

Design Sector in India

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Key Market Characteristics

- > 300 million middle-class households; >70% under 30 years
- > 7 million additions to mobile subscriptions every month
- > 65% of Nielsen research respondents in Q1/2009 told that their state of personal finances over Q2, Q3, Q4/2009 (urban-rural?)
- >67% of all listed Indian firms showed increase in net profits in Q4/2008 and Q1/2009.
- >6.5% GDP growth estimates (4.5% WB/IMF ?)
- > £12 billion UK-India bilateral trade and growing.
- > £13 billion acquisitions (M&A deals) in 2009
- ICT, Financial Services, Automotive, Consumer Electronics, O&G, Aerospace, Pharma, Healthcare, Biotech, Education & Training, Media & Entertainment are all high-growth sectors.
- English; Legal Systems; High Entrepreneurship -----Facilitating Factors
- Price-Quality Sensitivity; Legal Bureaucracy-----Challenges

India: Design Sector Overview

- **Market Opportunities driven by**
 - **Global Manufacturing shifts into India (Nokia, Volkswagen, Hyundai, Honda Boeing MRO, Johnson & Johnson.....)**
 - **Growth of Indian multinationals & Global Expansions of Indian Businesses.**
 - **National Design Policy**
- **Indian industrial product design industry estimated to be growing at 11%. > £300 million**
- **Organised home furniture, modular office and institutional furniture design sector estimated to be growing at 6%. > £400 million (unorganised ? 10 times more!)**
- **Lifestyle product design sectors including toys and tableware estimated to be growing at 8% > £200 million**
- **Design Strategy & Consulting Services is growing at 3% > £70 million**

India: Design Sector Opportunities

- **Industrial Product & Packaging Design**
 - Automobile; Aerospace
 - Consumer Electronics
 - Plastic Products - Development & Design
 - Ceramics - Design
 - Food & Beverages
 - Telecom
 - Institutional & Workplace furniture
 - Consumer Research & Market Trends
- **Lifestyle Product Design**
 - Toys
 - Ceramic Products
 - Home Appliances & Furniture
 - Fashion Apparel & Jewellery
 - Consumer Research & Market Trends
- **Communication & Interactive Design**
 - Animation
 - Identity & Branding
 - Packaging
 - Signage Design
 - Publication
 - Posters; Typography
 - Digital Installation; Web Design
 - Multimedia Application

India: Design Sector Events

- FICCI Design Conclave, September.....Mumbai (4th year)
- CII Design Summit, December.....Pune (5th year)
- Design Yatra, September.....Mumbai, Goa.. (advertising design)
- Green Building Congress, September....Hyderabad, Mumbai (architects)