



Confederation of Indian Industry

# INDIA'S Global Competitiveness in Construction Equipment

Market Facilitation Services (MFS): A Trade and Investment Consultancy by CII



## CII Market Facilitation Services

Market Facilitation Services (MFS) is an initiative of CII towards enhancing competitiveness and creating business opportunities for Indian industry



**100+**

Years of cumulative International Relations Experience



**50+**

Years of Trade and Investment Advisory



**8** { Australia, Egypt, Germany, Indonesia  
Singapore, the UK, the USA and the UAE

Global Representatives for ground level insights

## Our Approach & Methodology

### Industry Knowledge

Leveraging of experience from past projects and network of subject matter experts and sector specialists

### Global Network

Leveraging of on-ground connects with foreign government stakeholders, sectoral associations, IPAs, etc.

### Subscribed Databases

- D&B Hoovers, Commodities Intelligence Center (CIC)
- Thomson Data, ISI Markets

### Research and Analysis

- Primary data from industry leaders
- Secondary data from multilateral agencies, published reports, etc.

## Why CII?



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- Industry connect with 9,000+ members
- Institutional partnerships with 350 counterpart organizations in 133 countries
- 68 Offices in all regions of India

# Our Services



**Assessment of Export Markets**



**Market and Sectoral Analyses**



**Market Entry/Investment Advisory**



**Potential Partner & Buyer Identification**

MFS is a fee-based, bespoke market research and advisory platform offering a wide spectrum of services

## Geographies Addressed in Past Projects



**Canada**  
Market Entry



**Philippines**  
Market Entry



**Netherlands**  
India Market Entry



**USA**  
Investor Targetting



**Vietnam**  
Market Entry



**Ethiopia**  
Market Entry



**Egypt**  
Sectoral Analyses



**Indonesia**  
Sectoral Analyses

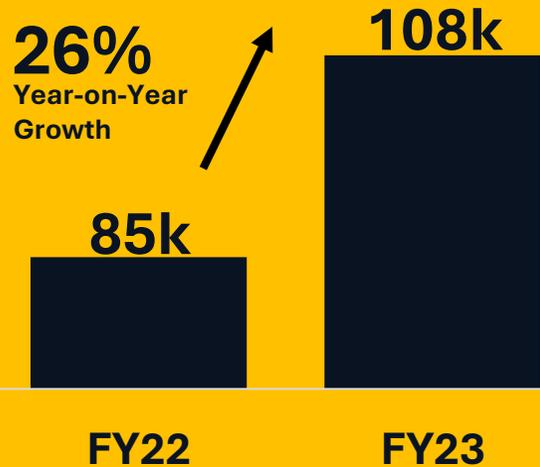
Projects Installed  
as Recommended **75%**

Projects Delivered  
on time **98%**

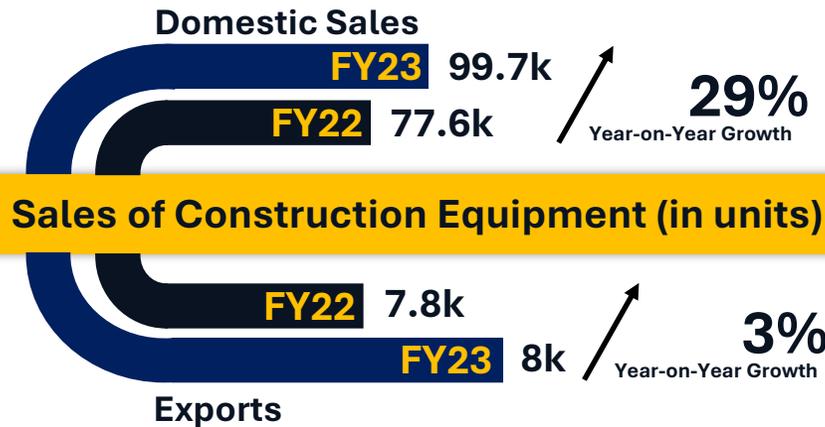
# In overall sales of construction equipment, India recorded an impressive growth of 26% YoY between FY22 and FY23



