

Quarter 1 | January-March 2024

---


 **INDIA**

**OUTBOUND**

*(The word 'OUTBOUND' is reflected below it in a lighter, semi-transparent font.)*







# In this Issue

- Foreword
- Snapshot of Indian OFDI in Q1 2024
- Indian Investments Overseas
- India – Europe Corridor
- Featured Deals
- Investments Snapshot
- Investment Promotion Activities
- Upcoming Investment Promotion Events
- About T&A

# Foreword

**Richa Mahajan**  
Executive Director

**T&A**  
we go beyond



The global economy continues to display remarkable resilience with growth holding steady and inflation declining in 2024. However, the growth projections estimated at ~4% might face challenges from tight monetary policies, climate-related distresses, and geopolitical uncertainties. Government efforts to stimulate growth through faster disinflation and timely structural reforms offer hope for a brighter economic future.

In this global landscape, India emerges as a beacon of growth and opportunity. While the global economy grapples with subdued growth prospects, India stands out with its robust economic performance, positioning itself as a key driver of global economic resurgence. India's growth trajectory inspires confidence with gross domestic product growth estimates revised from 6.1% to 6.8% for 2024.

Strategic initiatives like the India AI Mission and the National Green Hydrogen Mission underscore India's approach to addressing global challenges and seizing opportunities. These initiatives not only drive growth but also solidify India's position in the global supply chain. Furthermore, India's prominence in high-growth sectors and strategic collaborations with global partners reinforce its growth narrative. Initiatives such as strengthening semiconductor supply chains with the US, Japan, and Australia, alongside leading developments in AI capabilities and green energy production, position India as a pivotal player in emerging sectors.

Moreover, India's outbound investment landscape has experienced a notable shift in Q1 of 2024. The Middle East emerged as the primary destination for Indian overseas investments, driven by large investments in Saudi Arabia. They are majorly led by India's focus on energy security as Saudi Arabia stands as the third-largest source of crude and petroleum products. Additionally, increased investments in the UAE and Israel augmented India's total FDI stock in the Middle East, with

a focus on sectors such as banking, financial services, and manufacturing. This diversification of India's outbound investments reflects a calculated approach to strengthening economic ties and securing vital resources.

In line with this diversification, India's economic engagement with Europe deepened significantly. The continent has emerged as a preferred market and investment destination for Indian companies, with a substantial investment of USD 1,426 million in Q1 across advanced manufacturing, automotive, and life sciences sectors. This move is primarily driven by the aim to meet local demand and streamline operations to minimize lead times.

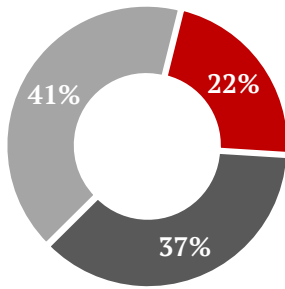
The recent signing of the Trade and Economic Partnership Agreement (TEPA) with the European Free Trade Association (EFTA) highlights India's commitment to fostering robust trade and investment relations with Europe. The comprehensive nature of the agreement, covering various facets including trade, investment, intellectual property rights, and sustainable development, lays the groundwork for enhanced economic cooperation. Moreover, the strengthened economic ties extended beyond traditional trade relations, with a focus on emerging sectors such as technology, innovation, sustainability, and green energy.

With an expanding outbound potential in sunrise sectors, India's economic dynamism presents significant opportunities for global engagement and investment. The country's projected trajectory towards becoming one of the world's largest economies, strong political standing and proactive engagement through trade agreements offer a solid foundation for further growth and leadership in innovation, manufacturing, and technology. As India continues to navigate the evolving global economic landscape, its resilience, innovation, and strategic partnerships provide a foundation for a brighter economic future, both domestically and internationally.

