Value terms	In %age Share terms
Europe (EU Countries)	3768.23 (935.97)	28.55	3187.82 (737.07)	25.50	18.21 (26.99)	11.94
North America	2871.26 (713.18)	21.75	3410.94 (788.66)	27.29	-15.82 (-9.57)	-20.29
Singapore, Hong-kong & Other South Asian Countries	2822.44 (701.05)	21.38	2640.86 (610.60)	21.13	6.88 (14.81)	1.21
Middle East Countries	1654.51 (410.96)	12.53	1360.46 (314.56)	10.88	21.61 (30.65)	15.16
African Countries	757.24 (188.09)	5.74	512.42 (118.48)	4.10	47.78 (58.75)	39.94
Japan Korea & Other Far East Countries	707.15 (175.65)	5.36	710.19 (164.21)	5.68	-0.43 (6.97)	-5.71
Latin America	370.37 (91.99)	2.81	242.94 (56.17)	1.94	52.45 (63.78)	44.37
Russia & C.I.S. Countries	114.45 (28.43)	0.87	274.47 (63.43)	2.20	-58.30 (-55.20)	-60.51
Australia & Other Oceanic Countries	86.13 (21.39)	0.65	90.51 (20.93)	0.72	-4.84 (2.23)	-9.89
Europe (Non Eu Countries)	48.22 (11.98)	0.37	69.39 (16.04)	0.56	-30.51 (-25.35)	-34.19
Total	13200.00 (3278.69)	100.00	12500.00 (2890.17)	100.00	5.60 (13.44)	
Average Exchange Rate 1US\$ =	40.26		43.25			

the year 2006-07. In value terms, export of electronics hardware from Karnataka increased from Rs. 3475 crore (US\$ 803 million) estimated in 2006-07 to Rs. 3570 crore (US\$ 887 million) in the year 2007-08. Export from Karnataka accounts

for a share of 27.05 per cent in India's total electronics hardware exports. The other major States contributing to India's export of Electronics Hardware are Maharashtra (26.52 per cent) and Uttar Pradesh (25.86 per cent).

MAJOR COUNTRIES FOR ELECTRONICS HARDWARE EXPORTS 2007-08

Value: Rs. Cr.
(US\$ Min.)

Country Name	Electronic Hardware Value	%Age Of Sectoral Total
United State Of America	2780.78 (690.70)	21.07
Singapore	1272.21 (316.00)	9.64
German Rep	1052.80 (261.50)	7.98
United Arab Emirates	912.63 (226.68)	6.91
Netherlands	881.17 (218.87)	6.68
Hong Kong	716.28 (177.91)	
United Kingdom	619.18 (153.80)	4.69
China	348.51 (86.56)	2.64
Spain	342.82 (85.15)	2.60
Italy	242.72 (60.29)	1.84
Others	4030.91 (1001.22)	30.54
Total	13200.00 (3278.69)	100.00

Contribution of SEZ / EOU's and DTA in Electronics Hardware Exports.

Contribution to SEZ / EOU's further declined to 10.61 per cent during the year 2007-08 from 16.72 per cent estimated in the year 2006-07. In value terms, export from SEZ is estimated to be Rs. 1400 crore (US\$ 348 million) in the year 2007-08 as compared to Rs. 2090 crore (US\$ 483

million) estimated in the year 2006-07. On the other hand, share of exports of electronics hardware from DTA has increased from 83.28 per cent to 89.39 per cent during the year 2007-08. Exports from DTA is estimated to be Rs. 11800 crore (US\$ 2931 million) in the year 2007-08 up from Rs. 10410 crore (2407 million) estimated in the year 2006-07 registering a growth of 13 per cent (22 per cent in US\$ terms).

EXPORT OF CONSUMER ELECTRONICS

During the financial year 2007-08, the consumer electronics industry continued its growth path.

The colour TV is the largest contributor in this segment. During the current financial year, the domestic market of CTV is estimated to cross 15 million units. The high end products, particularly

this year. Production of B&W TV continues to decline.

