



The India Opportunity:  
**A GUIDE FOR  
US ECONOMIC  
DEVELOPMENT**



↑ 4<sup>th</sup>

largest economy globally  
(recently surpassed Japan)

💰 \$65.6B

US FDI in India  
(April 2000-June 2024)

👥 600M

Middle-class consumers  
by 2030

👉💰 \$27B

PLI scheme manufacturing  
incentives

## WHY NOW?

### Three Strategic Advantages

#### 1. Manufacturing Incentives

The Production Linked Incentive (PLI) scheme offers \$27 billion across 14 sectors. Key benefits include financial incentives of 4-6% on incremental sales, tax holidays up to 10 years in special economic zones, and streamlined single-window clearance systems.

#### 2. Consumer Market Scale

India's middle class is expanding faster than any major economy. Digital payment adoption has exploded - 131 billion digital transactions in 2024 alone. The e-commerce market is projected to hit \$350 billion by 2030, creating massive opportunities for American brands and manufacturers.

#### 3. US-India Trade Momentum

Bilateral trade reached \$191 billion in 2023, up 15% year-over-year. India is becoming a critical partner in supply chain diversification, with electronics exports to the US growing 50% in the past two years.

India recently surpassed Japan to become the world's fourth-largest economy and is projected to reach third place by 2027. With a consumer market of 1.4 billion people and a rapidly expanding middle class expected to **reach 600 million by 2030**, India represents one of the most significant growth opportunities for US states and regions.

### India's Leading Manufacturing and Innovation States



# THREE HIGH-OPPORTUNITY SECTORS FOR US STATES



## Beverages & Food Processing

**\$535B**

market growing at 11% CAGR

- 70% of population under 35 years old
- Coca-Cola invested \$5B; PepsiCo invested \$5.5B
- Government "Mega Food Parks" initiative reducing logistics costs



## Aerospace & Defense

**\$70B**

market opportunity by 2030

- "Make in India" defense initiative prioritizing local manufacturing
- Boeing, Lockheed Martin, and GE Aerospace already partnered
- Offset obligations creating supplier opportunities



## Automotive & EV

Market valued at

**\$118B,**

growing at 9% annually

- Government target: 30% EV sales by 2030
- Tesla, Ford, and GM already invested
- Strong tier-2 and tier-3 supplier ecosystem



## ATTRACTING INDIAN FDI TO YOUR REGION

India is no longer just a sourcing market—it is a capital exporter, with globally competitive companies actively looking to scale in the United States to reach customers, secure talent, and de-risk supply chains.

For U.S. economic development organizations, India represents a deep, under-engaged pipeline of advanced manufacturing, life sciences, EV, and technology investors. FDI is a marathon, not a sprint. Investment attraction takes concentrated effort to identify and build relationships with companies in expansion mode and ready to invest in the U.S. Those who engage India now will be the ones landing projects later.

### What Indian Investors Look For



**Skilled and scalable workforce** with strong technical, engineering, and operational capabilities



**Robust logistics and market access**, including proximity to customers, ports, and key end markets



**Cost-competitive operating environment**, supported by federal, state, and local incentive programs



**Efficient regulatory and permitting frameworks**, with strong IP protection and enforcement



**Mature business ecosystems**, offering access to supplier networks, R&D partnerships, and high quality-of-life factors that support talent attraction and retention

# INDIAN COMPANIES INVESTING IN THE US

## Large India Multinational Conglomerates



**Tata Group** - Automotive, steel, IT services - Multiple US facilities, typically \$100M+ investments



**Mahindra Group** - Automotive, aerospace, renewable energy - Manufacturing and R&D facilities



**Motherson Group** - Auto components - Tier-1 supplier with \$50-200M typical investment



**Waaree Energies** - Renewable Energy – The largest solar module manufacturer announced a strategic investment of US\$ 30M with a primary focus on expanding operations in the US.

## India's Next Tier of Outbound Investors



**Thirumalai Chemicals** | Sector: Chemicals & Petrochemicals  
A leading Indian manufacturer of industrial and specialty organic chemicals invested US\$200 million in 2025 to establish a new maleic anhydride production facility in West Virginia.



**Biocon Biologics Limited** | Sector: Pharmaceuticals  
Headquartered in Bengaluru, Biocon established its first U.S. manufacturing presence in New Jersey by acquiring an oral solid dosage facility for US\$7.7 million in 2023 and investing over US\$30 million to upgrade it into a state-of-the-art, high-capacity plant.