# Snapshot of Indian OFDI in Q1 2024

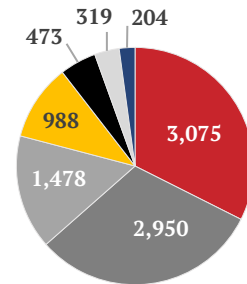
Total Volume of Outbound Investments from India : **USD 9,486 Million**

Month wise breakup of total outbound investments in Q1 2024



■ Jan-24 ■ Feb-24 ■ Mar-24

Investment Breakup (by sector)



■ BFSI  
■ Manufacturing  
■ Construction  
■ Trade and Hospitality  
■ Agriculture and Mining  
■ Logistics  
■ Others

In Q1, **45%** of the total investments were made by these 5 companies:

1



USD 2,414 Mn  
Construction  
Saudi Arabia

2



USD 629 Mn  
Healthcare  
USA

3



USD 440 Mn  
Iron & Steel  
Singapore

4



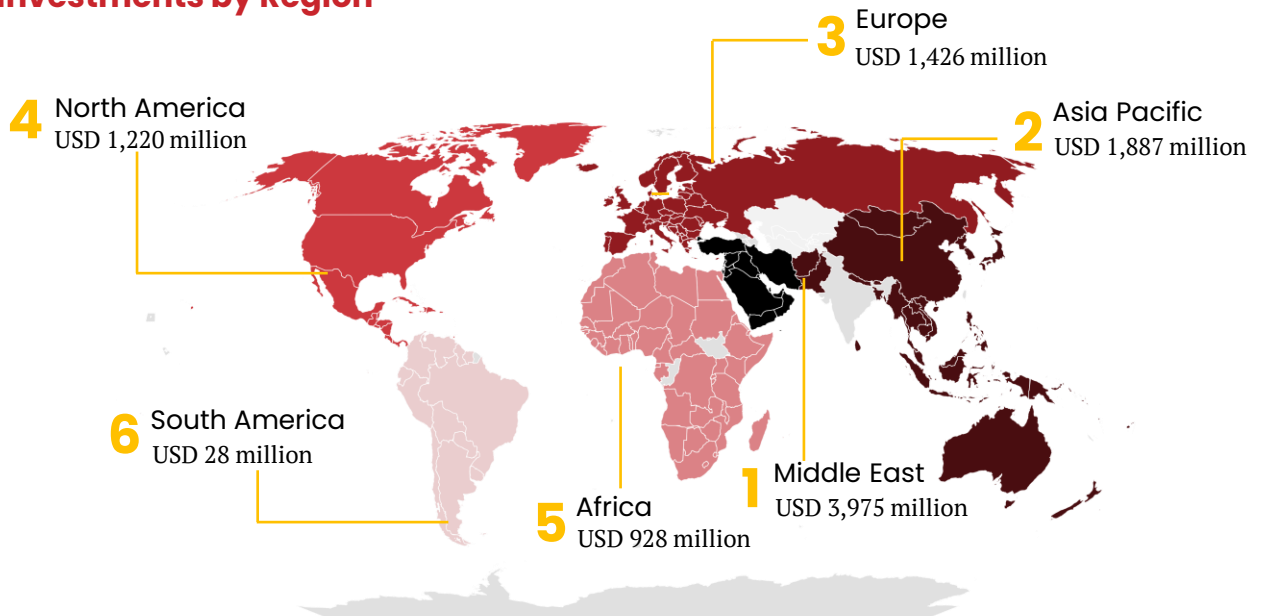
USD 398 Mn  
Energy  
Singapore

5



USD 396 Mn  
Manufacturing  
Israel

## Investments by Region





# Indian Investments Overseas

The table provides information about the FDI investment values of various countries in Q1 2024 as compared to the same period in the previous year.

(USD Million)

Rank	Country (Rank)	Q1 24	Q1 23	% change
1	Saudi Arabia	2,460	44	5,457%
2	Singapore	1,686	986	71%
3	USA	1,155	1,082	7%
4	UAE	1,104	424	161%
5	Mauritius	655	115	471%
6	Netherlands	460	661	-30%
7	United Kingdom	447	346	29%
8	Israel	397	247	61%
9	South Africa	213	17	1,138%
10	Ireland	117	7	1,603%

Of the **USD 2,460 Mn** received by Saudi Arabia, a large investment of **USD 2,417 Mn** was invested by L&T, directed towards enhancing its hydrocarbon facility in the Middle East. With a strategic focus on expanding production capacity and leveraging its vast resources, Saudi Arabia is ensuring a steady revenue stream while concurrently investing in renewable energy to align with global sustainability goals.

Apart from Saudi Arabia, India has directed significant investments towards Israel, South Africa, and Ireland. Notably, Israel and South Africa saw substantial investments in advanced manufacturing, whereas Ireland attracted attention for its thriving life sciences sector, particularly biologics. This diversification signifies India's evolving economic priorities beyond resource-seeking objectives.



