



Opportunities in Indian Packaging Sector

MISSP is a facilitative platform led by Embassy of India, Berne to connect Swiss SMEs, making up more than 99% of Swiss companies, with the vibrant New India. For further information, please write to missp2@missp.ch



ABOUT MOMENTUM IN INDIA: SWISS SMES PROGRAMME (MISSP)

India has made a jump of 79 positions to 63 in 2019 from 142 in 2014 in World Bank's Doing Business rankings. The World Bank has hailed India as one of the top 10 improvers for the third consecutive year. The Government of India is targeting US\$ 1.4 trillion infrastructure investment over 2020-25 to enable economic growth. Switzerland is an ideal partner for India as it is amongst the leaders in the world in innovation, international competitiveness and environmental performance.

India provides a great opportunity for the Swiss SMEs sector to invest and grow.

The Embassy of India, Berne, has been promoting India as an active economic partner and investment destination for Swiss SMEs, which make up 99% of the Swiss companies. In line with this, the Embassy of India, Berne, launched the 'Momentum in India: Swiss SMEs Programme' (MISSP) to facilitate Swiss SMEs explore, enter, and expand in the Indian market.

The MISSP programme responds to the need for an organized platform dedicated to assist Swiss SMEs establish successful business models across the value chain in India. The Business support services provided by the MISSP programme to Swiss SMEs India entry/expansion strategy include the following:

- Strategy consulting
- M&A
- Operational market entry support
- Tax & legal support
- Financial services
- Project financing
- Location services
- Technology collaboration
- Partner Search and Due diligence

As you would have noticed, the MISSP is a true one-stop source for Swiss SMEs requiring support services, with the additional benefits of:

- Participation in Specialized Common Workshops by subject matter experts
- Regular tax & legal updates
- Access to the MISSP Network and Exchange Platforms to facilitate member companies to share their experiences, best practices, success stories and network among themselves

The program is implemented with the support of Central and State Governments in India and other key Indian and Swiss industry partners, who assist the Swiss SMEs have a smooth experience in various aspects of doing business in India.

As on date, 83 Swiss companies from various sectors have onboarded on the MISSP programme.

The MISSP programme is implemented and monitored by the Embassy of India, Berne, with T&A Consulting as Knowledge Partner responsible for the day-to-day management of the program and Rödl & Partner as the Legal & Tax Partner.

The MISSP team wishes you a great read of this teaser and looks forward to having you join us as the next MISSP member company.

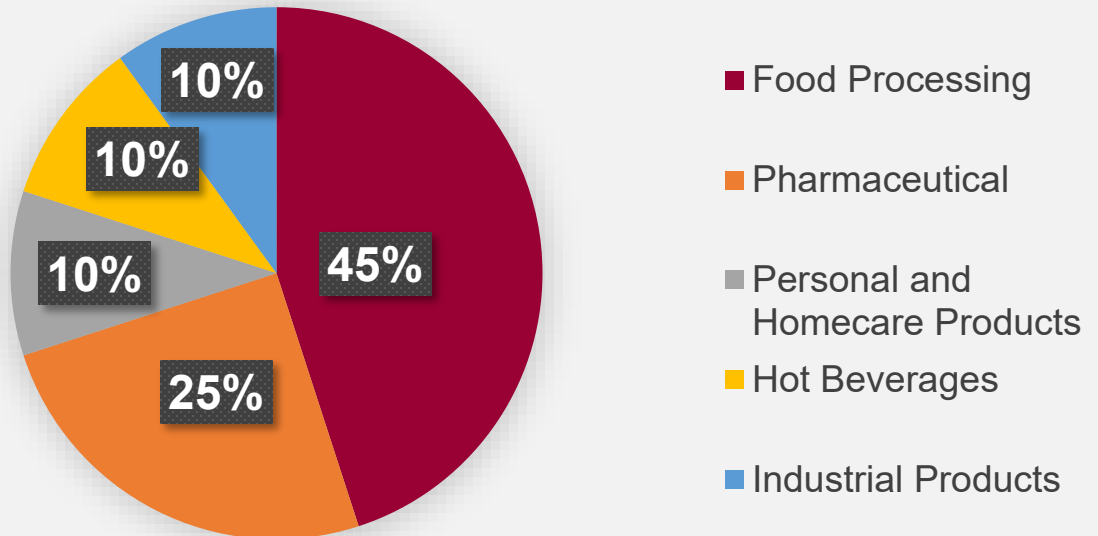
We also invite you to visit our website www.missp.ch and follow us on Twitter at @misspeoi