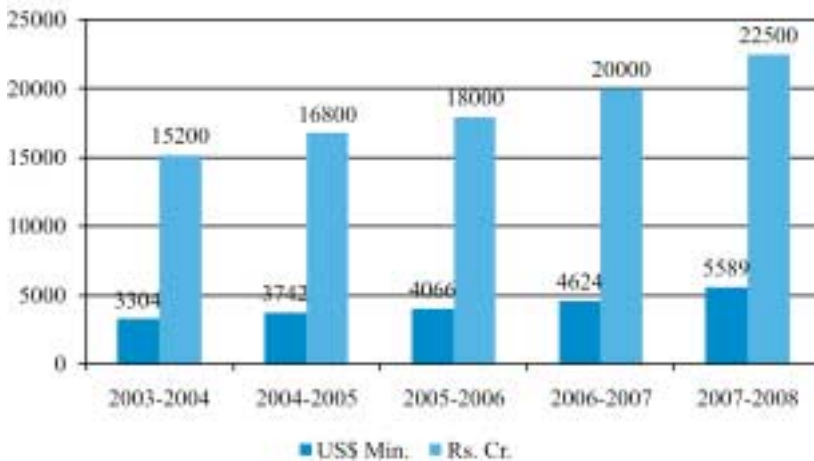
Production of Consumer Electronics

India's production of consumer electronics goods during the year 2007-08 registered a growth of 12 per cent (21 per cent in US\$ terms) over the year 2006-07. In value terms production of consumer electronics goods is estimated at Rs. 22,500 crore (US\$ 5589 million) up from Rs. 20000 crore (US\$ 4624 million) estimated in the year 2006-07.

Production of consumer electronics items has been growing at an annual average growth rate of 10.27 per cent (14.41 per cent in US\$ terms) during the past five years.

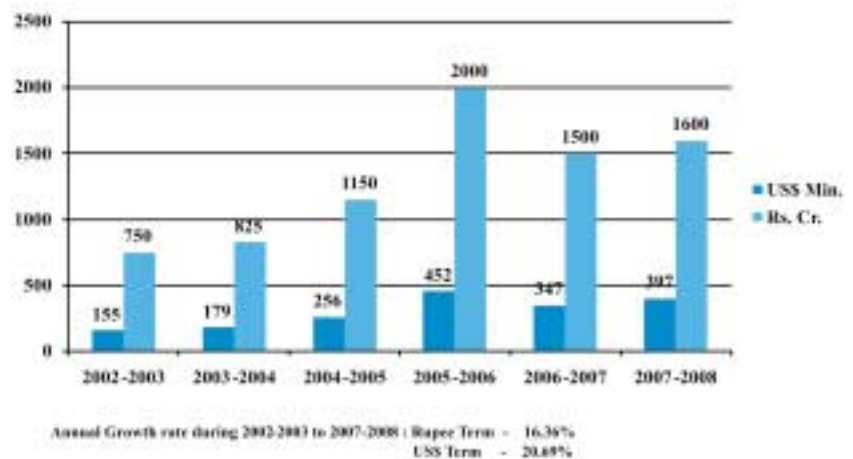
India itself being a very big market for consumer electronics goods, only a small portion of the total production is exported.

GROWTH IN PRODUCTION CONSUMER ELECTRONICS 2003-2004 TO 2007-2008



Liquid Crystal Display (LCD) TVs continues to register a growth of more than 100% and is expected to cross 3 million by 2010-11. The phenomenon of falling prices in the LCD TV continued over the year and there is a marked tendency amongst the consumers to go in for bigger size LCD TVs. Manufacturing of LCD TV has started in the country and it is expected that it would increase, as the demand increases. DVD player market has shown a growth of over 20% and is estimated at over 7 million

