

Speaker's Profile



Himanshu GodaraFounder, EasyBookz.com
IIM Indore | IIT Roorkee



Himanshu is a **founder of EasyBookz.com**, a new-age accounting and consulting startup to support forward-thinking companies by granting them access to advanced capabilities typically available to organizations with large finance teams and resources.

With more than 15 years of expertise in cross-border advisory, he brings a wealth of experience right from the identification of high-value business opportunities, preparing and executing a strategic and financial roadmap to the commencement of actual business operation. Throughout his career, he has played integral roles in numerous M&A and investment transactions, offering valuable support in areas such as commercial and financial due diligence, go-to-market strategy, growth strategy formulation, and greenfield projects. Over the years, he has built a strong network of 100+ corporates, foreign trade bodies, industry associations, banks, law firms and consulting firms in India, Japan and Singapore.

Currently, he also holds the position of a **non-executive director at the Indian subsidiary of SATORI Electric**, **a Japanese company**. In this role, he offers strategic and financial insights to enhance the operations of the Indian entity.

Education: He holds an MBA from **Indian Institute of Management (IIM)**, Indore and B.Tech in Civil Engineering from **Indian Institute of Technology (IIT)**, Roorkee.

Business skills: India entry strategy, go-to-market, financial planning, commercial and financial diligence, market research, strategic alliances and business development, client relationship management, negotiation, key account management, location planning, feasibility study.

How We Can Support

Market Assessment

Interact with key stakeholders of the value chain – customers, competitors, suppliers, distributors, importers, government agencies to assess the current market scenario and to identify high-value opportunities in alignment with the organization's vision and mission.

Competition and Customer Analysis

Conduct in-depth customer and competition assessment to understand existing gaps and expectations in terms of price, quality, service level and other parameters.

Tax and Regulatory
Assessment

- Capital Structuring
- Indirect and Direct Tax Advisory
- Jurisdiction Analysis
- o Transfer Pricing

Recommendation on India Entry Options

- Greenfield Set-up
- Acquisition

Alliances / Joint Venture

- Liaison office, branch office
- Indirect presence through distributorship, licensing, franchising, etc.

Implementation Support

- Company formation
- Accounting and bookkeeping
- Statutory compliances

Support

Transaction support service



GUJARAT





LOOKING FOR ANSWERS?

- o Is it the right time to invest in India?
- O What are the potential business opportunities?
- O Will our business model work?
- O What is a best way to enter India?
- How India will complement our global strategy?

Key parameters to evaluate best location to start business in India



Cost Parameters

Sustainability Parameters

Talent Acquisition Cost

Utility Cost

Talent Availability and Quality

Infrastructure Scalability

Maturity of IT related ecosystem

Office Rental

Other Indirect
Costs

Presence of other IT companies

FDI Trends and Major Investments

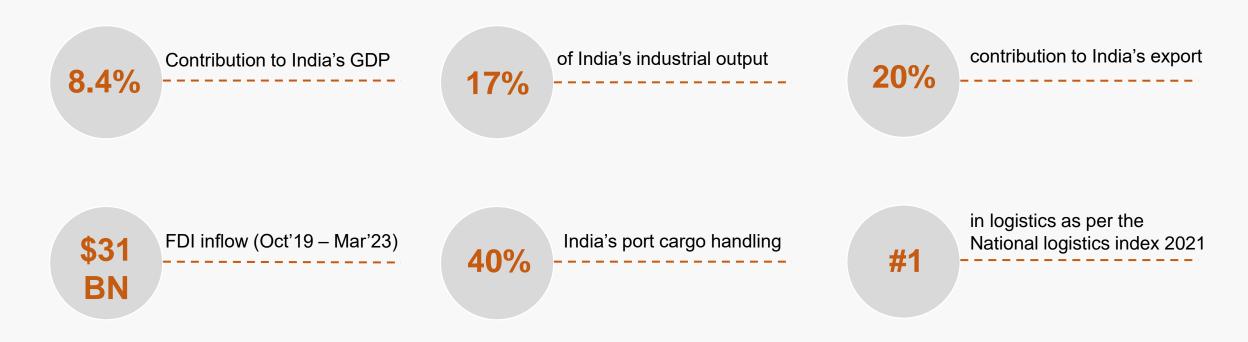
Social Infrastructure

Gujarat – A Pioneering State



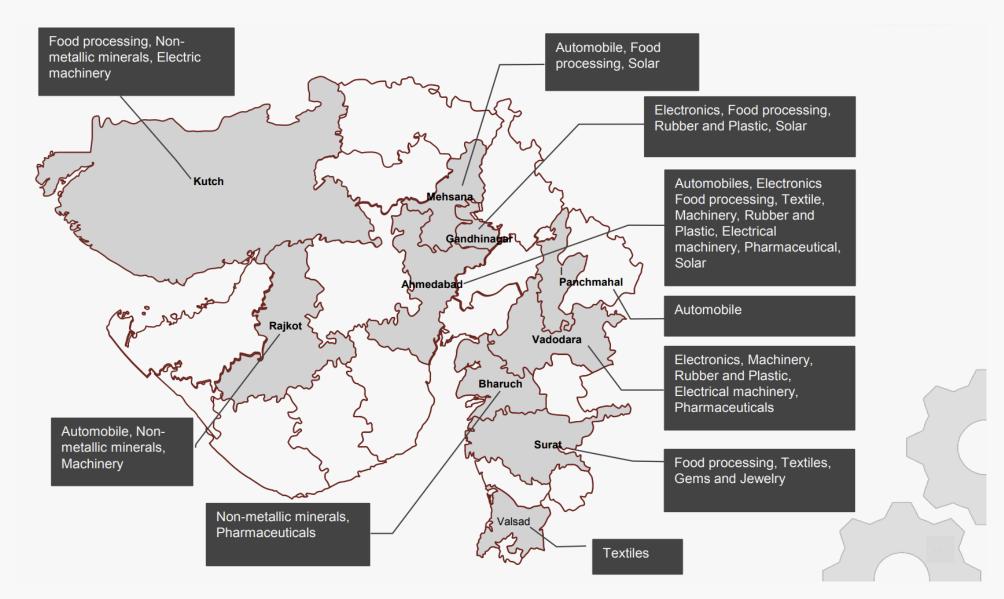
Located on the western coast of India, Gujarat is one of the most sought out investment destinations in the country. The extremely business friendly policies of the state have paved the way for other states to follow Gujarat's lead. The state has direct international flight connectivity to cities across Europe, Middle East, East Asia and America.

Gujarat also has a coastline of 1600 km with 42 ports connecting to major sea-based trade routes and trade centers such as Middle East, West Europe, Asia and upcoming destinations on the African Continent. Gujarat acts as a gateway to landlocked states of India connecting to them by road, rail and air – thereby providing a boost to trading opportunities.



Gujarat: Strong manufacturing and industrial ecosystem





Source: NICDC report

Presence of major domestic and multinational companies

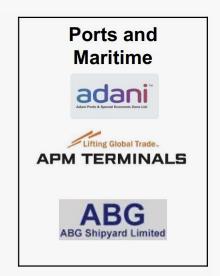














Mega Projects driving growth



DMIC & DFC



38% of the USD 100 billion Dedicated Freight corridor between Delhi and Mumbai passes through Gujarat

GIFT City



India's greenfield financial hub with world class infrastructure for offshore & international transactions

High Speed Rail



India's first high speed rail project between two mega cities – Ahmedabad & Mumbai

DREAM City



Construction of Diamond Research and Mercantile City (DREAM) city is completed

Dholera SIR



- India's largest greenfield spread over 900 sq. km
- 500 acres of land earmarked for defence aviation hub

Mandal Becharji SIR



Home to some of the world's largest automobile & auto component companies. TP schemes developed.