CHF 75 billion
Indian Packaging Sector
(2019)

CHF 103 billion
Indian Packaging Sector
(2025)

Packaging Materials and Machinery - End Users (by volume)



Key Investments

Hoffmann Neopac (Switzerland)
Constantia Flexibles (Austria)

Schott (Germany)
Huhtamaki (Finland)

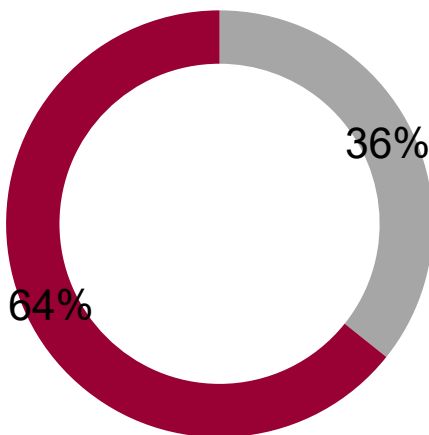
Sources: Federation of Indian Chambers of Commerce and Industry (FICCI), Mordor Intelligence, Wisconsin Economic Development Corporation, Media releases



KEY SEGMENTS

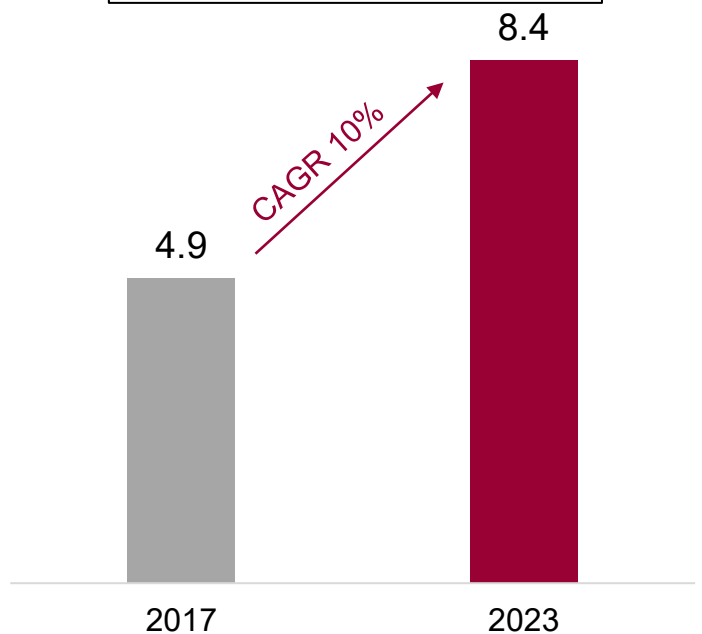
Packaging sector in India is classified into rigid and flexible segments based on the type of material with flexible packaging accounting for nearly two-thirds of the entire sector. Though food processing sector accounts for 50% of consumption of flexible packaging products, the pharmaceutical packaging sector is set to witness over 9% growth to value at CHF 3.6 billion by 2023.

Packaging Sector Segments
(by value)



■ Rigid ■ Flexible

Flexible Packaging Growth
(Values in CHF billion)



Note: CAGR – Compound Annual Growth Rate
Sources: Food Pex India, Research & Markets



OPPORTUNITIES

Leverage the sustainable packaging segment



Synthetic paper, jute, paper, and agricultural waste as flexible packaging material gaining popularity

Supply to booming customer industries

Growth in Indian e-commerce, organised retail, FMCG, and online food aggregators to boost demand



Drive innovation and technology

Smart packaging for product management and tamper protection are expected to become a norm

Note: FMCG – Fast Moving Consumer Goods



Pharmaceutical industry to upgrade packaging processes and systems in compliance with GMP. Product safety and packaging standards are adopted by the industry and promoted by the regulators.



