



INDUSTRY PRIMER

180 Degrees Consulting SSCBS

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NOTE TO READER



The Industry Primer, prepared by 180 Degrees Consulting at Shaheed Sukhdev College of Business Studies, serves educational and informational purposes. This document aims to provide readers with an overview of various sectors and is intended for academic use as an initial guide to understanding different industries.

It should not be considered a replacement for comprehensive analysis. Any financial or business decisions made based on the information presented in this primer should be approached with thorough consideration and professional advice.

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ABOUT 180 DEGREES CONSULTING SSCBS



WHO WE ARE

180 Degrees Consulting is the world's largest student consultancy organization and premier social impact consultancy. We assist socially-oriented organizations and early-stage startups in expanding their impact by offering high-quality, highly affordable consulting services. Through this effort, 180 Degrees Consulting is nurturing a new generation of leaders committed to driving positive social and environmental change globally.

OUR MISSION

To empower non-profits and social enterprises to achieve their full potential. We are dedicated to providing affordable and high- quality strategic and operational assistance that enables our clients to create meaningful impact in their communities, while simultaneously building the next generation of leaders committed to making a difference.

ABOUT 180 DC SSCBS

At 180 DC SSCBS, we provide carefully crafted and creative solutions tailored to our clients' business needs while maintaining a strong focus on the social perspective. We have impacted 30k+ lives, trained 100+ consultants, and have established connections across 180+ branches. We have served 25+ clients and delivered 40+ projects across diverse sectors and continue to socially impact lives across the country and even internationally. Our alumni network includes analysts and consultants from Boston Consulting Group, Bain and Company, and Dalberg. They lead knowledge-sharing and training sessions to impart expertise in key consulting skills, such as client acquisition, team optimization, consulting frameworks, public policy, research techniques, and intellectual property creation.

Manav Mahajan – President, 180 DC SSCBS

Saanvi Garg – Vice President, 180 DC SSCBS

OPERATING IN	WORKING FROM	SUCCESSFULLY COMPLETED
35+	180+	7800+
COUNTRIES	BRANCHES	ENGAGEMENTS

ACNKOWLEDGEMENTS (1/2)



Dr. Poonam Verma
PRINCIPAL

“ Founded in 1987, Shaheed Sukhdev College of Business Studies, University of Delhi has a legacy of academic and professional excellence. It imparts knowledge in the fields of management, technology, and cyber security and law with an unparalleled understanding of industry norms and exposure. Accredited **Grade "A+"** by NAAC, it is 100% funded by the Government of NCT of Delhi and has a defining edge in the academic and industrial field.

The faculty, staff, students and alumni have actively worked in cohesion to create a conducive environment where every student develops roots of responsibility leading to holistic development. With focus on teaching, coaching and imparting life skills, this institution has played a crucial role in the career and personality of innumerable students who have brought laurels to the college, university, and nation. The students, I believe have transformed from vulnerable minds to dynamic and strong individuals with the potential to further transform themselves into astute and pragmatic leaders of tomorrow. ”

TEACHERS-IN-CHARGE



Dr. Neeraj Kumar Sehrawat



Mr. Amit Kumar



Mr. Deepak Tiwari

ACNKOWLEDGEMENTS (2/2)

We extend our gratitude to all individuals who have contributed to the Industry Primer, which serves as a comprehensive preparation resource for placement interviews and case solving.

We would like to acknowledge the efforts of Manav Mahajan, Saanvi Garg, Arushi Gupta, Gaurang Rathi, Samarth Bhardwaj (SSCBS 2023-2026), and Aditya Bagla, Aishwarya Pande, Amanjyot Singh, Animesh Dewan, Arnav Garg, Arnav Walia, Chirag Bhagat, Gaurav Gupta, Harshit Jalan, Japneet Kaur, Komal Somani, Prakshi Jain, Purahan Khattar, Raj Aggarwal, Rishit Kaistha, Samyak Kataria, Shreya Jain, Tanav Bhatia and Vanya Aggarwal (SSCBS 2024-2027).

Their thorough analysis provides readers with a comprehensive and accessible overview of major industries, essential for effective preparation. Special thanks to all contributors for their dedication and hard work in developing this detailed document, ensuring it is both comprehensive and accessible for all readers.

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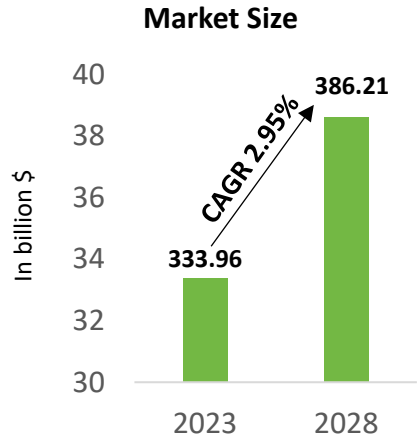
AIRLINE INDUSTRY

AIRLINE INDUSTRY (1/3)

Overview Of The Airline Industry With The Emerging Trends, Cost & Revenue Drivers And Financial Metrics



INDUSTRY OVERVIEW



The Indian Aviation industry was valued at **\$333.96 billion** in **2023** and is expected to reach **\$386.21 billion** by **2028** with a **CAGR of 2.95%**

India has **7 large commercial airlines** operating more than **692 aircrafts** with a **continued growth** outlook

11.5B

Annual Revenues generated by all the Indian Airlines is around **USD 11.5 Billion**

180M

Annual Passenger Traffic shows more than **180 Million people** flying in the FY

EMERGING TRENDS

UNION BUDGET 2025 & AVIATION

Budget 2025 prioritizes aviation growth through **infrastructure, tax reforms, sustainability, cargo incentives & skill development** for a stronger future

RIISING DEMAND OF THE AVIATION SECTOR

India will need around **20,000 pilots** in near future as the country will have **50 more airports** in the next **5 years** with orders of upto **1700 planes**

ENHANCED INVESTMENTS IN THE INDUSTRY

The aviation industry is set to **invest \$3.9 trillion** in digital tech by **2027** on AI & data analytics to **transform training, maintenance & air traffic control systems**

COST DRIVERS



Cost of Labour: Labour is the biggest **operating cost** of an airline around **31% of costs**



Cost of Fuel: Fuel costs account for about **22%** of overall **operating expenses**



Depreciation & Amortization Costs: Depreciation accounts for **9.1% of total expenses**

REVENUE DRIVERS



Increase in Low Cost Carriers (LCC's)



Economic Growth & Rise in GDP

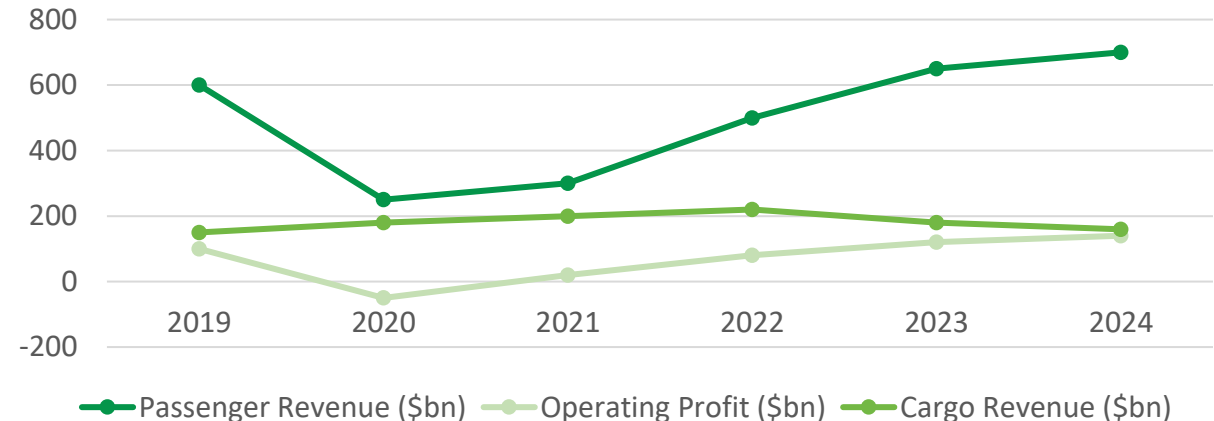


Infrastructure Development



Government Policies & Initiatives

FINANCIAL METRICS & TOTAL MARKET GROWTH



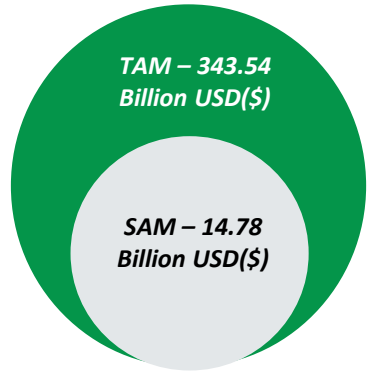
AIRLINE INDUSTRY (2/3)

Understanding The Market Size, Global Industry And Value Chain Of The Aviation Market



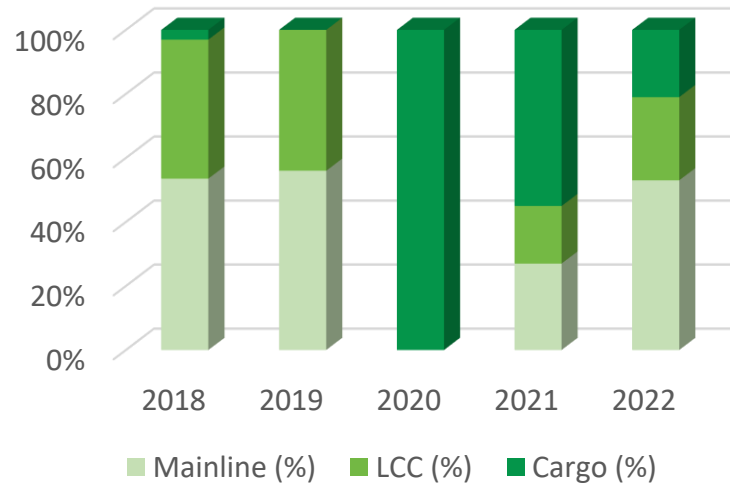
MARKET INSIGHTS

Market Size

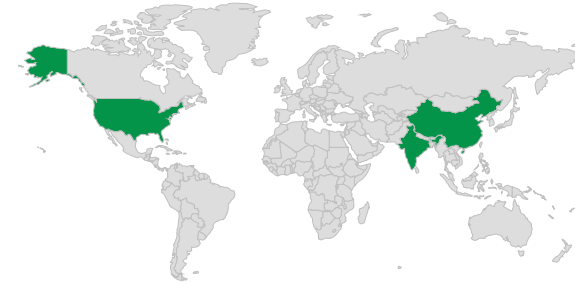


India's aviation market holds a **small share** of the total global industry but has a **high potential of growth**

Value Creating Carriers reporting Profits (2018-2022)



World's Largest Aviation Markets



China is expected to **generate the highest revenue** in the global aviation sector resulting in **\$136 billion** as earnings

The **U.S.** flight market **valued at \$183.60B** is projected to reach **\$205.50B by 2028** with a **18.9%** of user penetration

Air traffic movement increased from **188.89 million** in FY22 to **327.2 million** in FY23 making India the **3rd largest market**

Full Service Carriers



BRITISH AIRWAYS

AIR INDIA

Low Cost Carriers

Southwest

RYANAIR

IndiGo

Cargo Based Carriers

FedEx

BLUE DART
Aviation Limited

VALUE CHAIN



Raw material & Fuel Supply



Flight & Ground Services



Marketing & Sales Channels



Outbound Logistics

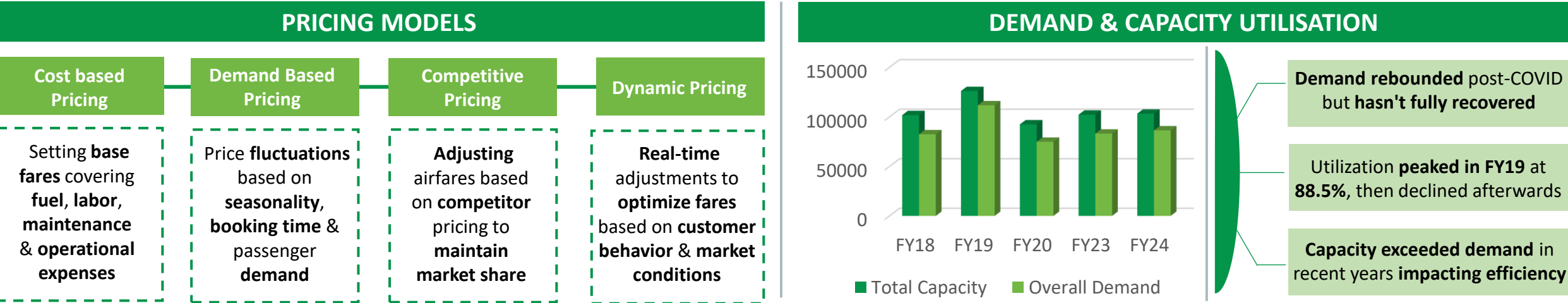


After-Sales Services

This process ensures **efficient operations, cost optimization, customer satisfaction, revenue growth and regulatory compliances** in the aviation industry

AIRLINE INDUSTRY (3/3)

Pricing Models, Demand & Capacity Understanding And A SWOT Analysis Of The Indian Airline Industry



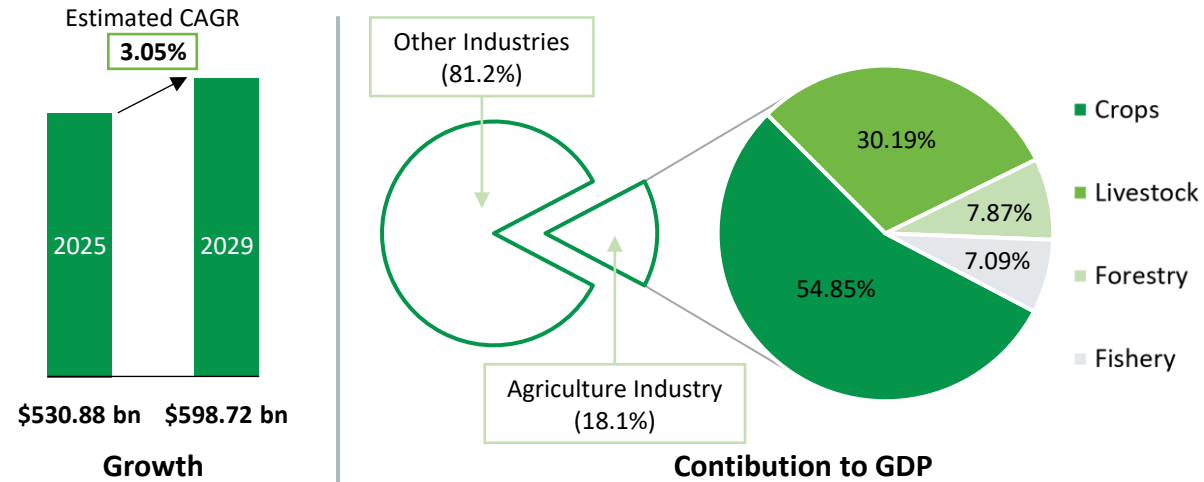


AGRICULTURE INDUSTRY

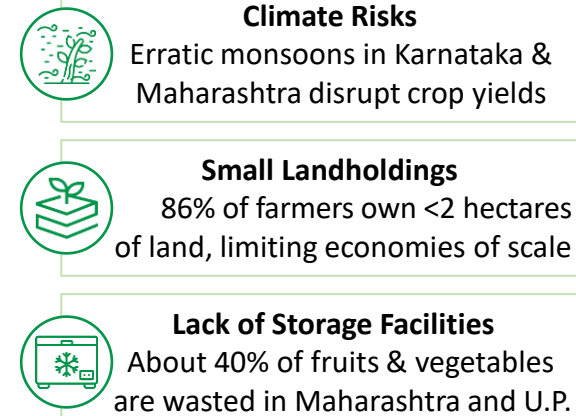
AGRICULTURE INDUSTRY (1/3)

Analyzing The Agriculture Industry And An Overview Of Its Emerging Trends

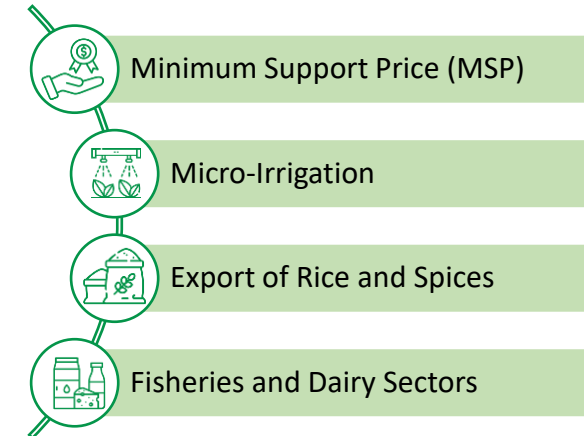
INDUSTRY OVERVIEW



COST DRIVERS



REVENUE DRIVERS

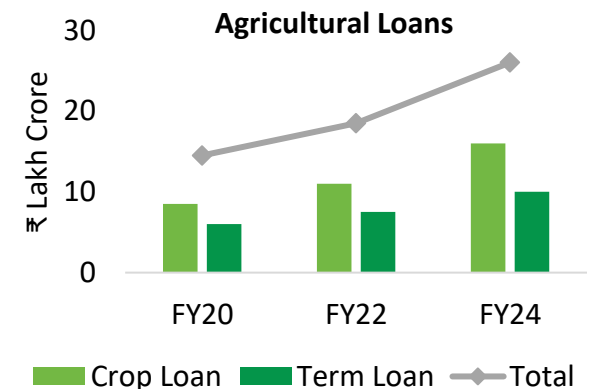


FINANCIAL METRICS

In the industry, there remains a major gap between the



due to interest on loans, maintenance & depreciation of machinery and crop insurance



FARMS OF THE FUTURE

A pilot project in Maharashtra's **Baramati** shows encouraging results of the use of AI tools to help **sugarcane** farmers boost yields and cut costs using **real-time data** from sensors & satellites.

- Sensing & Transmitting Data**
Information about nutrients, pH level, soil, etc. is sent onto Azure Data Manager
- Analysis**
Project Farmvibes.ai, an open-source research project, provides insights
- Suggestions**
Azure OpenAI turns the data into actions for farmers, delivered through a mobile app

AGRICULTURE INDUSTRY (2/3)

Understanding The Domestic And Global Market And Tracing A Value Chain



MARKET INSIGHTS

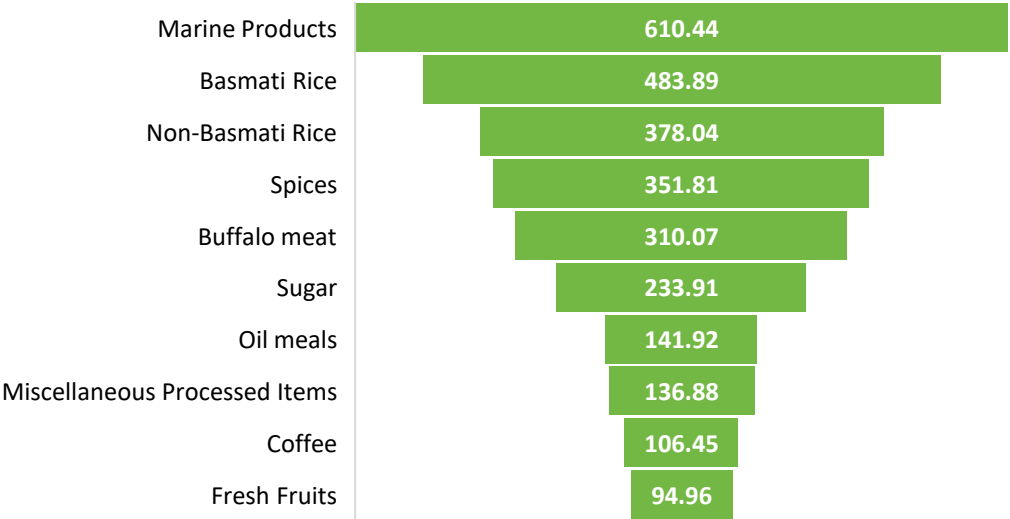
Market Size
₹46,28,809 crore

Import Value
₹84,565 crore
(expected to grow at 4.85% CAGR)

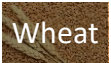





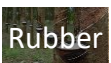











Export Value
₹1,11,591 crore
(expected to grow at 4.87% CAGR)

Rice, marine products and spices make up the leading commodities exported in the agriculture industry.

Exports from India (in billion Indian rupees)



Global Overview

Product	World's Leading Producer		India's Leading Producer	
		China		Uttar Pradesh
		USA		Karnataka
		Thailand		Kerala
		Bangladesh		West Bengal
		India		Uttar Pradesh
		China		Andhra Pradesh

VALUE CHAIN



Input Supply

Hybrid seeds (wheat) cost ₹20 - ₹30/kg while fertilisers cost ₹1,000 - ₹1,500/acre



Production

Wheat production costs about ₹12,210 per acre, while the costs are higher for rice



Harvesting

India loses ₹1.5 lakh crore annually due to post-harvest losses, mainly in horticulture



Processing & Storage

Wheat milling costs ₹2 - ₹5 per kg & cold storage costs about ₹7 - ₹14 per kg per week



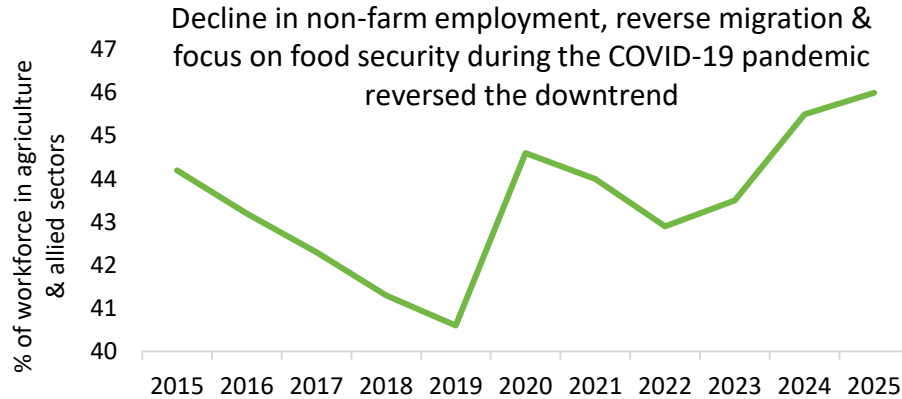
Transportation

Transportation costs incurred are typically ₹1 - ₹3 per kg of produce for trucks

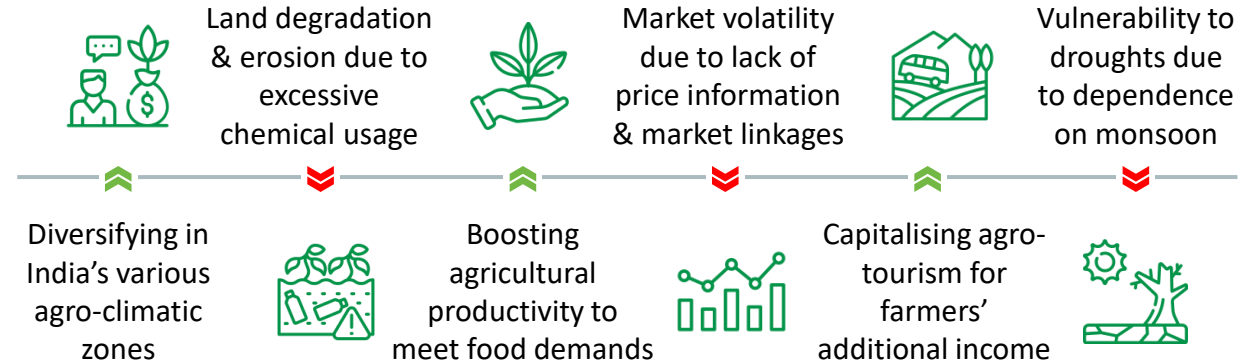
AGRICULTURE INDUSTRY (3/3)

Mapping Out Employment Trends And Understanding The Market Through A BCG Matrix

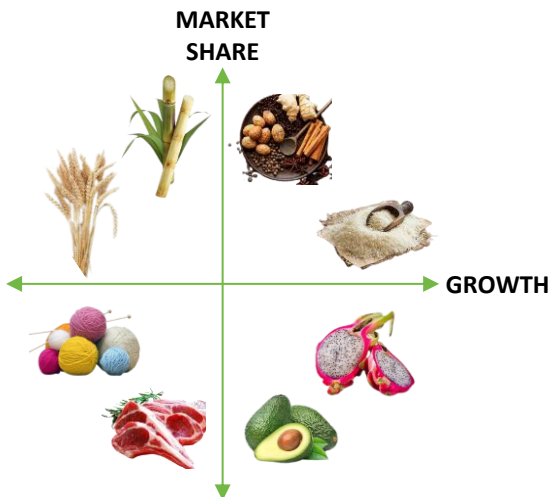
EMPLOYMENT



CHALLENGES AND OPPORTUNITIES



BCG MATRIX



STARS



Basmati rice and Spices

These drive exports to Middle East, Europe, and the Americas. Basmati has gained from base price removal and 8.5% CAGR. Spices (pepper, cumin) see strong demand at 4.52% CAGR.

CASH COWS



Wheat and Sugarcane

India is the second largest producer of both of these. However, wheat acreage grew a mere 1.7% YoY, boosting output by only 3%, while sugarcane expects 3.2% CAGR.

QUESTION MARKS



Organic Produce & Exotic Fruits

The Indian Organic food market is expected to exhibit a CAGR of 20.13% during 2025-2033. The domestic market for international foods is growing at a rate of 14-16%.

DOGS



Wool and Mutton

The growth rate for wool has been volatile, negative in 6 out of the past 10 years. Mutton has shown a downward trajectory which is expected to continue with a -1.15% CAGR.



