



# CATALYSING BRAND INDIAN ENGINEERING

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**EEPCINDIA**  
ENGINEERING THE FUTURE  
**AT WORK**

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# ABOUT EEPC INDIA

EEPC India has been the Face of Indian Engineering exports over a span of 66 years when India grew from a meagre \$10 million engineering export nation in 1955 to USD 91.57 Billion (Apr 2021-Jan 2022) and is regarded as the MODEL EPC in India by the Union Ministry of Commerce and Industry. EEPC India is the premier trade and investment promotion organisation in India. It is sponsored by the Ministry of Commerce & Industry, Government of India and caters to the Indian engineering sector. It has many firsts to its credit. The First Indian EPC to have a website, to be ISO certified, to have an in house Technology Centre and also to e-catalogue the product profiles. As an advisory body it actively contributes in the policies of Government of India and acts as the prime conduit between the Indian Engineering fraternity and the Government. Set up in 1955, EEPC India now has a membership base of around 12,000 predominantly drawing 60% from MSME segment. EEPC India has been participating and organising promotional activities including buyer-seller meets (BSM) and managing India Pavilion in various overseas exhibitions to demonstrate the capabilities of Indian engineering industry. INDEE (Indian Engineering Exhibition) and its domestic counterpart – IEES (International Engineering Sourcing Show) are two flagship events of EEPC India.

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# EEPC INDIA JUBILEES – FOR 25, 50 AND 60 YEARS !

## ***Diamond 2015***

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EEPC India celebrated its Diamond Jubilee on 3 September 2015 at the Vigyan Bhavan, New Delhi (right). The celebrations were inaugurated by President of India, Shri Pranab Mukherjee.

Speaking on the occasion, the President called upon EEPC India to focus on product quality, markets and product diversification. He commended EEPC India promoting new and emerging sectors such as Defence, Medical Devices and Renewable Energy and for its stress on Skill Development.

Among the dignitaries present on the occasion were Mr Ravi Shankar Prasad, Minister of Communications & IT, Ms Nirmala Sitharaman, Minister of State for Commerce & Industry, Ms Rita Teatota, Union Commerce Secretary, Mr Anupam Shah, Chairman, EEPC India, Mr T S Bhasin, Sr Vice Chairman, EEPC India, and Mr Bhaskar Sarkar, Executive Director and Secretary, EEPC India, former Chairmen of EEPC India, diplomats, senior Government officials, etc.

## ***Golden 2005***

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The Golden Jubilee of the Council was celebrated on 23 January 2005 in New Delhi and addressed by the then President of India, Dr A P J Abdul Kalam.

## ***Silver 1981***

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On 17 August 1981, the Council celebrated its Silver Jubilee at Vigyan Bhavan, New Delhi. The President of India, Mr Neelam Sanjiva Reddy inaugurated the function by releasing a commemorative brochure and a special issue of the Council's overseas journal *Indian Engineering Exporter*. EEPC India completes 63 years in 2018.



Above, India's President, Neelam Sanjiva Reddy, and Commerce and Industry Minister, Mr Pranab Mukherjee with EEPC India officials at the 25th anniversary celebrations in 1980. Right: Past Chairmen and an Executive Director of EEPC India at the Golden Jubilee celebrations in 2005 with India's President, Dr A P J Abdul Kalam and the Commerce and Industry Minister Mr Kamal Nath



OPENS MARKETS

SPARKS COLLABORATION

SHIFTS THINKING

EXPLORES POSSIBILITIES

SHARES KNOWLEDGE

FINDS OPPORTUNITIES

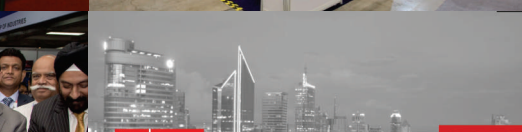
FUELS EXPORTS

# WHAT EEPIC INDIA CAN DO FOR YOU

- EEPIC India serves as a facilitator of two-way trade between Indian and foreign companies
- Acts as a link between Indian exporters and the foreign buyer
- Identifies suitable suppliers in India
- Arranges visits of overseas buyers, exploratory missions, and teams to India
- Provides suppliers' profiles
- Helps collaboration efforts for third country exports
- Creates awareness among overseas buyers on India's technical competence and supply capabilities
- Helps to resolve trade disputes and remove operational constraints
- Educates the foreign buyer on Indian business policies