Greenfield ports



New ports at Nargol, Chhara, Jafrabad & Bhavnagar LNG Terminal

Unconventional Energy



30,000 MW hybrid wind-solar park in Kutch

DMIC - Delhi Mumbai Industrial Corridor, DFC - Dedicated Freight Corridor, GIFT - Gujarat International Finance & Tec City, SIR - Special Investment Region

Source: Invest India

Gujarat: Leader in Green Transition





Dedicated Climate Change Department under the Govt of Gujarat; first at the sub-national level in Asia



World's largest hybrid solar-wind park under development across 72,000 hectares



36 GW of offshore wind energy potential off the coast of Gujarat



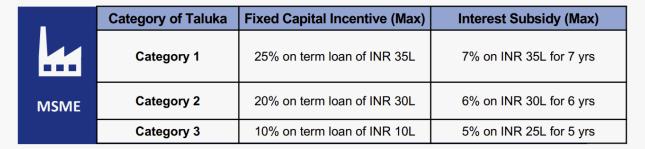
Specific **sectoral policy for Green Hydrogen** manufacturing; land earmarked as a "Renewable Energy park"



Gujarat International Finance Tec-City (GIFT City), an international financial services center with the potential to be used as a vehicle for green financing

Gujarat Industrial Policy 2022







Category of Taluka	Interest Subsidy (Max)	Net SGST Reimbursement	
Category 1	7% on term loan for 10 yrs (Max: 1% eFCl p.a)	100% of net SGST for 10 yrs (Max: 7.5% of eFCI p.a)	
Category 2	7% on term loan for 8 yrs (Max: 1% eFCl p.a)	90% of net SGST for 10 yrs (Max: 6.5% of eFCI p.a)	
Category 3 7% on term loan for 6 yrs (Max: 1% eFCl p.a)		80% of net SGST for 10 yrs (Max: 5% of eFCI p.a)	

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Thrust	l
Industries	١
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	Category of Taluka	Interest Subsidy (Max)	Net SGST Reimbursement	
	Category 1	7% on term loan for 10 yrs (Max: 1.2% eFCl p.a)	100% of net SGST for 10 yrs (Max: 8% of eFCI p.a)	
	Category 2 7% on term loan for 8 yrs (Max: 1% eFCl p.a)		90% of net SGST for 10 yrs (Max: 7% of eFCI p.a)	
S	Category 3	7% on term loan for 6 yrs (Max: 1% eFCl p.a)	80% of net SGST for 10 yrs (Max: 5.5% of eFCI p.a)	

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Mega	
Industry	

	Category of Taluka	Interest Subsidy (Max)	Net SGST Reimbursement
Mega	ALL	7% on term loan for 10 yrs	100% of net SGST for 20 yrs
ndustry		(Max: 1.2% eFCl p.a)	(Max: 0.9% of eFCl p.a)

Policy Highlights for MSME

a) EPF Reimbursement

100% of employer's statutory contribution under EPF (ceiling of 12% of the employee's basic salary or INR 1800, whichever is lower) – for a period of 10 years

b) 1% Additional Interest Subsidy:

Available to differently-abled entrepreneurs, women entrepreneurs, registered startups in manufacturing and young entrepreneurs below the age of 35 years on the date of sanction of term loan

Policy Highlights for Large, Thrust & Mega Industries

a) EPF Reimbursement

100% of employer's statutory contribution under EPF (ceiling of 12% of the employee's basic salary or INR 1800, whichever is lower) – for a period of 10 vears

b) Stamp Duty Registration

Eligible industrial units shall be eligible to claim 100% reimbursement of stamp duty and registration charges

c) Electricity Duty Exemption

100% exemption from electricity duty for first 5 years post commercial production

Source: Invest India

Gujarat Thrust Sectors – Driven by Policies



Green Energy Ecosystem



- Green Hydrogen/ Green Ammonia
- Electrolyser
- Renewable energy equipment
- Battery Storage
- Fuel Cell

Metals & Minerals



- Metals
- Mineral Processing
- Ceramics

Agro Processing



Agro & Food Processing

Capital Equipment



- Electrical Machinery
- Industrial Machinery
- Telecom related manufacturing
- Space related manufacturing

Sustainability _



Municipal solid/ liquid waste recycling equipment manufacturing

Textile & Apparels



- Technical Textile
- Textile, Apparel & Garments

Mobility



- Aviation related manufacturing
- Electric Vehicles
- Auto & Auto Components
- Space related manufacturing

Gems & Jewellery



Gems & Jewellery including
Lab Grown Diamond

Healthcare



- Pharmaceuticals and / or APIs
- Medical devices

Source: Invest India

Gujarat: Sunrise sectors



Sectors prioritized by the Government of Gujarat as well as under various central government schemes

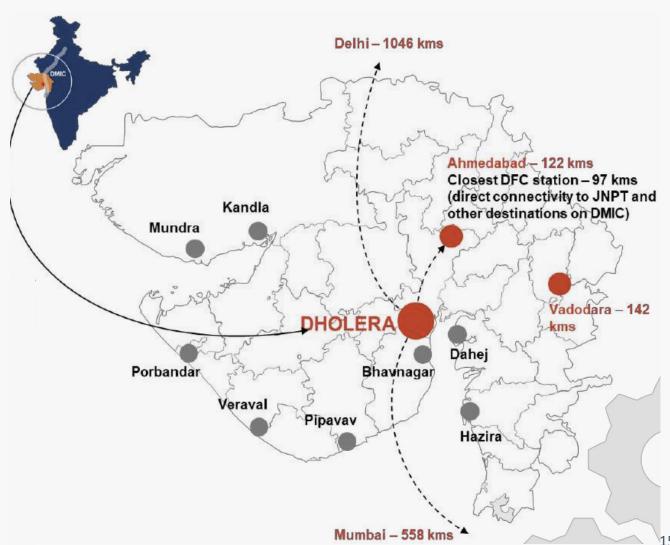
Sectors	PLI Scheme	Sector incentivized through various Government schemes	Focus sectors under Vibrant Gujarat 2022	High tech sectors defined under Gujarat SDG Vision 2030
Energy storage sector	✓	✓	✓	✓
High efficiency solar PV modules	✓	✓	✓	✓
Semiconductor	✓	✓		✓
Mobile Manufacturing and Specified Electronic Components	~	~		✓
Biotechnology				✓
Telecom and Networking products	✓			✓
Medical Devices	✓			✓
Advanced Chemistry Cell Battery.	~			✓
Drug Intermediaries & API	~			
White goods	✓			



Dholera, the next big investment and industrial destination (1/2)

Special Investment Regions (SIR) of Dholera is a Greenfield Industrial City, planned developed and managed by an SPV named Dholera Industrial City Development Limited (DICDL). The greenfield city is planned to be developed over 920 sq.km. with access to other proximate major cities like Ahmedabad, Rajkot, Baroda. The city is envisioned as a self sustaining integrated ecosystem of urban and industrial economy. Being located in Gujarat, Dholera SIR has inherent advantages for industrial development.