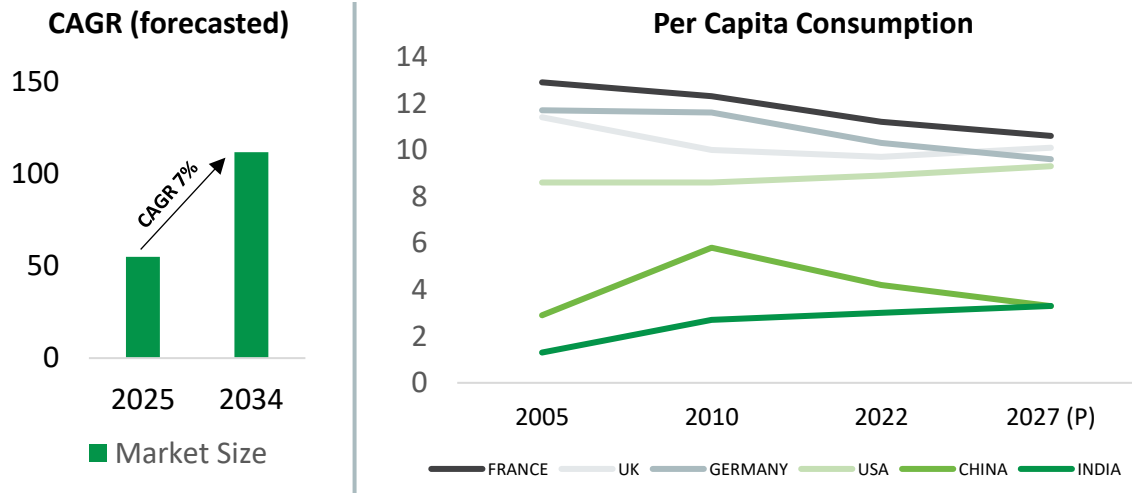
ALCOHOL INDUSTRY

ALCOHOL INDUSTRY (1/3)

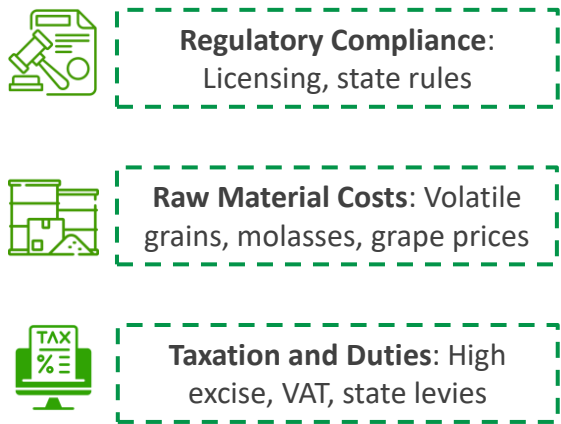
Decoding The Key Insights Behind The Alcohol Industry



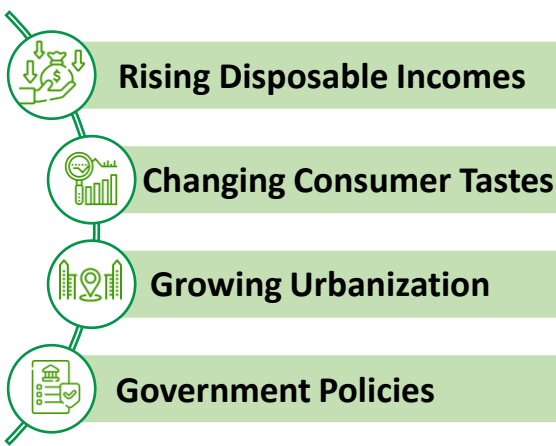
INDUSTRY OVERVIEW



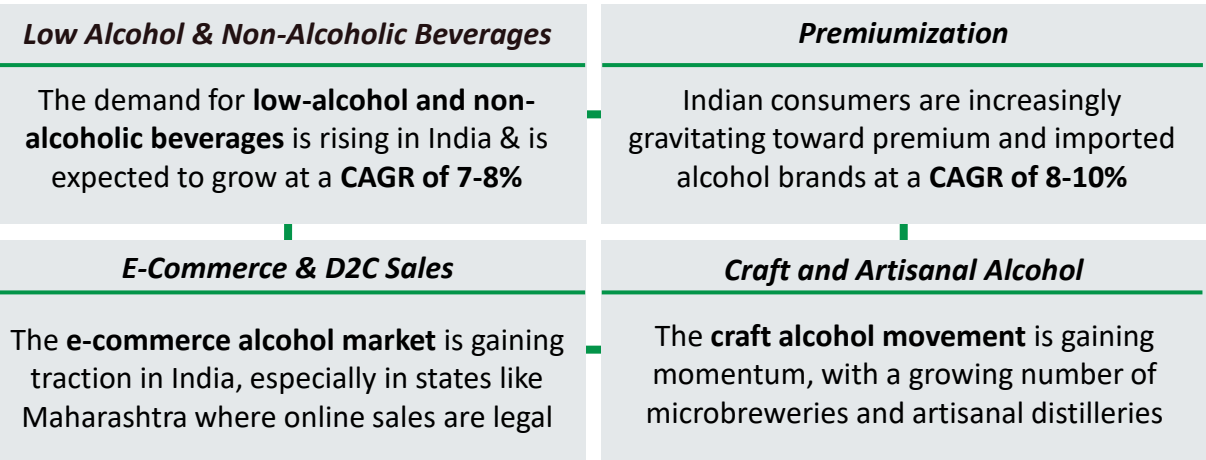
COST DRIVERS



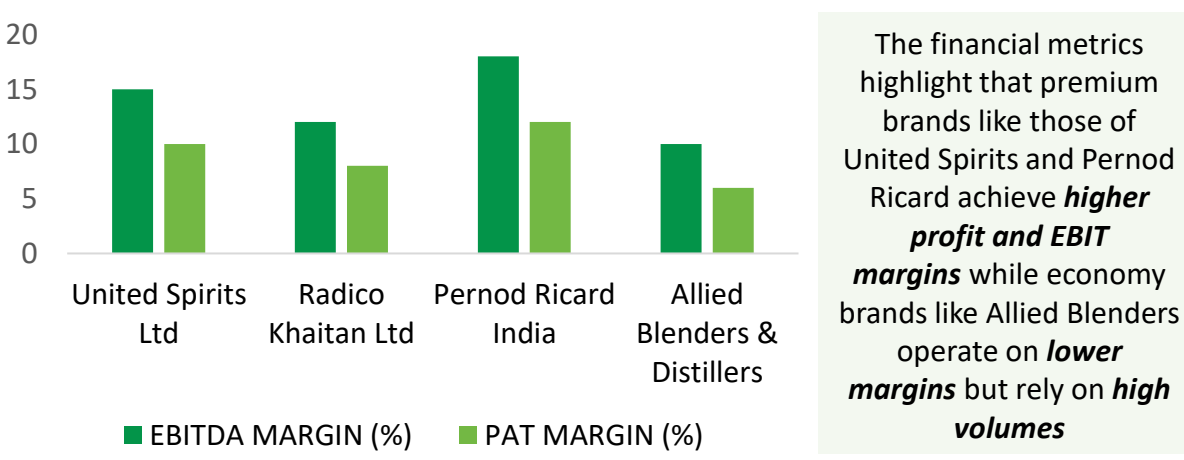
REVENUE DRIVERS



EMERGING TRENDS



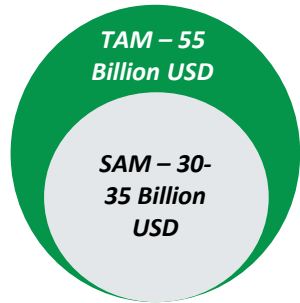
FINANCIAL METRICS



Analyzing The Global Alcohol Industry Deriving Actionable Insights



Market Size

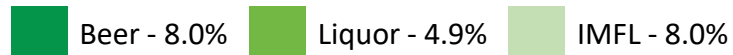


“ The Indian alcohol industry is a high-growth market driven by premiumization, urbanization, and a young demographic ”

Stacked bar chart showing the projected value of Beer, Country Liquor, and IMFL in India from 2015 to 2028 (F). The Y-axis represents value in US\$ million, ranging from 0 to 2000. The X-axis shows the years 2015, 2020, 2023, and 2028 (F). The legend indicates Beer (dark green), Country Liquor (medium green), and IMFL (light green).

Year	Beer (US\$ million)	Country Liquor (US\$ million)	IMFL (US\$ million)	Total (US\$ million)
2015	300	320	330	950
2020	320	330	350	1000
2023	330	340	390	1060
2028 (F)	480	450	570	1500

CAGR (2023– 2028)



A world map showing the distribution of the genus *Euphorbia*. The map uses green shading to indicate the presence of the genus. Green areas include Alaska, the contiguous United States, Canada, most of Europe, Russia, and parts of North Africa, the Middle East, and Asia. Other regions shown in light gray include South America, Australia, and parts of Africa and Asia where the genus is not present or less common.

Metric	Size	CAGR	Per Capita	Breweries
India	\$55 Billion	7%	5.7 L /year	~200
Global	\$1.6 Trillion	3.5%	6.4 L /year	~20,000

IMFL

UB GROUP

Pernod Ricard

Allied Blenders and Distillers

Beer

UB GROUP

Carlsberg

Wine

SULA VINEYARDS

FRATELLI

Göteborg Zampa VINEYARDS

```
graph LR; IS[Input Suppliers/ Contractors] --> R[Raw Material Suppliers]; IS --> P[Producers]; IS --> D[Distributors & Wholesalers]; IS --> O[On-License Vendors]; IS --> O; IS --> O; R --> P; P --> D; D --> O; O --- F[Off-License Vendors];
```

Raw Material Suppliers → Producers → Distributors & Wholesalers → On-License Vendors

Off-License Vendors

Input Suppliers/ Contractors

A 3D pie chart illustrating the cost breakdown of a product. The chart is divided into four segments, each with a label and a percentage. The segments are: Raw Material (35%, dark green), Taxes & Duties (40%, medium green), Packaging (15%, light green), and Distribution (10%, white). The chart is shown from an isometric perspective, giving it a three-dimensional appearance.

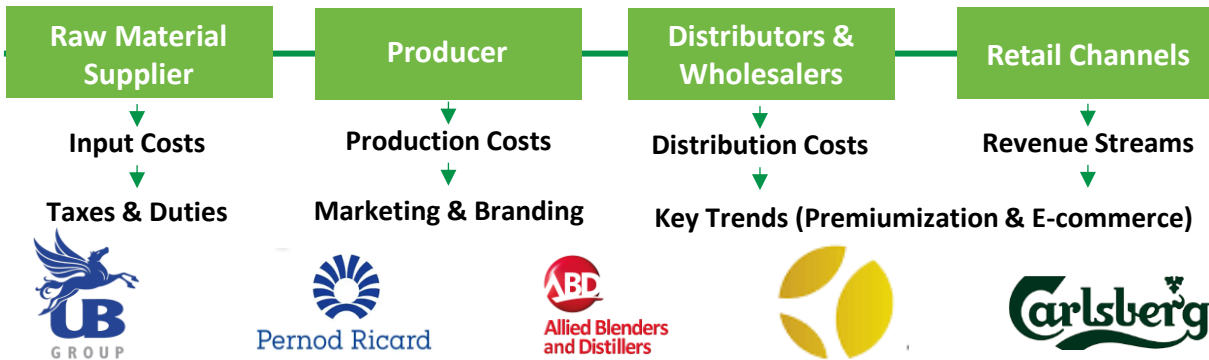
Category	Percentage
Raw Material	35%
Taxes & Duties	40%
Packaging	15%
Distribution	10%

ALCOHOL INDUSTRY (3/3)

Decoding The Business Model And Unfolding The PESTEL Analysis

BUSINESS MODEL





Deciphering the business model prevalent in the Alcohol Industry in India



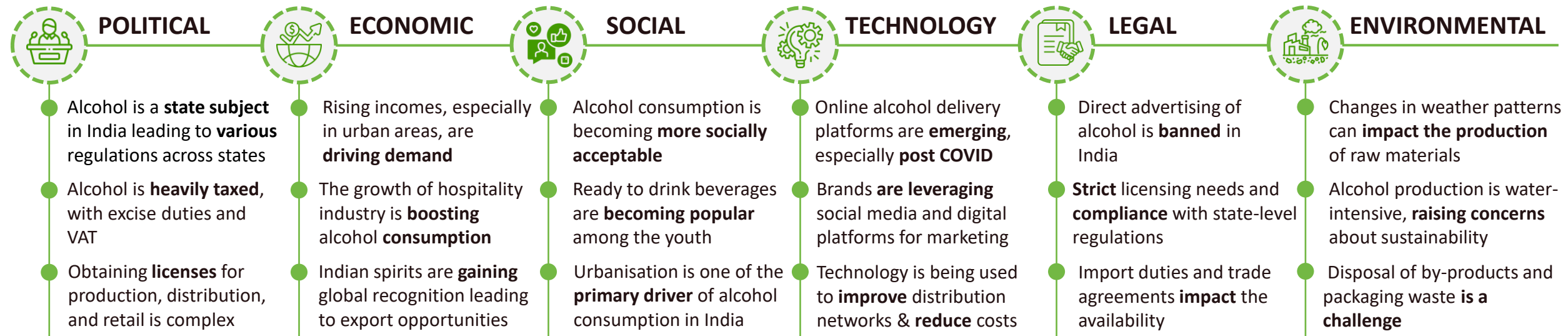
OPPORTUNITIES

-  Premiumization of Beverages
-  E-commerce and D2C Markets
-  Innovation in Flavors & Formats
-  Rising Export Potential

CHALLENGES

-  High Import Tariffs for brands
-  Restricted Advertising policies
-  India is a price sensitive market
-  State wise regulation in India

PESTEL ANALYSIS





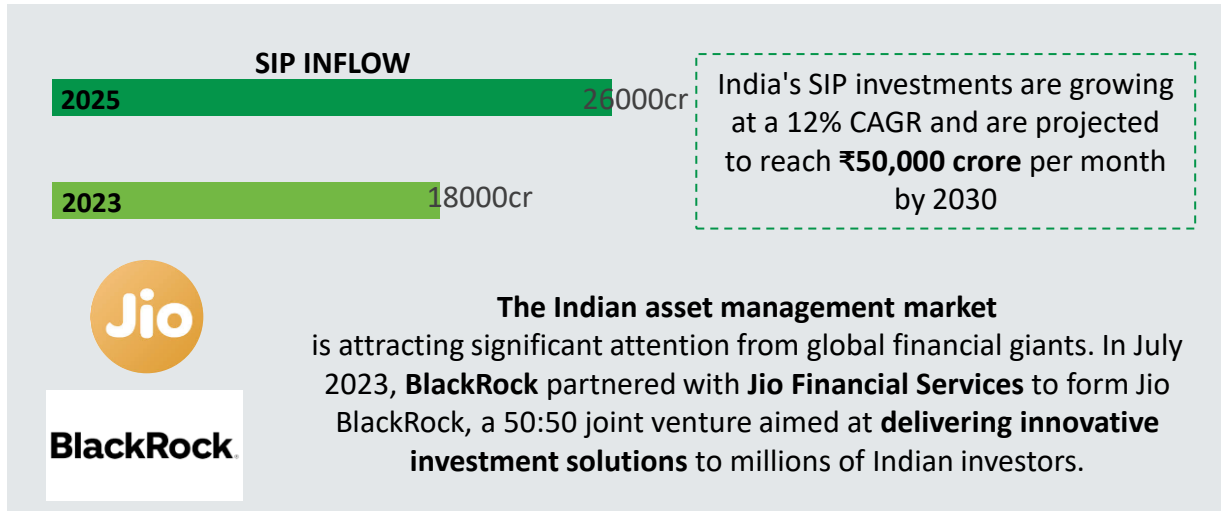
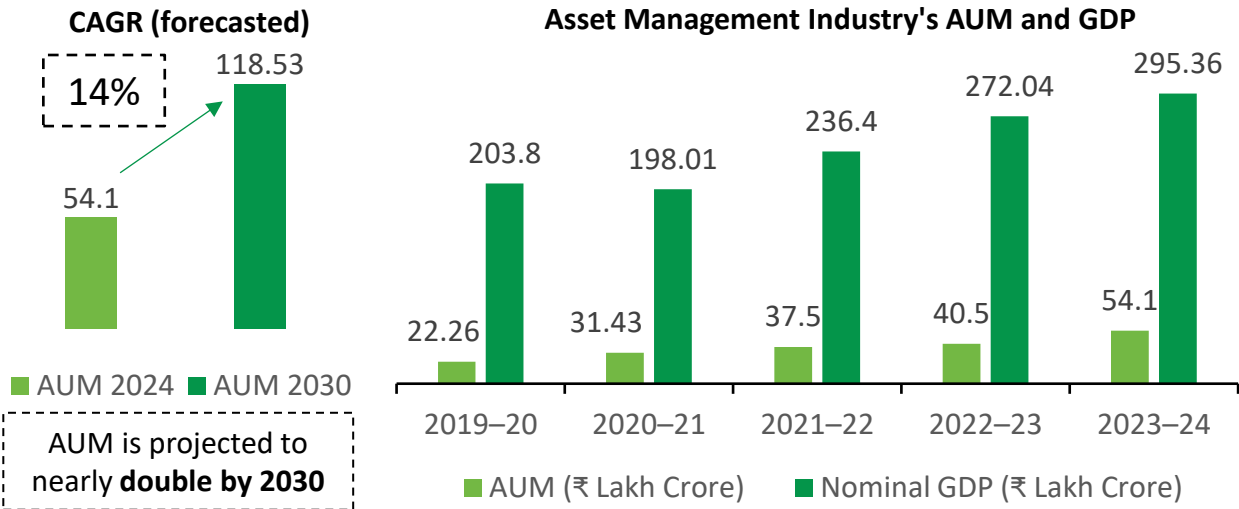
ASSET MANAGEMENT INDUSTRY

ASSET MANAGEMENT INDUSTRY (1/3)

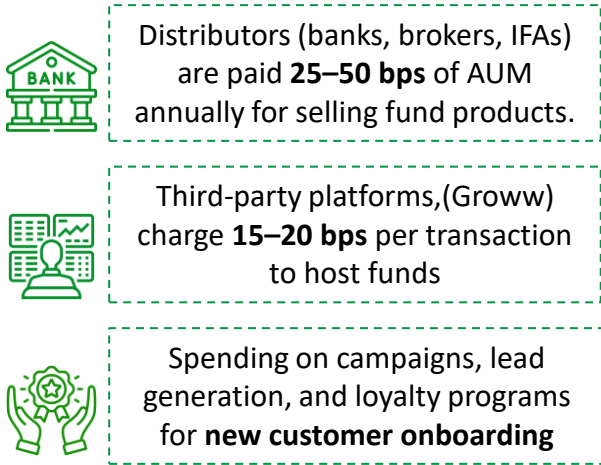
Exploring India's Asset Management Sector's Revenue Drivers, Cost Components, And Growth Prospects



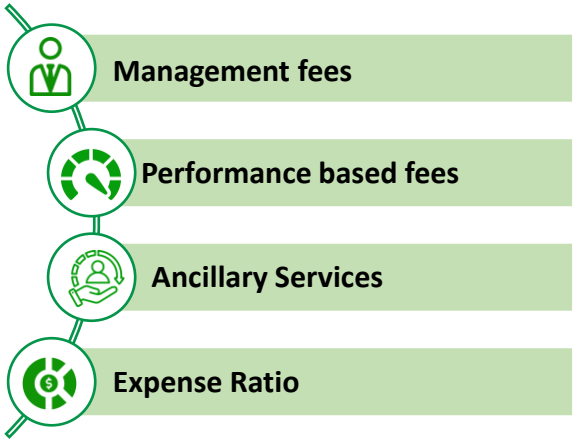
INDUSTRY OVERVIEW



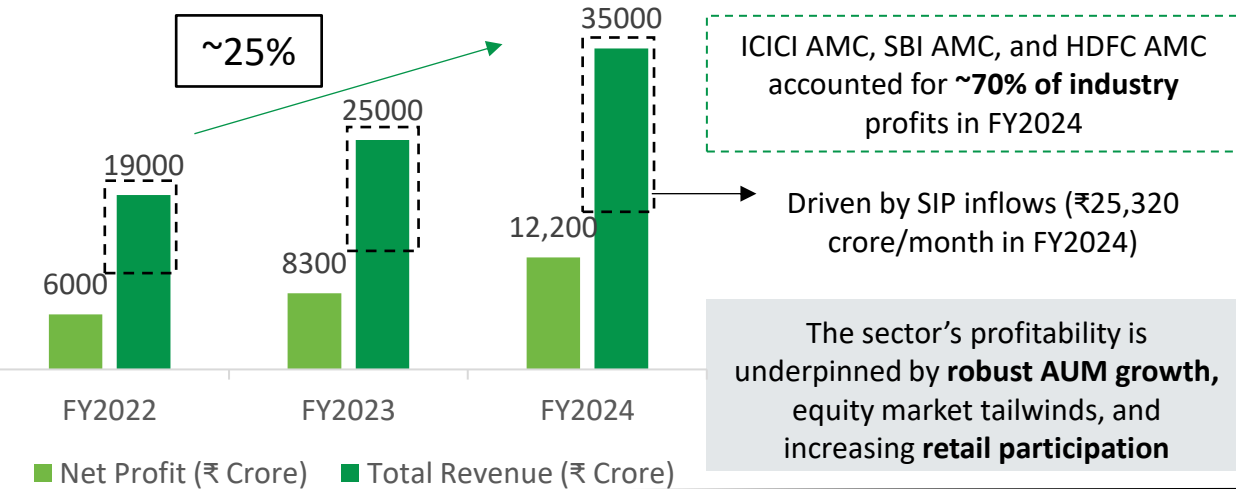
COST DRIVERS



REVENUE DRIVERS



FINANCIAL METRICS

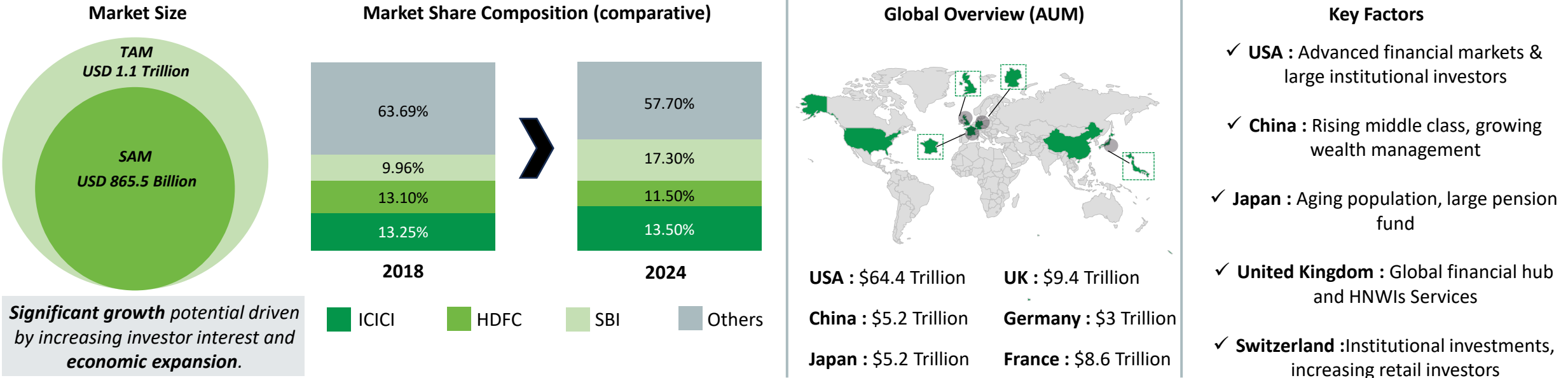


ASSET MANAGEMENT INDUSTRY (2/3)

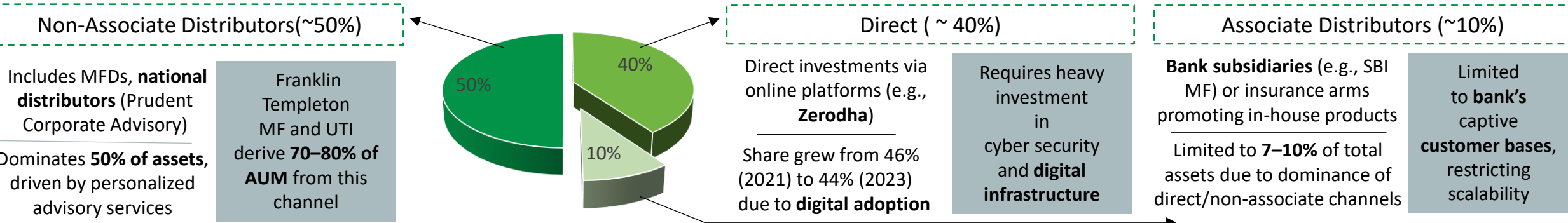
Analyzing Global AUM Trends, India's Market Growth, And The Distribution Chain's Role In Asset Management Dominance



MARKET INSIGHTS



DISTRIBUTION CHAIN

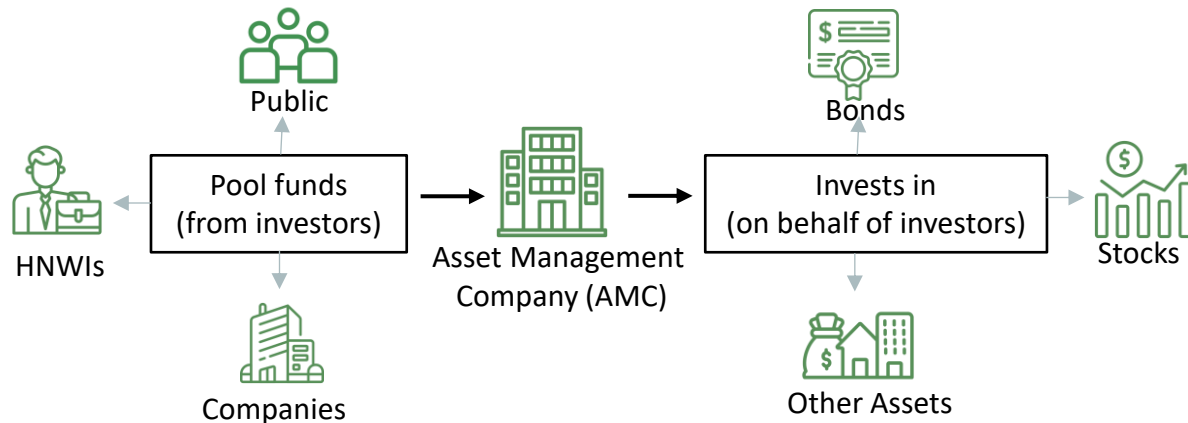


ASSET MANAGEMENT INDUSTRY (3/3)

Explaining AMC Operations, Opportunities For Growth, And Competitive Pressures Through Porter's Five Forces Framework



BUSINESS MODEL



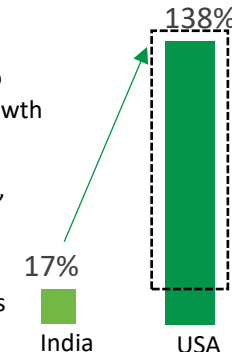
OPPORTUNITIES

Rising incomes & increasing financial literacy will drive expansion

Opportunities for investors to capitalize on India's economic growth

India's AUM is just **17%** of GDP, while in the **U.S.**, it's **117%**

Huge **growth potential** in India's asset management industry



CHALLENGES

Fee compression

The rise of low-cost passive funds and ETFs has forced active managers to lower fees.

SEBI Regulation

Stricter regulations by SEBI or global regulators limit fee structures.

Underperformance

Market volatility and corrections can lead to funds underperform their benchmarks.

PORTER'S FIVE FORCES ANALYSIS

Competitive Rivals (HIGH)

The industry is dominated by players like **HDFC AMC**, **SBI**, and **ICICI**, collectively hold **~60% of the market**

Expense ratios for equity funds have dropped to **1.5–2%** (vs. 2.5% pre-2020)

Potential for New Entrants (MODERATE)

Platforms like **Groww** and **Zerodha** democratize access, enabling DIY investors to **bypass traditional** distributors

SEBI's stringent norms (minimum net, **15-year AMC licensing**) deter small players.

Bargaining Power of Suppliers (MODERATE)

Banks (HDFC Bank) and national distributors (CAMS) **control 70% of MF sales**, charging 0.5–1% trail commissions.

Bloomberg dominate analytics, but Indian fintechs offer low-cost alternatives.

Bargaining Power of Buyers (MODERATE)

Retail investors control 61.4% of MF AUM (₹42.58Lk cr in 2024), driving demand for low fees

Corporates and institutions demand for tailored funds which best suits their needs

Threat of Substitutes (HIGH)

Tier-2/3 cities see 20% YoY growth in **REITs**, while **crypto** platforms capture ₹10,000+ crore in investments

Risk-averse investors park money in **bank FDs** (8–7% returns) and **gold ETFs** (₹60,000 crore AUM).