GROWTH IN EXPORTS OF CONSUMER ELECTRONICS 2002-2003 TO 2007-2008



MAJOR ITEMS OF CONSUMER ELECTRONICS EXPORT

S.No.	Item	Export 2007-2008		Export 2006-2007		%age Growth During 2007-08 over 2006-07		Major Destinations during 2007-2008 with Approximate %age Share of Items in Total Export value
		Rs. Lakh	US\$ Min.	Rs. Lakh	US\$ Min.	Rs. Term	US\$ Term	
1.	Colour TVs	57935.86	143.90	54518.95	126.06	6.27	14.16	USA (77.00), Kazakhstan (7.00), Bangladesh (4.00), Japan (3.67), Srilanka (3.13), Netherlands (1.97), Others (3.23)
2.	P.A. System	16613.27	41.26	15871.93	36.70	4.67	12.44	Italy (21.57), UAE (14.66), Nigeria (9.01), UK (6.73), Germany (6.68), France (5.34), Others (36.11)
3.	Other Domestic Appliances	3184.33	7.91	10.60	0.02	29940.85	32171.90	Bangladesh (34.09), Russia (32.95), Srilanka (17.32), UAE(15.64)
4.	Clock & Watches	2069.65	5.14	9505.85	21.98	-78.23	-76.61	UAE (52.87), Ukraine (9.28), Nigeria (4.57), Turkey (3.27), Hongkong (2.09), USA (0.46), South Africa (0.40), Others (27.06)
5.	Compact Disc Changer Including Disc Player/ laser Disc Player	1417.06	3.52	18.46	0.04	7576.38	8146.49	UK (21.34), Australia (20.33), Canada (14.90), Srilanka (14.23), Switzerland (12.02), Latvia (7.60), UAE (5.89), Germany (3.68)
6.	Digital Video Disc	1128.30	2.80	1757.01	4.06	-35.78	-31.01	Hongkong (30.83), UK (245.19), USA (17.04), UAE (16.22), Russia (2.64), Malaysia (1.57), Singapore (1.29), Indonesia (1.08), Others (5.14)
7.	Digital Video Disc Player (DVD)	1118.19	2.78	138.72	0.32	706.08	765.94	USA (33.25), UAE (32.61), UK (25.45), Germany (4.35), France (3.33), Singapore (0.76), South Africa (0.15) Others (35.74)
8.	Radio Communication Receivers (Audio)	1069.39	2.66	1449.24	3.35	-26.21	-20.73	Uganda (43.51), Ethiopia (99.17), South Africa (7.35), Iraq (4.23), Others (35.74)
9.	Electronics Flashlights / dishcharge lamp	444.51	1.10	1990.85	4.60	-77.67	-76.01	Switzerland (97.56), USA (2.22), Srilanka (0.22)
10.	Loudspeakers	293.30	0.73	669.31	1.55	-56.18	-52.92	Canada (68.62), Hongkong (11.37), Uganda (4.00), Italy (3.94), Finland (3.27), South Africa (2.28), France (1.21) Others (5.31)

During the year 2007-08 only 7.1 per cent of the total consumer electronics production was exported.

Export of Consumer Electronics Goods During 2007-08

Export of consumer electronic goods registered a growth of 6.67 per cent (14.49) per cent in US\$ terms) during the year 2007-08 over the year

2006-07. In value terms, export of consumer electronics goods increased from Rs. 1500 crore (US\$ 347 million) estimated in the year 2006-07 to Rs. 1600 crore (US\$ 397 million) during the year 2007-08. Annual average growth in export consumer electronics goods from India during the past five years is estimated to be 16.36 per cent (20.69 per cent in US\$ terms).

COMPARISON OF MAJOR DESTINATIONS FOR CONSUMER ELECTRONICS EXPORTS (2007-08 Vs 2006-07)

Value: Rs. Cr.
(US\$ Min.)

Destination	2007-2008		2006-2007		Variation %	
	Value	% age of Sectoral Total	Value	%age of Sectoral Total	In Value terms	In %age Share terms
Middle East Countries	753 (182.56)	45.94	500.00 (115.61)	33.33	47.00 (57.92)	37.81
Singapore, Hong-Kong & Other South Asian Countries	308.00 (76.50)	19.25	435.00 (100.58)	29.00	-29.20 (-23.94)	33.62 -
African Countries	227.00 (56.38)	14.19	124.00 (28.67)	8.27	83.06 (96.66)	71.62
Europe (Eu Countries)	160.00 (39.74)	10.00	144.00 (33.29)	9.60	11.11 (19.36)	4.17
Russia & C.I.S. Countries	85.00 (21.11)	5.31	155.00 (35.84)	10.33	-45.16 (-41.09)	-48.59
Japan Korea & Other Far East Countries	40.00 (9.94)	2.50	24.00 (5.55)	1.60	66.67 (79.04)	56.25
North America	30.00 (7.45)	1.88	109.00 (25.20)	7.27	-72.48 (-70.43)	-74.20
Australia & Other Oceanic Countries	6.00 (1.49)	0.38	1.00 (0.23)	0.07	500.00 (544.56)	462.50
Latin America	5.00 (1.24)	0.31	3.00 (0.69)	0.20	66.67 (79.04)	56.25
Europe (Non EU Countries)	4.00 (0.99)	0.25	5.00 (1.16)	0.38	-20.00 (-14.06)	-25.00
Total	1600 (397.42)	100.00	1500 (346.82)	100.00	6.67 (14.59)	