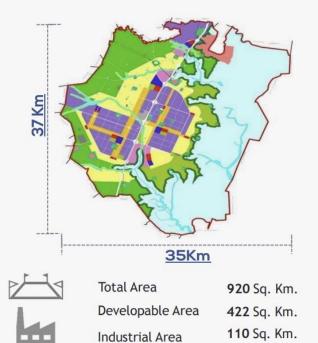
DSIR is a part of the Delhi-Mumbai Industrial Corridor (DMIC) which is a mega infrastructure project of USD 90 billion (INR 4,23,000 crore) covering a distance of over 1500km between the political capital and the business capital of India (Delhi and Mumbai).



Source: NICDC report



Dholera, the next big investment and industrial destination (1/2)





1st Greenfield Industrial Smart City in India

Certified as Platinum Rated Green City by Indian Green Building Council

State of the Art Infrastructure

Rail & Road Connectivity Treated & recycled water, power, CETP, STP etc

Blanket Environment Clearance

Companies to receive blanket environment clearance from DICDL

Plug & Play Facilities

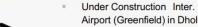
Companies to receive blanket environment clearance from DICD

Smart & Sustainable Infrastructure

Companies to receive benefits of Smart Infrastructure and sustainable energy

Lowest Power Tariff

Local DISCOM to provide provide to companies with the lowest tariff



Airport (Greenfield) in Dholera: 15 Kms

Ahmedabad Int. Airport: 120 Kms

Vadodara Int. Airport: **140 Kms**Bhavnagar Airport: **60 Kms**



Pipavav Port : 200 Kms
Kandla Port : 300 Kms

Mundra Port : 350 Kms
Bhavnagar Port : 65 Kms



Proposed rail connectivity from Bhimnath railway station : **60 mins**

Bhavnagar Railway Station: 60 Kms



Ahmedabad - Dholera Expressway is under construction

Currently, Connected to Ahmedabad through NH 751 & 47

Source: NICDC report

Focused Sectors

Semiconductor	Electric Vehicle	Solar	Green Hydrogen



Vision for New India



"

"

Leading value chain through high-tech manufacturing



Shri Narendra Modi Hon'ble Prime Minister of India

66

India is committed to becoming the world's reliable partner in global supply chains. This is the best time to invest in India

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India is making policies keeping in mind the goals of the next 25 years.

'State of World' address World Economic Forum, 2022

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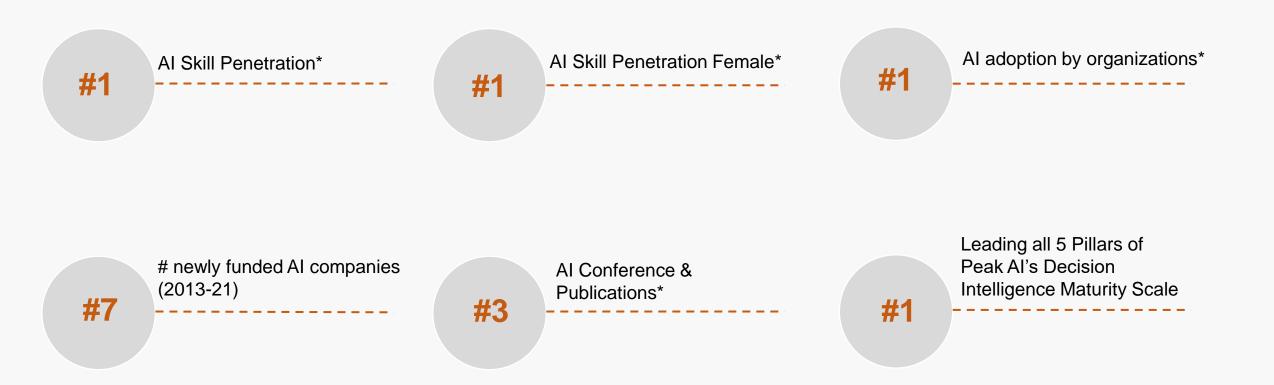
We will work with stakeholders to understand what more can be done to build a vibrant semiconductor ecosystem.

Semicon India, 2022

Software global leadership led Al & Hardware

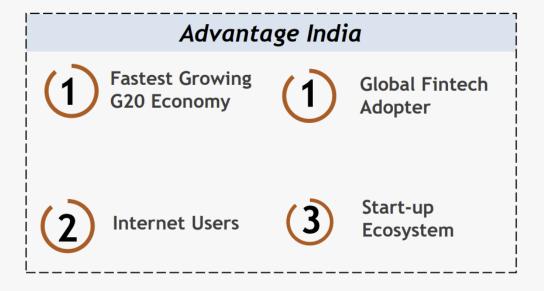


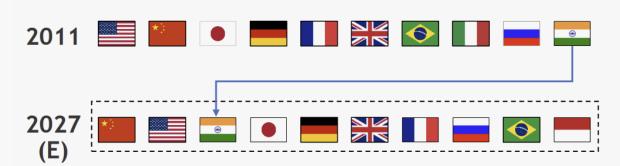
India Leading the Global Al Revolution in Most Parameters