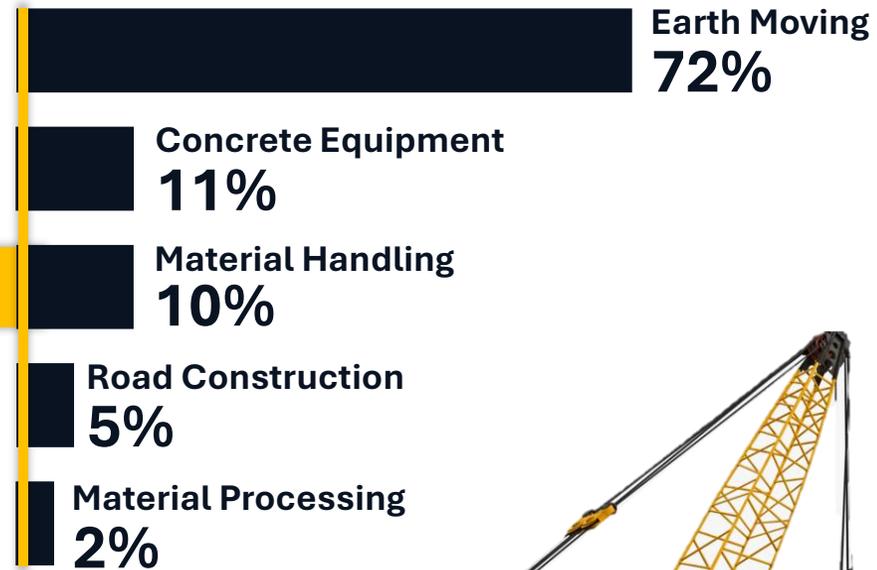
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Overall Sales of Construction Equipment (in units)



Sales of Construction Equipment (in units)



## Major Construction Equipment (by production units)

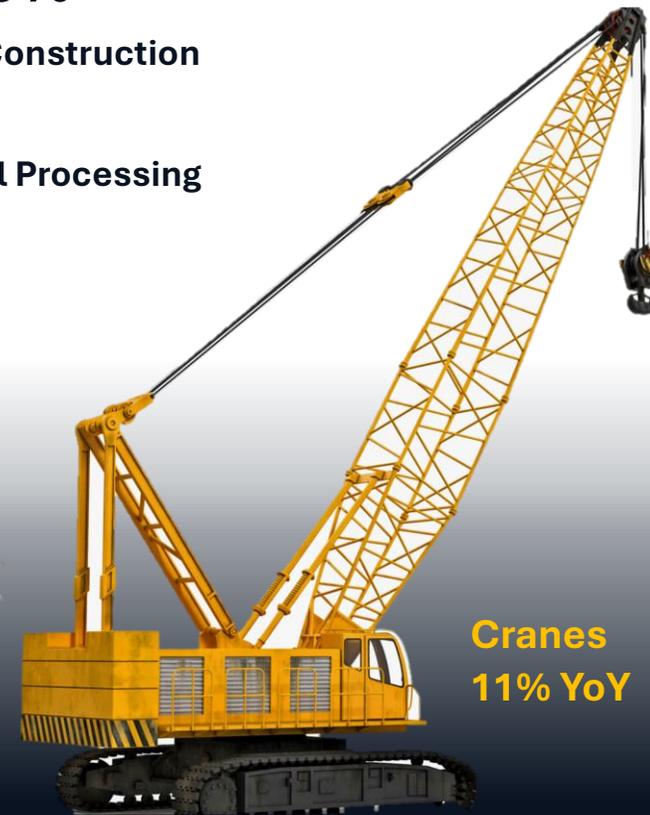
**Dumpers & Loaders**  
25% YoY



**Concrete Mixture**  
20% YoY



**Cranes**  
11% YoY



# In 2022, India's exports surged to US\$ 27.5 billion, elevating its global ranking from 21<sup>st</sup> in 2018 to 19<sup>th</sup> in 2022



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**India Export Value**  
(in US\$ bn)



2022 Global Export Value US\$ 155.1bn

2022 India Export Value US\$ 1.66bn

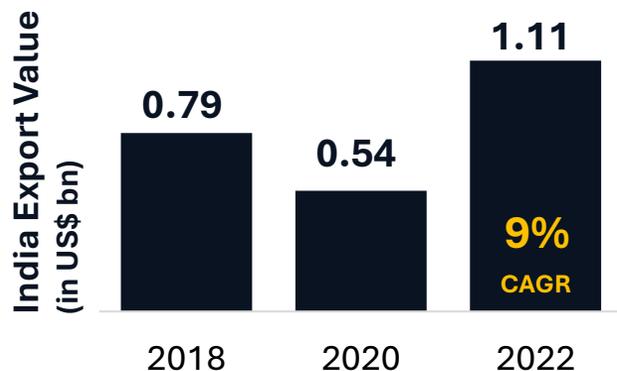
2022 India Export Rank 19 of 213

India Exports' CAGR, 2018–2022 9%

*51 HS6 codes, largely under Chapter 84, were identified for this analysis on exports of construction equipment. These codes encompass a wide range of product categories, including earth moving, material handling, road construction and concrete equipment.*

