



USC Marshall
School of Business

APBO
ASIA PACIFIC BUSINESS OUTLOOK
CONFERENCE
2017



Exporting to India in the Age of Trump

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India in the News: Trump Organization in India



- Five Investments, \$1.5 b, Indian Money
- Donald Trump travelled to India in 2014
- **Atul Chordia and Sagar Chordia**
 - founders of Panchshil Realty, Pune
- Lodha Group, Mumbai
- M3M India
 - Basant Bansal, Gurgaon/Delhi
- IREO Group,
 - Lalit Goyal, Gurgaon/Delhi
- Unimark Group
 - Harsh Vardhan Patodia, Kolkatta



India in the News: Commerce Secy. Wilbur Ross & India



Sold International Steel Group (Bethlehem Steel, Republic Steel and LTV Steel) to Indian billionaire Laxmi Mittal's company for \$4.5 billion in 2004.

In 2006, WL Ross acquired textiles company OCM India Ltd for \$37 million in cash from bankruptcy.

In 2008, WL Ross acquired a 27% stake in low-cost carrier SpiceJet Ltd by investing Rs.345 crore, since re-sold profitably.

News item in India December 2016, Wilbur Ross-owned IAC eyes automotive acquisitions in India.

\$2 trillion economy, only USA, China have larger PPP

Larger population and more diverse than Europe

1.2 billion people, 29 states, 23 official languages

300 million smartphones to global standards

Oldest stock market in Asia

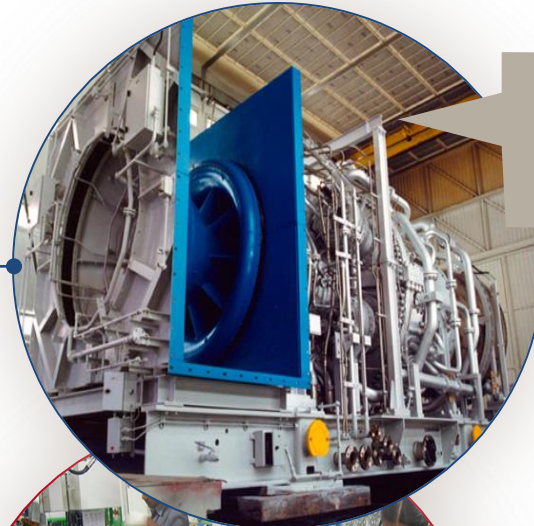
Unlike China, India is a democracy, respects IP, does not block Google, Facebook, Twitter

Largest buyer of weapons, USA is now largest supplier

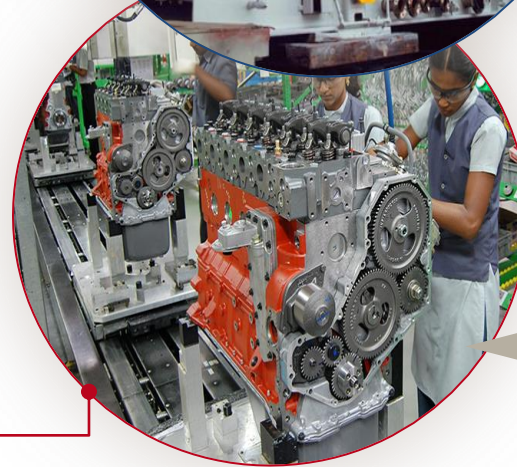
3.5 million Indian American, including 2 former Governors

Global Companies Rush to India

Multinational firms' India affiliates and their % of Total market cap contributed by India



GE turbine,
made in USA



India workers
at Cummins

As % of global
market value

Source: Bloomberg, reported in Economist Jan 2013

Jeff Bezos, Mark Zuckerberg in India



Tim Cook, Jeff Immelt with Indian Prime Minister



Sundar Pitchai, Satya Nadella with Indian students



Google



Some Top Sectors for American Exports to India



Manufacturing
Booming due to
domestic demand



Infrastructure
\$1 trillion expansion in
ten years



Energy
Renewable, Fossil,
Nuclear, Smart Grid



Aerospace & Defense
India is top spender per
SIPRI



Telecommunications
the NEXT LEAP



Healthcare
Medical devices,
pharma



Consumer
Products/Services
Retail, franchise etc.



Financial Services
Insurance



Professional Services
Engg, Architecture, IT
Software and
Technology

Questions /Answers

Failure is Easy, Here's Three Ways:

In India, "They speak English"

Maybe, but they don't think American

Out of 1.2 billion, perhaps 100 million are fluent in English

"I have an Indian on Staff"

But India has changed since
they left!

"Let's wait until next year"

But your competition
is not waiting



Next Steps for Success in India

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“How U.S. Businesses Can Succeed in India”

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