# INDEE IS NOW 45!

**India's largest overseas Engineering exhibition**, branded as INDEE, in potential markets to showcase India's rapid progress in the engineering sector. It has organised 41 INDEEs in 27 countries for the past 45 years. The countries were Singapore, Indonesia, Thailand, Kenya, Nigeria, Sri Lanka, Egypt, Venezuela, UK, Australia, Ethiopia, Brazil, Kazakhstan, Indonesia, Mexico, South Africa, Russia, Malaysia, Colombia, Morocco, Vietnam, Myanmar, Kenya, Peru, Iran, Bangladesh and Philippines and now will venture into Tanzania

**INDEE Tanzania will be the 42nd edition and Tanzania is the 28th Nation.** Tanzania - the most effective entry point and gateway for trade into Eastern, Southern and Central Africa was the 4th largest trade partner of India in Africa in 2020-2021

The event is coinciding with three Leading East African Exhibitions, **Indusmach Africa, East African International Trade Exhibition & Tools and Hardware Africa**, all UNDER ONE ROOF.

A team of close to 75 Indian Exhibitors ( Engineering Manufacturers and Traders) is representing more than 28 Engineering Product Panels including – Electrical Machinery, Motor Vehicles, Agricultural equipment, Articles of Iron & Steel, Packaging Machinery, Hand Tools, Wires and cables to name a few .

This will be **the maiden venture of INDEE in Tanzania.**



IESS IX Inauguration

# IESS – EEPC INDIA'S INTERNATIONAL SOURCING SHOW

While continuing to build 'Brand India' overseas, it became important to create awareness about Indian entrepreneurs, particularly in the MSME sector. This gave birth to the *India Engineering Sourcing Show (IESS)* in 2012, an initiative of the Department of Commerce, Ministry of Commerce and Industry, Government of India. Organised by EEPC India, the three-day show held every year in India provided a big B2B platform in India to overseas delegates and industry leaders.

The ninth edition of India's leading and EEPC India's annual engineering sourcing show – IESS IX outshined the Corona challenge and has opened the gateway for a 15 to 40% shift of world's Industrial sourcing to India.

The three day Engineering display and deliberation spread over 4-5-6- March, 2020 was held in Coimbatore with over 410 exhibitors, around 400 delegates from over 40 countries, over 50 speakers

covering 10 Thematic Sessions comprising **Vendor Development Meets** with India's top PSUs, Global Sourcing Meets with top MNCs – Cameron – a Schlumberger (USA Company) and SAGE Group (Australia) Value added sessions on current areas of interest to the industry like Industry 4.0, Green Manufacturing, E-mobility and technology upgradation.

Around 50 companies from Malaysia, 125 from Tamil Nadu, 41 Companies from Partner State Pavilion (U.P.) ,25 from Haryana, 3 from Jharkhand, 10- Uttarakhand, 7-West Bengal, 6- Karnataka, 12 Himachal Pradesh, 15 from Madhya Pradesh had booked their spaces along with a separate display pavilion from the respective State Governments

2020 had Malaysia as the **Partner Country** for the second time, Tamil Nadu as the **Host State**, Flanders from **Belgium as Focus Region** and UP as **Partner State** – each having their **4th presence** and Haryana, Jharkhand, Uttarakhand, West Bengal, Madhya Pradesh, Karnataka, Himachal Pradesh, Gujarat and Jammu Kashmir are the Focus States /UTs and the over all support of the Department of Commerce, **Union Ministry of Commerce and Industry** underscore the internationalisation of this domestic event. Besides Commerce, **Department of Heavy Industry, Ministry Of MSME and Department of Atomic Energy** supported the event. **Office of Principal Scientific Adviser to the Government of India** also associated with the show.