## Earth Moving

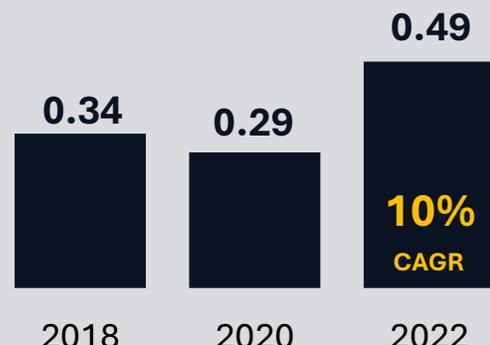
11 HS6 Products



2022 India Export Rank 15 of 190

## Material Handling

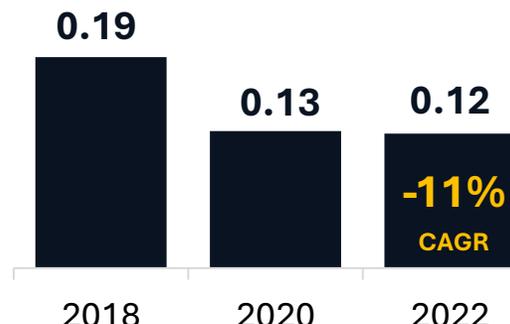
31 HS6 Products



2022 India Export Rank 25 of 206

## Road Construction

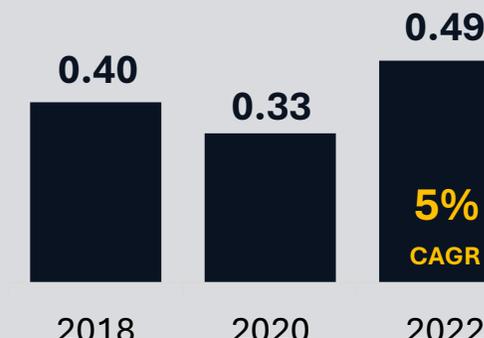
7 HS6 Products



2022 India Export Rank 18 of 170

## Concrete Equipment

2 HS6 Products