**Practo** | Sector: Healthcare Technology  
Practo simplifies healthcare by connecting patients with doctors, pharmacies, and diagnostics through a single digital platform, and since entering the U.S. market in April 2025, it has onboarded over 200,000 doctors, reached 300,000 monthly active users, and achieved a GMV run rate exceeding US\$75 million.



**Norton USA LLC** | Sector: Automotive  
TVS Motor acquired the iconic Norton Motorcycle brand and established Norton USA LLC in Delaware as a wholly owned subsidiary to manage U.S. sales, marketing, and distribution.



**Vadilal Industries** | Sector: Food and Beverage  
Vadilal is setting up local ice cream manufacturing in Pennsylvania to reduce import dependence, with full operations planned by April 2026.



**Bellatrix Aerospace** | Sector: Aerospace and Space Technology  
Founded in 2015, Bellatrix is an Indian private aerospace company specializing in in-space mobility and green propulsion technologies, which entered the U.S. market in April 2025 by setting up a Delaware subsidiary and securing an MoU with a leading American satellite manufacturer.

## India Market Approach

For many US companies, especially those testing market fit or working with limited budgets, trade promotion offers a lower-risk path into India than direct investment. Through strategic partnerships and distribution networks, American manufacturers can reach Indian consumers without the complexity of setting up local operations.

Trade promotion helps your regional companies gain market access, validate demand, and build relationships before committing to more significant investments. It's an effective way to grow export activity while supporting local manufacturing jobs at home.

## When Trade Promotion Makes Sense



Testing product-market fit before making larger investments



Companies with established US manufacturing seeking new markets



Limited budgets for incentive packages or FDI attraction



Focus on growing export revenue and supporting local jobs



Building market knowledge and relationships for future expansion

## Key Market Access Considerations

### Distribution Landscape

India's distribution networks vary significantly by sector and region. Success requires identifying the right partners who understand local regulations, have established customer relationships, and can navigate India's diverse market conditions. Metro areas like Mumbai, Delhi, and Bangalore offer sophisticated retail infrastructure, while tier-2 and tier-3 cities require different distribution approaches.

### Import Trends in Priority Sectors

US exports to India have grown steadily, particularly in high-tech manufacturing, aerospace components, and specialty food products. The government's push for quality standards and premium positioning creates opportunities for American brands that can demonstrate superior performance or innovation.



**Beverages & Food:** Growing demand for premium and specialty products, particularly in urban markets



**Aerospace:** India imports significant components and systems, with local content requirements creating partnership opportunities



**Automotive:** Growing appetite for advanced automotive technologies and EV components as the market modernizes

### Consumer Market Dynamics

India's consumer base is young, digitally connected, and increasingly willing to pay for quality. The middle class is projected to reach 600 million by 2030, creating massive demand for products that were previously considered luxury items. E-commerce is transforming market access, allowing companies to reach customers across the country without physical retail presence.



## How Tractus Supports Trade Promotion

- Distributor identification, vetting, and relationship management
- Market intelligence and competitive landscape analysis
- Regulatory guidance and compliance navigation
- Channel strategy and pricing recommendations
- Partner agreement negotiation and ongoing support



## ABOUT TRACTUS

### 15 Years

Delivering Results in India

Tractus brings deep market knowledge and proven execution to India market strategies. With over a decade of presence in India and 100+ successful projects delivered, we understand both the opportunities and the practical realities of doing business in this dynamic market.

### Our India Expertise:

- Market entry strategy development and execution
- Trade promotion and investment attraction
- In-country representation and mission support
- Government relations and incentive navigation
- Operational setup and launch support

### Trusted by Leading Organizations:



# LET'S TALK ABOUT YOUR INDIA STRATEGY

## Trade vs. FDI: Which Path is Right for Your State?

### Choose Trade Promotion when:

- ✓ Testing market demand
- ✓ Limited budget for incentives
- ✓ Focus on export growth
- ✓ Partner companies need market access

### Choose FDI Attraction when:

- ✓ Ready for manufacturing jobs
- ✓ Can offer competitive incentives
- ✓ Focus on job creation
- ✓ Partner companies need production capacity

The companies and states moving into India now are positioning themselves ahead of the curve. Whether you're looking to connect local businesses with India's growth market or attract Indian investment to your region, the strategy starts with understanding what fits your specific goals.



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Schedule a consultation to discuss how India opportunities align with your economic development goals.





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