**IESS is all set to turn 10 in Chennai !**



EEPC India booth at IESS IX

# B2B MATCHMAKING

On request, EEPC India introduces overseas buyers to the most appropriate companies in India. Business meetings are also organized in the major cities in India on request. EEPC India also sends delegations of Indian engineering companies abroad to explore global markets with the help of Indian diplomatic missions and local chambers of commerce.

EEPC India's Buyer-Seller Meets abroad help Indian exporters to closely interact with their counterparts. Meets held in recent months were in Peru and Honduras in South America .





**EEPC India was awarded DL Shah Quality Award in the "Silver Category" for Creating Technological Value for our members.**

# GLOBAL APPRECIATION

EEPC India's efforts to promote two-way trade in the engineering sector have always been recognized and appreciated by numerous governments and business leaders globally. On several occasions, local governments have wholeheartedly supported EEPC India's international expos and expressed their willingness to partner with India for trade and business.

# EEPC INDIA'S DIGITAL INTERFACES



## SOCIAL MEDIA

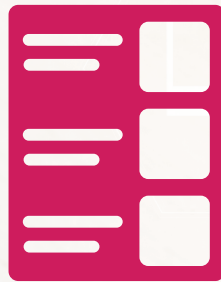
EEPC India has an active presence on Facebook, Twitter, LinkedIn, YouTube, Pinterest and g+.

## MOBILE APP

EEPC India maintains a cross-platform mobile app to keep its members updated about the latest happenings. It also maintains a dedicated app for its flagship event, IESS.



## E-CATALOGUES



The E-Catalogue is an exclusive directory of Indian engineering brands that have adopted the latest globally-accepted manufacturing standards and practices. EEPC India has e-catalogues on Pumps and Valves, Medical Devices, Electrical Machineries, Equipment and Components, and Textile Machinery and Accessories.

## WEBSITE

The official website of the council is responsive and compatible to most of devices such as desktops, laptops, tabs and mobiles. Information is updated regularly.





From left - Ms Kamna Raj Aggarwalla, Chairperson (NR), EEPC India, Dr Srikar K Reddy, Joint Secretary, Department of Commerce, Ministry of Commerce & Industry, Government of India; Mr Mahesh Desai, Chairman, EEPC India; Mr Piyush Goyal, Hon'ble Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Government of India; Mr Arun Kumar Garodia, Sr Vice Chairman, EEPC India; Mr Pankaj Chadha, Vice Chairman, EEPC India and Mr Suranjan Gupta, Executive Director, EEPC India

# EXPORT AWARDS

EEPC India Awards are the oldest engineering awards in India and is keenly awaited by Indian engineering companies, big and small.



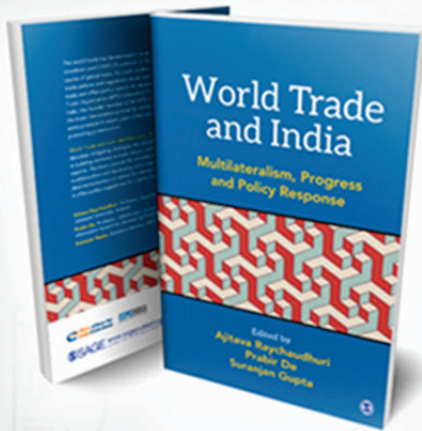
# EEPC INDIA'S PUBLICATIONS

EEPC India's Publicity Department regularly brings out publications, specially studies on various sub-sectors of the engineering industry. EEPC India's strong editorial team oversees the quality of the publications in terms of the depth of study and its usefulness in the Indian context. EEPC India publishes its journal, *Indian Engineering Exports*, every month. An international edition of this journal is also brought out



regularly. EEPC India also brings out product specific catalogues highlighting leading manufacturers of various products.

EEPC India also teams up with globally-renowned management consultancy firms to prepare and publish strategy documents for the Indian engineering sector.