TOP EXPORTERS 2007-08 - CONSUMER ELECTRONICS

S.No.	Company	Total Export During 2007-2008		Item	Country	Website
		Rs. IN Lacs	US\$ Min.			
1.	Videocon Industries Ltd.	29468.00	73.19	Colour Television 14"	Middle East	www.videoconworld.com
2.	Ig Electronics India Pvt. Ltd.	23715.60	58.91	Colour Television 21" Colour Television 29" Colour Television 14" Video monitor: Colour Colour Television 17"	UAE, Kazakhstan, Bangladesh, Japan, Srilanka, Netherlands, Kenya, Lebanon, Turkmenistan, Nepal, Singapore, Nigeria, Tanzania, Morocco, Zambia, Seychelles	www.igezbuy.com
3.	Ahuja Group	15092.93	25.30	Electric Sound amplifier set (PA systems)	Italy, UAE, Nigeria, Germany, France, Srilanka, Syrian, USA, Kuwait, Iraq, Spain	www.ahujaradios.com
4.	Samsung India Electronics Pvt. Ltd.	4203.13	10.44	Other Domestic Appliances Colour Television Colour Television 14"	Bangladesh, Russia, Srilanka, USA, Maldives	www.samsungindia.com
5.	Panasonic Avc Networks India Co. Ltd.	2729.00	6.78	Colour Television 14"	UAE	www.nationalpanasonicindia.com
6.	Mirc Electronics Ltd. (Onida)	1561.38	3.88	Colour Television Microwave Ovens Colour Television 14" Fully Automatic Washing Machines & Dries	UAE, Maldives	www.mircelectronics.com
7.	Living Media India Ltd.	1415.84	3.52	Compact Disc Changer including Disc Player	UK, Australia, Canada, Srilanka, Switzerland, Latvia, UAE, Germany	www.india-today.com

8.	Shemaroo Entertainments Pvt. Ltd.	1119.42	2.78	Digital Video Disc Digital Video Disc Player (DVD)	Hongkong, UK, USA, UAE, Russia, Malaysia, Singapore, Indonesia, Netherlands, Austria, New Zealand, Fiji, Canada, Bulgaria, Mauritius, Spain, Australia, Norway, South Africa, Kenya, Bangladesh, France, Panama	www.shemaroo.com
9.	Prasad Corporation Ltd.	1107.87	2.75	Digital Video Disc Player (DVD)	USA, UAE, UK, Germany, France, Singapore	www.prasadcorp.com
10.	Ajanta Ltd.	865.86	2.15	Quartz Analog Clock, Other Clocks, Electronically Operated (Time Pices)	UAE	www.orpatelectronics.com

Major items of Consumer Electronics Export during the year 2007-08.

Colour televisions remains to be the top item of consumer electronics exports during the year 2007-08 as well. Export of colour television registered a growth of 6.27 per cent (14.16 per cent in US\$ terms) during the year 2007-08 over 2006-07. In value terms export of colour television increased from Rs. 545 crore (US\$ 126 million) estimated in 2006-07 to Rs. 579 crore (US\$ 144 million) in the year 2007-08. Colour televisions were mainly exported to UAE, Kazakhstan, Bangladesh, Japan and Sri Lanka during the year 2007-08.

Export of P A Systems registered a decline of 26 per cent (20 per cent in US\$ terms) during the year 2007-08. However, it remains the 2nd top item of consumer electronics exports from India during the year 2007-08 s well. Export of clocks and watches fell from Rs. 95 crore (US\$ 22 million) estimated in the year 2006-07 to Rs. 21 crore (US\$ 5 million) in the year 2007-08. Compact Disc Player is new entrant in India's top items of consumer electronics exports with a export value of Rs. 25 crore (US\$ 6.3 million) during the year 2007-08. The other major items of exports are DVDs, Radio Receivers, Electronic Flash Lights and Loud Speakers.