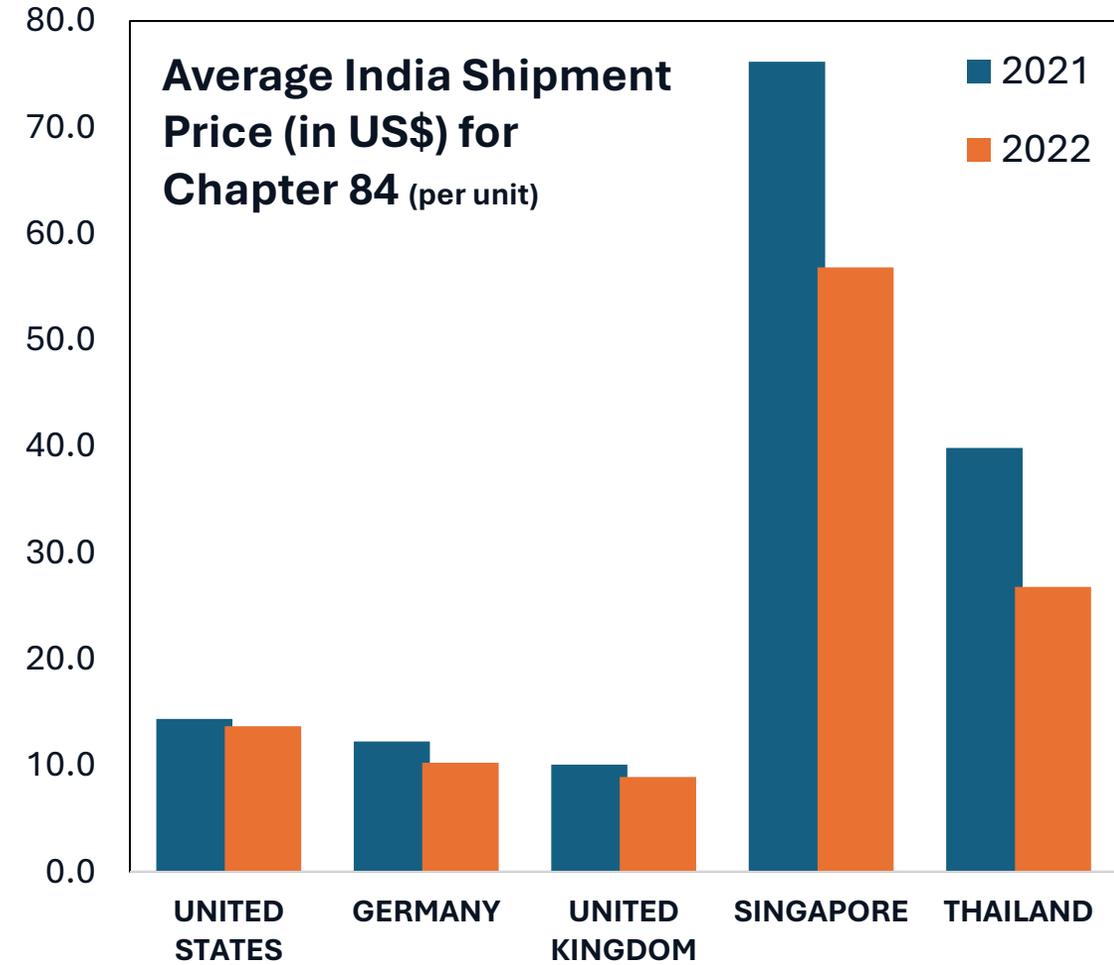
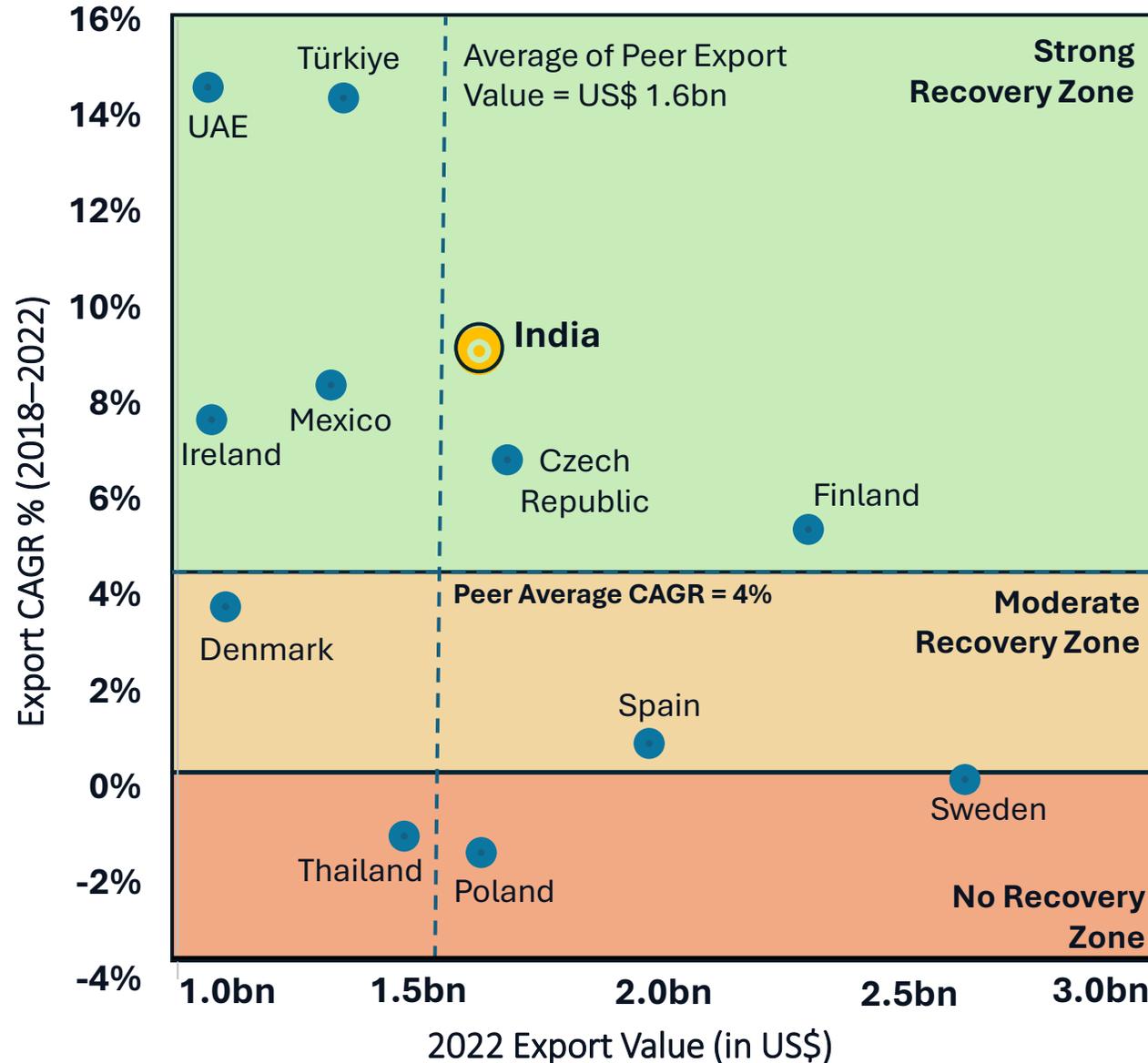


2022 India Export Rank 7 of 152

# Post Covid-19, India witnessed a strong rebound in exports of construction equipment in 2021, in line with several other exporting economies



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# Would like to **EXPLORE** more ?

## Write us at

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