World's 3rd Largest Economy by 2027*







*Morgan Stanley Report 2022

Tech Start-up Ecosystem

~77,000

Registered Startups

>25k

Tech Startups

3000+

leveraging deep tech including Al \$24 Bn+

Total equity investment received by Indian tech startups

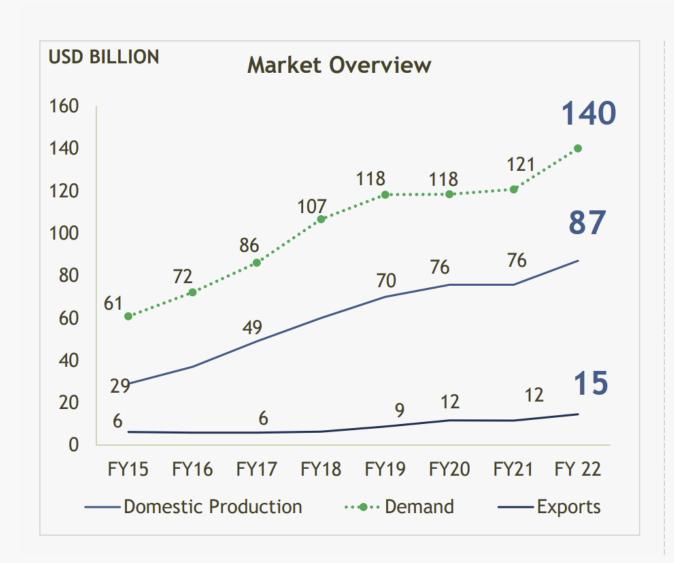
108 unicorns

with a total valuation of \$ 340.80 Bn

Confidentia

~\$300 Bn Electronics Manufacturing by 2026

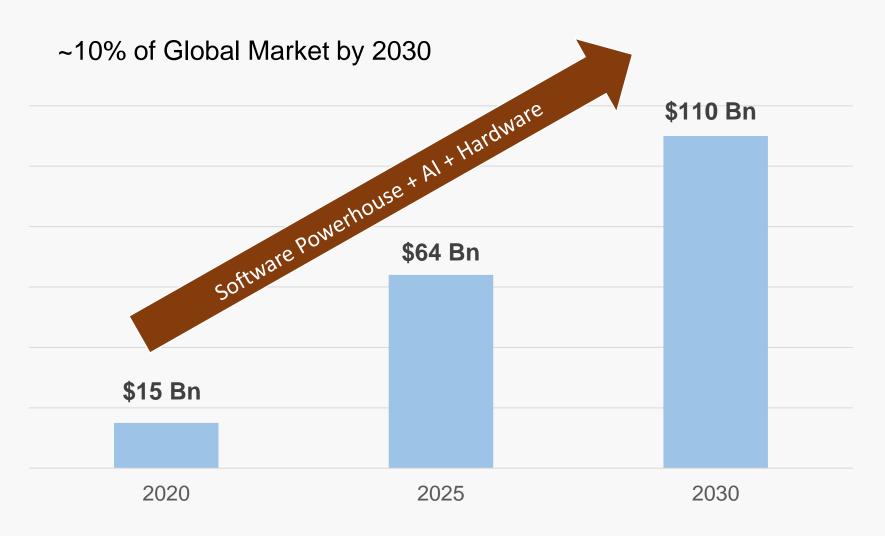




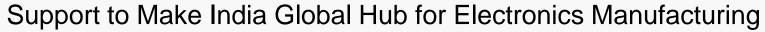


\$110 Bn Semiconductor Market Opportunity by 2030





~US\$30 Bn in Fiscal Support





Incentive Outlay ~\$10 Bn

Support for Semiconductor and Display Ecosystem

- Semiconductor Fabs and Display Fabs
- Compound Semiconductor and ATMP
- 3. Design Linked Incentive (DLI)
- Modernization of Semiconductor Laboratory (SCL)

Incentive Outlay ~\$7 Bn

Support for Electronics Manufacturing

- Production Linked Incentives for Mobile Phones, Components, IT Hardware
- 2. Capex Linked Incentives for components, sub-assemblies
- 3. Development of Electronics Manufacturing Clusters

Incentive Outlay ~\$13 Bn

Support for Allied Sectors

Production Linked Incentives for

- 1. Advanced Chemistry Cell
- 2. Automobiles & Auto Components
- 3. Telecom & Networking
- 4. Solar PV Modules 5. White Goods

Government initiatives



Development of High Tech Clusters



Electronic Manufacturing Clusters and Common Facility Centre **Demand Aggregation**



Purchase preference in Government procurement

R&D, Skill Development and Training



85,000 manpower Roadmap for R&D, Skill Development and Training

~85,000 Skilled Workforce Development by 2026





Median Age: 29 yrs. World's Youngest nation (till 2070)



1K+ Universities



38 Mn Graduates (49% female)



8.4 Mn UGs



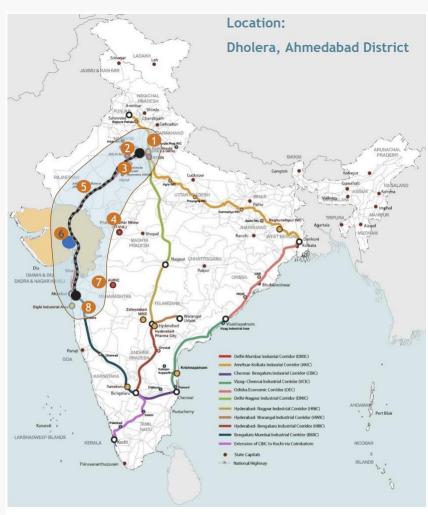
0.7 Mn PGs



0.13 Mn PhDs

Ecosystem: Semicon City (Dholera, Gujarat)





NICDC-National Industrial Corridor Development Programme
DSIRDA-The Dholera Special Investment Region Development Authority

Land:10K Acre developed, > 100K Land

Water: 30 MLD→100 (2 yrs.)→300 (5 yrs.)

Power (Quality):5 interconnected Substations

International airports by 2025-26

High Speed Train from Ahmadabad planned

5GW Solar Power under construction (300 MW

commissioned)

Good Ports connectivity

Existing Allotees





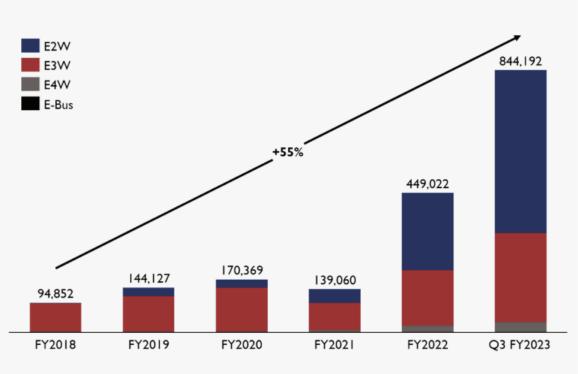
Electric vehicle





EV SALES REGISTERED IN INDIA OVER 5 YEARS

3 million EVs by FY25 A dream within India's reach



Source: Society of Manufacturers of Electric Vehicles

EV sales have grown at an annualized average rate of 55%. Sales in India are driven by the E2W and E3W segments. Between April 2022 and December 2022, E2Ws and E3Ws represented 62% and 34% of all EVs sales, while E4Ws comprised less than 4% of sales. E-bus sales stood at 0.19%, with 1,617 buses sold in the period of 9 months

INDIAN EV POLICY HIGHLIGHTS

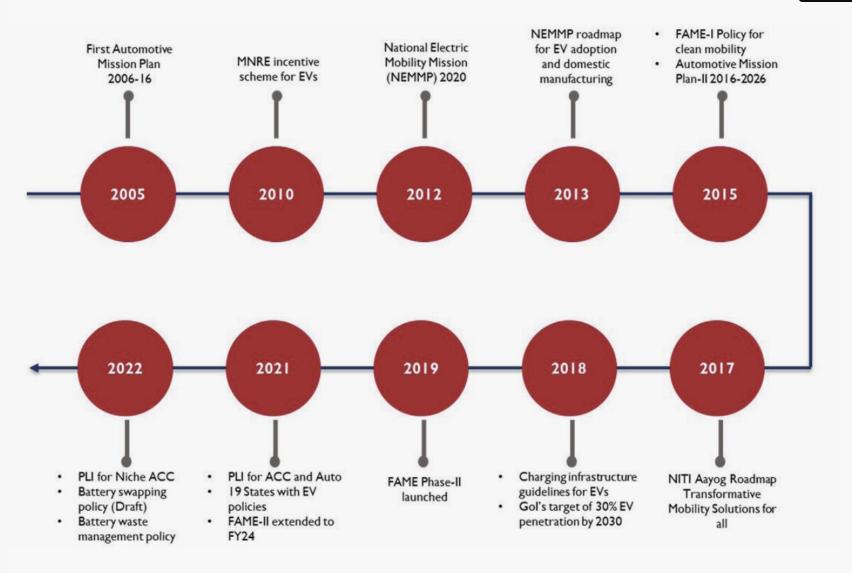


49%

Expected annual growth rate of the **Indian EV market** till 2030

\$1.4B+
In policy incentives from the
Government of India

\$200B+
Investment opportunity for India in EVs, charging infrastructure, and batteries till 2030

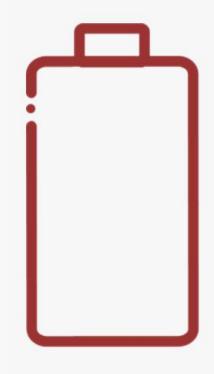


Source: US AID and Invest India Report

Production Linked Incentives (PLIs) for Advance Chemistry Cells (ACC)



The government has allocated approximately \$2.5 billion to the incentive scheme which aims to build local manufacturing capacity of 50 GWh of ACC and 5 GWh of niche ACC capacity (planned). The scheme aims to result in economies of scale and increased exports, assisting major domestic and foreign manufacturers in establishing competitive ACC battery manufacturing in India.