DEFENSE INDUSTRY

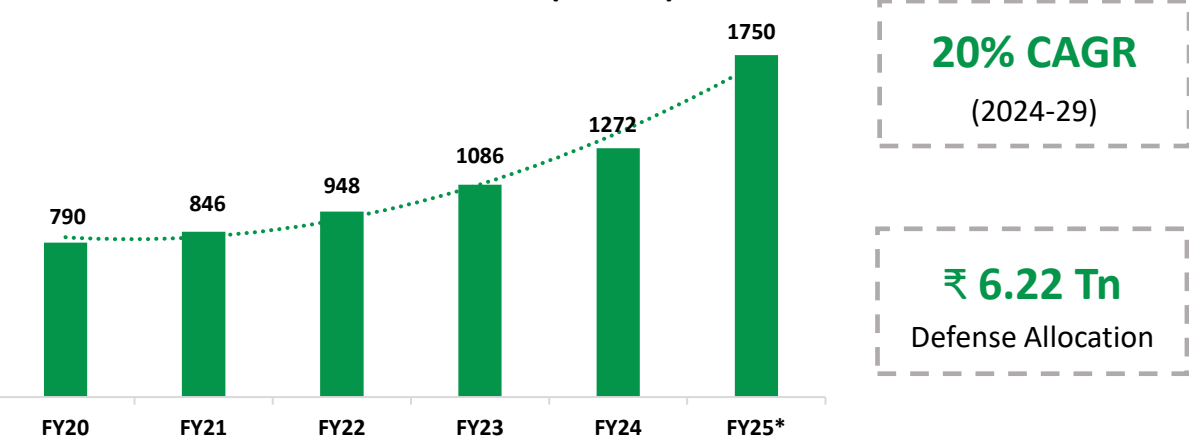
DEFENSE INDUSTRY (1/3)

Unveiling India's Defense Industry & Understanding Its Landscape



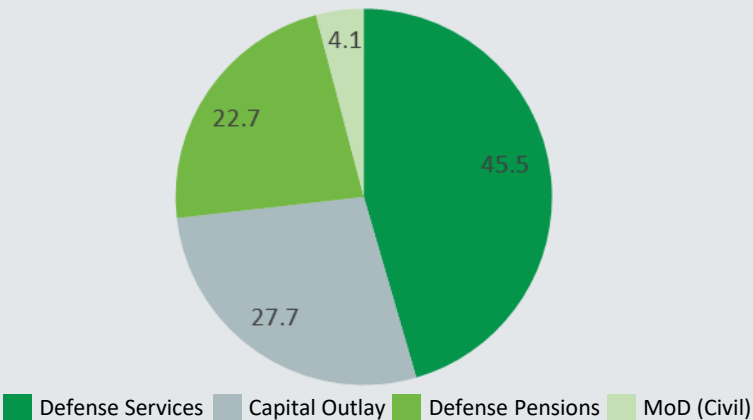
INDUSTRY OVERVIEW

India's Defense Production (INR Bn)



India's defense sector is advancing with around **194 defense start-ups** developing innovative tech solutions. The private defense sector's growth is visible through rising exports and collaborations. **CAIR's** systems have **improved military communication**, while the **SRIJAN** portal promotes greater indigenization across defense PSUs.

Budget Fund Allocation Breakdown



COST DRIVERS



High reliance on **imported raw materials**



Price volatility in steel, aluminum, rare earth metals



Maintenance and life-cycle costs of **military equipment**

REVENUE DRIVERS



Simplified **DAP** to ease private participation



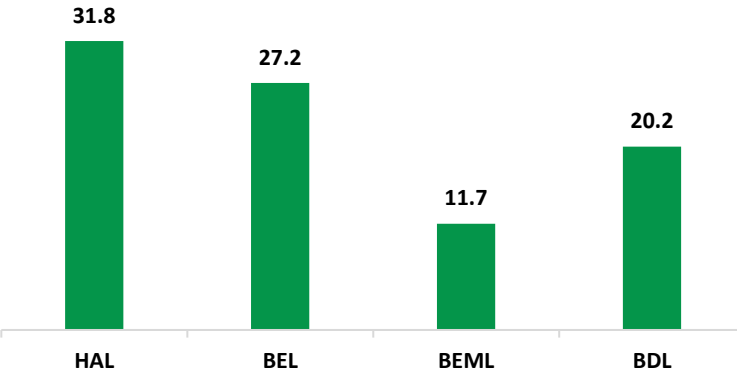
Emerging arms exporter with a **\$5 Bn** target by 2025



Ongoing **territorial disputes** with Pakistan and China

FINANCIAL METRICS

Operating Profit Margin



The Indian Defense Industry comprises **16** Defense PSUs, over **430** licensed companies, and approximately **16,000** MSMEs. Notably, around **21%** of this production comes from the private sector, significantly bolstering India's journey toward defense self-reliance

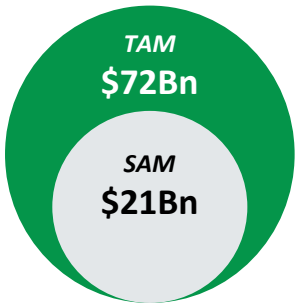
DEFENSE INDUSTRY (2/3)

Mapping The Defense Ecosystem From Innovation To Delivery



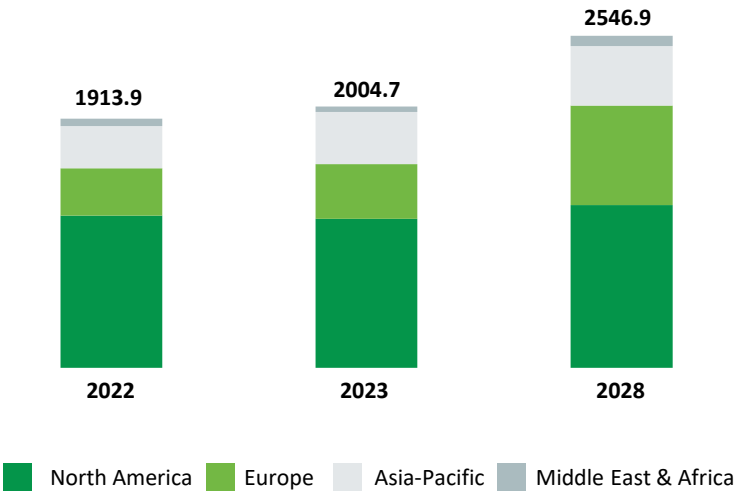
MARKET INSIGHTS

Indian Defense Market Size

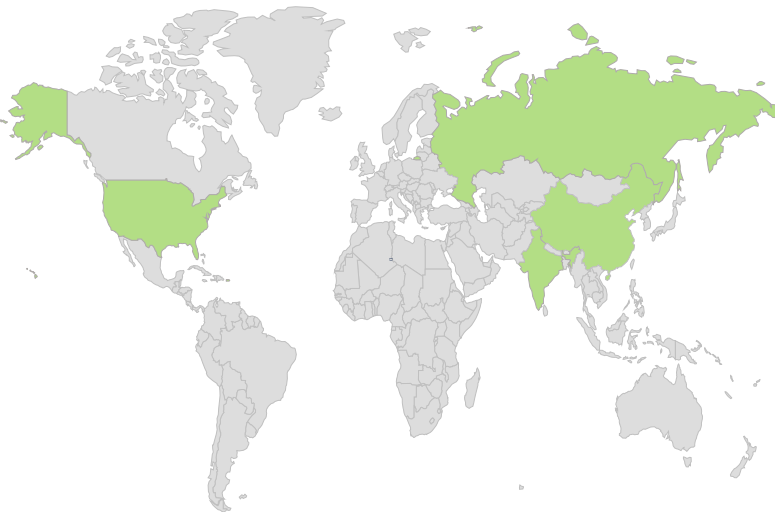


India ranks **4th** among 12 Indo-Pacific nations in self-reliant arms production and among the **top 25** in arms exports.

World Defense Budget Analysis (USD Bn)



Top 4 Defense Industry in the world: USA, China, India & Germany



The U.S. **Department of Defense** is accelerating AI adoption with the "**Replicator**" initiative, aiming to deploy thousands of **AI-enabled autonomous systems** by 2026 to counter PLA advancements

India signed a major export deal for the **BrahMos missile** system with the **Russia** marking a breakthrough in **India's defense exports**

VALUE CHAIN



DEFENSE INDUSTRY (3/3)

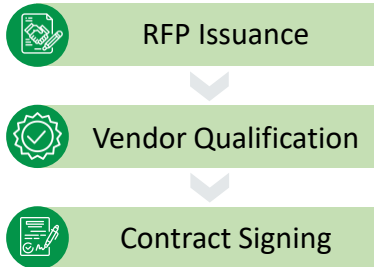
Unlocking Key Contracts And Emerging Opportunities In Defense



BUSINESS MODEL

Government Contracts is the most dominant Model in the Defense Industry

Process of Approval



Key Features

- ✓ Tender based selection process
- ✓ Defense Acquisition Procedure
- ✓ Offset Agreements

Dominant Players



CHALLENGES

Corruption persists as defense deals often remain secret for security and diplomacy

The defense industry lacks modern testing and certification facilities

Limited public-private collaboration causes duplication and inefficiencies

OPPORTUNITIES

Make In India Initiative provides opportunities for domestic players

Allocation of 60 Cr (INR) to support startups & MSMEs in defense innovation

75 newly developed AIs to open new business avenues for Defense PSUs

PESTEL ANALYSIS

POLITICAL



Government Policies: Make in India boosts defense manufacturing, reducing defense imports

Geopolitical Tensions: Tensions with China, Pakistan drive defense spending and modernization

ECONOMICAL



Economic Growth: Defense corridors in Uttar Pradesh and Tamil Nadu creates jobs, integrates MSMEs

Supply Chain Challenges: Import dependency, volatile currency highly impacts procurement costs

SOCIAL



Workforce Development: Collaborations like DISC and IIT/NIT foster a skilled talent pool

Gender Diversity: Rising female participation in DRDO, armed forces despite male dominance

TECHNOLOGICAL



International Collaboration: Co-development of Brahmos with Russia and Scorpene submarines with France

Cybersecurity: Defense Cyber Agency combats cyberattacks, espionage and digital threats

ENVIRONMENTAL



Waste Management: DRDO promotes eco-friendly disposal of ammunition, and hazardous materials

Sustainability: Adoption of green technologies like EVs, biofuels, and solar-powered installation

LEGAL



Offset Obligations: Foreign firms must invest 30% of contract value in Indian defense ecosystems

IP and Contracts: Stringent laws for IP protection in joint ventures (e.g., Rafale deals with Dassault)



E-COMMERCE INDUSTRY

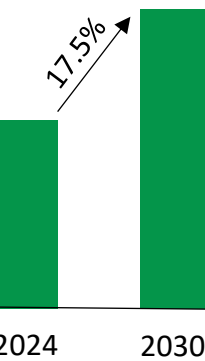
E-COMMERCE INDUSTRY (1/3)

Taking A Look At The Details Of The E-commerce Industry And Its Financial Metrics

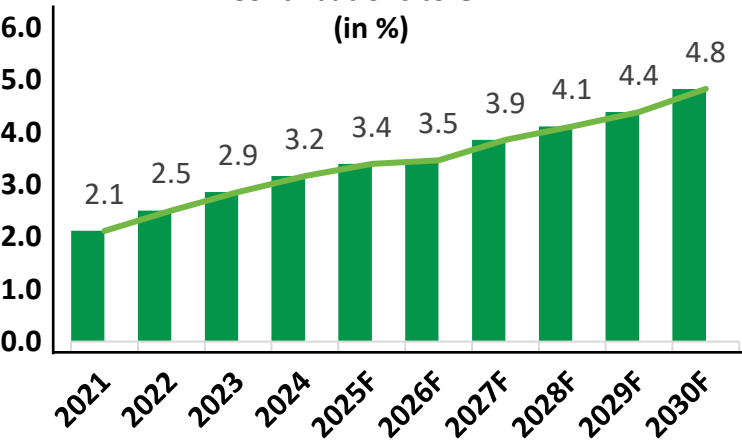


INDUSTRY OVERVIEW

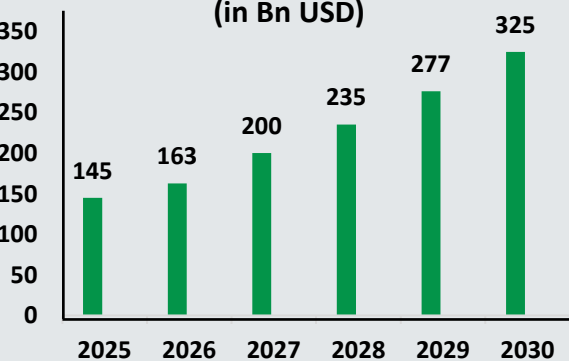
CAGR (forecasted)



Contributions to GDP (in %)



Forecasted Market Size of E-Commerce (in Bn USD)



Industry Trends and News

- ✓ Decathlon has partnered with Myntra to enhance its e-commerce presence in India
- ✓ GOI's CSC and ONDC partnered to expand e-commerce reach to rural areas in India in February 2024
- ✓ Subscription-based models, longer customer relationships amidst increasing competition and diversity

COST DRIVERS



Fulfillment Cost: Ranges from 5% to 20% of total costs



Platform and Maintenance Costs: 22% of fixed expenses



Customer Acquisition: Marketing spend/customers acquired

REVENUE DRIVERS



Advertising Income/Model



Conversion Rate



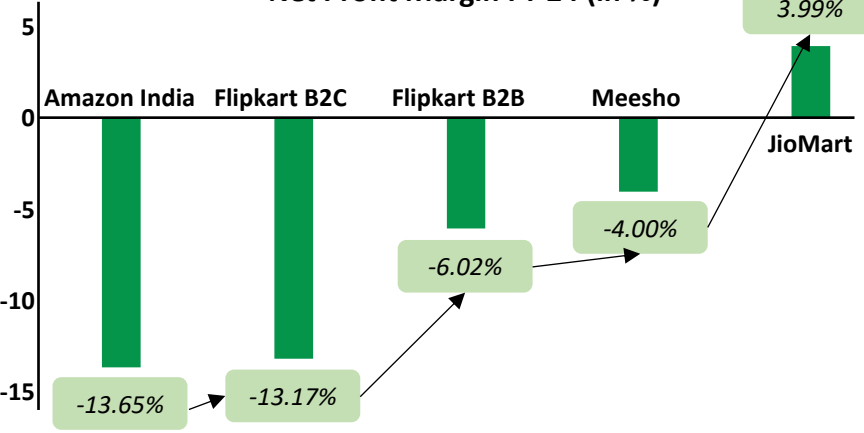
Average Order Value



Customer Retention Rate

FINANCIAL METRICS

Net Profit Margin FY 24 (in %)



INSIGHTS

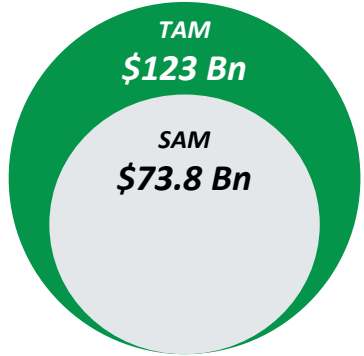
- ✓ E-Commerce has **high net loss margins** as an industry
- ✓ JioMart has been **profitable** while Meesho has also performed better

E-COMMERCE INDUSTRY (2/3)

Exploring The Value Chain Of The \$123 Bn Dollar Industry Of E-commerce In India And In The World

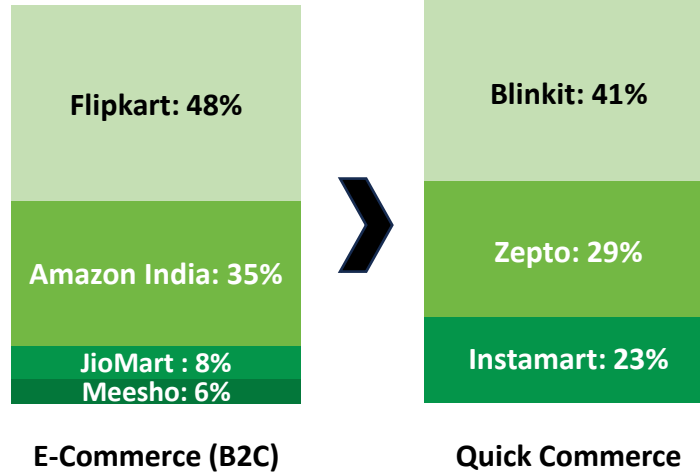
MARKET INSIGHTS

Market Size

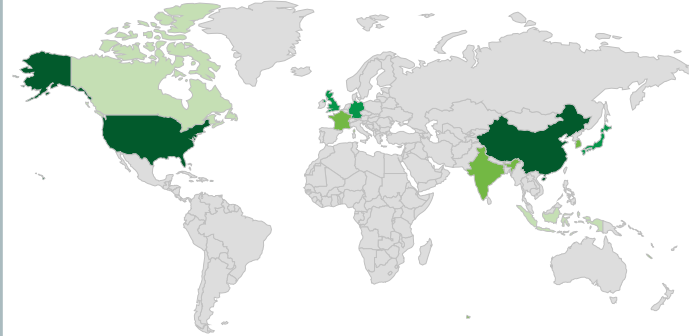


The E-Commerce Industry has a **serviceability of 60%** due to factors like **internet penetration**, **geographic reach** and others

Market Share Composition (comparative)



Global Overview



INDIAN VS GLOBAL E-COMMERCE

- ✓ Mature markets like **the US and France** have **high e-commerce penetration** rates while Indian market has low rate of penetration
- ✓ In Indian E-Commerce, **CoD** is still dominant as the mode of payment, whereas developed markets prefer **digital payments**



E-Commerce
Sales: USD 3.2 Tn
CAGR: 7.4%

1



E-Commerce
Sales: USD 1.8 Tn
CAGR: 10.5%

2



E-Commerce
Sales: USD 0.7 Tn
CAGR: 12%

3

VALUE CHAIN



Inbound Logistics:
Inventory
Management



Platform
Operations & Order
Processing



Outbound Logistics:
Distribution
Networks



Customer Acquisition:
Marketing and
Sales



Post Purchase:
After Sales
Service

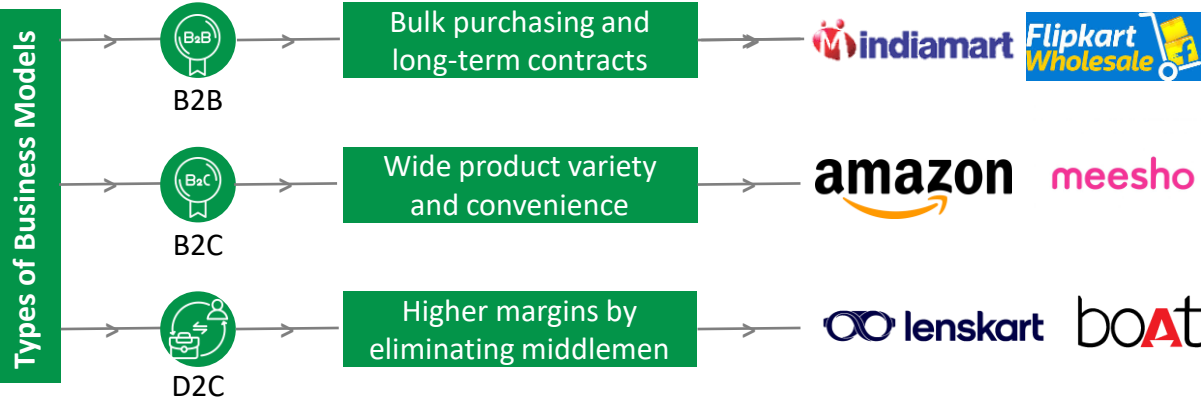
India's E-Commerce Value Chain is driven by **rapid digitization** and **consumer demand** for **hyperlocal delivery**

E-COMMERCE INDUSTRY (3/3)

Understanding The Different Business Models And Key Players And An Analysis Of The Challenges And Opportunities



BUSINESS MODELS



CHALLENGES

Poor **last-mile delivery infrastructure** in remote regions, leading to delays

Poor **Internet Penetration and Connectivity**, especially in rural areas

Lack of trust and cultural preference for "touch-and-feel" shopping

OPPORTUNITIES

Rapid surge of Quick Commerce platforms, expanding to tier 2&3 cities

Launching **regional languages interfaces** to capture the mass market

Tapping **rural potential**, leveraging **kirana stores** for last-mile delivery

PORTER'S FIVE FORCES

Bargaining Power of Suppliers

Moderate-Low



A largely **fragmented supplier base**, limiting individual influence



Emergence and growth of private labels like Amazon Basics

Bargaining Power of Customers

High



Majority of the users are **highly price sensitive**



Availability of many options as users use more than a single app

Threat of New Entrants

Low



High capital required for setting **pan-India logistics infrastructure**



FDI restrictions & local sourcing mandates deter **foreign players**

Threat of Substitutes

Moderate



Many **D2C brands** **bypass marketplaces** and sell directly



Kirana and general retail stores are still the most trusted

Competitive Rivalry

High



Aggressive price wars, especially during festival sales



Emergence of new giants like Reliance JioMart & Tata BB



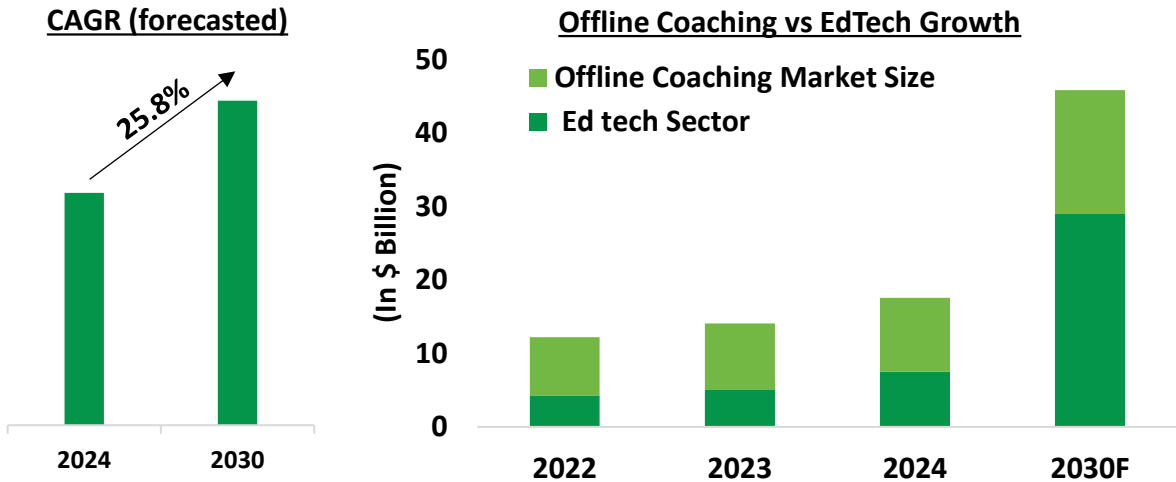
EDTECH INDUSTRY

EDTECH INDUSTRY (1/3)

Understanding India's Edtech Boom: Growth, Trends, And Future Prospects



INDUSTRY OVERVIEW



COST DRIVERS



Expert **educators**, video production, and **interactive learning tools**



Maintaining **apps**, AI-driven personalization, cybersecurity, and **cloud infrastructure**



Digital **ads**, influencer **partnerships**, and **referral incentives**

REVENUE DRIVERS



Hybrid Learning Models



B2B Partnership



Freemium Models



AI-Driven Personalized Learning

Recent Events



TechEDU India Summit

Being held on **March 6, 2025**, it is a leading conference on the potential of **technology** for **education**



Startup Closures

In the last **5 years**, the Indian edtech industry has faced the **closing down** of over **2000** startups



AI Centre of Excellence

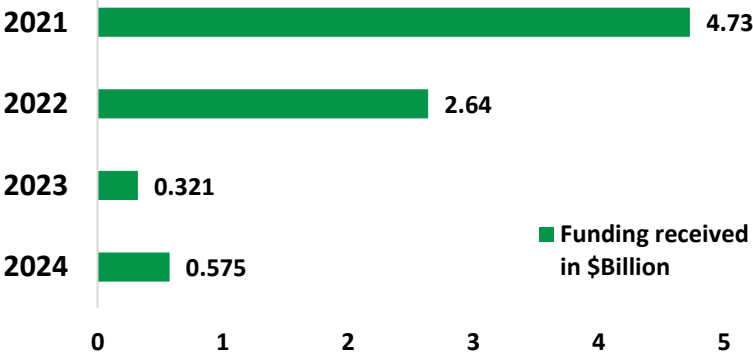
The **Indian govt.** allocated **₹500 Cr** for the AI Centre of Excellence – integrating **AI** with **education**



PW Valuation Surge

Physics Wallah raised **\$26M**, reaching a **\$3.7B** valuation, plans IPO, & triples revenue to **₹2,015 Cr**

ED TECH FUNDING TRENDS



✓ In **2021**, **\$4.73 billion** were raised in **357 rounds** of funding

✓ In **2023**, financing declined to **\$321 Million**

✓ **Eruditus** raised **\$150 million** in a **Series F** funding round

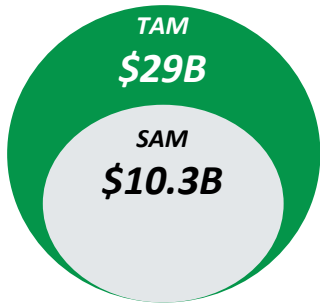
EDTECH INDUSTRY (2/3)

Analyzing Market Leaders, Emerging Trends & Strategic Revenue Pathways In Edtech

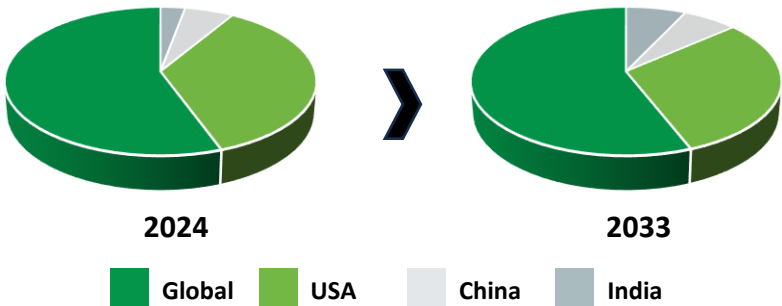


MARKET INSIGHTS

The Indian EdTech industry exhibits a **market size** of...

