



ITALIAN MACHINERY for the INDIAN MARKET

A range of **integrated services** and **promotional initiatives** to initiate and consolidate the **commercial presence in India** and the **brand positioning** of Italian Machinery in India.



an initiative promoted by

India Machinery imports amounted to approximately €55 billion in 2023. Italy exported an estimated of €2.5 billion in Machinery in 2024, a significant increase since 2023.

	21	22	23	24*	TOTAL
Machinery & Mechanical Appliances (pumps, compressors, turbines, combustion engines, lifting/loading machinery, washing machines, mining machinery etc)	1712	1947	2210	2509	8378
TOTAL by YEAR	1712	1947	2210	2509	8378

**Estimated. The data refer exclusively to direct exports from Italy to India, and does not consider those through third countries. Source: Indian Ministry of Commerce - figures in EUR million

Machinery manufactured domestically in India was valued at approximately €18 billion in 2023, the high import figures prove that there is a great potential for Italian machinery companies and their products in India.

Italian machinery is seen as premium and high-end, particularly in precision engineering. Indian businesses often view Italian equipment as synonymous with superior build quality, innovative design, and reliable performance metrics. This is especially evident in sectors requiring high accuracy like automotive parts manufacturing and precision tooling. There is a strong association with advanced technological capabilities, particularly in automation and Industry 4.0 features. While recognized as expensive, Italian machinery is often viewed through a long-term value lens. A common perception concern centres around after-sales support. Despite the high quality, businesses worry about maintenance costs and spare parts availability, particularly in tier-2 and tier-3 cities where specialized service expertise might be limited.

CHALLENGES AND OPPORTUNITIES

Regulatory Complexity: The import process for Italian machinery involves multiple layers of approvals and certifications. This includes dealing with customs duties (often 7.5-10% basic duty), GST implications, obtaining Industrial licenses, BIS certifications where applicable, and navigating state-specific regulations. The process can take several months and significantly impact project timelines.

Price-Performance Equation: While Italian machinery is recognised for quality, justifying the premium price point is challenging in the price-sensitive Indian market. Competitors from Asian countries often offer similar features at lower price points, and Indian buyers tend to focus on initial costs rather than total cost of ownership.

Market Understanding Disparities: The diverse nature of the Indian market means requirements vary significantly across regions and industries. Italian manufacturers often struggle to understand these nuances, leading to mismatched product offerings or features that may not be relevant for local conditions.

** Indian FDI regulations allow foreign companies to own 100% of single-brand retail stores only if at least 30% of products sold are locally produced. Multi-brand stores require a local partner with at least 49% ownership and government approval.

WHAT DOES IICCI PROPOSE WITH PUNTO&LINEA PROJECT?

With a presence in key Indian cities, extensive experience, and sector knowledge, the IICCI plays a vital role in facilitating market access and supporting commercial and industrial collaborations between Italian and Indian companies.

◎ MARKET INFORMATION AND STRATEGIC APPROACH

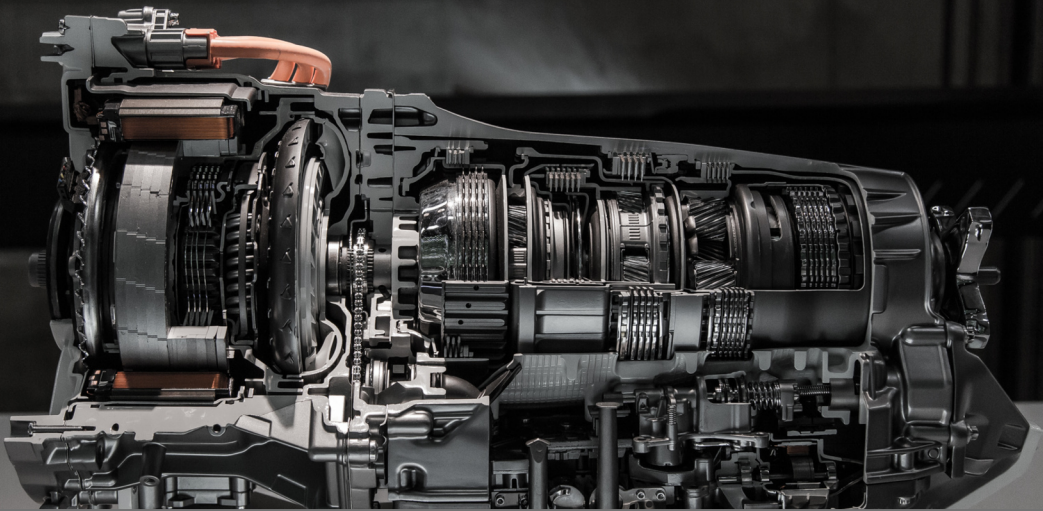
- Data on trade exchanges, Italian brand presence, competitor pricing, penetration strategies, duties, registrations, and contracts.
- Definition of a strategic approach and business planning to establish a structured presence in India.

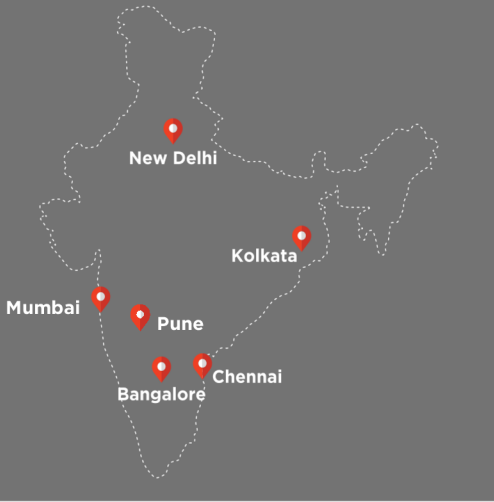
◎ INITIATING, DEVELOPING & CONSOLIDATING COMMERCIAL PRESENCE

- Identification, selection, and evaluation of Indian commercial and/or industrial partners.
- Organization of B2B meetings (online/in-person) with company visits.
- Support for finalizing commercial contracts and negotiations.
- Provision of specialized personnel for generating business leads, requests for quotations, and client-dealer coordination.
- Availability of office space at VIVITALIA, IICCI's co-working hub in Mumbai.

◎ BRAND AND PRODUCT POSITIONING

- Promotional campaigns on Indian online and specialized print media.
- Support for participation in fairs, conferences, and sectoral events.
- Engagement in IICCI initiatives promoting Italian lifestyle, such as Festa Italiana in various Indian cities.





- Founded in 1966: 58 years at the centre of Indo-Italian relations.
- Officially recognised by the Italian Ministry of Enterprises and Made in Italy.
- Over 650 member companies and professionals.
- 6 offices across major Indian cities and 2 antennas in Italy.
- 30 employees and collaborators.

The Italian Companies Presence and IICCI Network in Machinery Sector

- **7,000+** Italian companies exporting Machinery to India.
- **6,000+** Indian buyers/distributors of Italian Machinery
- **200+** Italian Machinery Companies present in India.

For more information on Business Assistance services, participation, and costs, please contact:

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Scan this **QR code** to access IICCI website

IICCI - The Indo-Italian Chamber of Commerce and Industry

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