

UK INDIA BUSINESS COUNCIL: ADVOCATING BUSINESS SUCCESS IN 2020

JANUARY 2020

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FOREWORD

UK India Business Council (UKIBC) is the leading trade organisation solely focussed on promoting bilateral economic relations between the UK and India.

Structured as a not-for-profit organisation, we are an independent, business-led and Government backed knowledge partner with unique networks and contacts in the Indian and UK public and private sectors.

We support our stakeholders, members and clients in achieving their goals in the UK India corridor. We advise and advocate to facilitate investment, trade and economic growth between the UK and India. We work with stakeholders across the UK and Indian Government, including State Governments in India as well as central, devolved administrations, and city regions in the UK.

The UK is one of India's most important economic partners. At the same time, India is a crucial contributor to the UK's economic activity. This mutually beneficial relationship will only grow stronger.

India is projected to become the world's third largest economy by 2030. Indeed, the Indian Government's ambition is to become a \$5trn economy by 2025. This provides enormous opportunities to UK business, aided by India's growing consumption, investment, and production and service markets.

Many UK businesses of all sizes are already succeeding in India. UK FDI into India is responsible for more than 800,000 jobs in India. This is a reciprocal relationship with over 840 Indian businesses operating in the UK, employing over 100,000 people here.

India is a fast growing, complex market with significant challenges. The mission of the UKIBC is to facilitate the ease of doing business - on a company specific basis and on a sectoral basis.

Progress is being made. In the World Bank's Ease of Doing Business rankings, India has climbed from 130th in 2016 to 63rd in 2019. This increase comes on the back of reforms that have made paying tax, accessing credit and trading across borders quicker and easier. Accordingly, the Indian market is more accessible for UK companies looking to enter and prosper in India, particularly for SMEs.

UKIBC's own insight, from its networks, contacts, meetings, surveys and events have found that most UK companies already doing business in India plan on deepening their activity. To ensure that this positive relationship continues to grow, the reform priorities of UK companies must be heard.

Government to Government (G2G) platforms need the direct input of businesses on both sides if they are to efficiently target and tackle the barriers that matter. Success is rooted in continuous G2G and G2B interaction in order to help set right the priorities and resolve barriers to trade. Thanks to our connections with both the Government of India and the UK, UKIBC ensures that the needs of business is incorporated into the advancement of the UK-India bilateral relationship.

If you are interested in UKIBC working for you, you can visit our website <u>www.ukibc.com</u> to find out more about the range of services provided, as well as access to reports and white papers and much more.

Richard Heald, OBE Group CEO, UK India Business Council



INTRODUCTION

This report outlines the breadth of advocacy work that the UKIBC has delivered in the last twelve months and sets out our objectives and plans for 2020.

2019 was another important year, during which we secured a number of advocacy wins that enhance the UK-India bilateral relationship. These include reforms to increase the post-study work visa for Indian students coming to the UK, the cut in India's corporate tax rate, food labelling, and the relaxation of drug price caps in India.

Many of these wins come on the back of years of advocacy work with stakeholders at all levels of Government in both the UK and India.

Key occasions in 2019 include the Joint Economic and Trade Committee (JETCO), the Higher Education delegation to India, our conclaves in India and the UK, and frequent meetings with both UK and Indian Government, and State Governments, on the ease of doing business.

In 2020, we will continue to work with our members and clients to drive the UK-India relationship forward, in the context of a 'Global Britain' soon to leave the European Union under the newly elected Government. As we discussed at our London Conclave in December, businesses can help shape a successful UK-India relationship, and 2020 presents an ideal opportunity to do so given that Mr Modi is in the early months of his second term and Mr Johnson and his colleagues will soon be able to lift their heads from exiting the EU to focus on improving relationships with other partners.

INTERACTIONS

IN 2019 WE HELD 58 EVENTS, COMPRISING OF:





OUR WORK HAS BEEN FEATURED IN





BusinessLine













INTELLIGENCE

IN 2019, WE PUBLISHED 5 THOUGHT LEADERSHIP REPORTS:



UK INDIA BUSINESS COUNCIL: ADVOCATING BUSINESS SUCCESS IN 2019

This booklet showcases the breadth of advocacy we delivered in 2018 for our members and the corporate sector entering and expanding in India and the UK, and outlines our expanded advocacy offer for 2019.

DATA: THE FOUNDATION OF INTELLIGENT ECONOMIES

Built in consultation with businesses and other stakeholders across the UK and India, this report makes the case for a liberal, transparent, and fair approach to personal data protection regulation in India, paving the way for a Common Data Agreement (CDA) within the UK-India Tech Partnership. The crux of whether this is feasible, however, rests with the final shape of India's draft Personal Data Protection Bill.

HIGHER EDUCATION COLLABORATION: FUTUREPROOFING THE UK-INDIA PARTNERSHIP

This report gathers the views of UK universities and business schools on the benefits of UK-India collaboration, the challenges to overcome, and the reform priorities, before making several key recommendations, including the mutual recognition agreement of foreign qualifications and prioritising employability skills for graduates.