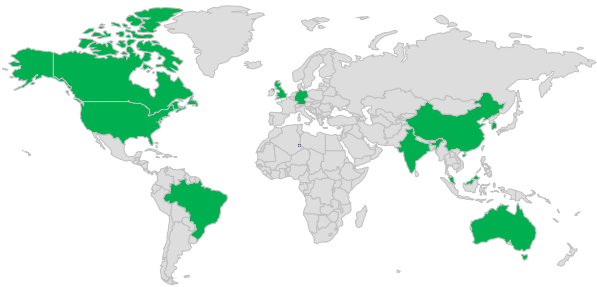


Market Share Comparison of the leading countries in EdTech



- ➔ The market is expected to grow at a **CAGR of 13.4%** from **2024** to **2033** reaching an estimated **\$467.63 Billion** by **2033**
- ➔ The **APAC** region is coming into the spotlight as a **major player** in the EdTech market, with the highest market share of over **44%**

Global Overview



Global Market Leaders

Company	Valuation
Duolingo	\$16.18 billion
Pearson Plc	\$12.81 billion
Articulate	\$3.75 billion
Physics Wallah	\$3.7 billion
Eruditus	\$3.1 billion

Emerging Markets

- Sudden **internet penetration**, growing demand for **low-cost** online learning, and a **\$10 billion** market estimated by **2025**
- Government** backing, **mobile-centric** learning, and a **14%+ CAGR** powering **Latin America's** largest edtech boom
- Large **youth** population, strong **smartphone penetration** & government **patronage** driving a \$4 Billion+ market by **2027**

VALUE CHAIN



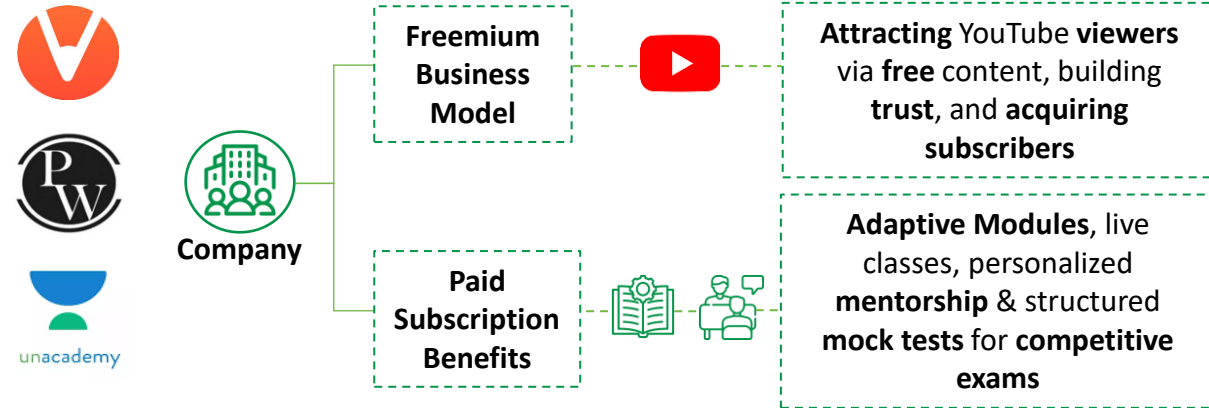
This process guarantees **quality content**, integration of technology, **student enrollment**, & long-term **monetization**

EDTECH INDUSTRY (3/3)

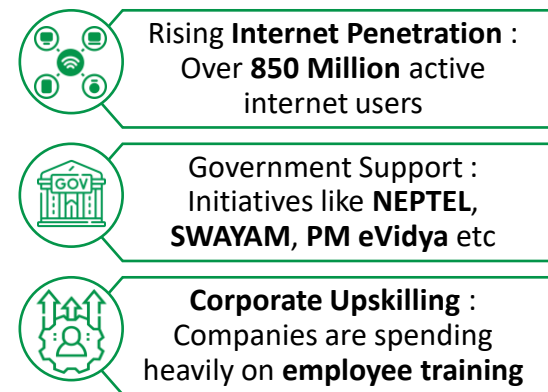
Mapping India's Edtech Landscape: Challenges, Opportunities & Market Framework



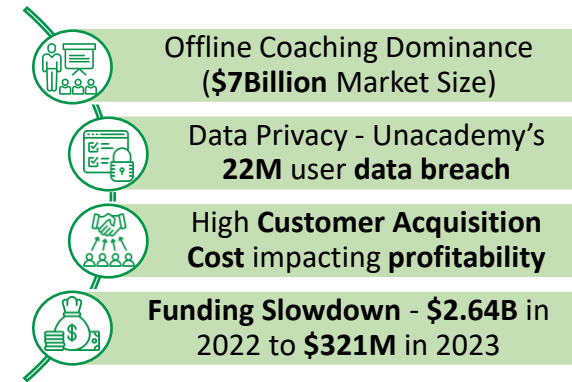
BUSINESS MODEL



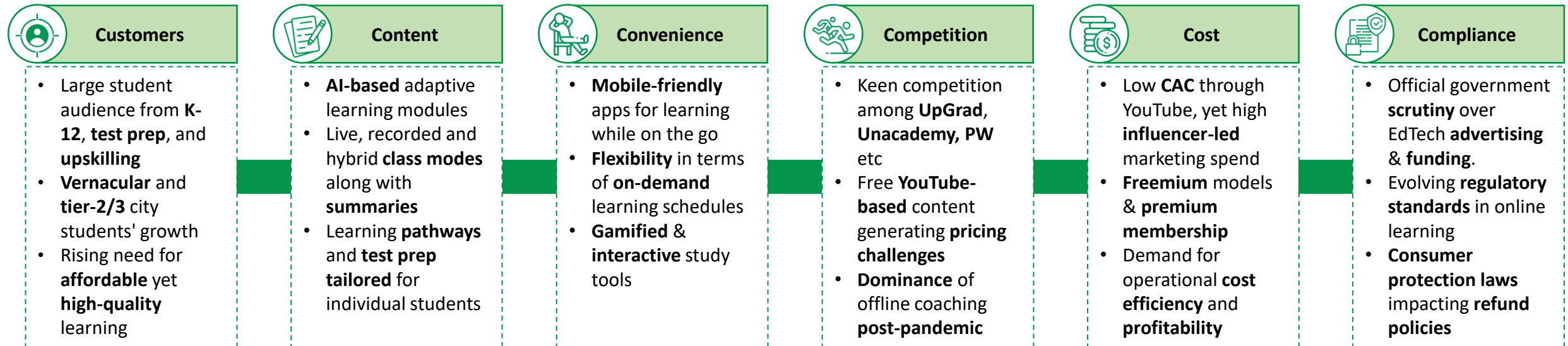
OPPORTUNITIES



CHALLENGES



6C FRAMEWORK





ELECTRIC VEHICLE INDUSTRY

EV INDUSTRY (1/3)

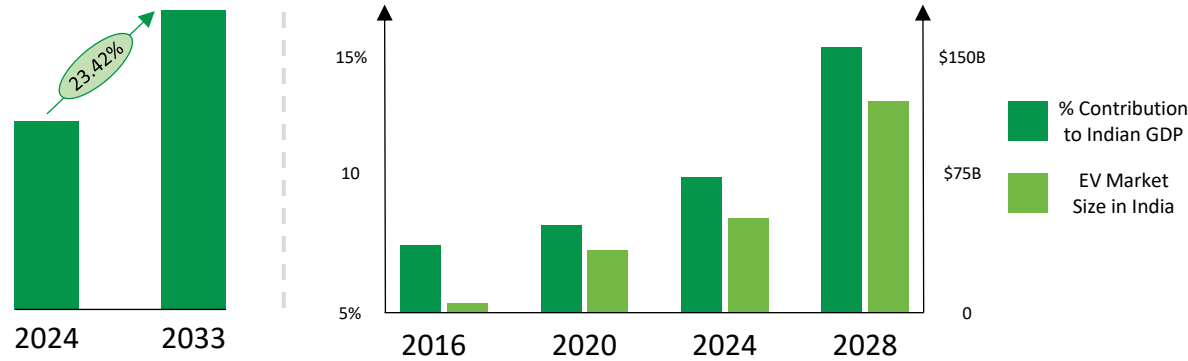
Accelerating EV Growth With Policy Support, Investments & Financial Gains Amid Cost Challenges



INDUSTRY OVERVIEW

The EV Industry forecasts a **CAGR** of...

...driving a rising **contribution to Indian GDP** & a **market size** set to reach **\$120B** by 2028



Key Trends & Developments in the EV Industry

Government Policies & Incentives

- ✓ India's **FAME II** scheme provides **₹10,900 Cr** subsidies
- ✓ **PLI** scheme for battery production to reduce dependence on imports



Major Investments & Mergers

- ✓ Tata Group invests **₹12,500 Cr** to open a EV gigafactory in India
- ✓ **Tesla's entry into India** & potential gigafactory discussions

Technological Advancements

- ✓ Toyota & QuantumScape to **commercialize SSBs** by 2025
- ✓ Wireless charging gaining momentum globally

Market Growth & Adoption Trends

- ✓ India's EV market projected to reach **\$120 by 2033**
- ✓ Global EV penetration to cross **50%** by **2040**

COST DRIVERS



Battery Costs

Lithium-ion batteries account for ~28% of an EV's cost



Raw Material & Manufacturing

High costs of lithium & advanced manufacturing processes



R&D & Infrastructure

Investments in charging networks, software & vehicle tech

REVENUE DRIVERS



Vehicle Sales (60-70%)

Increasing adoption of EVs globally



Charging & Energy Services (15%)

Growth in infrastructure for EVs



Government Incentives (20-30%)

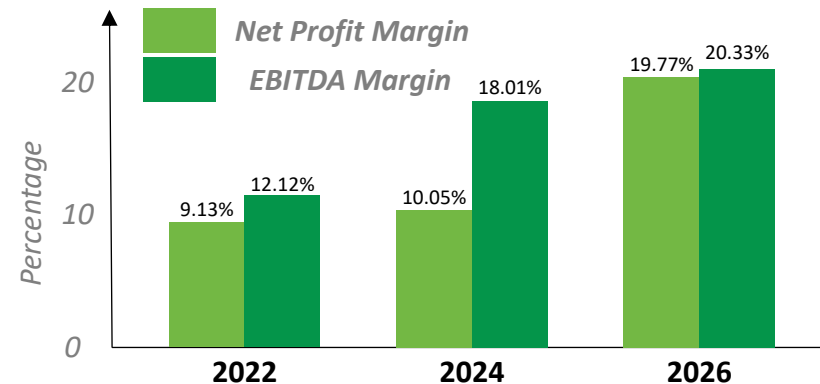
Subsidies, tax benefits & rebates



Battery Recycling & 2nd Life (5-7%)

Monetization of used EV batteries

FINANCIAL METRICS



Insights

The EV sector has good growth opportunities but is confronted with infrastructure & cost. The above numbers represent the average financials of **India's leading 28 EV firms**

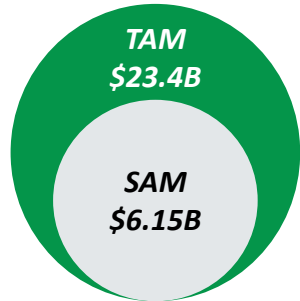
EV INDUSTRY (2/3)

Understanding Market Potential, Key Segments & The Global Ev Supply Chain



MARKET INSIGHTS

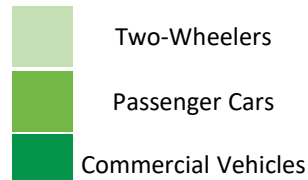
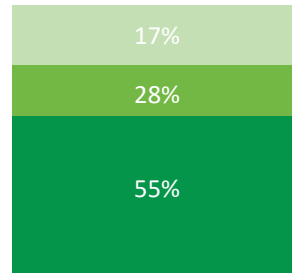
Market Size



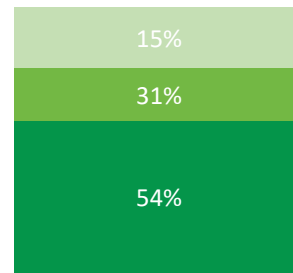
Insights

Our SAM shows a defined strategy with emphasis on where we can go, how prepared our **infrastructure** is, & what **specific consumer segments** we would prefer to target in the wider Indian EV market

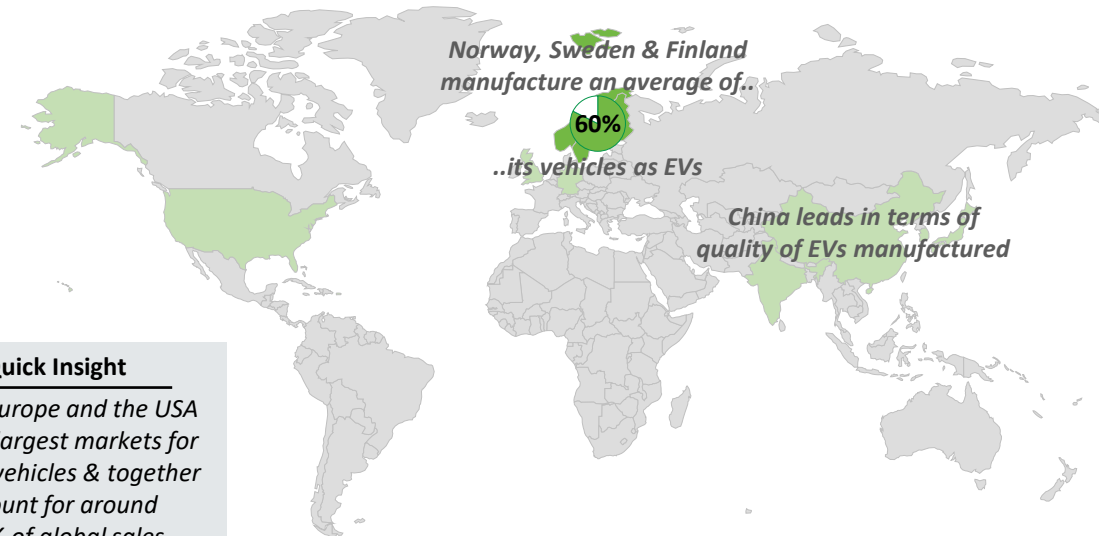
The EV market is diversifying across **vehicle segments**...



...with **speed-based** trends shaping future growth



Global Overview of EV Manufacturing



Quick Insight

China, Europe and the USA are the largest markets for electric vehicles & together account for around **~90%** of global sales

VALUE CHAIN

Innovation & Raw Material Sourcing



Battery innovation, advanced materials, and raw material extraction

Manufacturing & Assembly



Production of batteries, motors & control systems, at assembly plants

Supply Chain & Distribution



Logistics, warehousing, dealership networks & D2C vehicle sales

Sales & Post-Sales Services



Advertising, pricing strategies, vehicle repairs, replacements

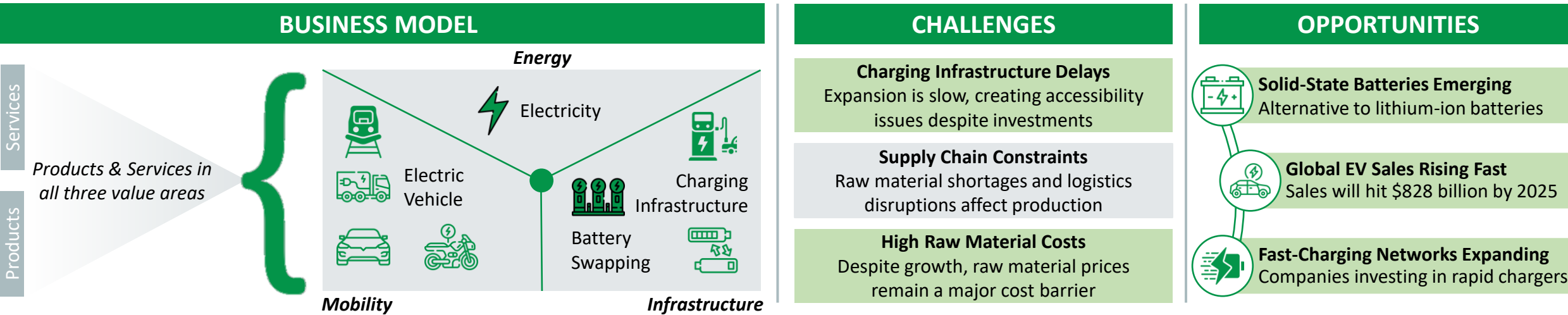
Charging & Energy Infrastructure










Production, distribution & installation of EV charging stations

EV INDUSTRY (3/3)

Understanding Business Strategy, Key Barriers & Growth Drivers In The EV Industry



MCKINSEY 7S FRAMEWORK

Hard Elements				Soft Elements		
Strategy	Structure	Systems	Shared Values	Style	Staff	Skills
 <p>How EV companies position themselves (cost leadership vs premium branding), R&D investments</p>	 <p>Organisational hierarchy, partnerships and global vs regional expansion models</p>	 <p>Manufacturing processes, supply chain & charging infrastructure integration</p>	 <p>Sustainability focus, corporate ESG commitments, and ethical sourcing of materials like lithium</p>	 <p>Leadership approach in companies (Tesla's innovation-driven culture vs legacy automakers)</p>	 <p>Workforce expertise, training in EV-specific engineering, and talent retention in a competitive industry</p>	 <p>Core competencies in battery technology, autonomous driving, AI & efficient production</p>



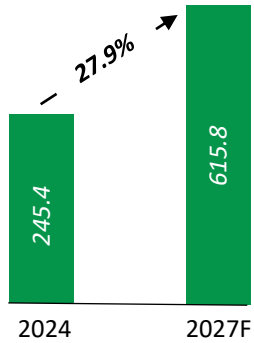
FMCG INDUSTRY

FMCG INDUSTRY (1/3)

Analyzing Key Insights On Industry Trends, Cost & Revenue Drivers, And Financial Performance

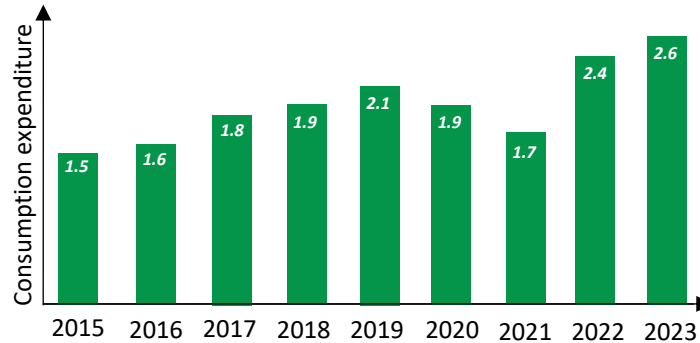
INDUSTRY OVERVIEW

FMCG in India (US\$ billion)



Asia-Pacific dominated the global market with 50.86% share (2023)

Indian Consumption Expenditure (US\$ trillion)



FMCG sector is the 4th largest in India, in which the urban segment contributed 65% to overall annual sales compared to rural 35% (2023)

Emerging Trends in the FMCG Segment



As per India's **Budget 2025**, disposable income for middle-income households sees rise by **5-7%**, leading to **6%** expected rise in consumer spending and **0.7%** GDP growth



In January 2024, **Tata Consumer Products** acquired **100% equity shares of Capital Foods**, owner of brands Ching's Chinese and Smith & Jones



In February 2024, **Varun Beverages** invested **\$421.69 million** to setup manufacturing plants, generating **1500 employment opportunities**

COST DRIVERS



Raw Material Costs
Ingredients, packaging material



Manufacturing Costs
Labor, energy, maintenance



Logistics & Distribution
Transporting, warehousing, supply chain management

REVENUE DRIVERS



Strong brand recognition & loyalty



Seasonal trends & preferences



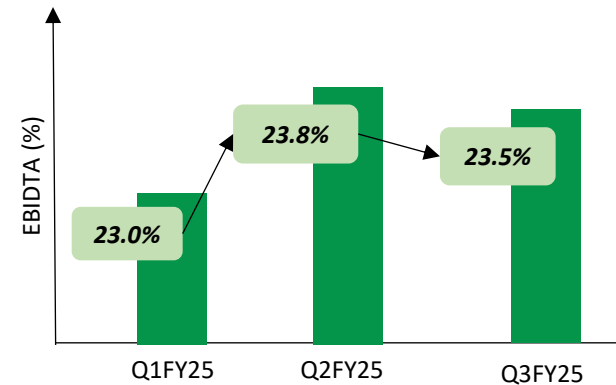
D2C models & e-commerce



Partnerships with marketplaces

FINANCIAL METRICS

EBITDA Margin



Assessing EBITDA trends in **FY 2025** by averaging figures from key players:

Hindustan Unilever, Tata Consumer Products, Dabur, Marico, Godrej



TATA CONSUMER PRODUCTS

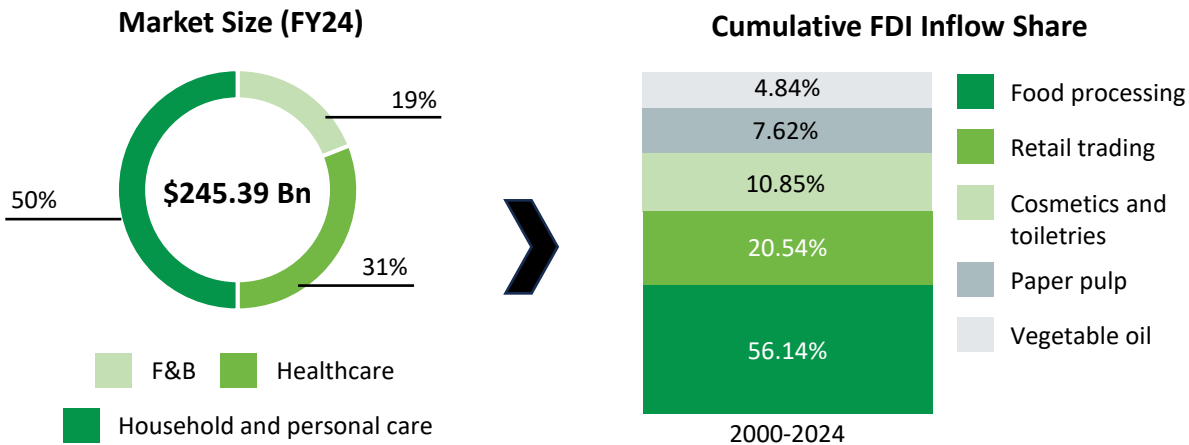


FMCG INDUSTRY (2/3)

Assessment Of Market Landscape On Global And Local Levels

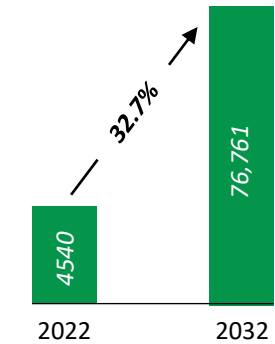


MARKET SIZE



FMCG sector of India serves a vast **market of 1.3 billion** people, accounting for **15%** of country GDP, and employing **>10 million** people

India's Online Grocery Market Size (US\$ Million)



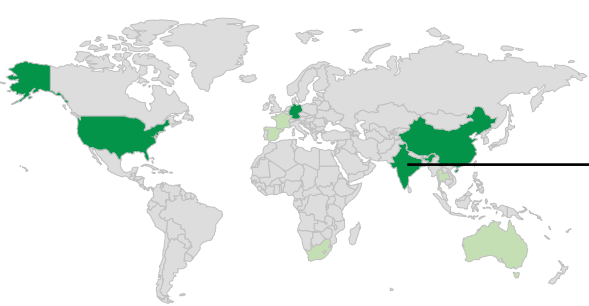
Total value of **digital transactions** stood at **\$300 billion** in 2021, projected to reach **\$1 trillion** by 2026

Zepto saw the highest increase in Daily Active Users by **8%** & Monthly Active Users by **10%** in 2023-2024

Blinkit plans to increase its **dark store** count to **2,000** by the end of 2026 from the current 639

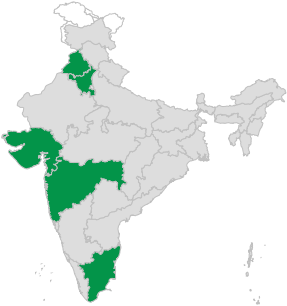
GLOBAL AND LOCAL MARKETS

Global Overview



Prominent FMCG markets are **United States** (world's largest FMCG sector), **China** (rapidly growing online market), **Germany** (Europe's largest FMCG market), and **India**

Country Overview



Major FMCG cities in India include **Chandigarh, Gujarat, Punjab, Maharashtra, and Tamil Nadu**

MAJOR PLAYERS ANALYSIS - INDIA

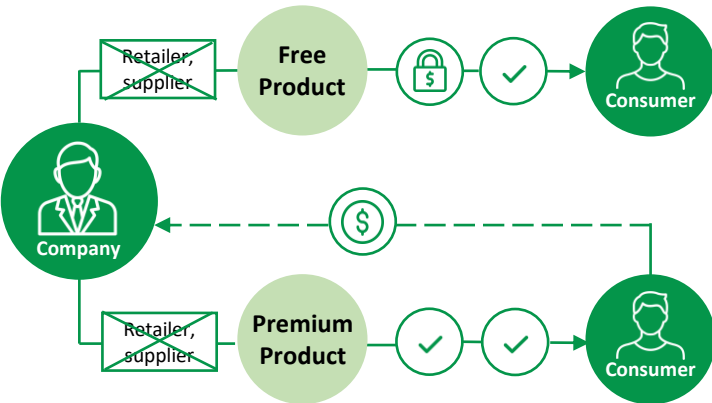
Company	Market Cap (\$Mil)	YoY Profit Growth	YoY Sales Growth
Hindustan Unilever	5114707.7	+ 2.93	+ 1.61
Nestle India	2107213.7	- 5.28	+ 3.90
Varun Beverages	1545295.4	+ 40.30	+ 38.28
Britannia Industries	1107175.2	+ 4.28	+ 7.90
Godrej Consumer	1021320.0	- 14.27	+ 2.97

FMCG INDUSTRY (3/3)

Study On D2C Growth, Employment Patterns, And Porter's 5 Forces Analysis



BUSINESS MODELS – PREMIUM & D2C



Higher-priced product/service offered within usual FMCG line, typically featuring **enhanced quality, unique features**, etc.

Indian **D2C market** is growing at **CAGR of 40%** (FY22-27P) - combined revenue of D2C brands expected to hit **\$60 billion by FY27** from US\$ 12 billion in FY22

CHALLENGES

Consumer Price Sensitivity

Discount demands in inflationary markets

Supply Chain Volatility

Geopolitical disrupts, logistical bottlenecks

Private Label Competition

Retail brands erode profit margins

OPPORTUNITIES

1 Increasing Disposable Income

Indian household spending expected to **exceed \$3 trillion**

2 Government Schemes

“Make in India”, “Atmanirbhar Bharat” support **domestic FMCG sector**

3 Digital Transformation

E-commerce, digital marketing

PORTER'S 5 FORCES ANALYSIS OF FMCG SECTOR

Threat of New Entrants

Barriers to entry:

Establishing manufacturing facilities, distribution networks, and brand recognition requires **significant investment** (e.g., Nestlé, Unilever)

Dominance of established brands (e.g., Coca-Cola, P&G)

LOW - MODERATE

Bargaining Power of Suppliers

Factors:

Raw materials like grains, oils, and plastics have many **suppliers globally**

Unique additives (e.g., patented flavours) grant **suppliers power** (e.g., Givaudan in fragrances)

LOW - MODERATE

Bargaining Power of Buyers

Large retailers negotiate bulk discounts, squeezing FMCG margins

Retailer brands capture 20–30% of **shelf space** in Europe

Platforms like Amazon & Alibaba give buyers more choices, increasing **price competition**

HIGH

Threat of Substitute Products

Examples:

40% of UK consumers buy store-brand groceries (**private labels**)

Plant-based **substitutes** (e.g., Oatly replacing dairy) disrupt traditional categories

HIGH

Intensity of Competitiveness

Mature markets (North America, Europe) see slow growth (2–3% CAGR), driving **price wars**

High growth (6–8% CAGR in India) fuels competition between **global and local** players (e.g., Hindustan Unilever vs. Patanjali)

HIGH



GOLD

INDUSTRY

GOLD INDUSTRY (1/3)

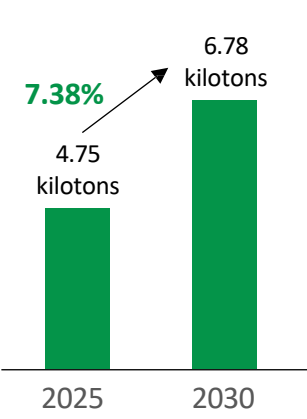
Exploring The Dynamics Of The Gold Industry, Understanding The Cost And Revenue Drivers And Financial Metrics



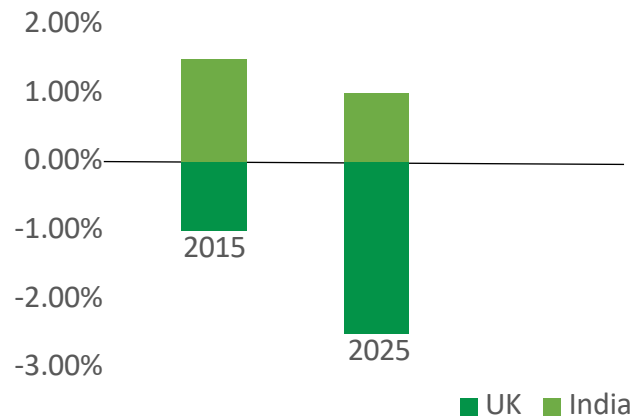
INDUSTRY OVERVIEW

Gold's total direct economic contribution to annual **global GDP** is **\$210 billion**

CAGR (forecasted)



Growth Rates in India and UK



AUM growth of domestic Gold ETFs

The AUM of domestic Gold ETFs has surpassed **₹25,000 crore**, fueled by rising gold prices, market volatility, and growing investor interest in gold as a safe-haven asset. **Increased retail participation**, regulatory support, and ease of trading have further driven demand. Gold ETFs are expected to see **sustained growth**.

Net-flows trend in domestic Gold ETFs

Gold prices are on a **steady rise**, fueled by economic uncertainty and inflation hedging. Increasing investment inflows, despite occasional sell-offs, indicate strong market confidence. A notable **investment spike** suggests a key economic event influenced demand, reinforcing gold's role as a **safe-haven asset**.