- \$5.5 billion of direct investment into ACC battery manufacturing projects
- Net savings of up to \$30.5 billion on account of import bill reduction during the period of the scheme
- Incentive to encourage industry to promote fresh investments in indigenous supply chain and deep localization of the battery manufacturing industry

Source: Ministry of Heavy Industries

Source: US AID and Invest India Report



The Niti Aayog predicts that India's EV battery recycling market is set to expand to 128 GWh **by 2030** — from a mere 2 GWh in 2023.

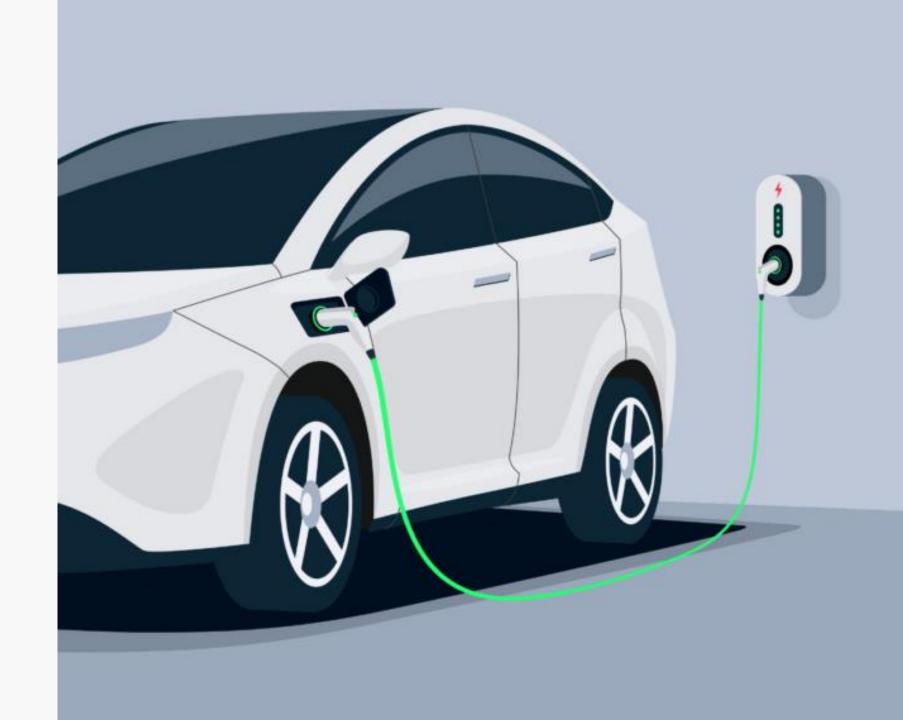
Battery Waste Management Rules

To ensure environmentally appropriate treatment of battery waste, the Ministry of Environment, Forest, and Climate Change announced the Battery Waste Management Rules in 2022.

- Specifically outlines li-ion chemistry batteries used in EVs for recycling.
- Mandates EPR for Indian battery manufacturers with penalties for non-compliance.
- Is likely to offer incentives for entrepreneurs in setting up recycling facilities.
- Outlines a minimum of 90% materials recovery by 2027.
- Mandates the use of 5% recycled materials in new batteries by 2027, which will rise to 20% by 2030-31.

Source: cleanmobilityshift.com

Foxconn aims to make India its third EV hub, eyes 5% global market share by 2025



Gujarat: Electric Vehicle Policy 2021



Objective

- To transition the state's transportation sector towards electric mobility.
- To make Gujarat a manufacturing hub for electric vehicles and ancillary equipment.
- To encourage start-ups and investment in the field of electric mobility and associated support sectors such as data analytics and information technology.
- To improve the quality of the environment by reducing air pollution.

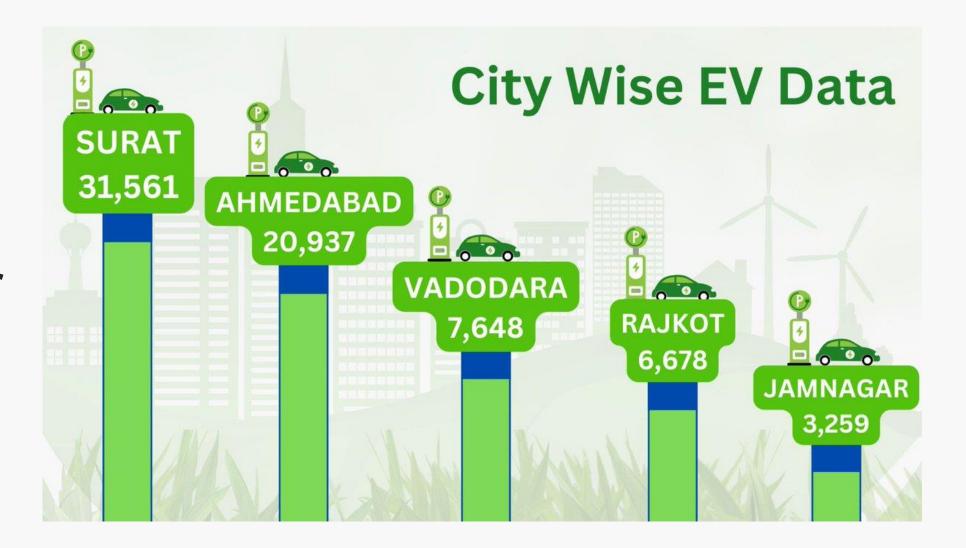
INCENTIVES FOR EARLY ADOPTION OF ELECTRIC VEHICLES

INCENTIVES FOR CHARGING INFRASTRUCTURE

INCENTIVE FOR MANUFACTURING OF EV AND THEIR COMPONENTS



1475% rise in **Electric** Vehicles in **Gujarat after** the EV Policy of state government





Tata Group signs \$1.6 billion deal with Gujarat government to set up EV battery plant

Ahmedabad, Gujarat • Edited By: Navya Beri • Updated: Jun 03, 2023, 08:21 PM IST







ESR acquires 38 acres in Gujarat to leverage EV manufacturing growth

It will be ESR's second investment in Gujarat, the first being Jalisana, a 37-acre project.

Gujarat goes big on electric vehicles with 1475 per cent surge in registration

According to government officials, EV charging stations are being built at a rapid pace in several locations throughout Gujarat. In the next few days, 250 more public charging stations will be erected

Published: 03rd June 2023 05:43 PM | Last Updated: 03rd June 2023 05:43 PM

Shell Energy commits over \$363 million for renewable energy plant, EV charging stations in Gujarat

Shell Energy India has signed a memorandum of understanding (MoU) with the Gujarat government to invest INR 3,000 crore (\$363.24 million) in building a renewable energy generation plant and EV recharge stations in the state.

