



ITALIAN AGRO TECH 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 companies in Agriculture Sector.



an initiative promoted by

India imports amounted to €36 billion annually of Agricultural products in 2023. Italy exported an estimated of €100 million in agricultural products in 2024, a significant increase since 2023.

	21	22	23	24*	TOTAL
Machinery for soil preparation or cultivation	5	4	3	3	15
Harvesting or threshing machinery	5	5	12	16	38
Milking machines and dairy machinery	2	4	4	4	14
Machines for cleaning/sorting seeds, grains	0.5	1	1	1.5	4
Other agricultural machinery	1	1	2	4	8
Cereals and Grains (Starches, flours, whole grain etc)	9	10	9	10	38
Fruit Products (Fresh and by products)	31	52	39	55	177
Vegetables (Fresh and by products)	5	7	6	8	26
TOTAL by YEAR	58.5	84	76	101.5	320

**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

The agricultural sector in India is a crucial sector for the Indian economy, as it employs more than 50% of the total workforce within India. Indian farmers consistently seek innovative ways of increasing their yield and production. They seek more sophisticated machinery to improve the quality and quantity of their yield. Indian consumers are also seeking exotic produce that is difficult to grow in India.

Italian machinery & their manufacturing are perceived as reliable, high quality and state-of-the-art across sectors, including agriculture for machinery, tools, equipment, and automation.

CHALLENGES AND OPPORTUNITIES

Technology Gaps: There is a significant demand for precision farming equipment. The irrigation systems specifically lack the technological advancements needed to improve farming practices. Harvesting tech and post-harvest tech is also an undiscovered avenue for commercial activities.

Operational Issues/Difficulties: Imported high-tech agricultural machinery is sought after but often falls short in adapting to local farming conditions. India is very geographically diverse, and it is imperative that the agricultural machinery introduced in market is cognisant of the geographic diversity.

Emerging Segments: There are new segments that companies can tap into for commercial success in India such as- Smart Farming solutions, compact machinery for smaller farms, sustainable farming equipment etc.

** 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 BUSINESS ASSISTANCE ?

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.

① 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.

② 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.

③ 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 Furniture and Design

- **500+** Italian companies exporting to India.
- **180+** Indian importers/distributors of Italian brands.
- **10+** Italian companies with an autonomous presence in India (JVs / representative offices / subsidiaries).

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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