Release of EEPC India-EXIM Bank India  
Book titled  
**“World Trade and India: Multilateralism,  
Progress and Policy Response”**

Date: **December 16, 2020** Time: **12.30 P.M. - 2.00 P.M.**

Keynote Address and  
Release of the Book by  
Guest of Honour



**Dr. Anup Wadhawan**  
Commerce Secretary to  
Government of India

An EEPC India-EXIM book: 'World Trade and India: Multilateralism, Progress and Policy Response' was released on December 16, 2022 by the Commerce Secretary

The Book has opinion and research based articles authored by 21 top economists, educationists and research scholars from well-known universities and institutions, including IIM, Bengaluru, IIFT, IITs, ICRIER and NIPFP.

It has been edited by Professor AjitavaRaychaudhuri, Department of Economics, Jadavpur University, Professor Prabir De, Head, ASEAN-India Centre (AIC), Research and Information System for Developing Countries (RIS) and Mr Suranjan Gupta, Executive Director, EEPC India,



(Left) The inauguration of the Technology Centre in Bengaluru by Ms Rita Teatota, Commerce Secretary, Department of Commerce, Government of India in June 2017. (Right) The opening of the Technology Centre in Kolkata, in August 2019 by Dr Anup Wadhawan, Union Commerce Secretary, Government of India

# EEPC INDIA TECHNOLOGY CENTRES

The EEPC India Technology Centres provides the engineering industry with some of the most cutting-edge design technology and close interaction with institutional design facilities.

The centres: provide hardware and software to engineering companies, especially for the small-scale sector; hold training for design engineers on design, simulation and testing software; Support MSMEs in their technology upgradation initiatives; Create a Knowledge Interaction Grid; provide designing and testing facilities; provide training on high-end software; provide product design solutions to industry through national institutions, such as, NID, etc.; collaborate with R&D institutions for industry outreach; connect with industrial clusters in Kolkata, Chennai, Mumbai, Ahmedabad, Ludhiana, Bengaluru, Hyderabad and Delhi NCR.

# EEPC INDIA EXPANDS

Apart from 10 offices in eight cities, EEPC India has opened 15 Chapters with two more to be opened bolster engineering exports.





