

# **PLI – Industry Representation to Govt. of India**

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**5<sup>th</sup> March 2021**

# Production-Linked Incentive / **PLI** scheme

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## **Background:**

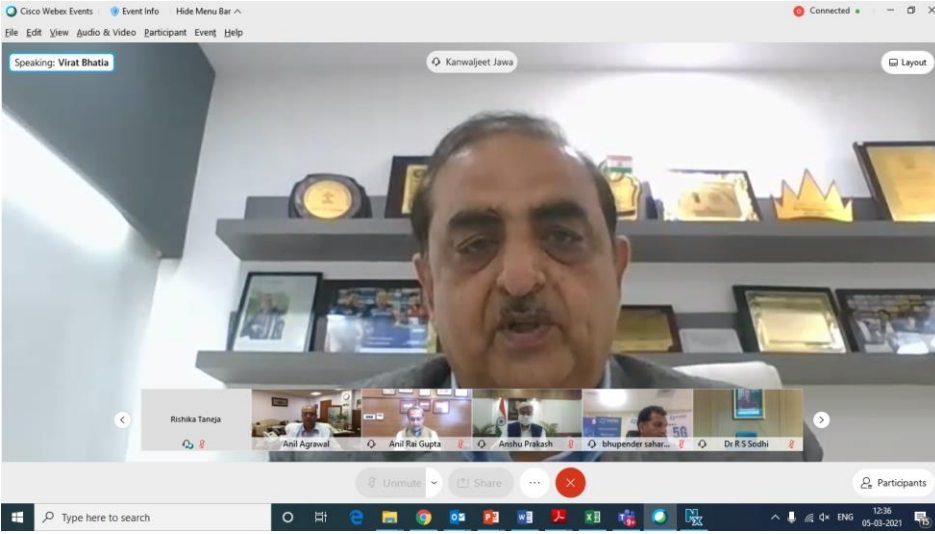
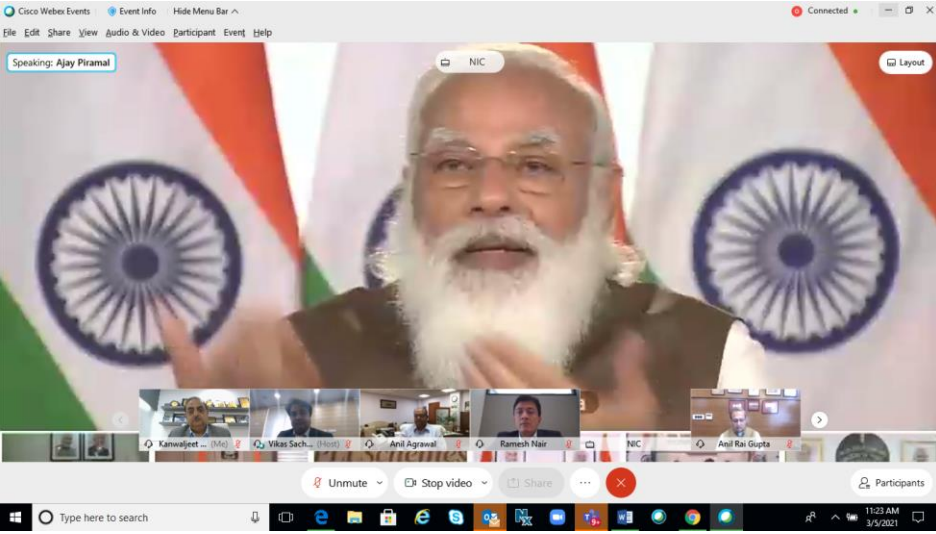
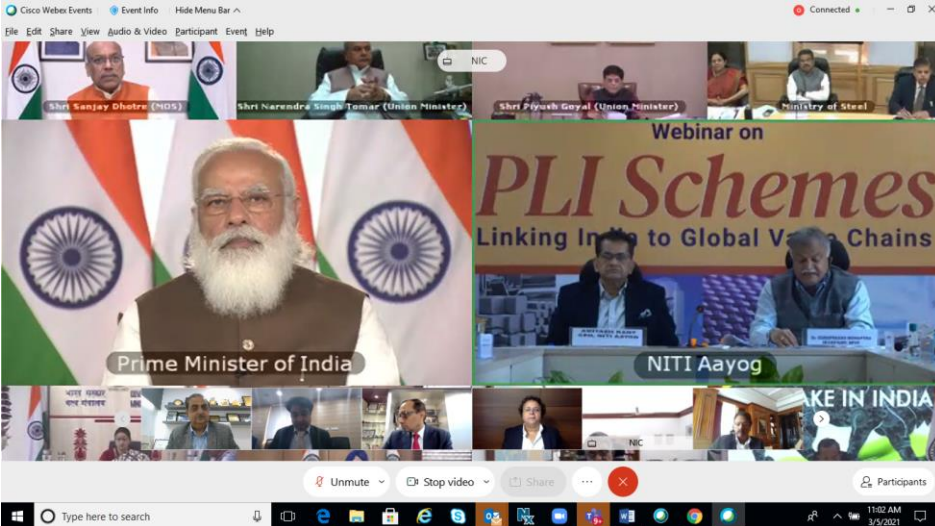
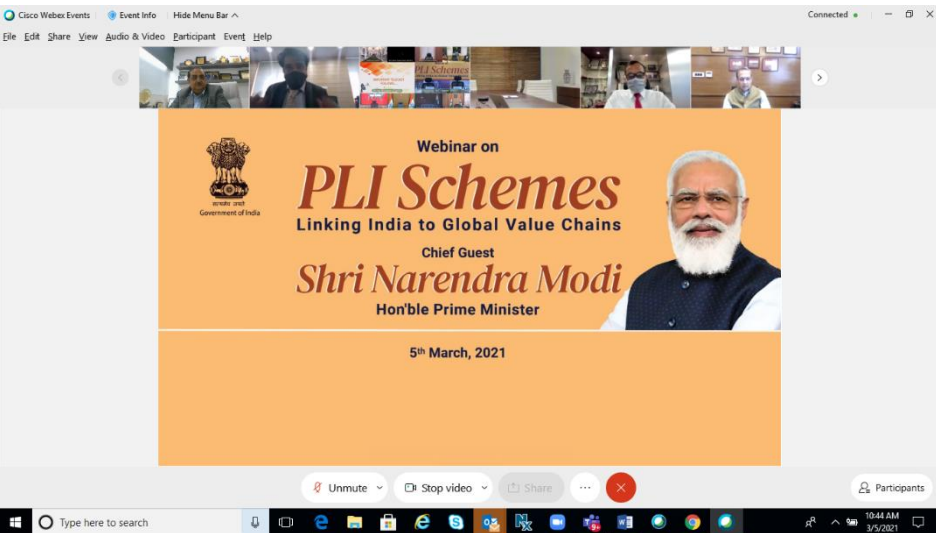
- Indian Industries have been making numerous representations to various Government Bodies to showcase the potential of AC manufacturing in India & leading the initiative of '**Self Reliant Bharat**' and driving India to become the manufacturing marvel for exports
- With reducing attractiveness of Chinese products, It's a **big opportunity for India** to become the manufacturing Hub
- AC Industry is expected to grow from **16000 Cr INR to 100000 Cr INR industry by 2029**
- Govt has recently approved Production Linked Incentive scheme to boost manufacturing for local demand as well as exports contributing to the tune of **35% of the overall production**