COST DRIVERS



High wages and lack of labor raise operational cost



Global energy prices are **vulnerable to fluctuations**



Declining ore grades are pushing extraction costs

REVENUE DRIVERS



Production Volume



Gold Prices



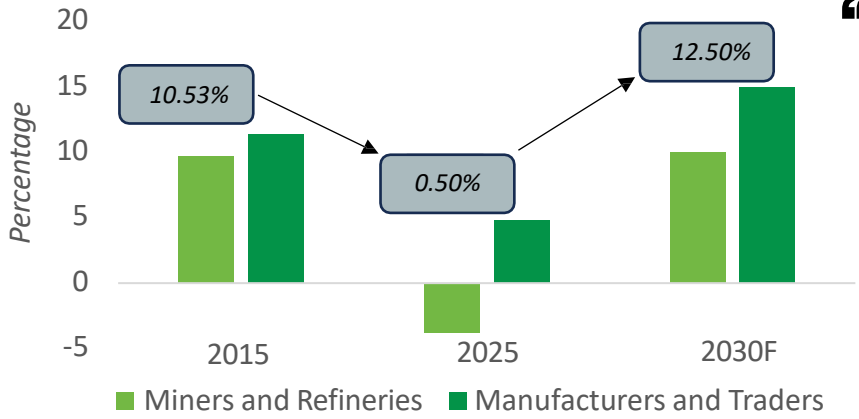
Market Demand



Operational Efficiency

FINANCIAL METRICS

Net Profit Margins of the Industry



“ The industry's net profit margins dropped from 10.53% in 2015 to 0.50% in 2025, with Miners and Refineries facing losses. However, a strong recovery is projected by 2030, reaching 12.50% ”

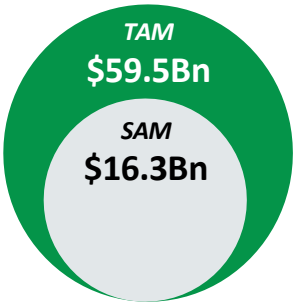
GOLD INDUSTRY (2/3)

Exploring the Dominance within the Gold Industry by Understanding its Value Chain



MARKET INSIGHTS

Market Size in India

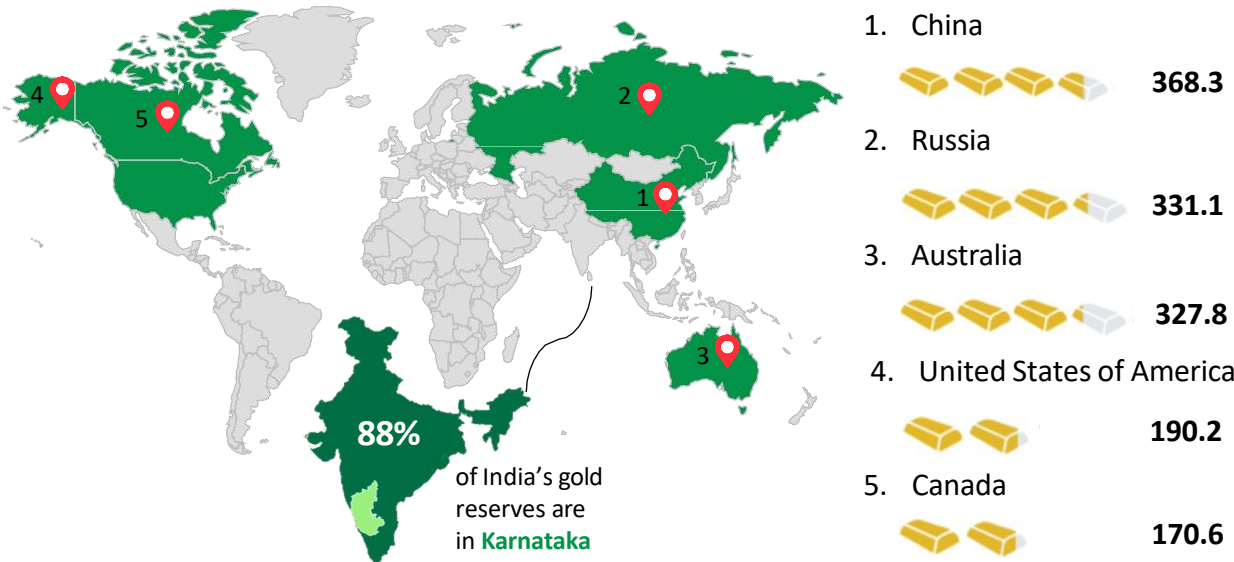


Market Share Distribution by Key Use Sectors

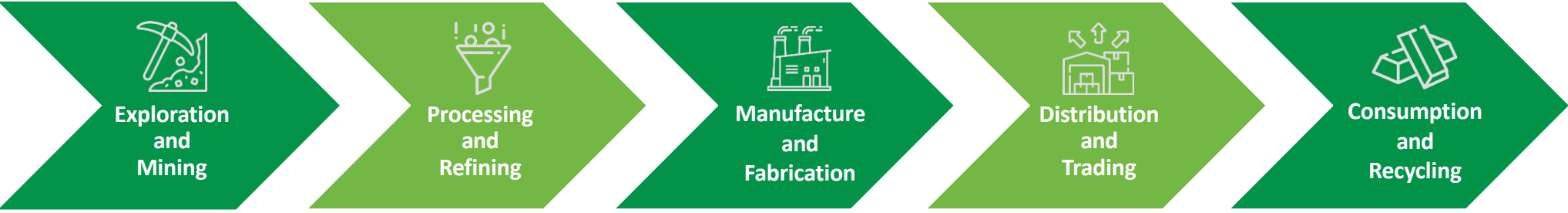


- The large gap between **TAM (\$59.5Bn)** and **SAM (\$16.3Bn)** suggests **growth opportunities**, possibly limited by regulations or infrastructure.
- Jewellery's decline may reflect **changing consumer preferences**, while industrial use growth indicates **rising demand in manufacturing**.

Top 5 Gold Producing Countries (In Tonnes)



VALUE CHAIN



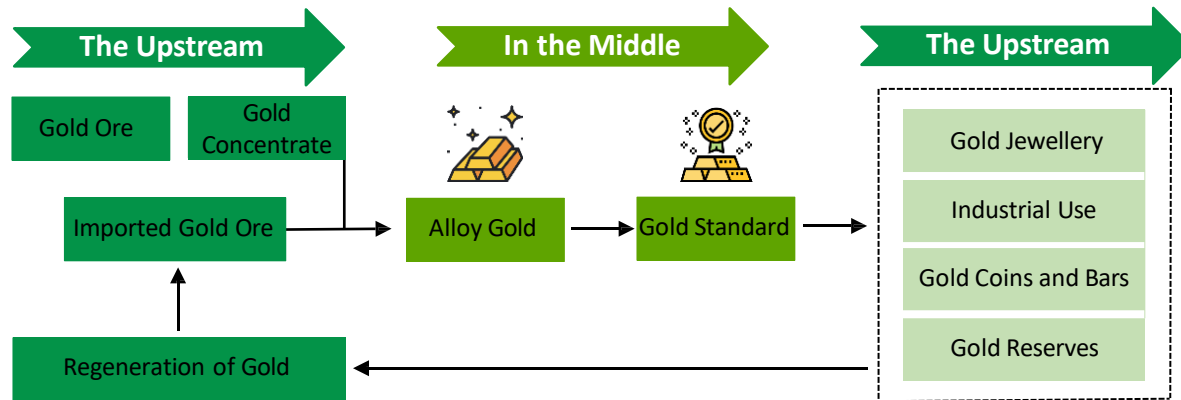
Gold is extracted, purified, crafted into products, and sold through retailers or financial markets. Recycling helps sustain supply while regulations and market forces shape the industry.

GOLD INDUSTRY (3/3)

Understanding The Different Business Models And Key Players And An Analysis Of The Challenges And Opportunities



GOLD INDUSTRIAL CHAIN



CHALLENGES

Price Volatility

Gold prices are highly sensitive to global economic conditions, making investments unpredictable

Competition from Cryptocurrencies

Digital assets like Bitcoin are becoming alternative stores of value, potentially reducing gold's appeal

OPPORTUNITIES

Safe-Haven Demand

Gold remains a top choice for investors during economic uncertainty, inflation and currency fluctuations

Technological and Industrial Growth

Expanding use in electronics, renewable energy and digital gold/tokenization is boosting demand

PESTEL Analysis

Political Factors

Trade Policies: Strict mining laws, tariffs, and taxation impact profitability.

Geopolitical Instability: Wars and economic sanctions drive demand as a safe-haven asset.

Economic Factors

Inflation & Interest Rates: Gold demand rises during inflation and falls with high interest rates.

Currency Fluctuations: A weaker US dollar boosts gold prices, while a strong dollar reduces its appeal.

Social Factors

Cultural Significance: High demand in India and China due to weddings and festivals.

Sustainable & Ethical Gold: Consumers increasingly prefer responsibly sourced gold.

Technological Factors

Mining Innovations: AI, automation, and eco-friendly extraction improve efficiency.

Digital Gold: Gold-backed cryptocurrencies make gold more accessible.

Environmental Factors

Environmental Impact: Mining causes deforestation, water pollution, and carbon emissions.

ESG Compliance Pressure: Companies must adopt sustainable practices to meet regulatory demands.

Legal Factors

Mining Laws & Licensing: Governments enforce strict permits and operational guidelines.

Human Rights Issues: Crackdowns on unethical mining practices (e.g., child labor) impact supply chains.



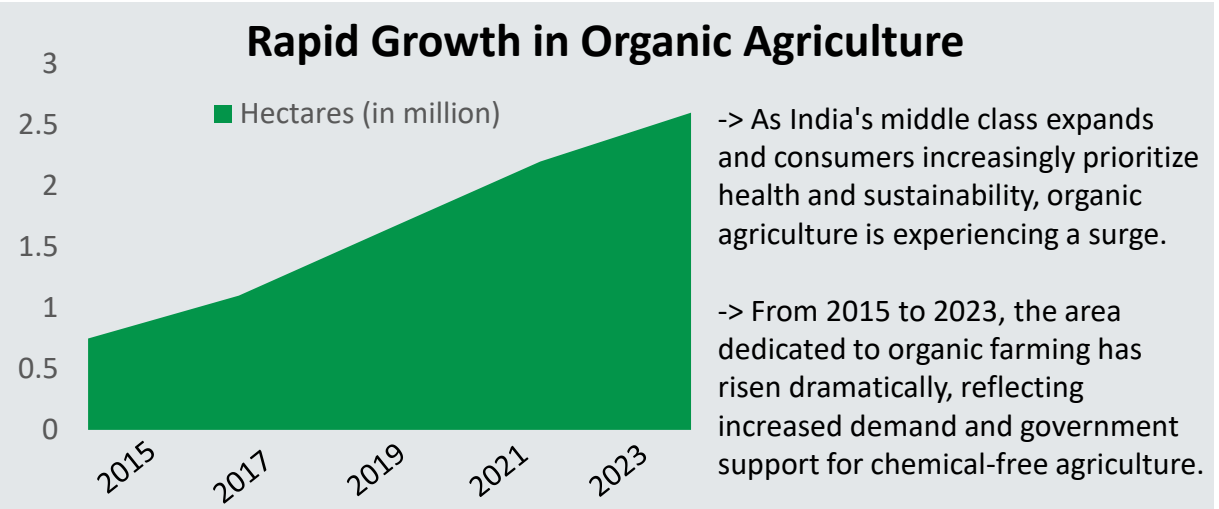
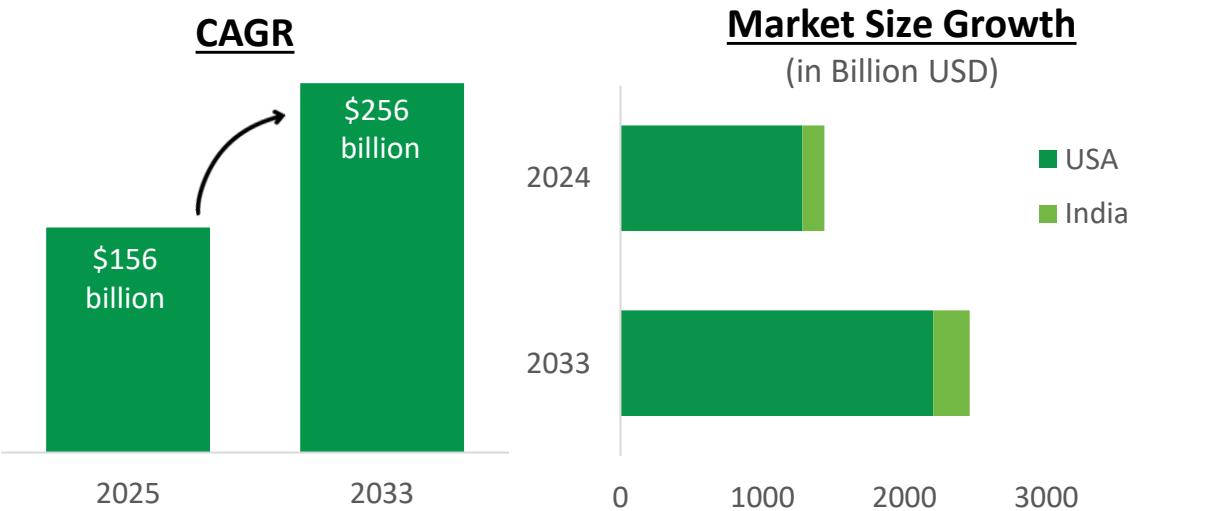
HEALTH & WELLNESS INDUSTRY

HEALTH AND WELLNESS INDUSTRY (1/3)

Understanding The Breadth, Expansion Trajectory, And Pivotal Forces That Define The Indian Health & Wellness Sector



INDUSTRY OVERVIEW



COST DRIVERS



Raw Materials and Ingredient Sourcing to ensure transparency & sustainability



Research and Development (R&D) and Innovation to meet changing consumer tastes



Marketing and Distribution through Digital Marketing & Retail Partnerships

REVENUE DRIVERS



Increasing Health Awareness



Digital Health Solutions



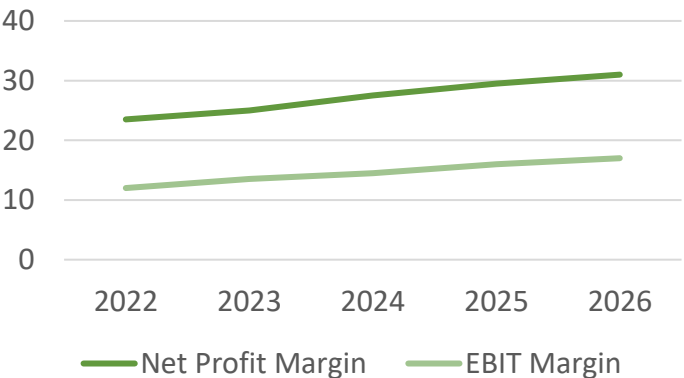
Growing Wellness Tourism



Rising Disposable Income

FINANCIAL METRICS

Profitability Margins



Increased Net Profit

- Premiumization (organic, natural products)
- Efficient Supply Chain Management

EBIT Margin Expansion

- Reduced marketing expenses (shift to digital)
- economies of scale

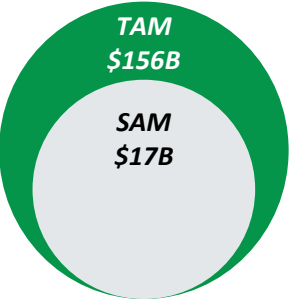
HEALTH AND WELLNESS INDUSTRY (2/3)

Analyzing Global & Local Dynamics Shaping The Indian Health & Wellness Market

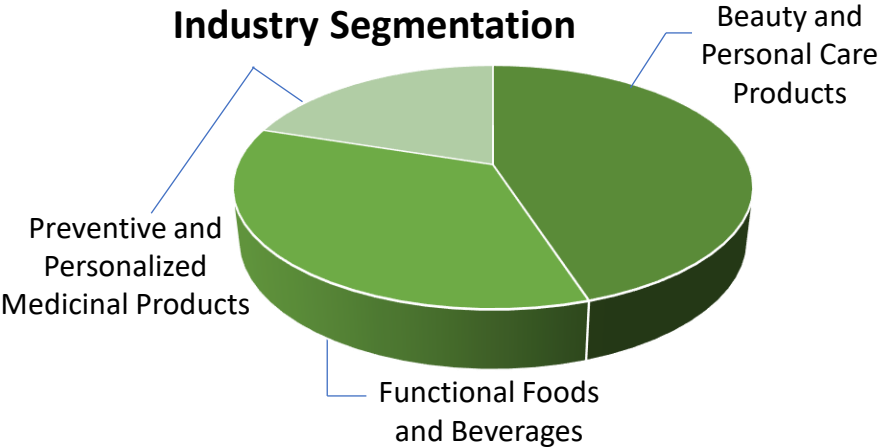


MARKET INSIGHTS

Market Size



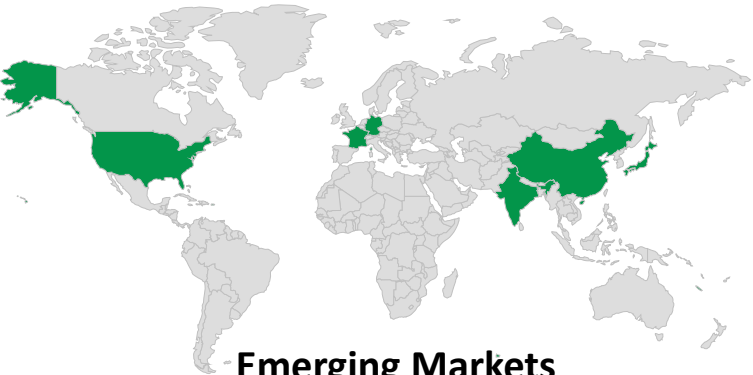
Industry Segmentation



Beauty & Personal Care: Largest segment; Functional Foods & Beverages show rapid growth due to health awareness.

Personalized Prevention & Management Clinic (P&PMC): Smallest segment, highest projected growth from personalized healthcare demand.

Global Overview



Emerging Markets



Top Global Companies

Company	Valuation(
Johnson & Johnson	\$400+ billion
Nestle Health Science	\$300+ billion
Procter & Gamble	\$380+ billion
Unilever	\$130+ billion
L'Oréal	\$250+ billion

VALUE CHAIN

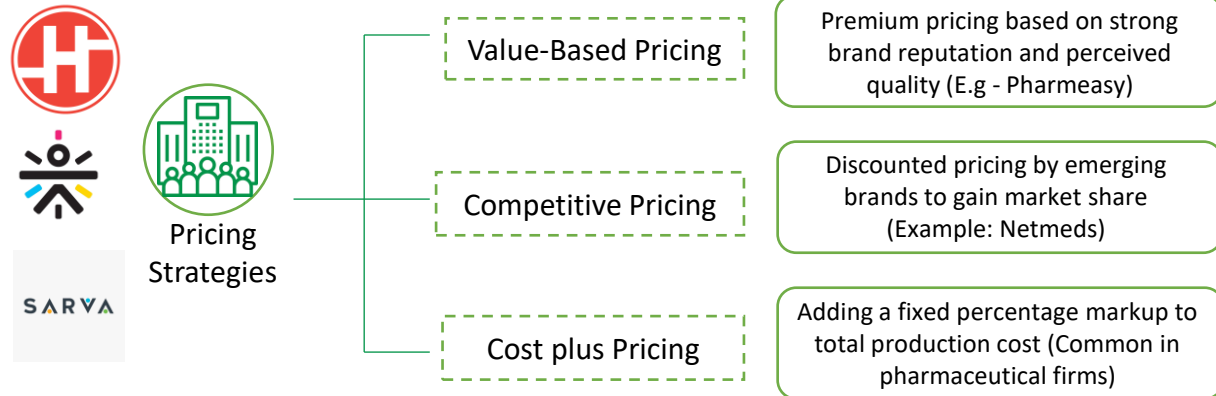


HEALTH AND WELLNESS INDUSTRY (3/3)

Navigating Growth While Identifying Opportunities And Obstacles In The Indian Health & Wellness Sector



BUSINESS MODELS



OPPORTUNITIES

Digital Health Adoption
enables wider access to online wellness platforms



Booming Wellness Tourism
attracts both domestic and international travellers



Government Initiatives
promoting traditional medicine and healthy lifestyles



CHALLENGES



Lack of Standardized Regulations
(creates ambiguity, quality concerns)



Price Sensitivity (limits the adoption of premium products and services)



Counterfeit Products (erodes consumer trust, market growth)



Infrastructure Gaps (hinders the reach of wellness services)

PORTER'S FIVE FORCES ANALYSIS

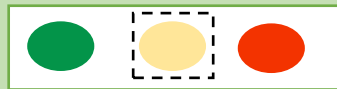
Bargaining Power of Buyers



High Consumer Choice: High choice & price sensitivity empower consumers

Price Transparency: Digital platforms increase price transparency

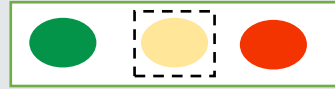
Threat of New Entrants



Low Capital Entry: Low capital needed for online ventures lowers barriers

Regulatory and Brand Barriers: Regulations, brand loyalty hinder entry in established segments

Threat of Substitute Products



Traditional Healthcare: It's a major substitute, like Ayurveda and Unani

DIY Wellness: Such wellness trends offer low-cost yet effective alternatives

Competitive Rivalry



Intense Competition: Many players create intense competition

Key Differentiators: Differentiation, pricing, marketing are key battlegrounds

Bargaining Power of Suppliers



Fragmented Supply Base: It limits supplier power generally.

Specialized Suppliers: Specialized ingredient suppliers can command premium prices.



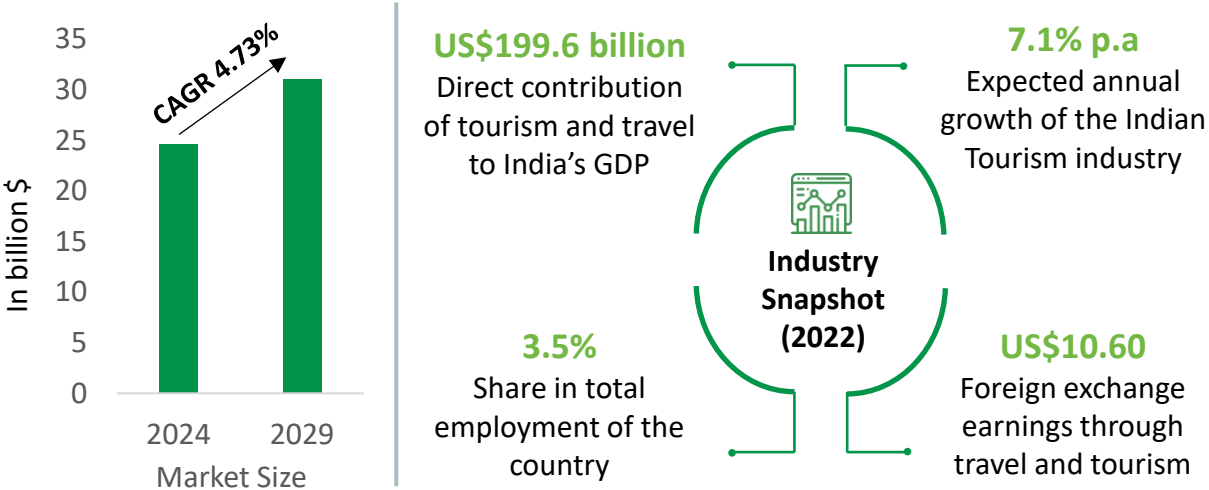
HOSPITALITY INDUSTRY

HOSPITALITY INDUSTRY (1/3)

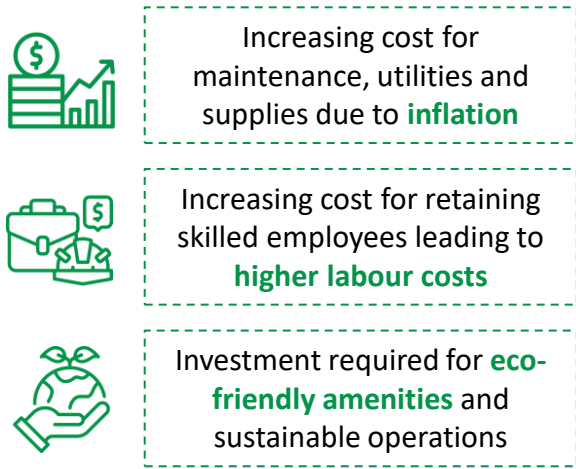
Analyzing The Indian Hospitality Industry Along With Its Emerging Trends



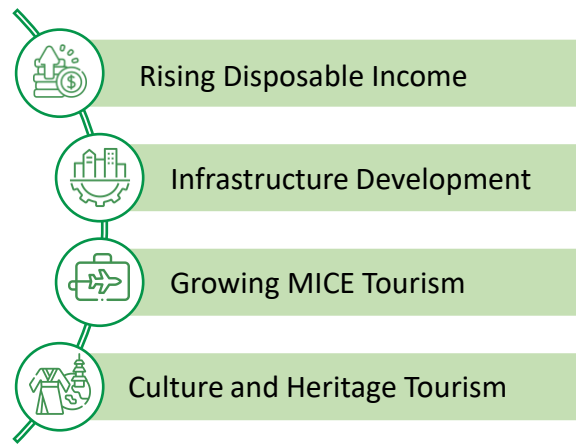
INDUSTRY OVERVIEW



COST DRIVERS



REVENUE DRIVERS



EMERGING TRENDS

Lighthouse and Cruise Tourism

To promote lighthouse and club tourism in India, the government has designated **78 lighthouses** as centres of tourism and **5 ports** as tourism hubs

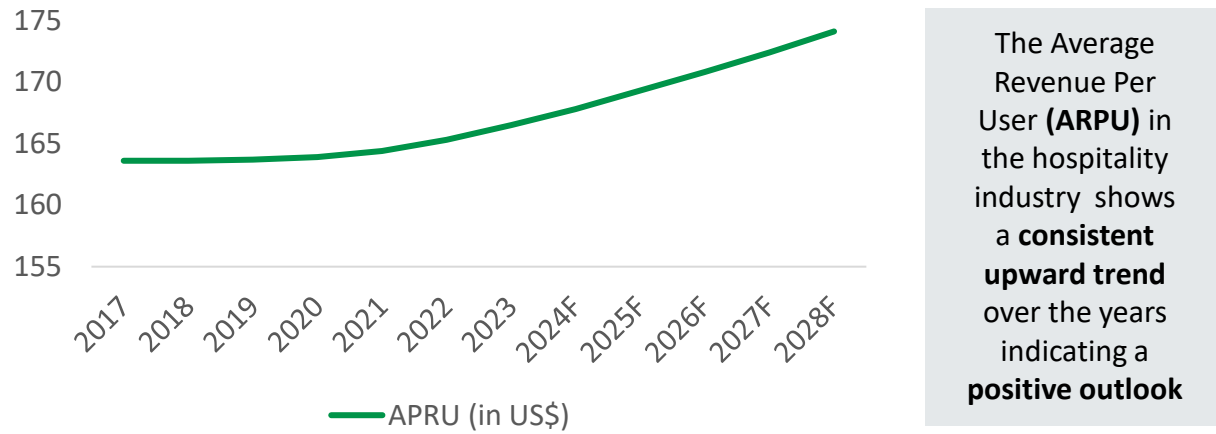
New Visa Reforms

A revised **Golden Visa scheme**, a **five-year Green residency** and **new entry permits** (including one for job seekers) make up the visa reforms

New Policy Rollout Plan

5 lakh tourists to receive **free visas** to India as part of a scheme launched by the government to **ease travel** for international tourists

FINANCIAL METRICS



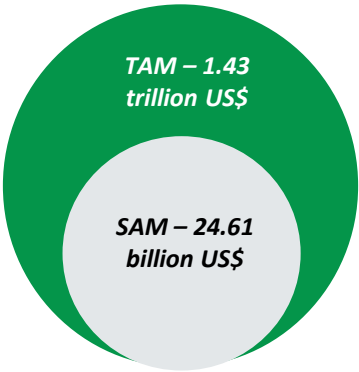
HOSPITALITY INDUSTRY (2/3)