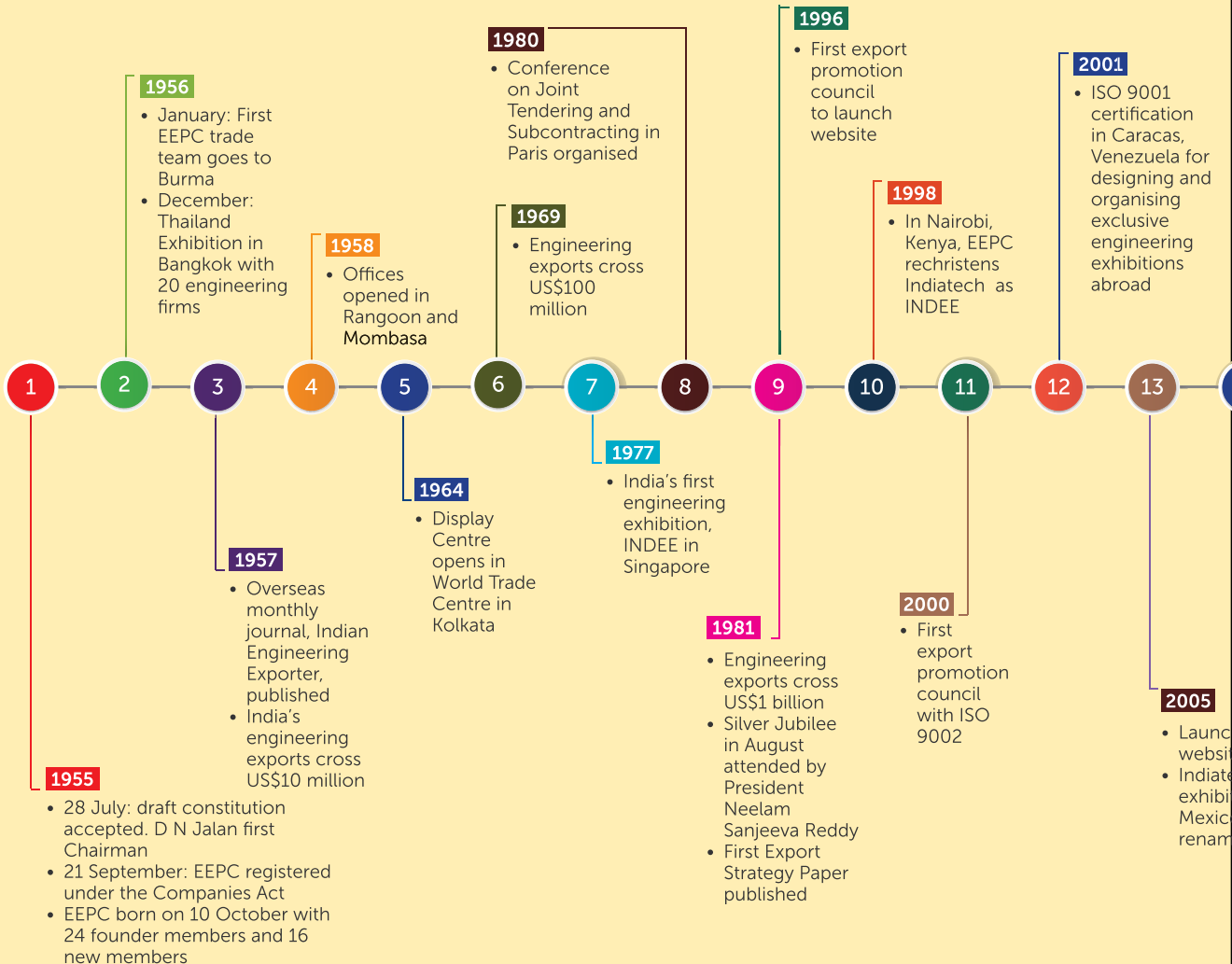


EEPC India as lead agency at large trade fairs where India was the partner country (anti-clockwise from above): Mr T S Bhasin, Chairman, EEPC India speaking at the inauguration of the India Pavilion at MSV 2017, Brno, the Czech Republic; the former Prime Minister of India, Mr Manmohan Singh, the German Chancellor, Ms Angela Merkel and Mr Rakesh Shah, Chairman of EEPC India at Hannover Messe 2006; Mr Anupam Shah, Chairman of EEPC India, Mr Rajiv Kher, Union Commerce Secretary, Mr Ravi Capoor, Joint Secretary, Department of Commerce and Industry, Government of India, and Mr Bhaskar Sarkar, Executive Director and Secretary of EEPC India, at Hannover Messe 2015