AUGUST 24, 2023 UMA GUPTA

Suzuki Motor Corporation signs MoU with Gujarat to make electric vehicles, batteries

Niyati Parikh / TNN / Mar 20, 2022, 13:13 IST

Gujarat Fluorochemicals to invest ₹5,000 crore in EV batteries, solar and green hydrogen supply chain

GFL's integrated battery chemicals complex coming up at Dahej is nearing completion.

By PB JAYAKUMAR, Apr 1, 2023 | 3 min read

EV battery recycling in India – Opportunities and challenges

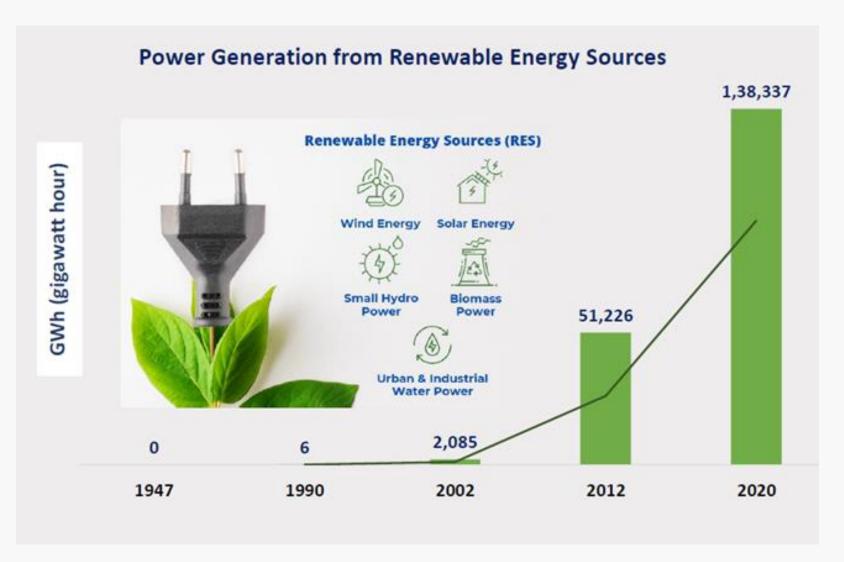


Source: evreporter.com





India is the world's third largest producer of renewable energy, with 40% of its installed electricity capacity coming from non-fossil fuel sources

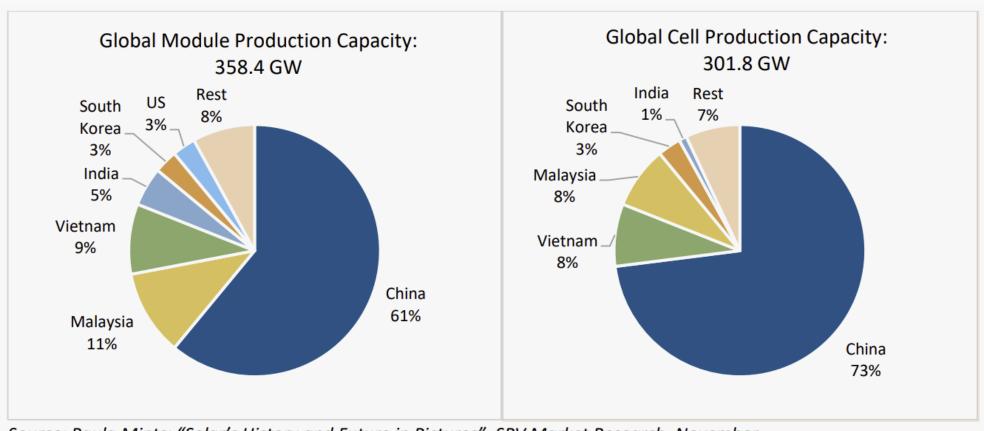




China's share in all the manufacturing stages of solar panels (such as polysilicon, ingots, wafers, cells and modules) exceeds 60%-70%. However, India is challenging China's dominance in the Solar manufacturing market with the increased manufacturing capacity in the coming years.



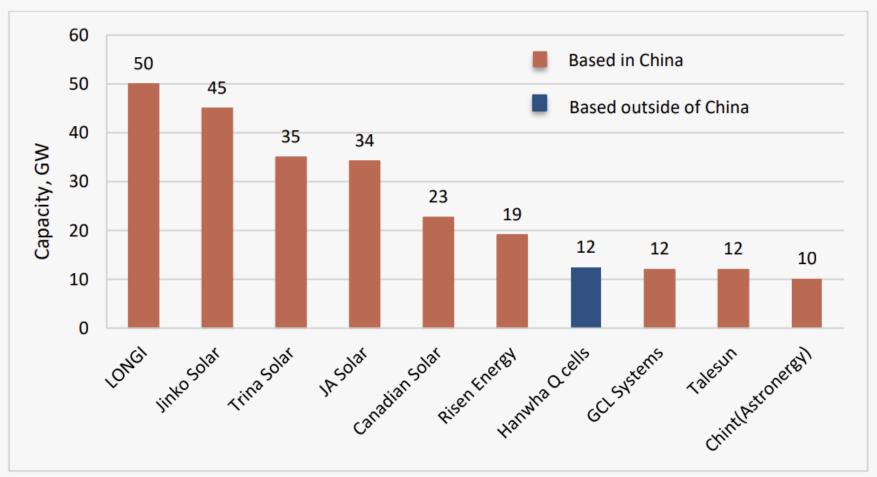
Global Annual Module and Cell Production Capacity (as of November 2021)



Source: Paula Mints: "Solar's History and Future in Pictures", SPV Market Research, November 2021.



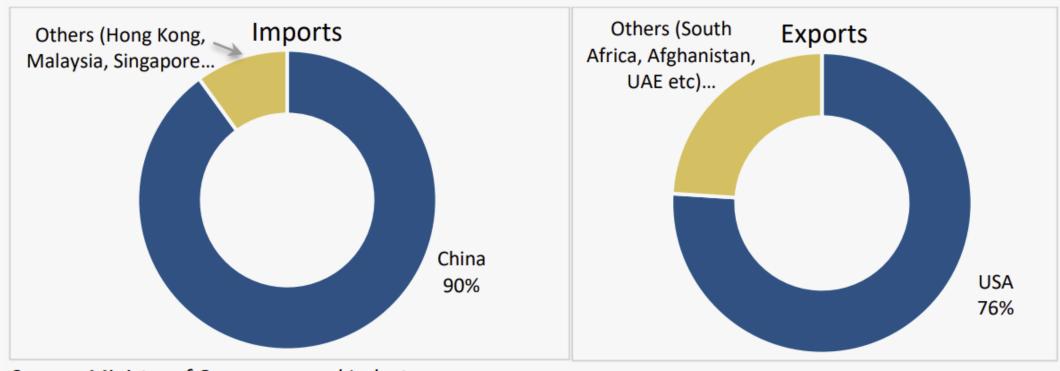
Leading Module Manufacturers in the World (Basis Production Capacity)



Source: IEA PVPS National Survey Report of PV Power Applications in China 2020; BloombergNEF, 4Q 2021 Global PV Market Outlook, Nov 2021, Industry Interviews.



