Connect with us on LinkedIn | X | Connect with co-founders Ani Kaprekar & Af Malhotra

Incredible India – A Global Tech Magnet.

India at glance

Demographic Dynamics: A young, diverse population of over 1.4 billion people, making it one of the largest and most dynamic markets globally.

Economic Dynamics: A multi-sector economy experiencing rapid growth in technology, e-commerce, and digital services, with substantial contributions to global innovation, 5th Largest in the world by GDP and 3rd largest by Purchasing power parity. Read more here.

Language Dynamics: High Proficiency in English among the professional workforce, facilitating seamless communication for international business operations. India is also home to over 700 local languages including 22 official languages for business and education (plus English).

Digital Dynamics: The nation boasts a robust digital public infrastructure that includes initiatives like Aadhaar (biometric identity system), UPI (Unified Payments Interface), and extensive mobile connectivity, which collectively facilitate seamless digital transactions and interactions.

Know more at – Know-India National Portal of India

India's Thriving Tech Ecosystem at glance.

India's tech ecosystem is rapidly expanding and evolving, driven by a combination of entrepreneurial spirit, innovative technology adoption, and substantial investment in digital infrastructure. Know more at Inc42 ecosystem report.

- **Key Tech Hubs Tier1 cities:** India's major cities have developed distinct identities as centres of tech and innovation:
    - **Bangalore**: Often referred to as the "Silicon Valley of India," it is the premier hub for IT and software development, hosting numerous multinational corporations and start-ups.
    - **Hyderabad**: Known for its thriving IT, biotechnology, and pharmaceutical sectors, with a strong presence of major tech companies and cutting-edge start-ups.
    - **Pune**: Emerging as a leader in software development and IT research, also known for its automotive and manufacturing industries.
    - **Delhi-NCR**: A burgeoning start-up ecosystem with a focus on e-commerce, fintech, and services.

- **Emerging Tech Hubs in Tier-2 and Tier-3 Cities:**
    - Beyond the major metropolises, tier-2 and tier-3 cities like Bhubaneswar, Chandigarh, Coimbatore, Indore, Jaipur, Kochi, Lucknow, Surat, Thiruvananthapuram, Vadodara are rapidly developing their tech ecosystems. These regions are becoming increasingly attractive due to lower operational costs, improving infrastructure, and supportive local governments.
    - Initiatives such as the Smart Cities Mission are enhancing digital infrastructure, making these cities appealing for tech start-ups and SMEs. The presence of tech parks and incubation centres is also growing, fostering local innovation and entrepreneurship. Read more here – Software Technology Parks of India Report

India's Innovation Ecosystem at glance.

- Entrepreneurship
    - **Start-ups and Unicorns**: India ranks third globally in terms of the number of unicorns, with start-ups like Flipkart, Ola, and Paytm leading the way in their respective sectors.
    - **Government Initiatives**: Programs like Digital India, Make in India, and Start-up India have been pivotal in boosting the tech sector by improving internet accessibility, and facilitating start-up growth.
    - **Investment and Funding**: The investment climate is buoyant with significant venture capital inflows focused on tech. Major global investors and a growing number of domestic venture capitalists are actively investing in Indian tech firms.

- Research and Development:
    - India is home to several world-class research institutions and corporate R&D hubs that focus on areas ranging from software and information technology to biotechnology and clean energy.
    - Collaborations between educational institutions, industry, and government are fostering innovation, exemplified by initiatives like NITI Aayog's Atal Innovation Mission.

- Talent Pool:
    - India produces a vast number of graduates each year, including engineers and IT professionals, contributing to a highly skilled workforce.
    - The availability of a large, diverse talent pool is one of the key attractions for multinational companies setting up research and development centres in India.

Launching your Tech Venture in India.

Top 5 considerations for launching in India:

1. **Market Understanding:** Conduct extensive market research to understand consumer behaviours and preferences in different regions, which can vary significantly across India. Tailoring your product or service to suit local needs and cultural nuances can significantly impact your success.

