

# India - Commerce and Industry Competitive Advantage Analysis

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## Abstracts

India at the moment is attracting abundance like never before in history. Recently the International Monetary Fund said "buoyant global economic outlook has prompted it to revise" upward India's GDP growth rate by 0.6% to 9% for 2007.

India today really is capital's favorite destination. Consider the case of private equity investments in India in 2006. According to Venture Intelligence a total of 302 deals worth \$7.5 billion were reported. In the first half of 2007, 168 deals have been reported at \$5.6 billion. In terms of investment in 2006, the top destination was China. China received around \$900 million. London came second with a little more than \$800 million. India came at number three with \$746 million.

The India investment attraction can be simply be gauged from the fact that just in the second quarter of 2007 venture capital firms have invested about \$112 million across 19 deals in India during the second quarter of 2007. The prominent Venture Capital firms already have offices already set in India to identify potential winners and as the India success story grows so is the attraction of newer players. Consider the case of Clearstone Venture Partners, a leading early stage venture capital firm. With US\$650 million of committed investment capital, Clearstone sees India a favorable destination.

Besides innovation, probably the biggest fuel for entrepreneurial growth is venture capital investments. VC investments have been only growing in India. In 2006 venture capital firms invested \$508 million over 92 deals in India. The amount invested during 2006 was significantly higher than that during the previous year (which had witnessing 44 deals totaling \$268 million). In 2007, the VC score board so far reads 39 deals worth \$242 million in its kitty.

India today has come to the forefront as a global resource for industry in manufacturing and services. Its pool of technical skills, its base of English speaking populace with an increasing disposable income and its burgeoning market have all combined to enable India emerge as a viable partner to global industry.

Investment opportunities in India are today perhaps at a peak. Supported by India's natural strengths, the country offers investment opportunities in excess of \$500 billion in diverse sectors over the next five years.

The Government of India is committed to enabling foreign investors discover India as a partner - with whom they can work in synergy to achieve their objectives of growth and profitability.

Aruvian's R'search presents India - Commerce and Industry Competitive Advantage Analysis which presents an absolute analysis of the fastest growing industries in India, along with an in-depth analysis of the country's government policies, economic scenario, and investment profile.

This report on India's commerce and the competitive advantages garnered by its industry presents an in depth and comprehensive study of the knowledge resource required to understand India in entirety as an investment destination. The report presents a historical perspective of India and the geographical, demographical facets of the country which add up to make the physical identity of India. The report also delves into the economic factors such as GDP, balance of payments, apart from the fiscal and monetary policies of the Government of India.

The commercial laws which govern the conduct of international trade in and out of India and the flow of investments which act as the precursors to the various schemes and trade promotion programs being run by the government are described in the report. The various industry forums which act as policy guidance tools and catalyze the industry growth.

In Section 2, the report analyses multiple industries of the Indian commercial scenario where in the report presents a profile of the industry segmenting the industry , identifying market patterns and details the competitive scenario of the industry.

The report applies the strategic models of SWOT, PEST and Porter's Five Forces Strategy Analysis to develop a core understanding of the strengths of these industries and their constituents which make up the complete strategic map of these industries.

The industries being analyzed in this report are Financial Services, Media & Entertainment, Pharmaceutical, Telecommunications, Real Estate, and the Retail industries.

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