Major Destination of Consumer Electronics Exports

Middle East Countries remains the top destinations for India's consumer electronics exports since the year 2000-01. Export to this region registered a growth of 47 per cent (58 per cent in US\$ terms) during the year 2007-08 over the year 2006-07. In value terms export of consumer electronics to Middle East countries increased from Rs. 500 crore (US\$ 116 million) to Rs. 735 crore (US\$ 183 million). While there has been a decline of 29 per cent (23.94 per

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CONSUMER ELECTRONICS NEWS

Consumer durables: Sales growth accelerates

Even as most of India Inc has struggled to match its sales growth of last year, consumer durables makers have managed to do better. Most durable makers reported acceleration in sales growth in the September 2009 quarter, even compared to the September 2008 quarter. Room air-conditioners and home appliances such as water heater, kettles, iron boxes and pressure cookers were some of the products that saw strong growth. Whirlpool of India has reordered a 34 per cent sales growth in the latest quarter compared to 23 per cent last year.

— Business Line Delhi, November 5, 2009

Akai set to make a comeback

Twice unlucky Japanese electronics brand, Akai is staging a comeback in the country soon. The aggressive 'price warrior' brand, which in the mid-90s revolutionized the consumer electronics market and is credited with many 'marketing firsts', will be re-introduced by Pranay Dhabhai, who is also responsible for launching Chinese major, Haier in the domestic market. According to industry sources, the Akai brand of electronics including colour televisions, home theatres and DVD players will soon be launched by a venture, Global Brands Enterprise Solutions, promoted by Dhabhai.

— The Times of India Delhi, November 09, 2009

Premium Consumer Goods High in Demand

High-end consumer goods such as plasma screen TVs, air-conditioners and automatic washing machines having been moving off the shelf at a faster pace, a year after consumer confidence hit a nadir as potential buyers cut their expenses in the wake up of global recession. The segment grew by around 25% during the period up to September on a yearly basis, shows snap industry estimates mirroring the sustain uptick in the sales of cars and motorcycles. Sales of LCD televisions, which account for about 7% of total TV sets sold in the country, rose 83% to 7 lakh sets while that of plasma television grew 19% to 28,000 units over same period last year, as per data compiled by market research firm ORG-GFK.

— The Economic Times Delhi, November 9, 2009

Time to tackle e-waste

Every single gadget we use will sooner or later end up in a trash can. Computer, mobile phones, DVD players, TV sets, will all be junk. From a computer penetration density of less than 10 per 1000 population in 2005, India will exceed 60 per 1000 in 2010. Mobile phones will touch 300 million and TV sets over 140 million. Even today, despite its low density in electronics, India produces over 400,000 tonnes of electronic waste each year and this is rising three times faster than the municipal waste stream. Studies have shown that Mumbai and Delhi top in the list in e-waste generation. Delhi generates over 12,000 tonnes annually while Mumbai produces around 19,000 tonnes. Kolkata and Chennai are catching up with about 9,000 and 10,000 tonnes. Waste from other cities often lands up in Delhi, the traditional hub of recycling with connections to towns nearby.

— Civil Society Delhi, November 12, 2009

Consumer durable growth story intact

Pressure cookers, microwaves, refrigerators, washing machines, air conditioners have all seen robust growth. Mr. Shantanu Dasgupta, Vice President, Corporate Affairs and Strategy of Whirlpool of India said, "We are witnessing growth across categories. In the September quarter, refrigerator and washing machines grew in excess of the average even as there was exponential growth in less mature businesses such as microwaves. We see growing demand in small urban markets across the country."

— Business Line Delhi, November 13, 2009

Panasonic will manufacture Home Appliances in India from 2010

Panasonic will start manufacturing consumer durable in India from next year. Company will invest Rs. 1,500 crore to set up a new plant in India. Home Appliances such as Television, Fridge, Washing Machines etc. will be manufacturing from this plant. "Presently company is importing Home Appliances and manufacturers only premium range of Refrigerator, Washing Machines. Company will manufacture all these products in the country" said Ms. Sabiha Kidwai, Head Marketing.