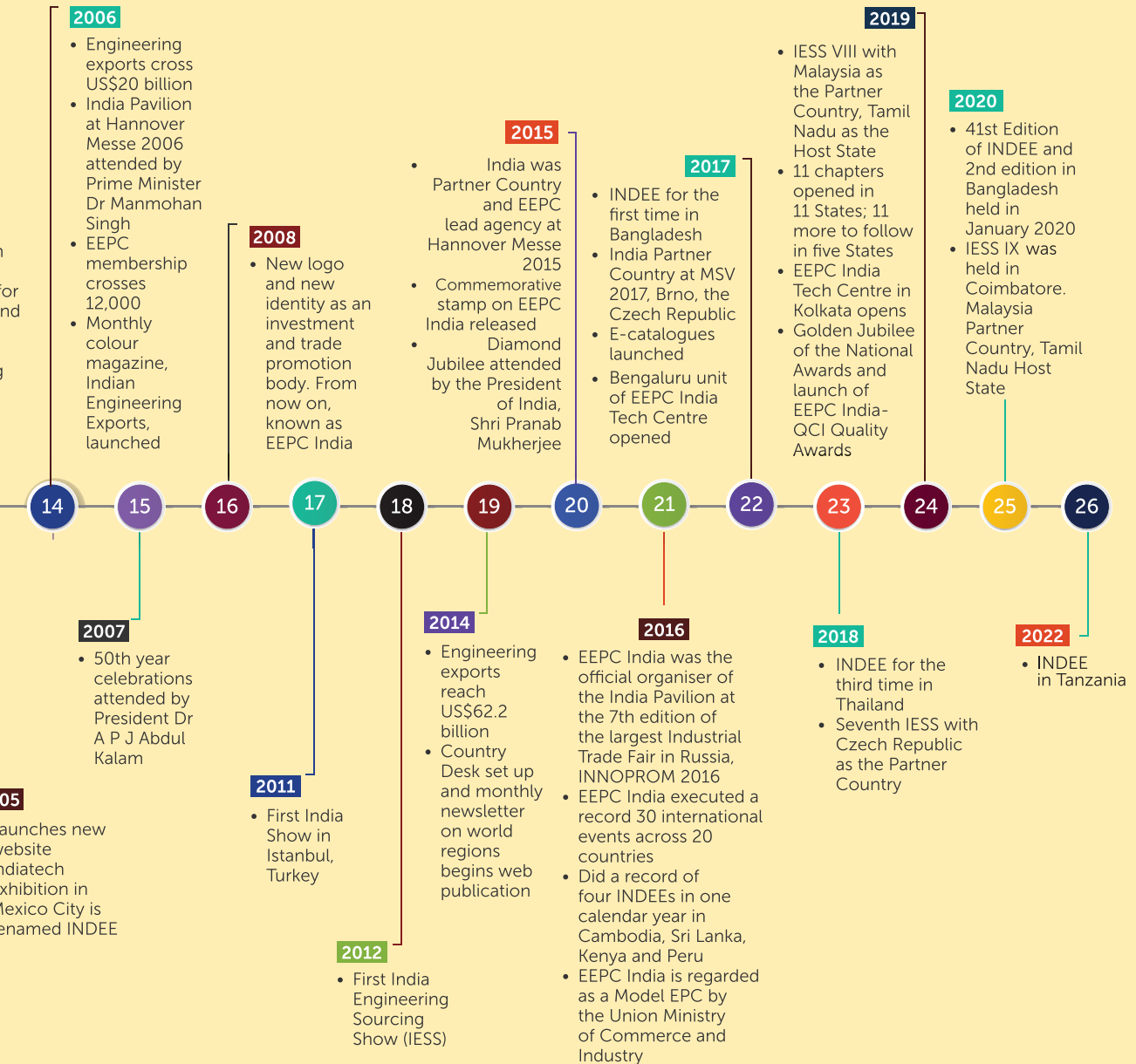
## TRADE FAIRS WITH INDIA AS 'PARTNER COUNTRY'

Another very successful initiative has been EEPC India's 'India Pavilions' at large trade fairs where India is the 'Partner Country'. This has been an effective way of displaying

high-quality and advanced technology, and EEPC India makes full use of these exhibitions to promote Indian engineering goods.



# INDIA'S 67-YEAR JOURNEY



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# PRODUCT GROUPS WITH STRONG SUPPLIER BASE

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1. Renewable Energy Equipment
2. Heavy Industries – Industrial Machinery for Paper, Cement, Chemicals and Textiles.
3. Food Processing Machinery.
4. Agricultural Machinery
5. Other Industrial Machinery
6. Heavy and Light Motor Vehicles
7. Auto Parts – Electrical and Others
8. Bicycles Parts and similar Products
9. Internal Combustion Engines
10. Electrical Machinery
11. Two Wheelers and Three Wheelers
12. Electrical and Home Appliances
13. Iron and Steel
14. Machine Tools
15. Hand Tools
16. Fabricated Steel Structures including Transmission Line Towers
17. Steel Pipes, Tubes and Fittings
18. Steel Wire, Wire Products and Cables
19. Bright Bars and Other Misc. Products
20. Sanitary Castings including Builders Hardware