2. **Regulatory Compliance:** Ensure compliance with local regulations, including those related to labour laws, taxation, data privacy, and corporate governance. India's regulatory environment can be complex, and having local legal expertise can help navigate this landscape effectively.

3. **Intellectual Property Protection:** Early and effective registration of IP rights is crucial in protecting your innovations and business processes. India has specific laws and frameworks for intellectual property, and understanding these is vital for securing your business assets.

4. **Cultural Adaptation:** Understanding and integrating into India’s diverse cultural landscape is essential for building relationships and effectively managing a local team. Business practices, communication styles, and workplace dynamics can differ widely from one region to another.

5. **Infrastructure and Logistics:** Evaluate the physical and digital infrastructure in your chosen location. Reliable internet access, transportation, and logistics are critical for tech companies, especially if your business model depends on e-commerce or cloud-based services. Considering the rapid development of infrastructure in Tier-2 and Tier-3 cities can also open new opportunities.

Key Industry Bodies you should know about:

- **NASSCOM**: The National Association of Software and Service Companies champions the IT and BPO industries, offering data, advocacy, and networking opportunities. Link - NASSCOM

- **TiE**: The Indus Entrepreneurs is a global network focused on fostering entrepreneurship through mentoring, networking, and education, with active involvement across India. Link - TiE

- **IVCA**: Indian Private Equity and Venture Capital Association promotes private equity and venture capital in India, providing insights and resources for new investors. Link - IVCA

- **CII**: The Confederation of Indian Industry plays a key role in shaping India's development in the industrial sector, including technology. It provides a platform for networking and policy advocacy. Link - CII

- **FICCI**: The Federation of Indian Chambers of Commerce & Industry is influential in policy changes and setting industry standards across sectors, including technology. Link - FICCI

Key Government Initiatives you should know about:

- **Start-up India**: Launched to foster innovation, create jobs, and facilitate investment. Startup India offers tax benefits, easier compliance, and intellectual property fast-tracking. Link - StartupIndia

- **Digital India**: Aimed at transforming India into a digitally empowered society and knowledge economy. The initiative focuses on universal digital literacy, ubiquitous digital infrastructure, and more government services online. Link – Digital India

- **Invest India**: The National Investment Promotion and Facilitation Agency of India, offering comprehensive facilitation services for foreign investors. It acts as a first point of reference to provide quality investment information and assistance. Link – Invest India

- **Atal Innovation Mission (AIM)**: An initiative to promote a culture of innovation and entrepreneurship in the country, supporting the establishment of incubation centres and promoting start-ups through mentorship and partnerships. Link – Atal Innovation Mission

- **Make in India**: Aims to encourage companies to develop, manufacture, and assemble products made in India and incentivize dedicated investments into manufacturing. Link – Make in India

- **Electronics Development Fund (EDF)**: Designed to foster the innovation, research and development, and product development in the electronics sector. It supports the creation of a vibrant ecosystem of innovation. Link - Electronics Development Fund Policy

- **Smart Cities Mission**: Focuses on urban renewal and retrofitting program by the Government of India to develop smart cities across the country, making them citizen-friendly and sustainable. Link - Smart Cities Mission

Tech India Advocates can help you navigate Incredible India!

Contact us for more.

Connect with co-founders: Ani Kaprekar & Af Malhotra

Linked In – Tech India Advocates : X - @TechIndAdv

Also, I wanted to plug some key numbers in the doc but could not (did not spend time on the layout as I knew it would be done by web team).
Maybe Seven Hills team can think of some format if they are able to pick from below – it is important to show for market size.

Some below

Population
— 1.44 billion

Urban Population
— 37%

Rural Population
— 63%

Aadhar (Citizen Id) Holders
— 1.36 billion

Internet Users
— 1.2 billion

Mobile Subscribers
— 1.14 billion

Smartphone Users
— 650 million

E-Commerce Users
— 800 million

OTT Subscribers
— 500 million

Social Media Users
— 400 million

UPI Merchants (digital payment facility)
— 500 million

Food Delivery Platform Users
— 280 million