



an initiative promoted by

PUNTO&LINEA

ITALIAN HOME SYSTEM 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 furniture, lighting, materials, and products for the Home System.

India imports an average of \$8 billion annually of furniture, design, and materials for the Home System. With 220 million euros of estimated direct exports in 2024, Italy is one of India's key trading partners, while India represents the 10th largest non-EU market for Italian products.

	21	22	23	24*	TOTAL
Furniture and Lighting	54	84	66	80	278
Marble, Granite, and Stone Materials	33	49	39	52	172
Plastic Articles: Coatings, Kitchen, Sanitary	13	18	16	36	101
Ceramic Articles: Coatings, Porcelain, Sanitary	19	23	16	28	76
Wooden Articles: Surfaces, Coatings, Doors	9	10	9	8	35
Glass Articles: Surfaces, Mirrors, Household Products	5	8	9	7	34
Metal Articles and Home Appliances	4	4	3	9	20
TOTAL by YEAR	136	197	159	221	717

**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

Indian architects, interior designers, and their clients admire Italian brands, which are synonymous with beauty, quality, and innovation. Having Made in Italy products in their homes is seen as a social statement for Indians.

While Indian demand is growing, the presence of Italian companies in India remains limited, and exports still fall short of their potential.

CHALLENGES AND OPPORTUNITIES

Retail Sector: India's retail sector is still emerging, with restrictions on FDI (Foreign Direct Investment) for single and multi-brand stores. Local collaboration with effective distributors and dealers is critical. The IICCI can assist with partner selection.

Geographic Coverage: Indian distributors operate regionally, requiring multiple partnerships to cover the entire market, which can be complex to manage. The IICCI can serve as a reference point for coordinating commercial networks in India.

Tariff Barriers: Import duties (approximately 30%) are high. Awareness campaigns are essential to highlight the quality and brand positioning of Italian products. The IICCI offers promotional tools to support you and your dealers in India.

** 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.

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.

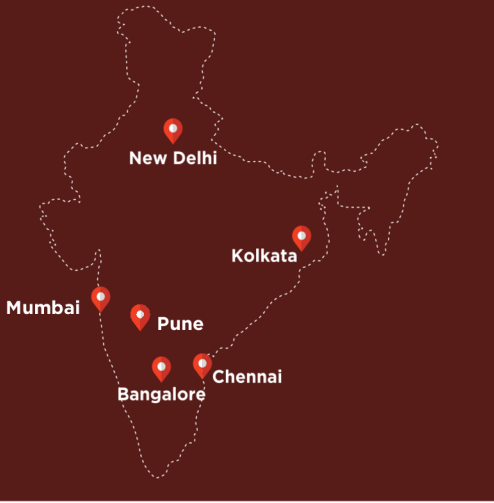
② INITIATING, DEVELOPING & CONSOLIDATING COMMERCIAL PRESENCE

- 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

- **4,000+** Italian companies exporting to India.
- **1,000+** Indian importers of Italian brands (60+ are IICCI members).
- **150+** showrooms (single or multi-brand) for Italian brands nationwide.
- **66** Italian companies with an autonomous presence in India (JVs / representative offices / subsidiaries).

For more information on the **PUNTO&LINEA** project, participation, and costs, please contact:

Priyanka Singh
p.singh@indiaitaly.com
+91 82918 70804



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

IICCI - The Indo-Italian Chamber of Commerce and Industry

Registered office at: VIVITALIA, Urmi Estate, Tower A, 11th Floor, Ganpatrao Kadam Marg, Lower Parel (West) Mumbai - 400013

