

India holds the first place in the world, in iron ore deposits, tea production, cattle production, groundnut production, production of jute and jute-like fibres and feature film making. It holds the second place in irrigated land area, scooters, production of cotton wovens, rice, and natural rubber. It has the third place in milk, sugar and tobacco production and trained manpower. It has achieved fourth position in wheat production, railways, cotton production and nitro fertilizers, and in coal production it holds the fifth place.

India, the world's most populous democracy, has a middle class estimated to total 150-200 million consumers. They generate enough income to buy VCRs, cars, holidays and trendy jeans, Benneton shirts and Bata footwear. They own or rent property, maintain bank accounts and tap interest capital.

India has organized financial markets. The stock exchange has 12 million shareholders. India is the fourth largest emerging financial market, after Taiwan, Korea and Brazil. India has a high and rising domestic savings and capital formation rate — against a backdrop of relatively low inflation rates. This has led to new issues of securities by private Indian firms, improved corporate profits and increased dividend payments by blue chip companies.

India has abundant mineral resources, trained manpower pool, low labour costs, low cost of living and close proximity to Middle East and South East Asian markets. India has also special trade relations with the USSR and COMECON countries, which allows preferential treatment for exports from India.

India's current industrial capabilities range from the most advanced space program in the developing world to supplying automatic components to Mercedes and Chrysler, or software via satellite to Texas Instruments in Dallas.

New opportunities have opened in India because of a more competitive, less restrictive foreign investment regime announced by the Indian government in the 7th plan (1985-90). The list of western companies suddenly taking a new & serious interest in India include Pepsico, ICI, Nixdorf, Hewlett Packard, Digital Equipment, Honeywell, Microsoft, Dupont, Peugeot, British Telecom, Siemens, Xerox, Toyota, Suzuki, Kawasaki, Champion, Yamaha, Phillips, Petroleum, Snamprogetti, Asea Ltd, Hoechst, Bayer, Sandoz, Carrier, Krupp, Merck, Sharp and Dohme, Flakt and Tetrapak.

Some of the recent foreign collaborations include:

Collaborator	Indian Partner	Product
Suzuki (Japan)	Maruti Udyog	Passenger cars
Kawasaki (Japan)	Bajaj Auto	Motor cycles
Yamaha (Japan)	Escorts	Motor cycles
Yamaha (Japan)	Birlas	Generators
Hitachi (Japan)	JCT Electronics	Colour picture tubes
NEC (Japan)	ITI	Digital microwave system
Peugeot (France)	Mahindra and Mahindra	Diesel engines
Dupont (USA)	Reliance Industries	P.T.A.
Appollo Computer Inc. (USA)	HCL	Microprocessor based CAD/CAM
Axel Johnson Engg. AB (Sweden)	ION Exchange	Pollution Control equipment
Snamprogetti (Italy)	Indo Gulf Fertilizers & others	Gas based fertilizer plants
Jeumont Schneider (France)	Hindustan Brown Boveri	EPABX systems
Tunstall Security Ltd (U.K.)	Rallis India	Electronic security systems
Siemens A.G. (W. Germany)	West Bengal Electronics Industrial Dev. Corp.	Electronic teleprinters
Nihon Tokushu Toryo Co. Ltd. (Japan)	Goodlass Nerolac Paints	Speciality coatings & compositions
Zaadunic B.V. (Holland)	Sandoz India	Hybrid variety of seeds
Essex Group Inc. (USA)	Finolex Cables	Jelly filled cables
Xerox (USA)	Modis	Photocopying machines
Champion (USA)	Modis	Spark plugs