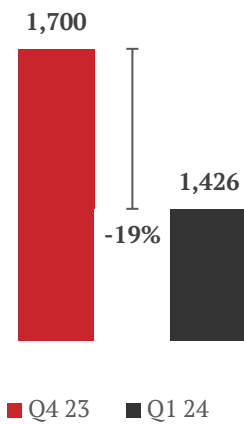
# India- Europe Corridor

Total Outbound Investments from India to Europe in Q1 2024:  
**USD 1,426 Million.**

Europe has been a preferred market and investment destination for Indian companies, particularly in the post Covid-19 world as India is reaching out for a wider economic engagement globally. The economic relationship between India and Europe has gone beyond trade, and newer sectors like technology & innovations and sustainability, green energy and eco-mobility are taking the front seat.

Of the European countries, the large economies of the EU stand among India’s top trading partners and enjoy close investment relations in both directions. The top European destination for job-creating investments from India was UK, accounting for 27% of total Indian investments in Europe, followed by Germany (20%), the Netherlands (9%), and France (7%).

Quarter on Quarter % change of total OFDI from India to Europe (USD Mn)



Top 5 European Countries attracting Indian investments (USD Mn)

Rank	Country (Rank)	Q1 24
1	Netherlands	450
2	United Kingdom	447
3	Ireland	117
4	Switzerland	116
5	Norway	98

## Top 5 Indian companies investing in Europe in Q1 2024

1	2	3	4	5
USD 175 Mn	USD 102 Mn	USD 80 Mn	USD 78 Mn	USD 75 Mn
Healthcare	Hospitality	Business Services	Lifesciences	Automotive
Netherlands	UK	Netherlands	Switzerland	UK

# India- Europe Corridor

## Rationale for investing in Europe

1. While established economies (France, UK and Germany) maintain a large share of global FDI flows, Europe's FDI landscape is diversifying with countries like Italy, Poland, Portugal, and Romania, to name a few. These countries are gaining traction because of reconfiguration of global supply chains and a trend toward cost-competitive locations for manufacturing and back-office operations.
2. Europe is the world's largest exporter of manufactured goods and services catering to ~80 countries. Besides, foreign investors also take advantage of Europe's 41 trade agreements with 72 countries.
3. ~30% of global wealth is found in Europe; and the continent houses the biggest consumer market in the world, which can be attractive to businesses.

The bilateral relations between India and Europe are examined in four distinct blocs: the European Union (EU), European Free Trade Association (EFTA), the United Kingdom alongside other European nations.

**European Union:** Indian investments in EU totaled USD 37 billion until 2023. The multidimensional relations with France, Germany, Italy, and the Netherlands, and other small countries embrace strategic bilateral ties and expanding cooperation in areas such as technology, energy, space, climate change and so on. The India-EU FTA, which is politically and economically crucial for both, is in its advanced stages.

**EFTA:** In the EFTA, the large economies of Switzerland and Norway are close partners for India, and among its most preferred trading and investing countries in the region. India signed a Trade and Economic Partnership Agreement (TEPA) with EFTA in March 2024, focusing on market access, investment, services, intellectual property, and sustainable development.

**United Kingdom:** India and the UK enjoy historical and multifaceted relations. During the G20 Summit, the two prime ministers agreed on further progress on the India-UK FTA. Home to a large diaspora, India is also the UK's second most important source of FDI, accounting for 8.8% of UK projects in the FY 23. There are 950+ Indian companies in the UK.

**Others:** While other European countries, viz. Albania, Bosnia & Herzegovina and Serbia, are smaller economies, India aims to expand interaction with them through mutually beneficial cooperation across a range of domains. India is particularly keen to explore partnerships in technology and sustainability in these countries.

# Featured Deals

## HFCL announces optical fibre cable plant in Poland

*Sector: Telecommunications*

Aligning with its growth strategy to enhance agility, reduce transit times, and increase order fulfilment capacity, Indian telecom equipment manufacturer HFCL announced establishment of an optical fibre cable (OFC) manufacturing plant in Poland. The move aims to address the increasing demand for OFC in European markets, including the UK, Germany, Belgium, France, and Poland. With an initial capital of ~USD 1.73 million, HFCL's manufacturing unit in Poland will start with a capacity of 3.25 million fibre km (fkm), scalable up to 7 million fkm.