Evaluating Market Size And Growth Of Hospitality Industry Worldwide



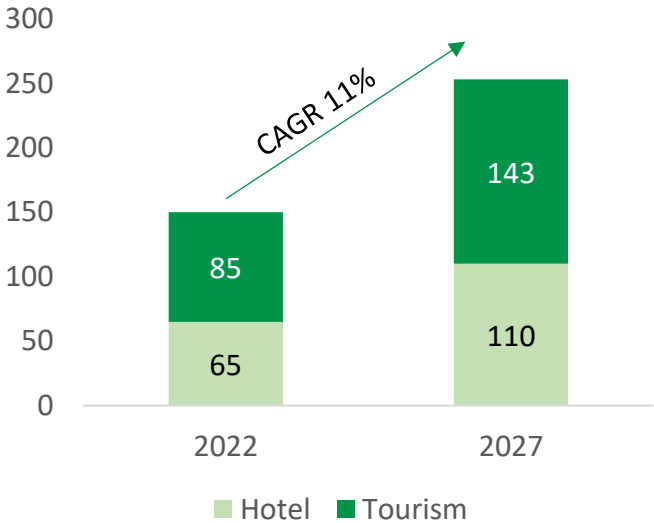
MARKET INSIGHTS

Market Size

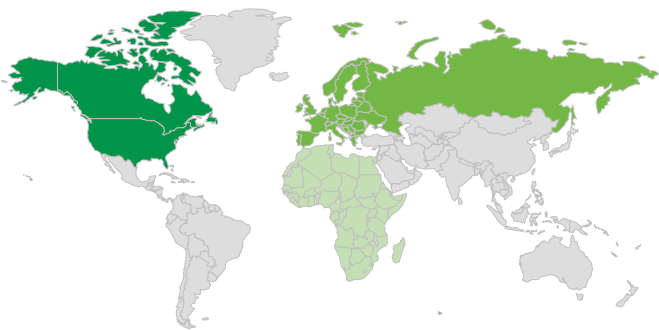


India's hospitality market holds a small share of the global industry, indicating **growth potential**

Market Share Composition (comparative)



Global Overview



North America leads the global hospitality market followed by **Europe** and **Asia Pacific** with Latin America and the Middle East showing **strong growth potential**

Key Players and their Market Share (in billion US\$)

	67.90
	51.06
	35.04
	22.35
	12.87
	7.69

VALUE CHAIN

TOURISM SERVICE PROVIDERS



- Accommodation
- Restaurants
- Cultural Sites
- Events & Activities

TRAVEL SERVICE PROVIDERS



- Inbound Tour Operators
- Travel Agencies
- Airlines, Bus, Car

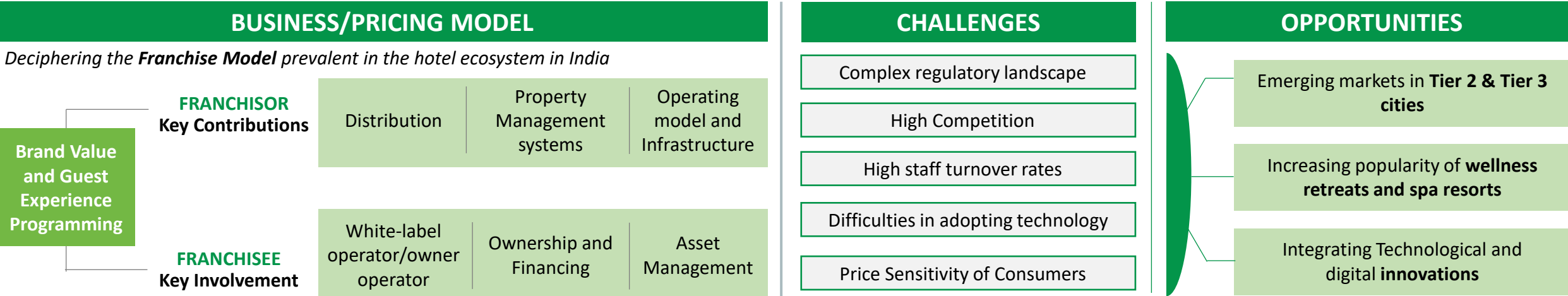
CONSUMERS



- International Visitors (Diaspora, Business Tourists)
- Domestic Visitors (Same day visitors, Overnight visitors)

HOSPITALITY INDUSTRY (3/3)

Examining Dynamics And Strategic Insights For Indian Hospitality





MEDIA & ENTERTAINMENT INDUSTRY

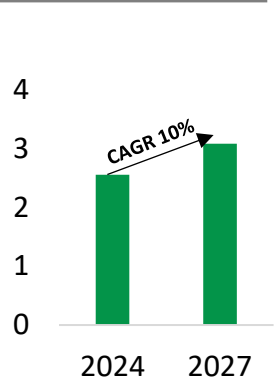
MEDIA AND ENTERTAINMENT INDUSTRY (1/3)

Snapshot Of India's M&E Industry - Growth Trends, Key Deals, Financial Health, And Emerging Trends

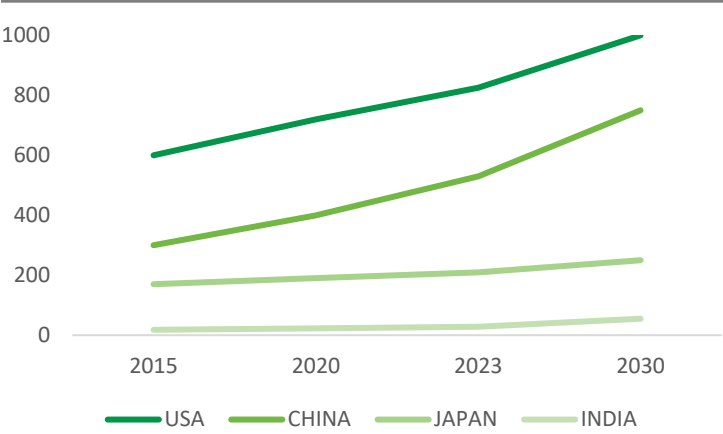


INDUSTRY OVERVIEW

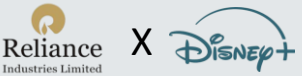
CAGR (Forecasted)



Past, Present, and Future Industry Size (in USD Billion)



Recent Mergers & Acquisitions



On November 14, 2024, Reliance Industries Ltd & The Walt Disney Company completed an \$8.5 billion merger. The merger combines Reliance's Viacom18 & JioCinema with Disney's Star India



PVR & INOX Leisure merged in February 2023 to form PVR Inox – India's largest multiplex chain. The merger was intended to help both companies recover from the revenue losses caused by the COVID-19 pandemic

Emerging Trends

- Tech Integration – AI Personalization
Content Recommendation, Dubbing
- Hybrid Revenue Models
Combining Subscription & Ad Models
- M&A in Digital Entertainment
Telecom-OTT tie-ups (Jio + Viacom18)

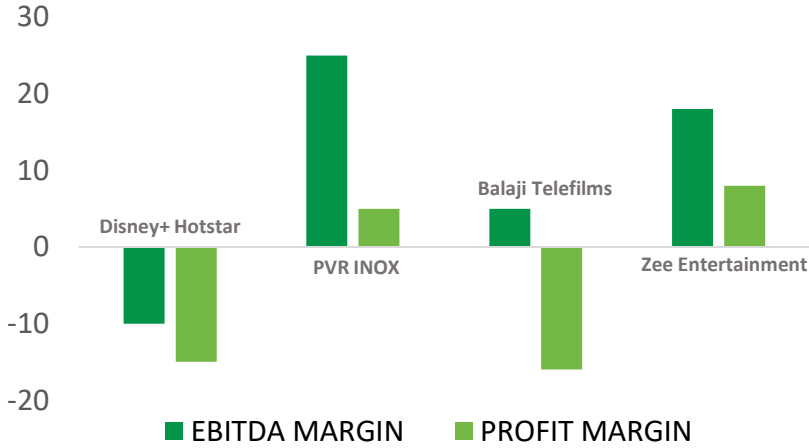
COST DRIVERS

- Technology & Infrastructure
Data storage, Cloud infrastructure
- Marketing & Distribution
Promotions, Platform Commissions
- Licensing & Rights Acquisition
Broadcasting Rights, Licenses

REVENUE DRIVERS

- Digital Advertising Revenue
- Good Digital Infrastructure
- OTT Platform Subscription
- Technological innovation

FINANCIAL METRICS



Disney+ Hotstar & Balaji Telefilms face losses due to high content & acquisition costs. PVR INOX and Zee show better EBITDA, but PVR INOX struggles with profitability. Traditional players are financially stronger than streaming platforms

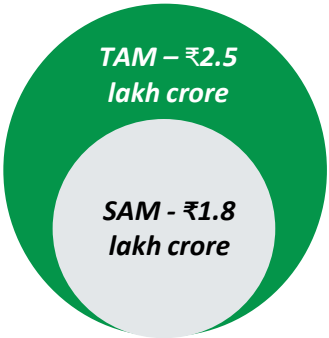
MEDIA AND ENTERTAINMENT INDUSTRY (2/3)

Analyzing The Global Perspective And Decoding The Value Chain Of The Industry



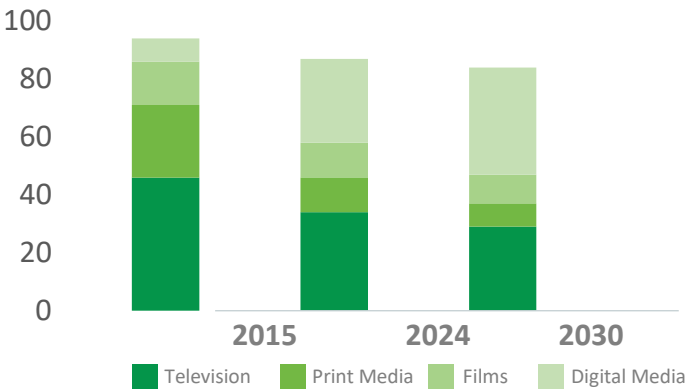
MARKET INSIGHTS

Market Size



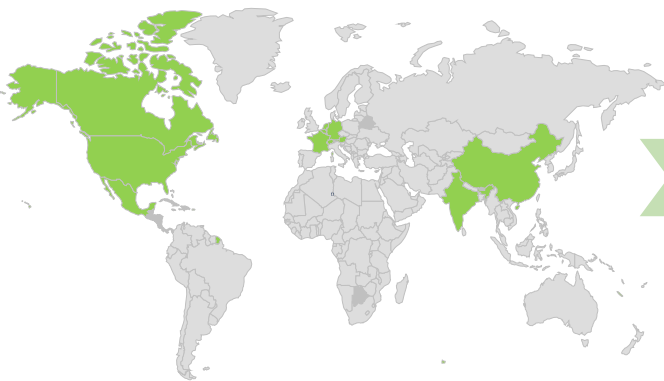
Industry is undergoing a **digital-first transformation**, driven by **mobile-first consumption & OTT growth**

Market Share Composition



Shifting from **TV & print** to **digital-first**, driven by mobile & regional demand, with future growth led by **AI & AR/VR**

Global Overview

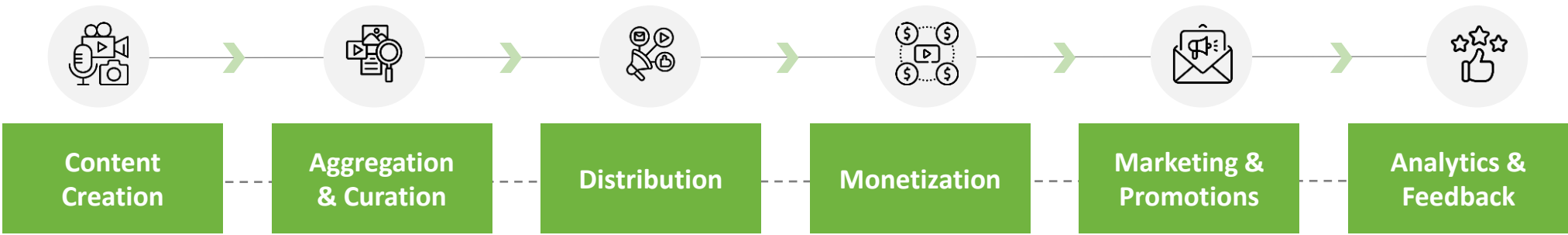


North America dominates with **global streaming giants** like Netflix and Disney+. **Asia Pacific** is the **fastest-growing**, driven by **mobile-first consumption** and regional players like Alibaba. **Western Europe** blends **strong public broadcasters** like BBC with **premium local content** and **pay-TV leaders** like CANAL+

Major Players



VALUE CHAIN

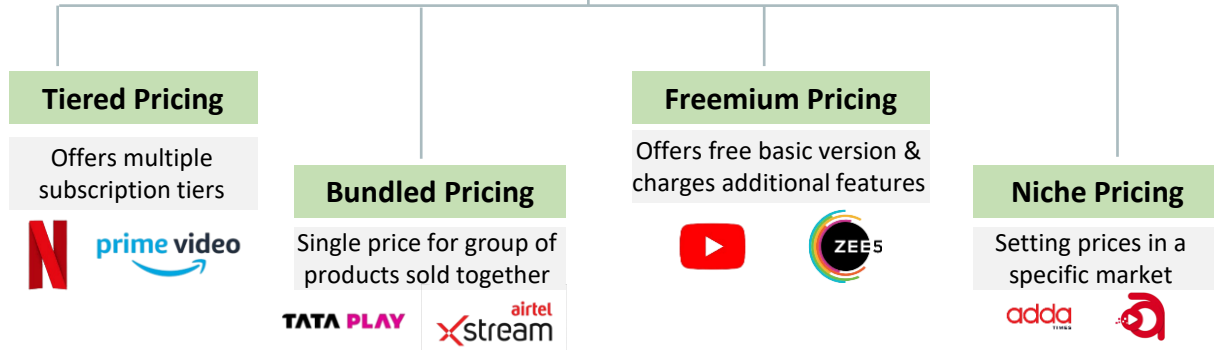


This process ensures **seamless content flow**, balancing **innovation** with **data-backed decisions**, driving **audience engagement & sustained revenue growth**

MEDIA AND ENTERTAINMENT INDUSTRY (3/3)

Decoding The Pricing Model And PESTEL Analysis To Assess Opportunities And Challenges

PRICING MODEL



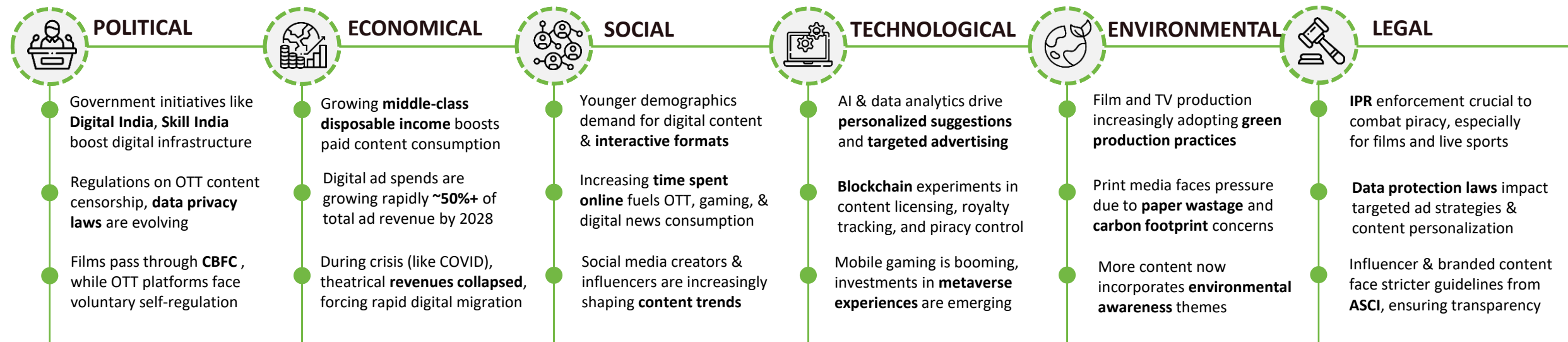
OPPORTUNITIES



CHALLENGES

- **No Uniform Media Policy**
- **Fragmented & Regional Complexity**
- **Piracy & Copyright Infringement**
- **Discovery Fatigue & Content Overload**

PESTEL ANALYSIS





REAL ESTATE INDUSTRY

REAL ESTATE INDUSTRY (1/3)

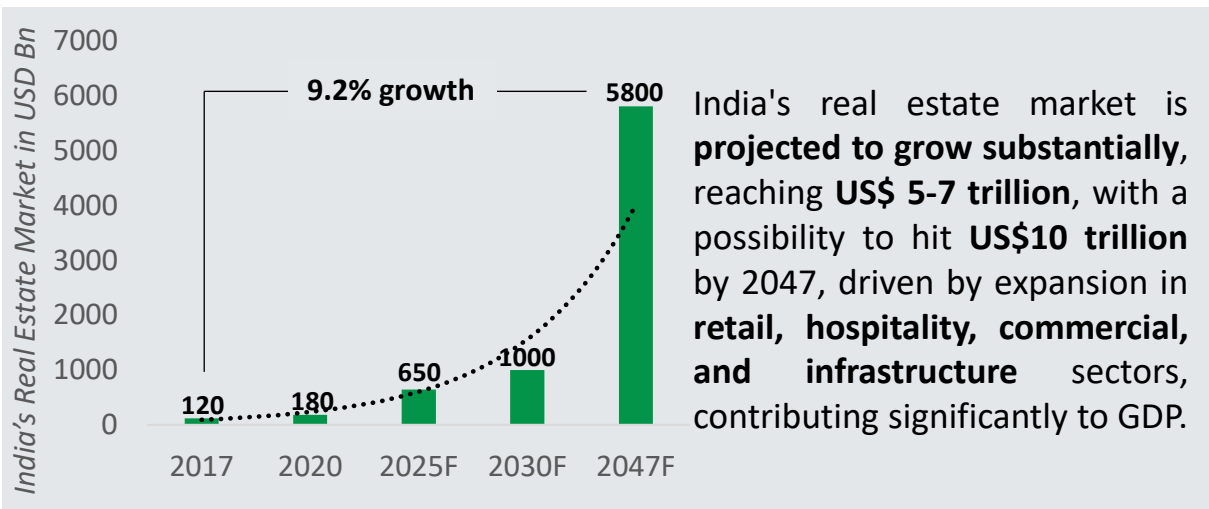
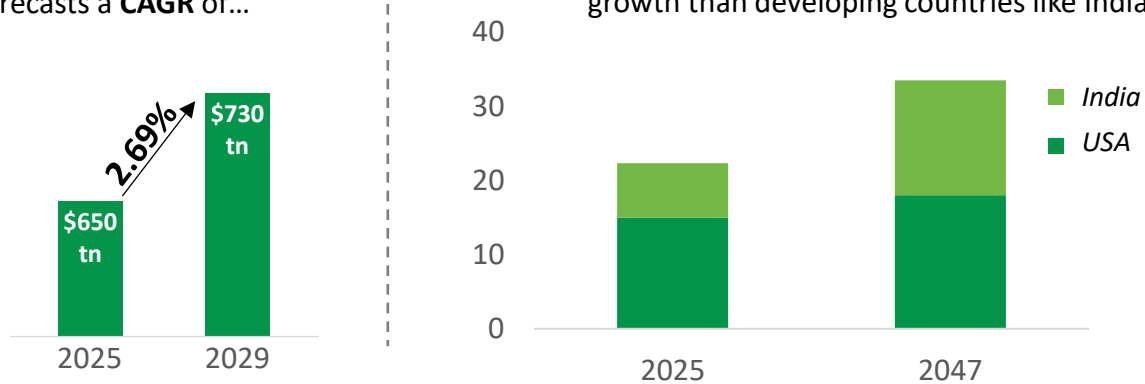
Exploring The Nuances Of The Real Estate Industry, Understanding The Cost And Revenue Drivers And Financial Metrics



INDUSTRY OVERVIEW

Despite a **slow growth**, the Real Estate industry contributes 11% to GDP globally

The real estate industry forecasts a **CAGR** of...



COST DRIVERS



Demographics impact real estate prices due to **age, income and regional preferences** of buyers



Lower interest rates increase demand, attract buyers, and drive property prices.



Government policies, taxes, and subsidies influence real estate demand significantly.

REVENUE DRIVERS



Urbanization drives a constant demand for properties



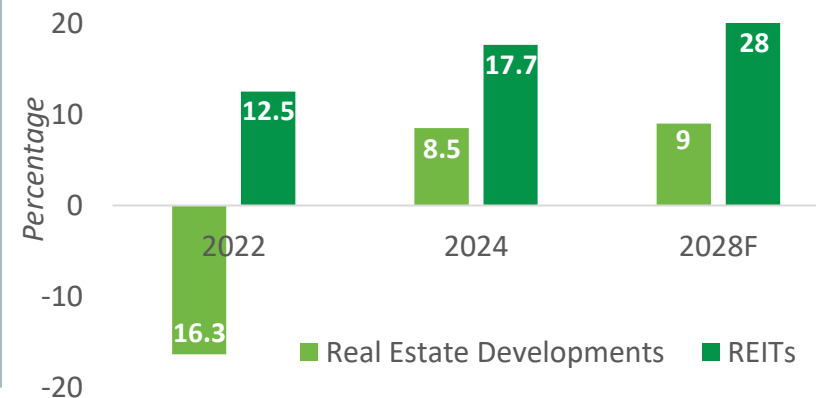
Increased **Foreign Investment** in global land markets



Development of nations leading to demand for properties

FINANCIAL METRICS

Net Profit Margins of the Industry



INSIGHTS

Real estate development offers **moderate profitability** with higher risk due to capital intensity and market cycles, while **REITs are more stable**, benefiting from rental income and tax advantages

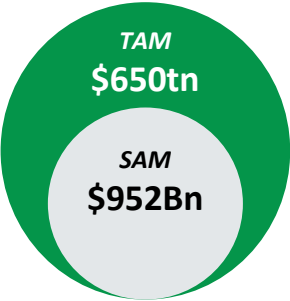
REAL ESTATE INDUSTRY (2/3)

Taking A Look At The Value Chain Of The \$950 Bn Dollar Industry, With China Having The Biggest Market In The World

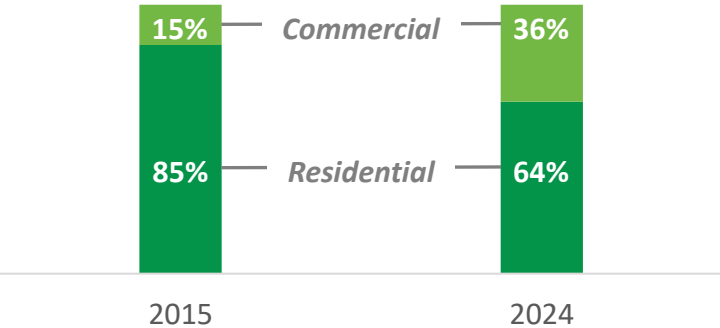


MARKET INSIGHTS

The real estate industry exhibits a **market size** of...

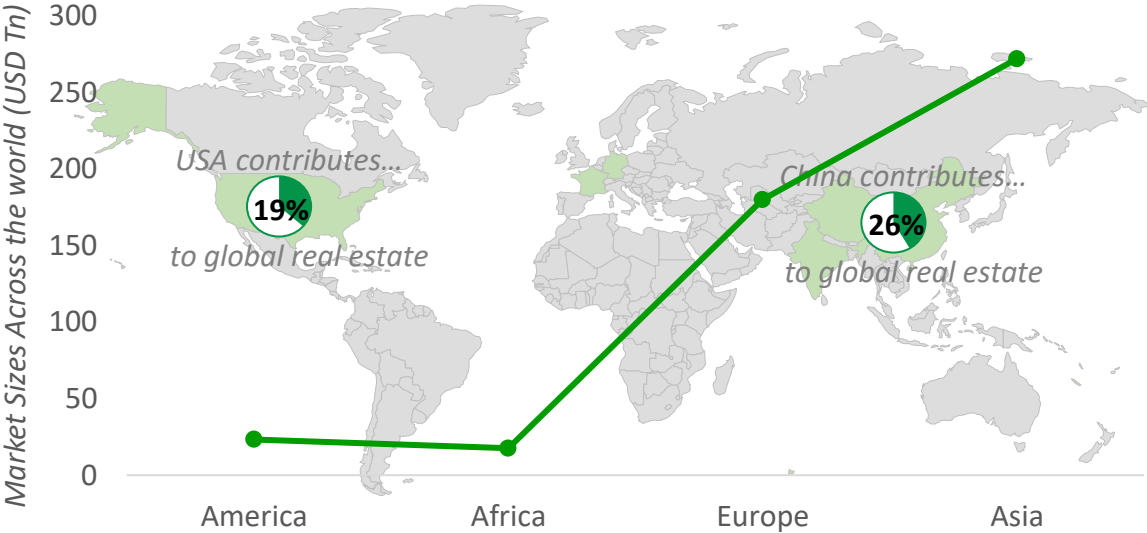


...with the commercial sector taking over the residential sector in recent times



- ➡ **Commercial real estate is growing at a faster pace** than residential, due to increased demand for office spaces, retail, and industrial properties
- ➡ Investors and developers may **focus more on commercial projects** as this sector continues to expand

Top 5 Real Estate Markets in the world: USA, China, India, Germany & France



VALUE CHAIN



The real estate value chain divides processes into **Value Creators** (business development, design, and marketing) and **Value Protectors** (contracts and property marketing)

REAL ESTATE INDUSTRY (3/3)

Understanding The Different Business Models And Key Players And An Analysis Of The Challenges And Opportunities



BUSINESS MODELS

Out of the myriad business models, the most **prevalent business models** are;



CHALLENGES

Regulatory and Compliance Issues

Strict regulations, zoning laws and compliance requirements, (e.g. RERA in India) increase complexity

Infrastructure Bottlenecks

Delayed infrastructure projects affect real estate growth

High Capital Requirement

Real estate projects require substantial investment, which can make access to funding a little challenging

OPPORTUNITIES

Tier-2/3 Cities Markets

As Metro cities saturate, demand is increasing in smaller cities with their growing infrastructure

Real Estate Investment Trusts (REITs)

These provide new investment opportunities and liquidity in the sector

Foreign Direct Investments (FDIs)

Many countries are easing FDI norms in the real estate sector in order to attract global investors

PORTER'S 5 FORCES ANALYSIS

Bargaining Power of Suppliers



- ✓ **Limited land availability:** Prime locations are scarce and expensive
- ✓ **Rising material costs:** Rising prices of raw materials impact construction costs

Bargaining Power of Customers



- ✓ **High competition:** Many developers compete for the same buyers
- ✓ **Interest rates:** Buyers are sensitive to mortgage rates and economic slowdowns

Threat of New Entrants



- ✓ **High capital investment:** Real estate development requires significant funding
- ✓ **Regulatory barriers:** Zoning laws and government policies restrict entry

Threat of Substitutes



- ✓ **Rental properties:** Rising property prices make rentals a lucrative option
- ✓ **REIT availability:** Investors can prefer REITs and Mutual funds over properties

Competitive Rivalry



- ✓ **Large number of builders:** Many developers compete for buyers
- ✓ **Slow market growth:** In some regions, demand growth is slower than supply



RENEWABLE ENERGY INDUSTRY

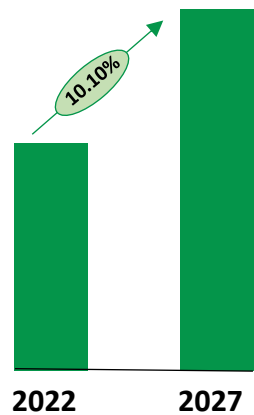
RENEWABLE ENERGY INDUSTRY (1/3)

Understanding India's Renewable Energy Landscape Amidst Investments, Cost Pressures, And Market Opportunities

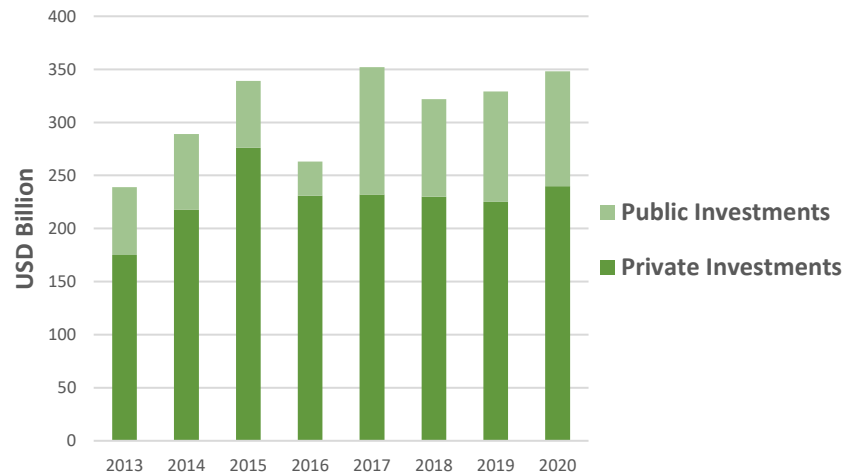


INDUSTRY OVERVIEW

Estimated CAGR of global renewable energy industry is...