## **Attendees:**

- **Hon'ble Prime Minister of India, Shri. Narendra Modi**
- Top 250+ CEOs including 15 Presenters from various Industries
- Union Ministers including **Mr. Ravi Shankar Prasad, Mr. Piyush Goyal, Ms Smriti Irani and many more**
- Advisors to Ministries - **Niti Aayog, DPIIT, Invest India**
- Moderators included **MD - Apple India, MD - Mahindra & Mahindra, Founder - Sun Pharmaceuticals**

13 PLI Schemes  
worth 1.97 lac Cr INR

# In Conversation...



# The AC Industry Charter



PLI Scheme will be the Key Driver to make India a huge Manufacturing Hub for Air Conditioners

- PLI Scheme will build a **Strong Eco System for Air Conditioner** Manufacturing in India
- To create **Global Manufacturing Champions. Invest in a growing market** (*approx. 15% CAGR*)
- To propel exports – **almost Nil to 15% of the World Export Market**
- Attract MNC's to shift geographies for **exports from India**
- Increase Local Value Addition – **25% to 75%** (*BCG report, May'20*)
- Encourage investments to **create local component eco-system, to make manufacturing competitive.**
- **PLI for White Goods is a positive and momentous step towards import substitution, local manufacturing and creating global champions from India**
- The local manufacturing would also spur a virtuous cycle of downstream **investments in MSME segment creating employment opportunities across the country**
- The industry is very excited with **PLI and assure the Government that it would collectively work** to achieve the desired objectives.

Mr. Jawa now as the AC Thought leader for RAMA & CII is taking the beacon forward with numerous dialogues, representations & white papers to various Government & Industry Advisory bodies with a view to gain identity, subsidies, recognition & create the market & grow the market....for Indian AC industry