**Rationale:** Poland has become a favored European nation for foreign investment, primarily due to its attractive market access to other European nations, cost competitiveness and incentive programs.

HFCL aims to increase its OFC vertical revenue share from 30% to 70% in the next 4-5 years by mitigating regulatory risks and ensuring enhanced access to target markets through localized manufacturing.



## Eicher Motors sets up Dutch arm





*Sector: Automotive*

Eicher Motors, the manufacturer of Royal Enfield motorcycles, has established a unit in the Netherlands and is considering setting up a warehouse, in Germany or France. The unit aims to mitigate challenges posed by Brexit and reduce dependency on the UK to streamline supply chains for non-motorcycle products like spare parts and branded merchandise. Eicher seeks to enhance efficiency and cut lead times from 90 days to two weeks, catering to the growing demand in the EU market.

**Rationale:** Eicher underscored that its decision to establish a presence in the Netherlands is driven by a focus on enhancing operational efficiency. Recognizing the Netherlands as one of the fastest-growing industrialized economies, Eicher aims to leverage the country's logistics infrastructure including largest seaport and third-largest airport in Europe. It offers them an opportunity to optimize its supply chain and strengthen its distribution network across Europe.



# Investment Snapshot

Company Name	Sector	Type	Value	Country
	Energy	Greenfield	Not Disclosed	Thailand
<p><b>Rationale:</b> Birla Carbon, leader in sustainable carbon solutions, announced the establishment of a new carbon black manufacturing site in Rayong, Thailand to augment its expansion plans in support of key customers in the fast-growing markets in southeast Asia. With an initial capacity of 120 kMT operational in 2025, the plant will ensure a secure supply of industry-leading products, quality, and service, allowing the customers to meet their growth ambitions.</p>				
	Professional Services	Acquisition	Not Disclosed	Poland
<p><b>Rationale:</b> Indian platform-first digital network Wondrlab acquired WebTalk, a Polish digital marketing agency, representing the company's fifth acquisition and first foray into international markets since its inception in 2020. In conjunction with this acquisition, Wondrlab has launched a European Hub in Poland, further solidifying its commitment to offering holistic solutions and global brand offshoring. The European hub will provide clients with immediate access to services across key pillars such as digital video, content and community, digital media and data, and digital business transformation.</p>				
	Technology	Greenfield	Not Disclosed	Australia
<p><b>Rationale:</b> Hyderabad-based IT &amp; engineering solutions provider Techwave opened its new office in Brisbane to expand its footprint in Australia. The new office will have a capacity to accommodate about 80-100 employees and will serve as a central hub for the company's Australian team. The move amplifies the company's presence in the region, positing it to address the dynamic needs of its Australian clientele.</p>				
	Travel	Acquisition	Not Disclosed	USA
<p><b>Rationale:</b> Captain Fresh, an online trading marketplace based in Bengaluru expanded into the U.S. frozen seafood market with the acquisition of CenSea, one of the country's largest shrimp importers. CenSea, which has a pan-US presence, will become the "mainstay" of Captain Fresh's US business, and the acquisition is part of a wider foray by Captain Fresh to expand from exporting seafood, to distribution in markets like the US and Europe.</p>				