India Solar PV Import-Export Scenario - H1 FY2022 (April-November 2021)



Source: Ministry of Commerce and Industry.

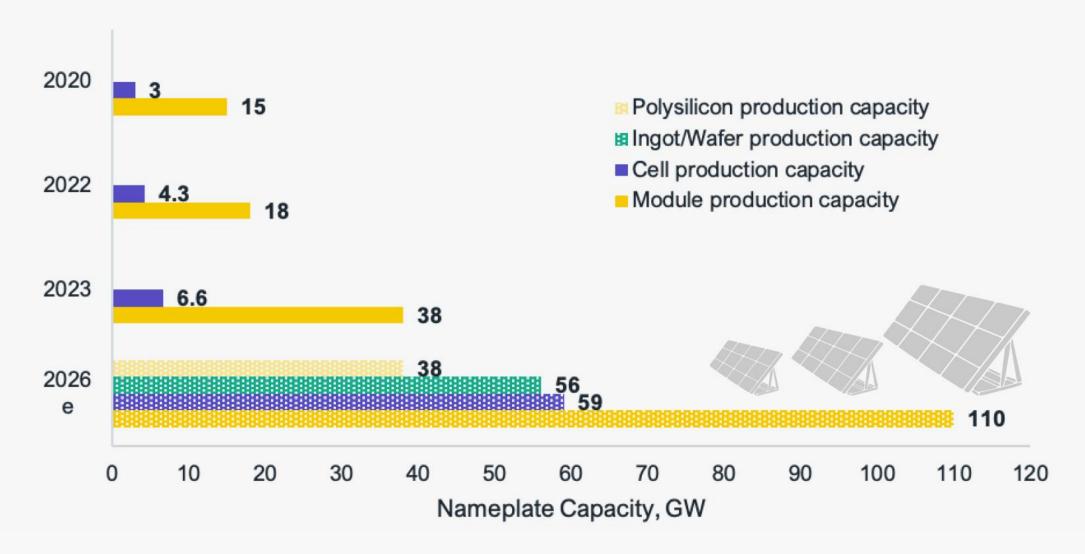


India could become the world's second-largest solar photovoltaic manufacturer by 2026

"In terms of upcoming PV manufacturing installations, Gujarat is the leading state in India. It accounts for nearly 57% of all the upcoming PV manufacturing capacity. Some major reasons manufacturers chose Gujarat for setting up their PV fabrication facilities include cheaper industrial electricity prices and easy access to ports for imports and exports," she added.

Growth of Domestic Photovoltaic Manufacturing Capacity in India





Source: ieefa.org



Domestic Solar Module Manufacturing Capacity by State



Source: JMK Research.

New Entrants Looking to Explore the Market



Favorable scenarios for solar manufacturing have generated huge interest from several companies and these conducive conditions can make India a solar manufacturing hub in years to come

- Favourable government policy environment
- Augmentation of required demand
- Availability of raw materials
- Easier financing options
- Predicted technological changes











GREEN HYDROGEN



OZERO emissions

INDIA TO BECOME A GLOBAL GREEN HYDROGEN HUB

India is well positioned to be global hub for green hydrogen production, particularly as announced initiatives are implemented over the upcoming years

62 GW

India's solar capacity (2022)

42 GW

India's wind capacity (2022)

India has competitive energy costs driven by abundant renewable energy resources and government policies

India's Position in Global Markets (2021)

3rd Ammonia Consumption 4th Oil Refining Capacity 2nd Steel Production

Presence of one of the largest domestic market for hydrogen, though with limited ability to pay a significant green premium

60-100 GW by 2030

Electrolyzer capacity as per National Hydrogen Mission's Target

There is strong push to ramp up electrolyzer supply through local manufacturing

10 states

Identified by GOI to become key hydrogen manufacturing enablers

Availability of complementary support infrastructure with initiative for development of dedicated production hubs

Source: USAID report





> 5MMT

125 GW

50MMT

~\$97B

Annual Green
Hydrogen
Production
Capacity by 2030

Associated Renewable Energy Capacity Addition by 2030 Annual CO₂ emissions averted by 2030

Estimated total investments by 2030

Phase I (2022-2026)

Phase 2 (2026-2030)

Creating demand while enabling adequate supply through domestic electrolyzer manufacturing capacity R&D, pilot projects for future energy transition in hard-to-abate sectors (steel, heavy-duty mobility, shipping) Incentives aimed at indigenization of the value chain

Green hydrogen production costs to be competitive with alternatives in refining and fertilizers

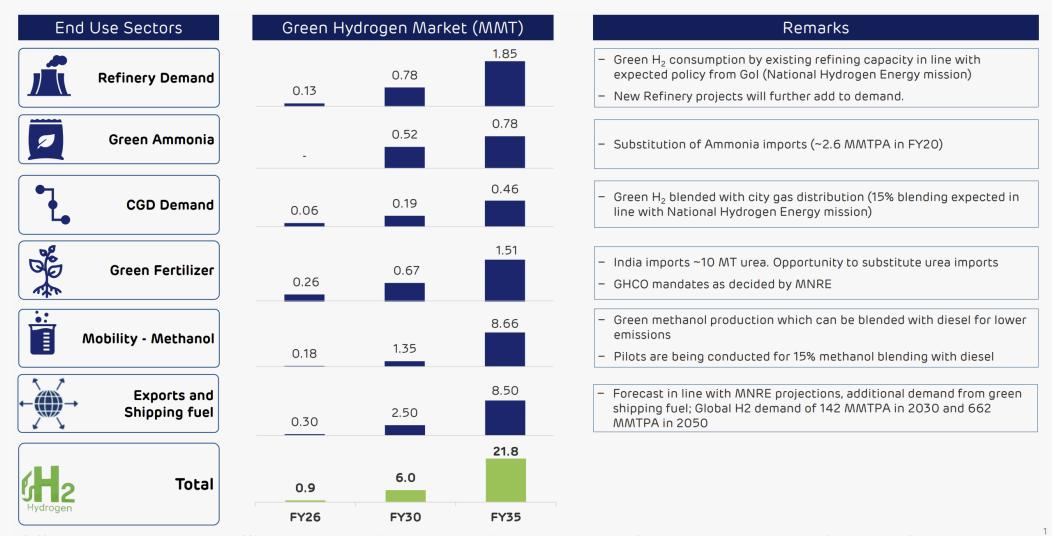
Depending on maturity, potential for commercial scale projects in steel, mobility, and shipping

R&D, pilot projects for other potential sectors like railways, aviation etc.