Annual financial commitments in renewable energy by both private and public sectors in India over the years...



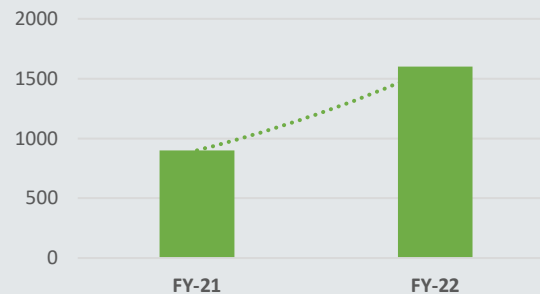
The Budget for FY26 entails...

The Union Budget 2025 outlines intentions to **increase nuclear capacity** to 100 GW by 2047 as part of its efforts to ensure **long-term energy security**

While simultaneously placing a strong emphasis on **domestic production** of essential parts like wind turbines, batteries, and solar PV cells

Exports of Solar Modules from India...

Solar modules (Exports -INR crore)



COST DRIVERS



Supply Chain Issues
Factors such as **delays, land acquisition issues** raises costs



Land Acquisition Costs
Factors determining the cost are **location, availability** etc



Financing Costs
Higher interest rates increase the cost of borrowing of project

REVENUE DRIVERS



Long-term contracts, eg. Power Purchase Agreements called **PPAs**



Govt policies & incentives like **subsidies** that drive investments



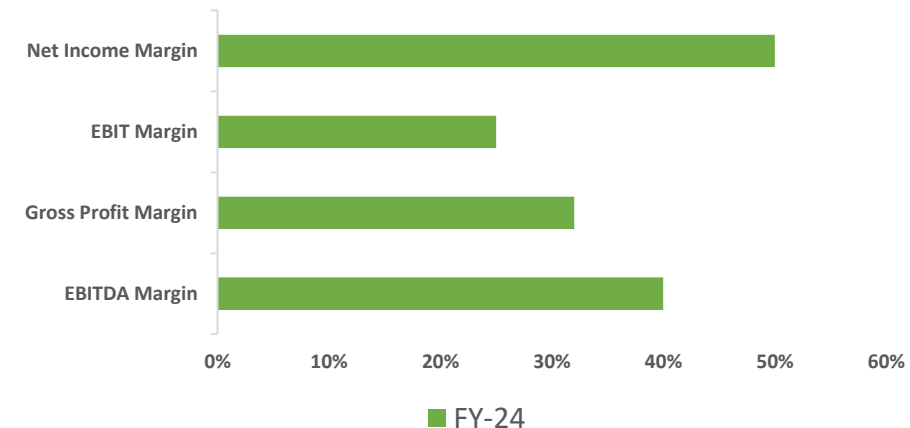
Continuous improvements in tech that leads to cost reduction



Growing public awareness leading to increased **consumer demand**

FINANCIAL METRICS

Key financial metrics of renewable industry for FY 2024...



Insights

Strong profitability is demonstrated by **healthy net income** and EBITDA margins. However, changes in gross profit and EBIT margins point to **cost pressures**

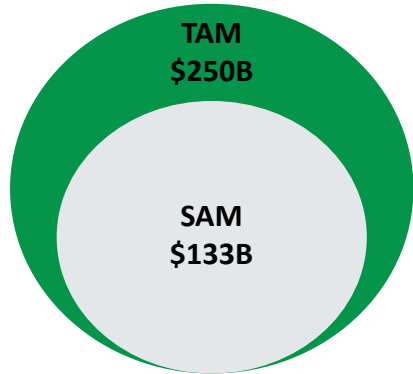
RENEWABLE ENERGY INDUSTRY (2/3)

Unlocking India's Renewable Energy Potential Through Market Insights And A Strong Value Chain

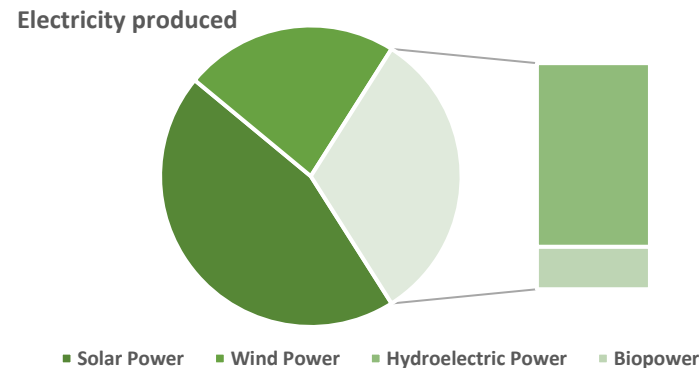


MARKET INSIGHTS

Estimated *market size* of Indian renewable energy industry is...



GW of electricity produced by different types of renewable energy in India in 2023...



Rajasthan, Gujarat, Karnataka, Himachal Pradesh, and Tamil Nadu emerged as the top five states in renewable energy generation, collectively contributing around **56%** of the nation's total renewable energy production

Global Overview

Top 10 countries in renewable energy generation in the world includes...



China, USA, Brazil, Canada, India & Germany

Quick Insight

China, Brazil, Canada and India had the **largest share of Renewable Hydro**. In USA, wind power held the largest share. In top five countries, **bioenergy** held the **smallest share** of total RE generation

VALUE CHAIN

Material Sourcing



Acquiring raw materials necessary for the production of components

Component Manufacturing



Producing essential parts & equipment for renewable energy systems

Assembly & Project Dev.



Assembling, planning, & securing funds for RE projects

Installation & Commissioning



Setting & starting systems at designated areas, generating energy

Maintenance & Upgrades

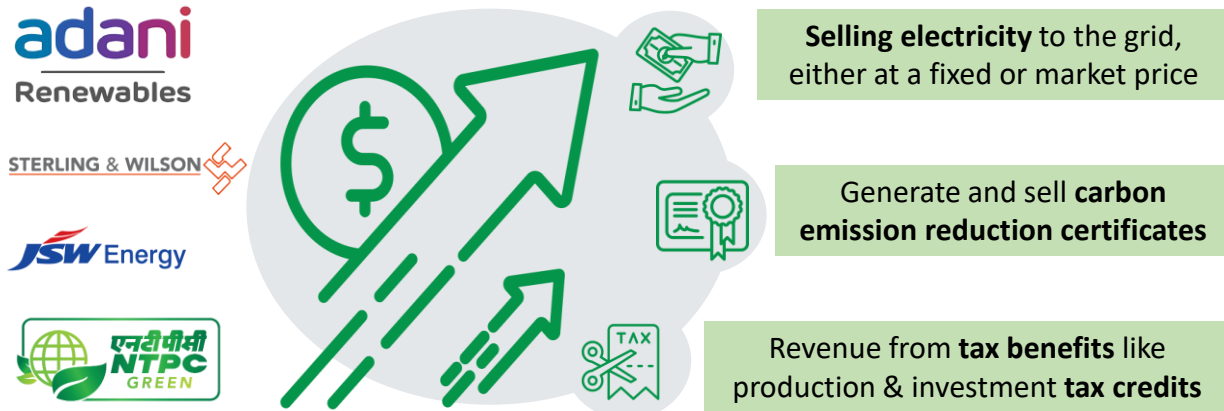


Ensuring efficient operations through regular maintenance & upgrades

RENEWABLE ENERGY INDUSTRY (3/3)

Evaluating Key Market Forces and Strategic Business Models for Growth

BUSINESS MODEL



CHALLENGES AND OPPORTUNITIES

Challenges involved in this sector...



Access to capital
Funding energy transition requires huge amount of capital

Planning & Permitting

It takes too long to build projects & the supporting infrastructure



Market Structures
Supported by only some current market structures and rules

Opportunities involved in this sector...

Source of employment

Globally, jobs in this sector increased to 16.2 million in 2024



Policies and Govt Initiatives

Policies can address challenges leading to smoother integration



Contribution to Economy

Imp in GDP growth, accounted for 10% global GDP growth



PESTEL ANALYSIS

Market evaluation with Politics, Economy, Social, Technology, Legal and Environment modules...

POLITICAL



Policies are being put in place **by governments** all over the world to **encourage** the use of renewable energy

ECONOMIC



RE technologies, especially solar and wind, are now **more competitive** due to their **significant cost reduction**

SOCIAL



Concerns about climate change is driving an **increase in public knowledge** and support, leading to **inc in demand**

TECHNOLOGICAL



Advancements in renewable energy technologies are **enhancing efficiency** and **reducing costs**

ENVIRONMENT



The shift to renewable energy sources is being accelerated by the global drive for **net-zero emissions**

LEGAL



To support the energy change, many regions are **restructuring their current regulatory frameworks**



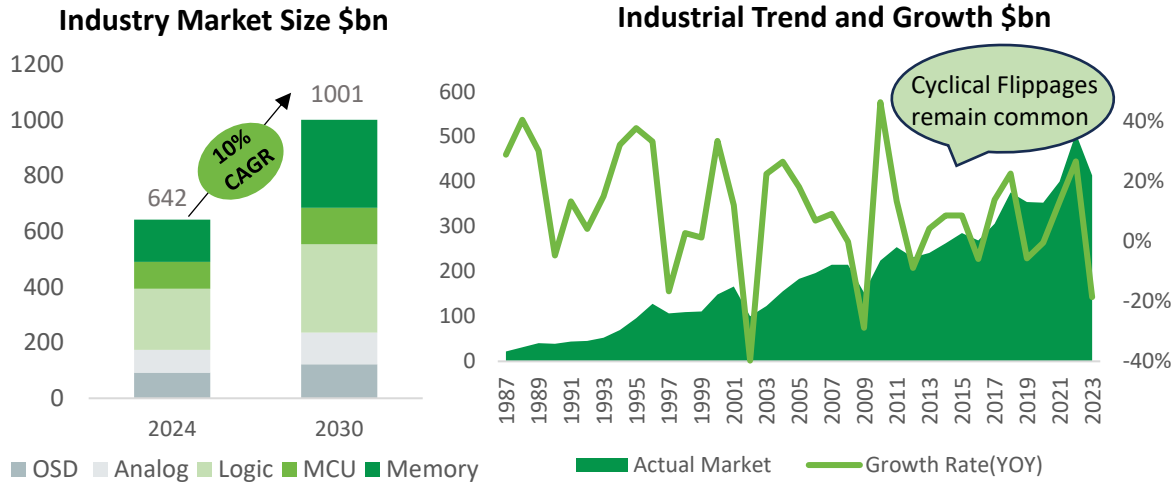
SEMICONDUCTORS INDUSTRY

SEMICONDUCTORS INDUSTRY (1/3)

Analyzing Past Trends And Future Forecasts In The Industry In India And Abroad



INDUSTRY OVERVIEW



COST DRIVERS



R&D is a substantial sustained cost driver in the industry



Fab Unit Construction requires the **highest capital**



Lack of **sustainability** and **inefficiency** is another factor

REVENUE DRIVERS



Consumer Electronics



Automotive Sector



Memory Chips



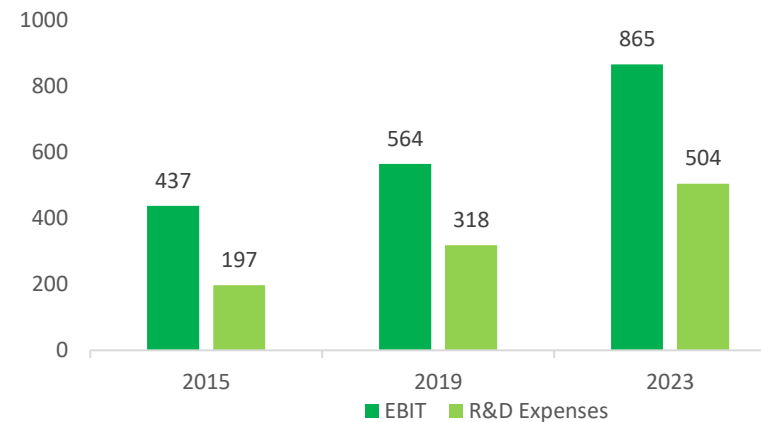
Data Centers & Cloud Computing

EMERGING TRENDS IN INDUSTRY IN INDIA

- Indo-US business chamber is proposing a **white paper on advancing the industry** in India
- Tokyo Electron has signed an **MOU with Tata Electronics Pvt. Ltd.** to accelerate infra for India's first **Fab in Gujarat**
- India's Semi Conductor Market to reach **\$103 bn** by 2030



FINANCIAL METRICS



EBIT has grown at an average **10%** while R&D costs have increased at **12%** (YOY)

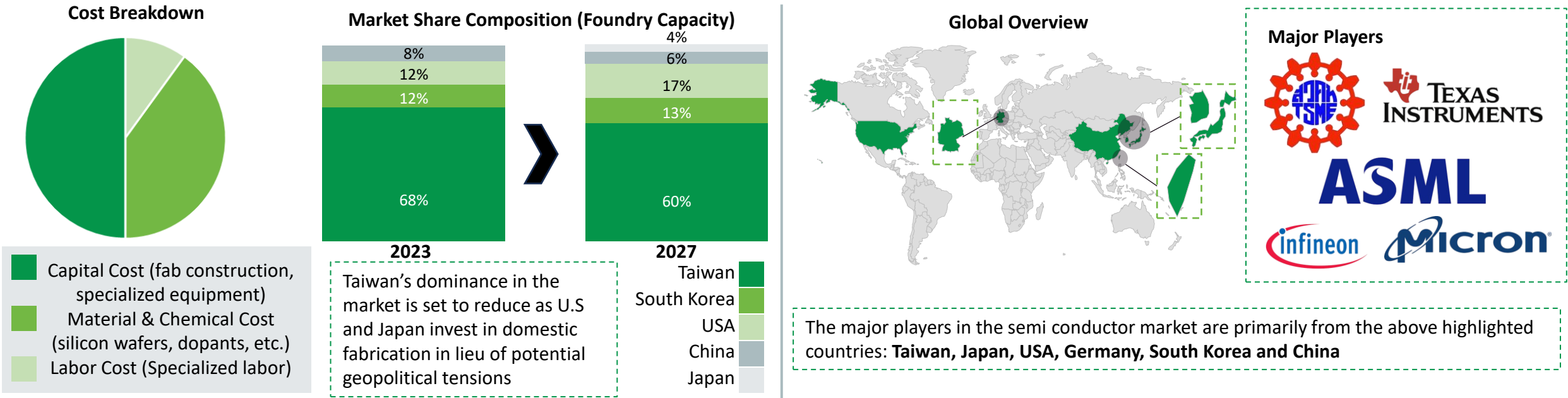
EBIT for manufacturing firms remains around **35%** & **25%** for designing firms, avg. profit margins are **20%**

SEMICONDUCTORS INDUSTRY (2/3)

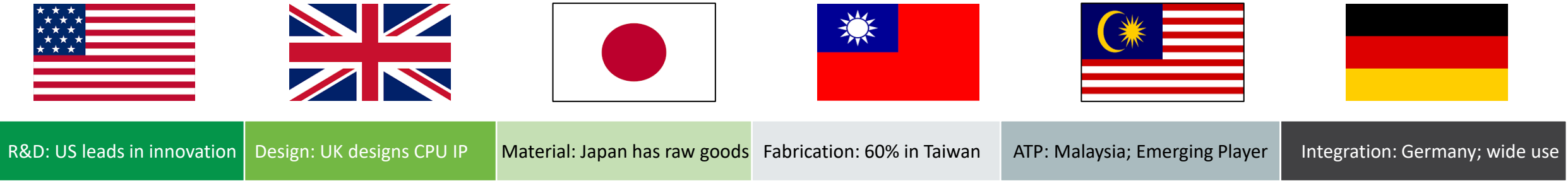
Heavy Concentration Of The Industry Paints An Image Of Geopolitical Vulnerability And Interdependence



MARKET INSIGHTS



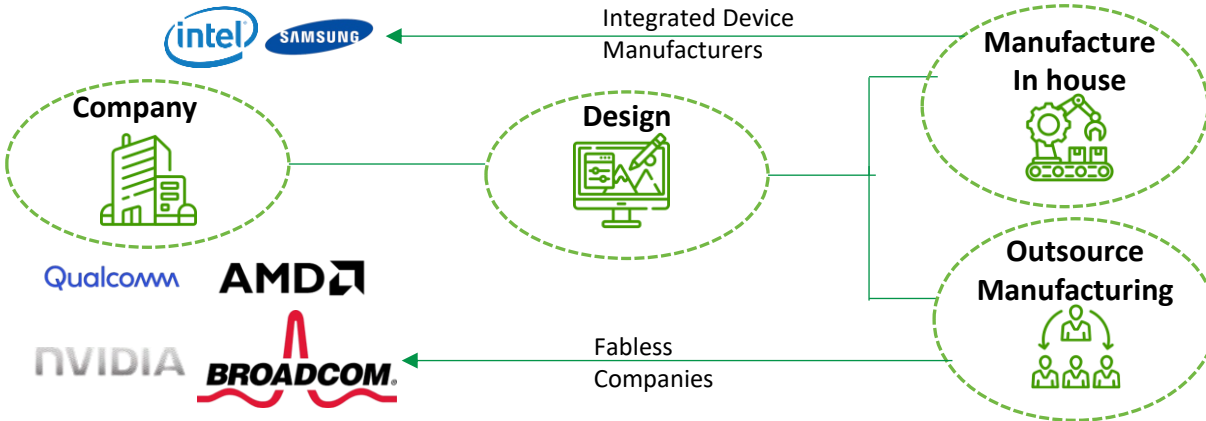
TRACING A USUAL SUPPLY CHAIN



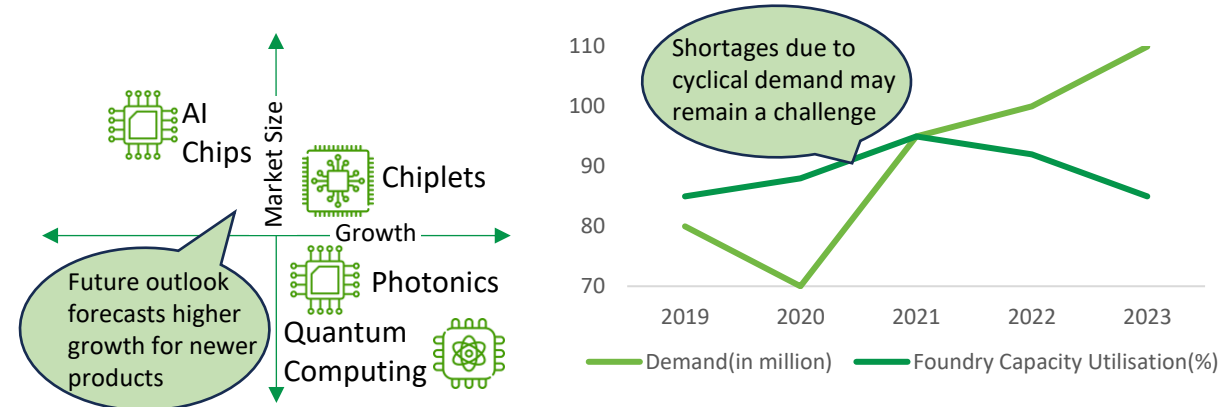
SEMICONDUCTORS INDUSTRY (3/3)

Analyzing The Current Industry With Frameworks To Understand Potential Disruptions, Challenges And Opportunities

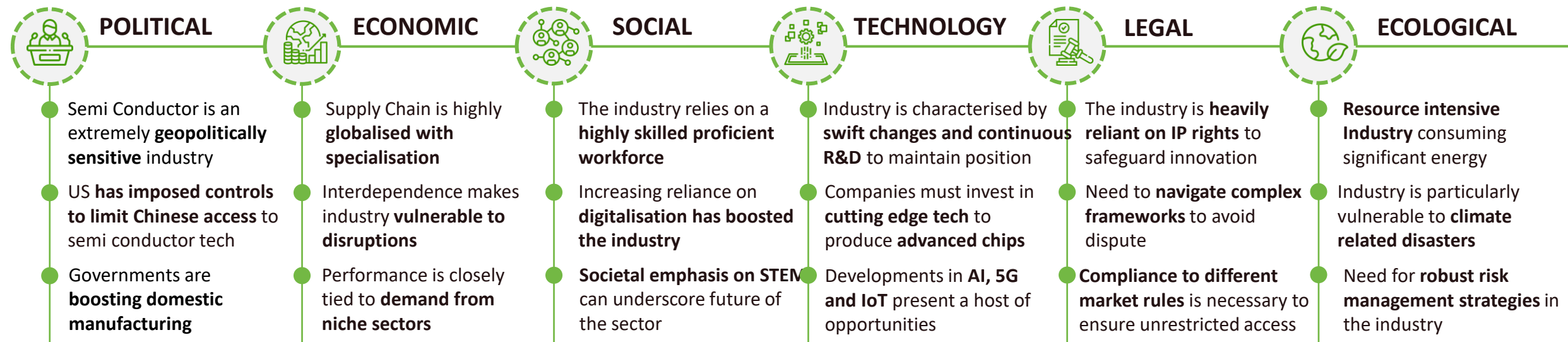
BUSINESS MODELS



CHALLENGES AND OPPORTUNITIES



PESTLE ANALYSIS





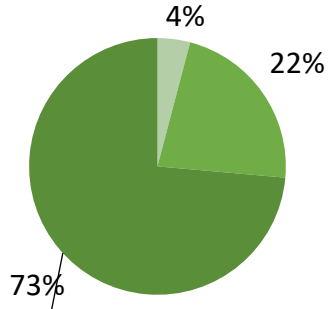
SPACETECH INDUSTRY

SPACETECH INDUSTRY (1/3)

Unveiling The Growth Story Of India's Spacotech Industry

INDUSTRY OVERVIEW

Size & structure of Indian space Economy



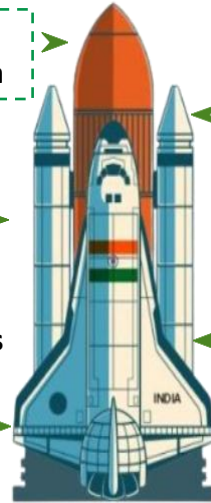
■ Space Applications (₹27061 Cr)
■ Space Operations (₹8219 Cr)
■ Manufacturing (₹1516 Cr)

Stimulating national economy: **\$60 billion**

Boosting public funds: **\$24 million**

Top contributing sectors

- Satcom: 54%
- Navigation: 26%
- Launch: 11%

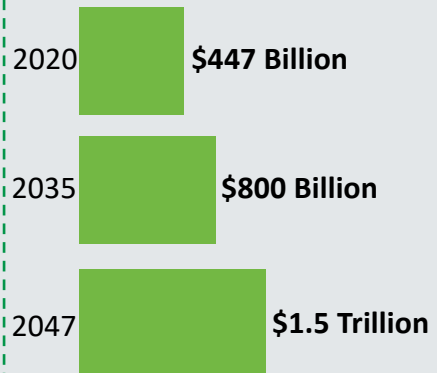


Supporting employment: **4.7 million**

Top supported industries

- Telecom: 25%
- IT and information: 10%
- Admin services: 7%

Global Space Economy



INDIAN SPACE

- 3% India contribution to global space economy
- Over 10% Estimated Contribution by 2030 (CAGR of 48%)

101 startups in India that operate in the space sector, having received a total funding of around **USD 108.52 million**

COST DRIVERS



Launch Cost: High due to cryogenic engine, fuel and limited economies of scale



Satellite Manufacturing: Expensive due to import dependence & high capital intensive production



Regulatory & Infrastructure Costs: Due to compliance issues and data licensing fees

REVENUE DRIVERS

11%

Launch Services & Satellite Deployment

54%

Satellite Communication

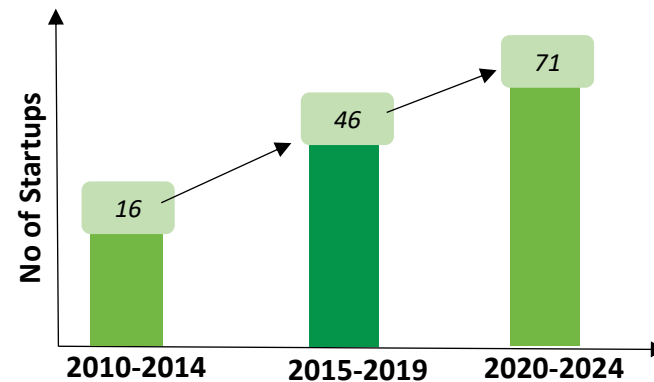
26%

Navigation System

9%

Other services including Space applications and Technology

STARTUP ECOSYSTEM



51



35



24



20



14

Top 5 funding Deals Since 2020 (In \$Mn)

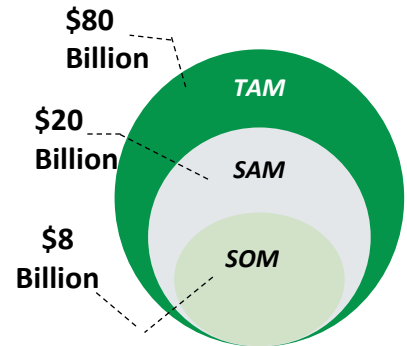
SPACETECH INDUSTRY (2/3)

Navigating The Growth, Innovation In Domestic & Global Spacetechnology

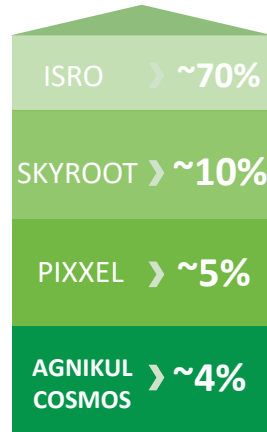


MARKET INSIGHTS

Market Size



Market Share Composition



Raised **\$99.8 million**, making it the **highest-funded private space tech startup** in India.

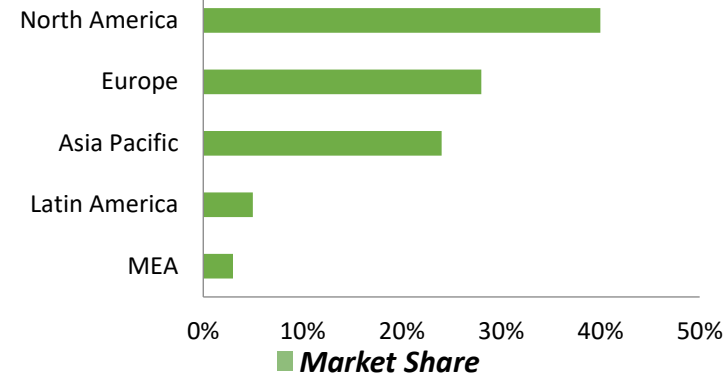


Raised **\$71.7 Mn**, specializes in Earth observation through hyperspectral imaging satellites.