# Investment Snapshot

Company Name	Sector	Type	Value	Country
	Retail	Greenfield	Not disclosed	USA
<p><b>Rationale:</b> Tata-owned jewelry brand Tanishq expanded its global footprint by opening a store in Chicago, Illinois, following successful launches in New Jersey and Texas. The move is in line with the company's commitment to expand in the US to cater not only to the Indian diaspora but also to the broader American and international communities residing in these locations.</p>				
	Advanced Manufacturing	Acquisition	USD 2.5 Mn	USA
<p><b>Rationale:</b> Mysuru-based Kaynes Technology expanded its presence in the US, by acquiring Digicom Electronics, an Electronics Manufacturing Services (EMS) company based in Oakland, California. This acquisition enables the company to undertake small-scale builds and prototyping and execute the last-mile box build in the US, just before shipping to their customers in the region. Besides, Kaynes also acquired a minority stake in Mixx Technologies, based in California, with the goal of positioning itself as a comprehensive “silicon to systems” manufacturer specialising in Artificial Intelligence (AI) and high-performance computing infrastructure.</p>				
	Logistics	Greenfield	Not Disclosed	Malaysia
<p><b>Rationale:</b> Express logistics company DTDC entered the Malaysian market through its subsidiary, DTDC Global Express PTE Ltd, with the inauguration of an office in Kuala Lumpur. This newly established office, which further strengthens the company's global footprint, including in Southeast Asia, will offer enhanced trans-shipment solutions to its clients in Southeast Asia and the Australian peninsula. The newly established office will provide export and import services to and from India, Singapore, and Australia, along with handling local deliveries in Malaysia.</p>				
	Technology	Greenfield	Not Disclosed	Oman
<p><b>Rationale:</b> YASH Technologies, a leading global technology integrator and digital transformation specialist, announced the opening of its new office in Muscat, Oman. This strategic expansion underscores YASH's commitment to supporting the region's business landscape and empowering Oman's economy to harness the power of digital transformation to foster rapid growth. This expansion in Oman is a natural step for the company as it boasts a proven track record of delivering outcome-centric technology solutions across diverse industries, including the public sector, oil and gas, healthcare, and banking &amp; finance.</p>				

# Investment Promotion Activities

## Future Minerals Forum | KSA

9<sup>th</sup> - 11<sup>th</sup> January 2024

**T&A Consulting** participated in the Future Minerals Forum 2024 held in Riyadh, Kingdom of Saudi Arabia. This forum stands as one of the world's major gatherings, bringing together senior government and industry figures dedicated to fostering mineral value chains in the super regions of Africa, Western and Central Asia. Throughout the event, our team engaged in insightful one-on-one discussions with various companies and senior government professionals which provided valuable perspectives on Saudi Arabia's mining industry covering aspects such as the industry landscape, challenges, and latest developments.



## Arab Health | UAE

29<sup>th</sup> January – 1<sup>st</sup> February 2024

Representing one of the foreign economic development organization in India and Europe, **T&A Consulting** attended Arab Health Exhibition at the Dubai World Trade Centre. As the Middle East's largest healthcare trade show, Arab Health brought together more than 3,000 exhibitors from 70+ countries showcasing cutting-edge technology and ground-breaking innovations in healthcare. The team had many successful meetings and conversations with companies evaluating expansion to the client geography.

## Gulf Food | UAE

19<sup>th</sup> – 23<sup>rd</sup> February 2023

**T&A Consulting** attended Gulf Food— the world's largest F&B sourcing event, held at Dubai World Trade Centre. It was the biggest edition in Gulfood's history brought together over 5,500 leading food and beverage companies, showcasing 150,000+ new products from more than 190 countries. The team hosted a series of impactful meetings on the client's behest and the discussions were immensely fruitful, showcasing the enticing opportunities in their geography.





# Investment Promotion Activities

## Convergence Expo | India

17<sup>th</sup> - 19<sup>th</sup> January 2024

**T&A Consulting** attended India's largest technology conference — Convergence India Expo held in New Delhi. Convergence India is at the forefront of India's digital revolution and reflects India's emerging modernization and development landscape. Tarun Gupta, CEO & Group Managing Partner of T&A, participated as a panelist at the "Global Startup Bridge" session, discussing how India and foreign nations can collaborate to foster a sustainable startup ecosystem. The team had a productive time at the Expo, connecting with groundbreaking Indian innovators and tech-enabled enterprises .



## Bio Asia | India

26<sup>th</sup> – 28<sup>th</sup> February 2024

**T&A Consulting** attended the 21st edition of the premier life sciences and healthcare forum in Asia, BioAsia held in Hyderabad. This event explored the transformative potential of data and AI in shaping the future of the life sciences industry and healthcare delivery. The team engaged in fruitful discussions with life sciences companies and startups with expansion plans; explored collaboration opportunities with the state governments of Gujarat, Karnataka, Tamil Nadu, Kerala, and Telangana, aiming to support startups and SMEs; and had an insightful visit to BioPark, delving into cutting-edge Neovantage and Chemo facilities in the state's Genome Valley.