Lower tax rates for new manufacturing firms. Government's plan to phase out single use plastics has sparked innovation.



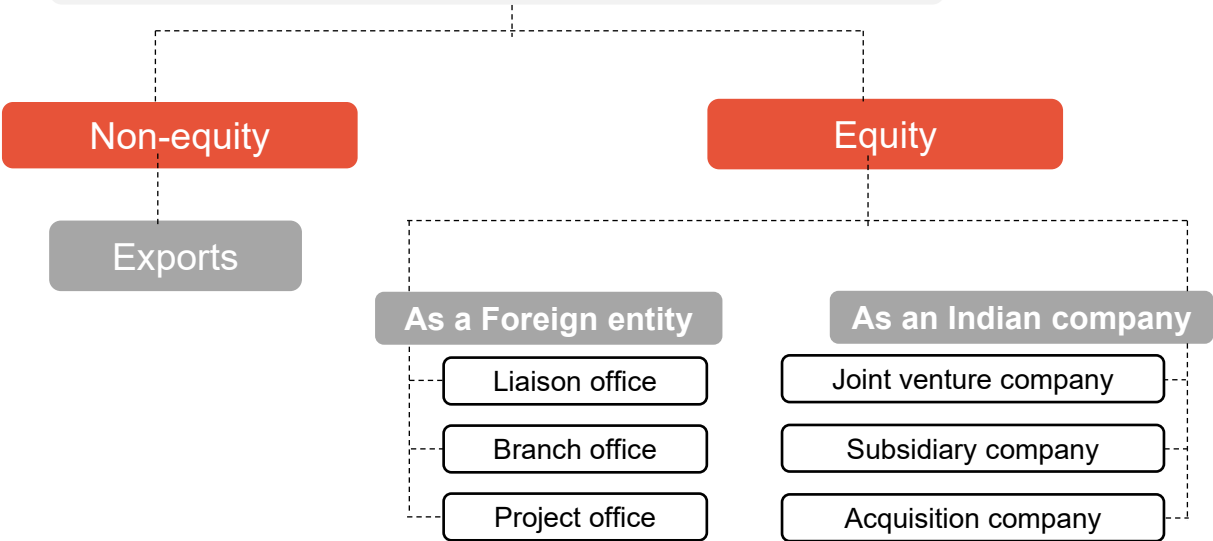
Increasing disposable income levels and rising demand for packaged food and FMCG products.



Brands planning to shun plastic for eco-friendly options. Sustainable sourcing, packaging and labelling emerging as key product differentiator.



Packaging Sector – India Presence



Export of packaging equipment and products to the Indian market allows companies to initially gauge the sector, establish customer base, and analyse geographies where demand and feasibility of establishing a business in India is higher. Post developing an understanding of the Indian market, foreign companies can set up their operations by entering into strategic partnerships with Indian entities or by establishing their subsidiaries. This allows access to established distribution and marketing ecosystem for expanding the business and providing the much-sought technology to drive innovation.



The Indian Packaging sector has witnessed acquisition and commissioning of modern manufacturing facilities by foreign packaging majors especially in the flexible packaging segment.

The government and industry's push to minimize single-use plastic and introduce sustainable practices present a unique opportunity to lead innovation in non-plastic based flexible packaging for foreign investors.

As the focus on product safety grows, a significant opportunity for foreign manufacturers exists in introducing smart packaging and improving packaging standards across the sector.

About Us

Business with India starts here

T&A Consulting is an international business advisory firm with operations in India, North America (Toronto, Canada) and Europe (Zurich, Switzerland) advising international businesses on their India market entry. Incepted in 2006 in the capital city of New Delhi, T&A has helped over 300 companies make inroads into the Indian market over the years.

Looking at India market?

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