Source: USAID report 50

Green Hydrogen: Massive potential to decarbonize industries

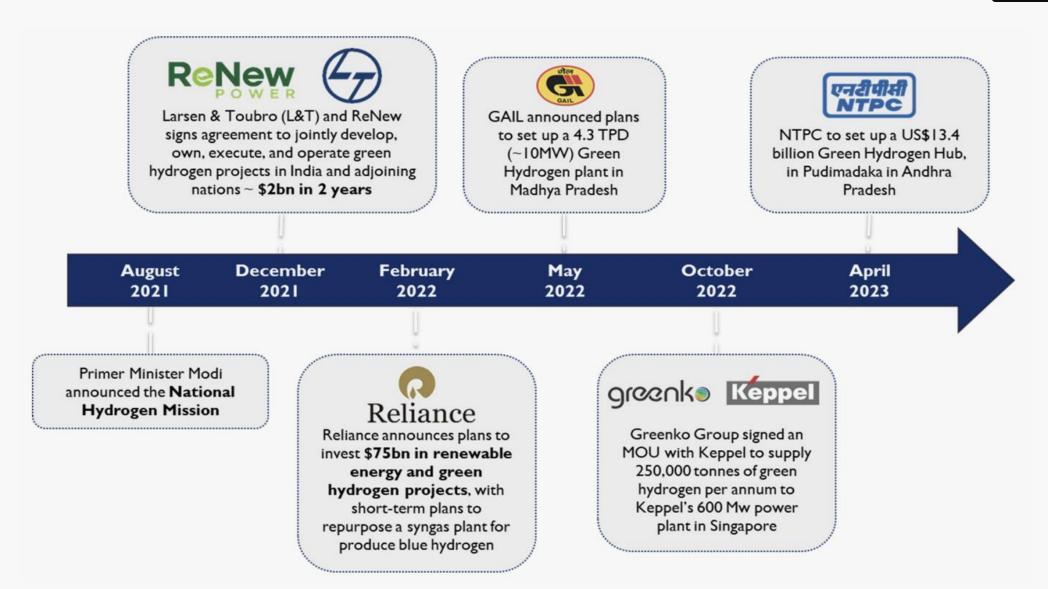




GHCO: Green Hydrogen Consumption Obligation; CGD: City Gas Distribution; MMT: Million Metric Tons; MT: Metric Tons; MNRE: Ministry of New & Renewable Energy; H2: Hydrogen; Gol: Government of India

Some major announcements in the sector





EASYBOOKZ.COM

Key **Stakeholders** in India's Green H2 **Ecosystem**

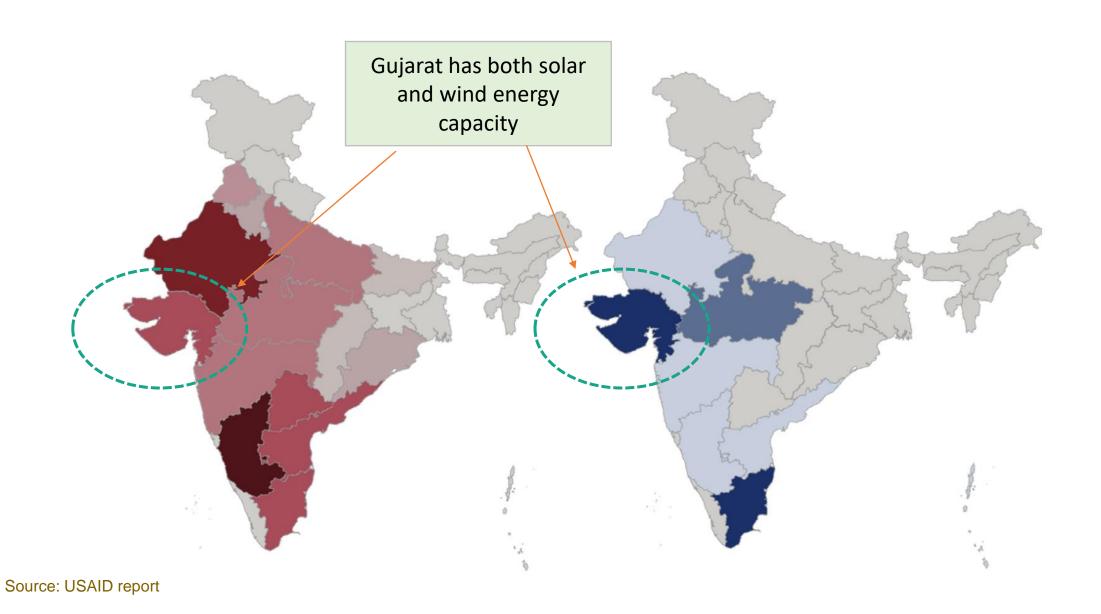
(non-exhaustive list)



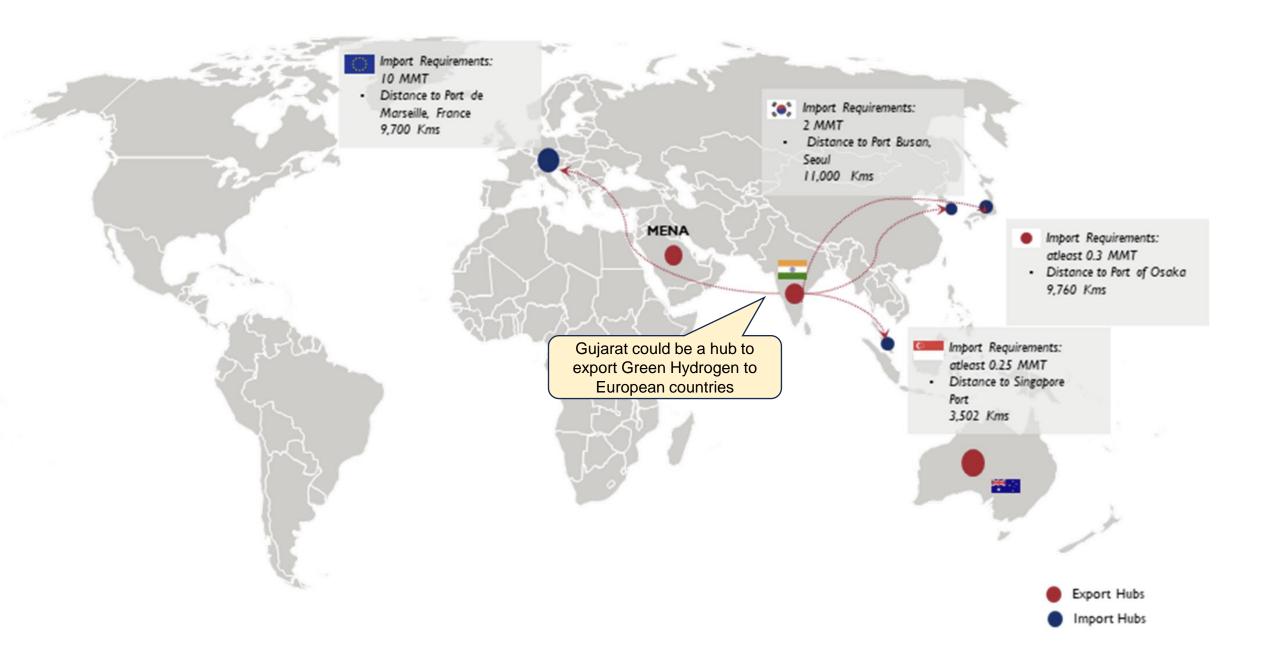
GUJARAT: AIMING
TO BECOME A
LEADING GREEN
HYDROGEN HUB
IN INDIA



India's solar (left) and wind (right) capacity concentration



Potential Export Destinations and Distance from India (2030)



Gujarat government initiatives



MOUs with with several big corporates, including Reliance, Adani, ArcelorMittal and Torrent

Aims to install around 8 million tonnes per annum (MTPA) of green hydrogen production capacity by 2035 Launching new green hydrogen policy in keeping with India's target of reducing carbon emissions by 45% by 2030



For more information, please write to

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Thank You