21. Ferrous Industrial Castings
22. Steel Forgings – all types.
23. Aluminium and Products (other than Castings)
24. Other Non-Ferrous Metals and Manufactures thereof (other than Aluminium)
25. Design, Technical and Consultancy Services
26. Super Star/Star/Trading and Export House
27. Fasteners – all types
28. Pumps – all types.
29. Project Exports
30. Construction and Earthmoving Machinery
31. Free Trade Zone and 100% Export Oriented Units
32. Mica and other Mineral Products
33. Office Equipment and Similar Products
34. Small and Cutting Tools
35. Industrial and Scientific Instruments
36. Railway and Related Products and Equipment
37. Ferro Alloys.
38. Household and Kitchenware
39. Builders Hardware including Hinges, Door Fittings, Locks, Pad Locks, etc. of Base Metal
40. Industrial Equipment and Accessories
41. Auto Parts – Suspension, Braking and Drive Transmission
42. Pharmaceutical Machinery, Medical and Surgical Equipment

# EEPC INDIA'S OFFICES

## **HO (CELL)**

Suranjan Gupta, *Executive Director*  
EEPC India  
Vandhna (4th Floor)  
11 Tolstoy Marg, New Delhi 110 001  
Tel: 91-11-23353353, 23711124/25  
Fax: 91-11-23310920  
e-mail: eepcto@eepcindia.net

## **REGISTERED and HEAD OFFICE**

Adhip Mitra, *Add. Executive Director & Secretary*  
Vanijya Bhavan (1st Floor)  
International Trade Facilitation Centre  
1/1 Wood Street, Kolkata 700 016  
Tel: 91-33-22890651/52/53 Fax: 91-33-22890654  
e-mail: eepcho@eepcindia.net

## **REGIONAL OFFICES**

### **Chennai**

C H Nadiger, *Regional Director*  
Greems Dugar (3rd Floor)  
149 Greems Road, Chennai 600 006  
Tel: 91-44-28295501, 28295502  
e-mail: eepcrochen@eepcindia.net

### **Kolkata**

Anima Pandey, *Regional Director  
& Director (Membership)*  
Vanijya Bhavan (2nd Floor)  
International Trade Facilitation Centre  
1/1 Wood Street, Kolkata 700 016  
Tel: 91-33-22890673/74  
e-mail: eepcrokol@eepcindia.net

### **Mumbai**

Dr Rajat Srivastava, *Regional Director  
& Director (Marketing and Sales)*  
B-202 & 220, Aurus Chambers  
Annex B, 2nd Floor (behind Mahindra Tower)  
S S Amrutwar Marg, Worli  
Mumbai 400 013  
Tel: 91-22-4212 5555 Fax: 91-22-24955486  
e-mail: eepcromum@eepcindia.net

### **New Delhi**

Rakesh Suraj, *Regional Director*  
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16 Barakhamba Road, New Delhi 110 001  
Tel: 91-11-23314171/74 Fax: 91-11-23317795  
e-mail: eepcrodel@eepcindia.net

## **SUB-REGIONAL OFFICES**

### **Ahmedabad**

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TF-313/A (3rd Floor)  
ATMA House, Ashram Road  
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Tel: 91-79-26588720  
e-mail: eepcsroahd@eepcindia.net

### **Bengaluru**

J V Raja Gopal Rao, *Joint Director*  
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148 Infantry Road, Bengaluru 560 001  
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e-mail: eepcsroblr@eepcindia.net

### **Hyderabad**

V C Ravish, *Sr Assistant Director*  
'Soham Mansion' (1st Floor)  
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Secunderabad 500 003  
Tel: 91-40-27536704  
Telefax: 91-40-27536705  
e-mail: eepcsrohyd@eepcindia.net

### **Jalandhar**

Plot Comm. 1, Focal Point  
Jalandhar 144 012  
Tel: 91-181-2602264  
e-mail: eepcsrojld@eepcindia.net

# THE WAY FORWARD

- Help the manufacturing sector reach 25% of GDP
- Create synergy by partnering with similar bodies in India and the world
- Equip SMEs to compete globally
- Provide Indian exporters a single window and new-generation services network
- Use cutting-edge technology to promote trade



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