## Aahar | India

7<sup>th</sup> – 11<sup>th</sup> March 2024

**T&A Consulting** participated in the 38th edition of the International Food & Hospitality Fair – AAHAR 2024 held in New Delhi. AAHAR stands as a distinguished brand in Asia for showcasing Food & Hospitality exhibitions. Over the years, the event has seen remarkable growth, becoming a prime platform for global vendors and sourcing professionals. On behalf of a foreign trade organization, the team facilitated targeted B2B meetings, alongside interactions with international industry leaders and EDOs acquiring insights into emerging trends, products, and business prospects within the international Food & Hospitality sector.



# Investment Promotion Activities

## Investor Roadshows

### Within India

Mandate	No. of days	Month	Meetings Held	Cites	Sectors
US State EDO	2	January	6	Pune	Life Sciences & Technology
US State EDO	1	February	2	Kochi	Life Sciences & Technology

### Global

Mandate	No. of days	Month	Meetings Held	Country	Sectors
US State EDO	5	February	18	UAE (Dubai, Abu Dhabi & Sharjah)	AI, Clean Energy, Fintech, F&B, Life Sciences
US State EDO	3	March	26	Italy (Milan, Padua)	Life Sciences, F&B, Manufacturing and Fintech
US State EDO	3	April	12	Germany (Düsseldorf, Munich & Vienna)	Clean Energy





# Upcoming Investment Promotion Activities

## SPOTLIGHT EVENT

### **SelectUSA Investment Summit** 23<sup>rd</sup> June – 26<sup>th</sup> June 2024

The SelectUSA Investment Summit, hosted by the U.S. Department of Commerce, is a premier event connecting investors, companies, Economic Development Organizations (EDOs), and industry experts to facilitate business investment in the United States. With a track record of attracting thousands of international companies and generating billions in new investment projects and job creation, the summit offers a platform for networking, deal-making, and gaining insights into the U.S. investment landscape.



### **Food 4 Future**

Bilbao, April 16-18

### **BioTrinity**

London, April 23-24

### **Annual Investment Meeting Congress**

Abu Dhabi, May 7- 9

### **Cibus**

Parma, May 7-10

### **Viva Technology**

Paris, May 22-25

### **Pharmalytica**

Hyderabad, May 30-June 1

### **IEDC Economic Future Forum**

Washington, June 16-18

### **Collision**

Toronto, June 17-20





# About T&A

T&A has assisted numerous Investment Promotion Agencies (IPAs) from Europe, Asia and North America to develop prospects and project pipelines that have ultimately led to new investments and jobs growth, ranging from start-ups and scale-ups to manufacturing SMEs and larger companies. Through our efforts, we have secured over 2,500+ jobs and investment of over USD 800 million for our clients across multiple geographies.



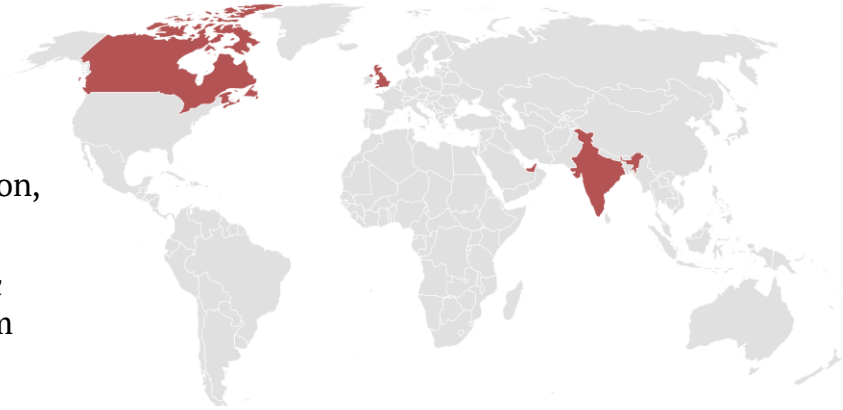
60 + people



5 offices: Gurugram, Bengaluru, Toronto, London, Dubai



Fully integrated economic development advisory firm



**1**

Market Intelligence

**2**

FDI Lead generation

**3**

Investment Seminar

**4**

Investment-led Roadshows

**5**

Due-Diligence

**6**

Delegation Visits

Are you looking forward to attract investments in your region?  
Write to us on [rmahajan@taglobalgroup.com](mailto:rmahajan@taglobalgroup.com)



T&A Consulting

416, 04<sup>th</sup> Floor, Emaar Digital Greens, Golf Course Extension Road,  
Sector 61, Gurugram, 122001, India

Tel: +91-124-4314960