— Business Bhaskar Faridabad, November 12, 2009

Samsung launches split AC line

Samsung India inaugurated its split air conditioner manufacturing line at its Sriperumbudur manufacturing facility near Chennai on Tuesday. The line is Samsung's fifth AC manufacturing facility in the world and has a capacity of 50,000 units a month. The Sriperumbudur plant was inaugurated in November 2007 and has been manufacturing LCD TVs, flat and slim colour TVs, front-load washing machines and colour monitors.

— Financial Chronicle Delhi, November 18, 2009

Godrej's Nano : Chotukool

Chotukool does not have a compressor. It looks like a 43-litre cool box, which is loading from the top, and can run on battery. The refrigerator weights only 7.8 kg, runs on a cooling chip and a fan similar to those used to cool computers. Given the power shortage in the countryside, it also uses high-end insulation to stay cool for hours without power. The operational cost is low: the refrigerator consumes half the power consumed by regular refrigerators. But the clear winner is its cost. At Rs. 3,250, it costs almost 35 per cent less than the cheapest category of refrigerators available in the market today. Apart from involving village girls in selling the products at a commission of Rs. 150 per products sold (something that the company claims will reduce the distribution and marketing costs by 40 per cent), Godrej has gone in for several engineering innovations to keep the price low. The size is small and the number of parts in Chotukool has been reduced to just 20 instead of 200 that go into regular refrigerators.

— Business Standard Delhi, November 23, 2009

BEE label must from January 7

Refrigerator, transformers, ACs and tubelights would be brought under the mandatory labeling of the Bureau of Energy Efficiency (BEE) from January 7, a top BEE official said on Friday. The Bureau has already issued notification in this regard and refrigerators up to 460 litres, ACs up to two tones, tubelights and all kinds of transformers would be covered under the mandatory BEE labeling, its director-general Mr. Ajay Mathur said.

— Deccan Chronicle Hyderabad, November 21, 2009

Efficiency labeling to save Rs. 80,000-cr. investment in power generation

Dr. Ajay Mathur, Director General, Bureau of Energy Efficiency (BEE) said the Standards & Labeling Scheme (S&LS) for electrical appliances, under which four products have initially been given star ratings for meeting energy efficiency norms, has started making a visible impact with the build-up of a huge waiting list for 5-star rated air conditioners in Mumbai and Delhi early this year.

— Business Line Delhi, November 21, 2009

Fireworks still lighting up consumer electronics cos.

The Diwali shopping frenzy may have eased, but the party is far from over for the country's consumer electronics flock. Leading white goods makers from Godrej, Whirlpool, Samsung to LG are seeing a near 30% growth in sales, even post-Diwali. Something that is quite unprecedented given that the November-February period is usually considered a period of lull in CE spectrum, barring the Christmas - New Year week. The festive season for the consumer electronics industry typically starts from Onam in September and continues till Diwali in October-November and contributes around 35-40% to overall revenue. The companies claim the second tranche of the Sixth Pay Commission payout which happened recently along with the upcoming marriage season is spurring post-Diwali sales. Rural market too have maintained buoyancy, courtesy higher realization from agriculture produce, industry officials said.

Sales Growth Post-Diwali

Company	In 2008	In 2009
LG India	15%	25%
Samsung India	15-20%	30%
Whirlpool India	10%	40%
Godrej India	10%	30%

— The Economic Times Delhi, November 24, 2009

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cent in US\$ terms) in exports to Singapore, Hong Kong and other South Asian Countries during the year 2007-08 this region remains 2nd top destination for India's Consumer Electronics exports. Export to Africa has registered a very growth of 83 per cent (97 per cent in US\$ terms) during the year 2007-08. In value terms export of consumer electronics to Africa increased from Rs. 144 crore (US\$ 33 million) estimated in 2006-07 to Rs. 227 crore (US\$ 56 million) estimated in 2007-08. Export to Russia and CIS Countries and North America registered declined during the year 2007-08.

SECTORAL CONTRIBUTION IN EXPORT OF ELECTRONIC HARDWARE 2007-2008