Raised **\$61.5Mn**, launched the **first rocket** with a fully **3D-printed engine** from its private launch pad "**Dhanush**".

Global Overview



The **global space launch services** market was valued at **\$14.94 billion** in **2023**, projected to grow at a **CAGR of 14.6%** till 2030. **North America** leads with **40%+ market share**, **Europe** at **\$5.28B (CAGR 14.5%)**, and **Asia-Pacific** at **\$4.05B (CAGR 18%)**, driven by SpaceX, CASC, and **emerging Indian startups**.

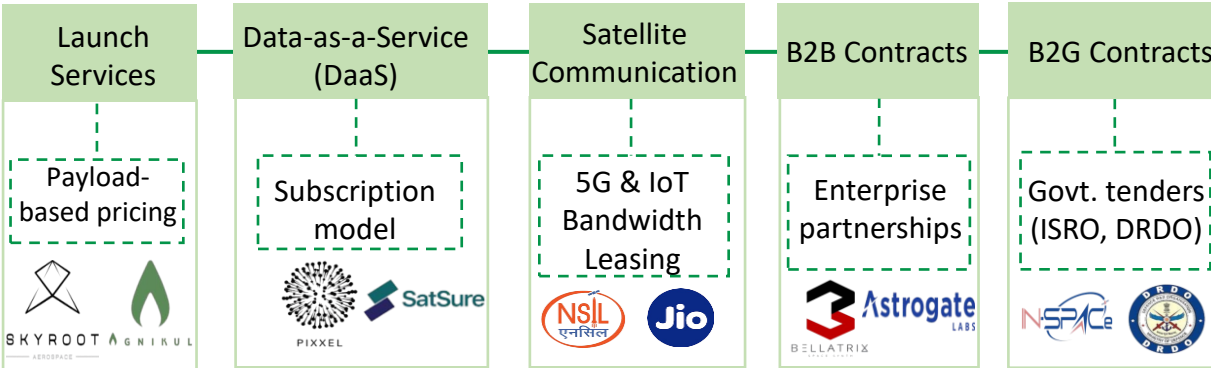
VALUE CHAIN



SPACETECH INDUSTRY (3/3)

Analyzing The Business Model, Opportunities & PESTEL Factors

BUSINESS/PRICING MODEL



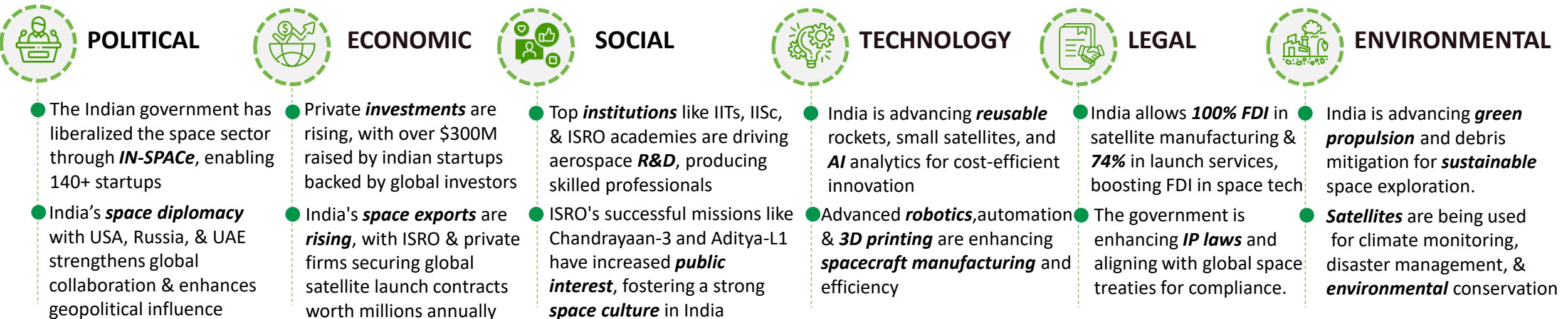
OPPORTUNITIES



CHALLENGES



PESTEL ANALYSIS





SPORTS INDUSTRY

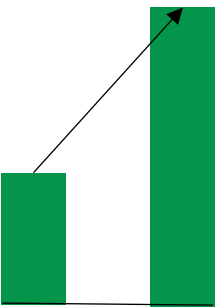
SPORTS INDUSTRY (1/3)

Accelerating Sports Market Growth Through Sponsorships, Tech Innovation, And Operational Excellence



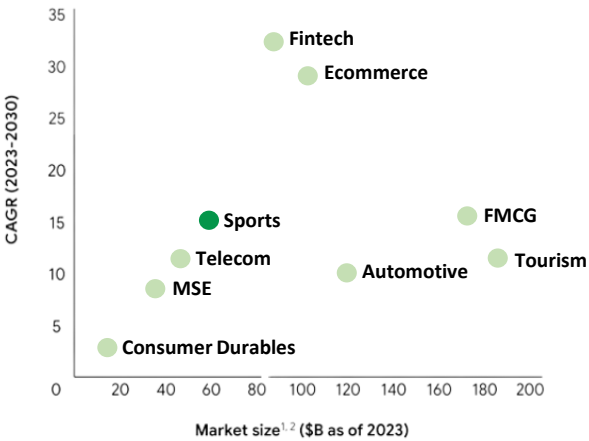
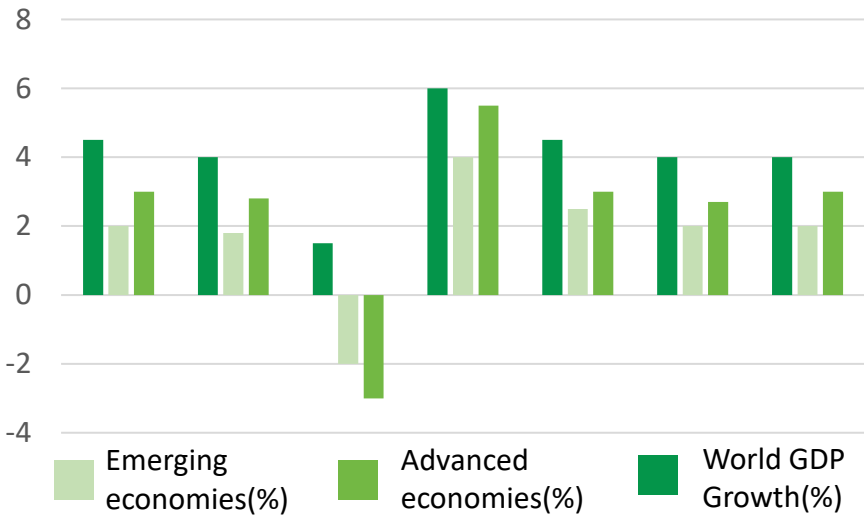
INDUSTRY OVERVIEW

CAGR (forecasted)



India's sports market is valued at **\$52B (2023)** and is projected to reach **\$130B by 2030** at a **14% CAGR**

Contributions to GDP



CAGR
India's sports industry is projected to expand at **14%** from **USD 52B** in 2023 to **USD 130B** by 2030

Contribution to GDP
Currently around **1%**, with potential to **double by 2030** due to rising investments

Recent News/Events
Record-high government sports budget for 2024, with **Women's Premier League**, and surging investor interest in **fantasy sports** and **esports**

COST DRIVERS



Facility construction and maintenance drive high capital costs



Advanced tech integration (e.g., AI, analytics) increases expenses

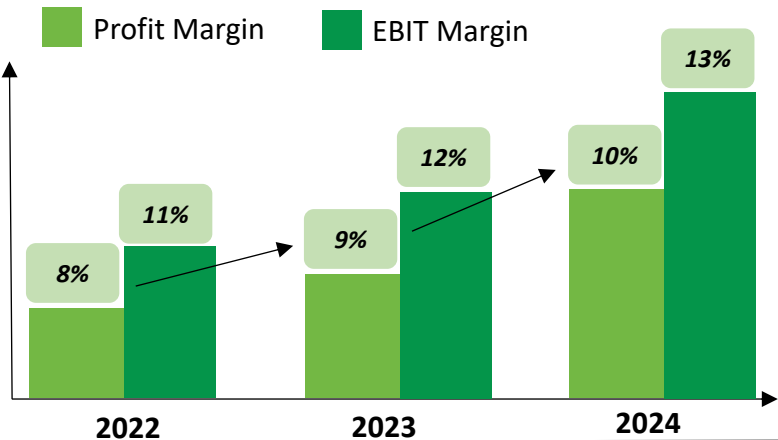


Event production and content creation requiring significant investment

REVENUE DRIVERS

- 1 Sponsorship deals boost revenue
- 2 Broadcasting generate earnings
- 3 Merchandise and ticket sales
- 4 Digital advertising grows income

FINANCIAL METRICS



Profit Margin improves from **8% to 10%** (2022–2024), reflecting cost efficiencies and steady revenue growth

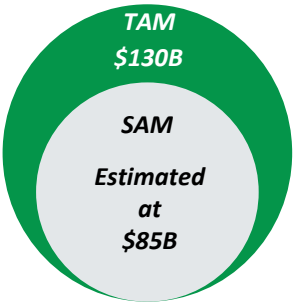
EBIT Margin grows from **11% to 13%**, indicating better operating leverage and streamlined expenses

SPORTS INDUSTRY (2/3)

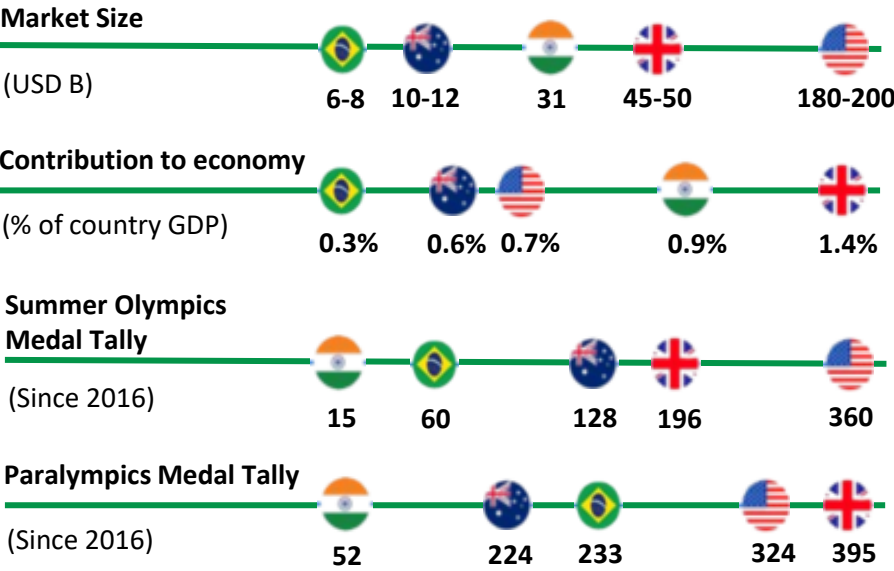
Driving Sustainable Global Expansion Through ESG Leadership, Emerging Markets, And Value Chain Excellence



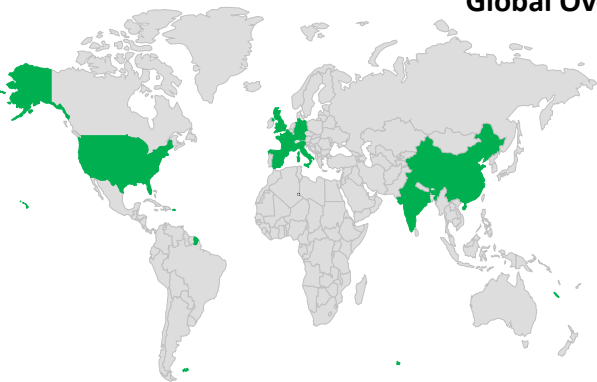
MARKET INSIGHTS



TAM: India's sports market is projected to be **\$130B** by 2030
SAM: Focusing on key commercial segments like broadcasting, sports tech, and merchandise, the serviceable market is estimated at **\$85B**



Global Overview



- Leading Regions:**
- **United States:** 30% share of global sports revenues
 - **Europe (EU):** 25%
 - **China:** 15%
 - **India:** 10% (but fastest growth)
 - **Rest of World (RoW):** ~20%

Sustainability is an emerging priority in sports: Major leagues and federations are increasingly adopting eco-friendly stadium designs, renewable energy sources, and waste reduction programs. This focus on **ESG (Environmental, Social, Governance)** performance is attracting socially conscious sponsors and fans, making sustainability a competitive advantage in the **global sports market**

VALUE CHAIN



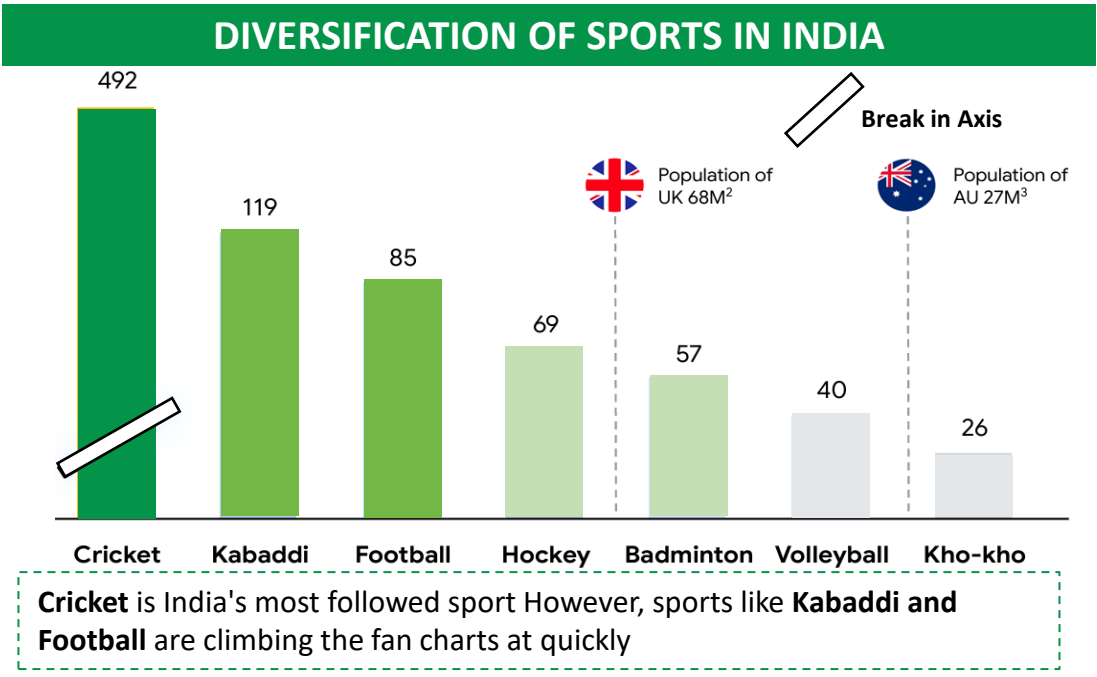
- Employment Growth:**
Currently at **4.7M**, projected to reach **10.5M** by 2030
- Skill Demand:** Rising need for sports medicine experts, analytics professionals, and certified coaches

EXPANDING SPORTS HORIZON

Propel Diverse Sports Expansion via Digital Innovations, Sustainable Infrastructure, and Cross-Sector Synergy



CORE AND ALLIED SECTORS AND THEIR CAGR			
CORE SECTORS		ALLIED SECTORS	
CAGR		CAGR	
13%	Sports Goods and Apparels	19%	Nutraceuticals
11%	Broadcasting and Promotion	9%	Sports Tourism
9%	Fantasy Sports and Esports	16%	Wearables
8%	Sports Infrastructure	10%	Gym and Fitness Centers



PESTEL ANALYSIS					
P	Government Policies & Funding: Increased sports budgets and focus on development Regulatory Environment: Governance reforms, anti-doping regulations, and federation oversight		S	Health & Fitness Trends: Rising fitness culture boosts gym memberships, and nutraceuticals Demographic Shifts: Young population (Gen Z) driving digital engagement; increasing women’s participation	
E	Growing Disposable Incomes: Fuels demand, event attendance, and digital subscriptions Investments & Sponsorships: Steady inflow from private equity, venture capital, and brand endorsements		T	Digital Transformation: OTT streaming, AI analytics, and immersive AR/VR experiences Data & Performance Tools: Wearables and sports science improving athlete training and injury prevention	
			E	Climate Impact on Events: Weather variability influencing scheduling and outdoor sports Sustainable Infrastructure: Green stadium designs, renewable energy use, and reduced carbon footprints	
			L	Media Rights & IP: Complex broadcasting deals and intellectual property protections Labor & Contract Laws: Player contracts, transfer regulations, and disputes resolution frameworks	



TEA INDUSTRY

TEA INDUSTRY (1/3)

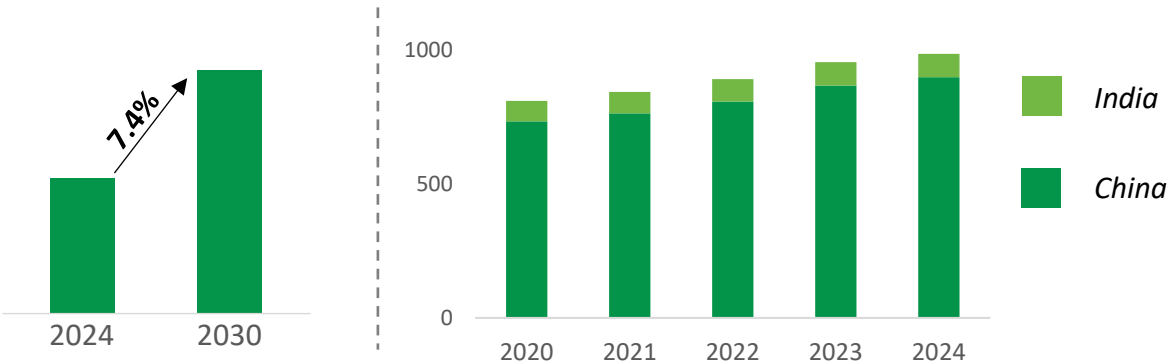
Overview Of The Global Tea Industry, Major Cost And Revenue Drivers And Growing Profit Margins



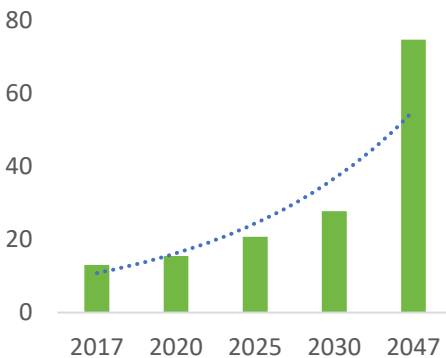
INDUSTRY OVERVIEW

The Indian tea industry, with other emerging economies is powering growth

The tea industry forecasts a **CAGR** of...



India's Tea Industry (in billion \$)



In **2024**, India's tea production decreased by **7.8%**, primarily due to **adverse weather** conditions in key regions like Assam.

The Tea Board India launched a **₹664.09 crore** initiative to **boost domestic demand** and price realization.

Extreme weather is disrupting tea production, prompting **sustainability efforts** like forest restoration in Nilgiris.

COST DRIVERS



Labour Costs: These account for over **60%** of the total expenditure in this industry



Raw Materials and Inputs: Cost of **tea leaves**, and other inputs is highly significant



Infrastructure: Tea gardens in India are old and require substantial costs to maintain

REVENUE DRIVERS



Indians' taste preferences fuelled by **increase in disposable income**



Expanding exports, supported by government incentives

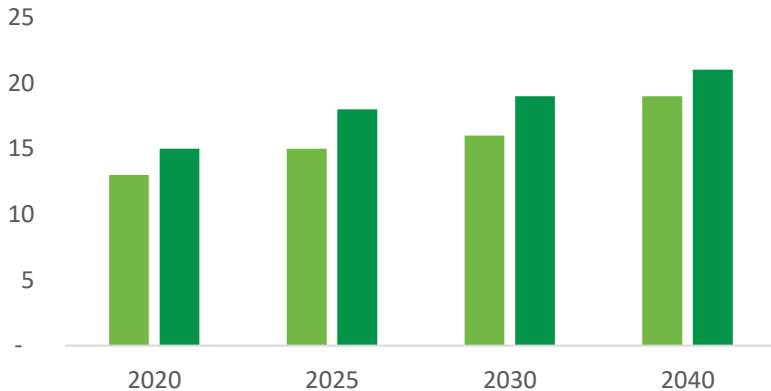


Rise of **D2C brands** and **speciality tea chains**



Innovation in ready-to-drink teas and functional blends

PROFIT AND EBIT MARGINS



Profit and EBIT margins can be predicted to have a **steady growth**

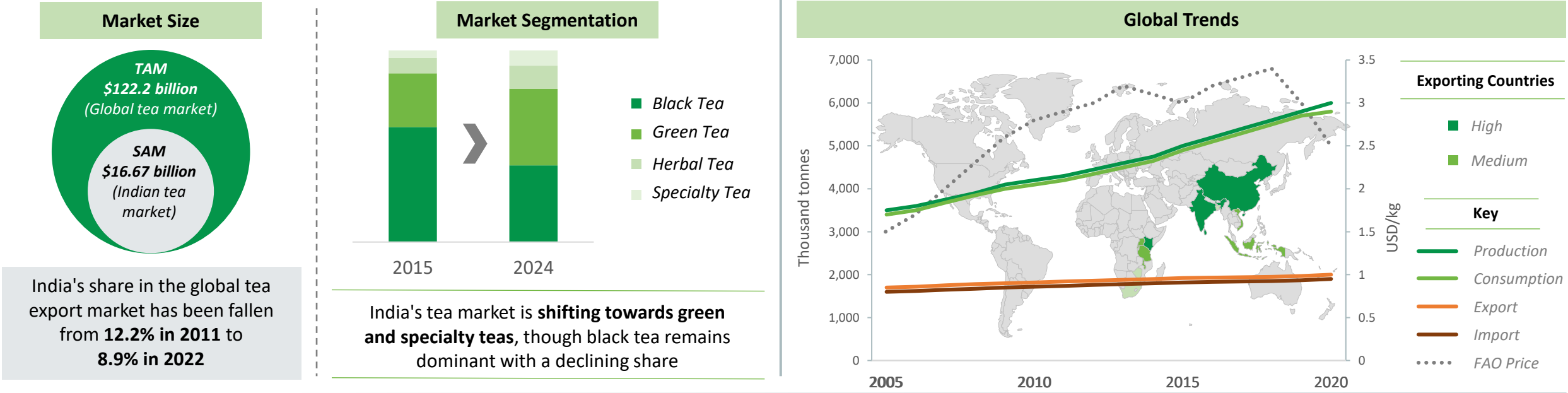
Rising input costs and climate-related challenges may put pressure on margins, necessitating **sustainability initiatives**.

TEA INDUSTRY (2/3)

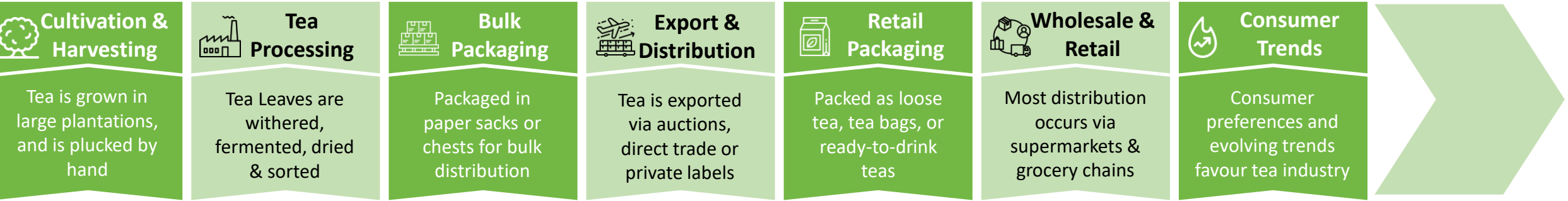
Market Sizing And Segmentation, Global Export And Import And Value Chain Analysis



MARKET INSIGHTS



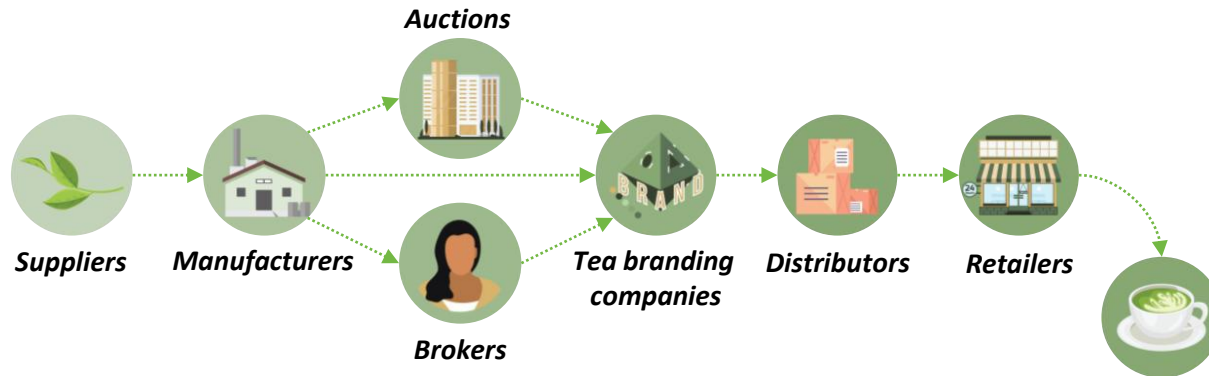
VALUE CHAIN



TEA INDUSTRY (3/3)

Deep Dive Into Business Models, Workforce Employed And A PESTEL Analysis Of India's Tea Industry





BUSINESS MODEL



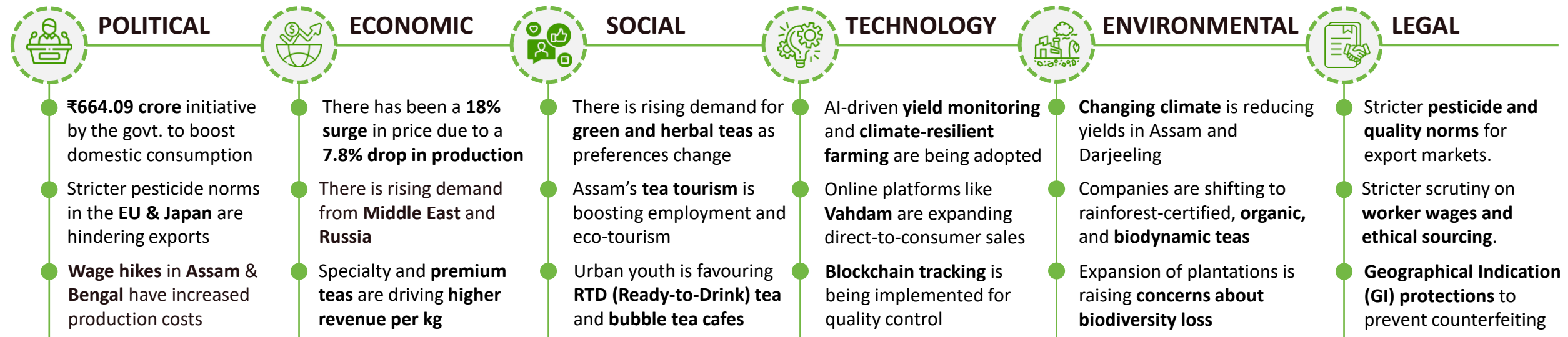
OPPORTUNITIES

-  Growth in specialty tea segments
-  E-commerce and D2C tea brands
-  Rising trends for wellness
-  Government incentives

CHALLENGES

-  Fluctuations in tea prices globally
-  Climate change affecting yields
-  High labour & operational costs
-  Deviating consumer preferences

PESTEL ANALYSIS





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