HOW THE UK CAN MAKE IN INDIA

Grounded in extensive consultations with our members, this report makes the case for how the business and operating environment in India can be improved to meaningfully grow UK manufacturing investment and jobs. We make nine high-impact recommendations, including strengthening intellectual property enforcement and technology collaboration. If implemented, these recommendations would transform FDI into India and further improve the UK-India partnership, not least in defence and aerospace.



UKIBC'S 5TH ANNUAL DOING BUSINESS IN INDIA REPORT: THE UK PERSPECTIVE

We asked UK companies and higher education institutions operating in India about India's business environment, why they want to do business in India, the challenges they have faced, and their priorities for the future. In terms of barriers to doing business, 'legal and regulatory impediments' were the most frequently cited by our respondents. 'Improving the quality of bureaucracy' was the most desired reform.



We have also produced a sixth report soon to be published in 2020: GAMING FOR GROWTH – INDIA'S SPORTS AND GAMING MARKET POTENTIAL

In this report we make four recommendations that India should legalise and regulate the gaming market across India, particularly sports betting, in line with the Law Commission's recommendations, and ensure that regulation is game-neutral, centrally regulated and clear.

INFLUENCE

ENGAGING WITH GOVERNMENT

The UKIBC is uniquely connected to all levels of the UK and Indian Governments, at the National, State, Devolved Administration and City Region levels. These connections enable us to advocate for positive change on behalf of our members and clients, as well as connecting them directly to influencers and decision makers.

In 2019, both India and the UK held general elections, in which both Mr Modi and Mr Johnson were re-elected with significant majorities. The UKIBC looks forward to continuing our work with both Governments for the betterment of the UK-India trade and investment relationship.

UK GOVERNMENT

From Secretaries of State to MPs and senior civil servants, the UKIBC is well connected across the UK Government, including the Department for International Trade (DIT), the Foreign and Commonwealth Office (FCO), Department for International Development (DFID), and the Department for Culture, Media and Sports (DCMS).

Across the UK Government, we put across the voice of business and their concerns and priorities in our regular meetings and interactions.

On a quarterly basis, UKIBC holds a meeting with the Prime Minister's Office to update No.10 on developments in India and on the work of the UKIBC. This year, we also met with the Home Office for a roundtable to discuss the UK's immigration white paper in which we advocated for greater flexibility for Indians visiting and living in the UK, including students.

UKIBC believes India should be right at the top of Global Britain's trade priorities. We will continue to work with the UK Government on the Joint Economic and Trade Committee, CEO Forum, Joint Trade Review and on improving the ease of doing business. All of which will help UK companies increase their trade and investment into India.



UKIBC CEO Richard Heald, OBE attending No.10 in London with Advisory Council member, TV Mohandas Pai

UK CITY REGIONS

This year we have continued to work with Manchester, the Sheffield City Region, and Leicester to support them in India with partnerships, opportunities for collaboration, and helping them to engage with the Indian market.

We supported Manchester with Mayor Andy Burnham's visit to India in October. In November, the UKIBC took a delegation from the Sheffield City Region to Maharashtra. The trade mission involved a host of advanced manufacturing and academic organisations, all of which are hungry for technology and knowledge partnerships, for meetings with the UK's Trade Commissioner to South Asia, and representatives from the Maharashtra Industrial Development Corporation.

These visits highlight the UK City Regions' strengths and commitment to India, and are leading to increased trade, investment, and partnerships, including academic partnerships, with India.



Sheffield City Region delegation to Maharashtra in November

INDIA GOVERNMENT

We at the UKIBC are delighted to have worked with the Government of India in many capacities, whether it is through the India-UK CEO Forum, the India-UK Joint Economic and Trade Committee, the Ease of Doing Business programme or the Access India Programme, which supports the Make In India initiative.

This year, former UKIBC Chair Rt. Hon Patricia Hewitt led a roundtable in Mumbai to discuss business' desires from the new Indian Government. In this and many of our discussions with Indian Government, the main focus was on improving the ease of doing business at both central and state levels.

Although India still presents a complex market for foreign investors, the Government's focus on the ease of doing business has the potential to demystify and cut through multiple barriers to entry and expansion. To support ease of doing business and scrutinise areas that the UK can offer support to India's economic development, we have facilitated regular meetings with Ministers and Officials from the Indian Prime Minister's Office, as well as the Department for Promotion of Industry and Internal Trade (DPIIT), the Ministry of Human Resources (MHRD), the Ministry of Commerce, Invest India, NITI Aayog, and the High Commission of India.

As is evident in all these interactions, the mission to improve the ease of doing business cannot simply be achieved through Government to Government (G2G) dialogues. These G2G platforms need the direct input of businesses, from both countries, if they are to efficiently target and tackle the barriers that matter.

STATE-LEVEL INTERACTIONS

In 2019, the UK India Business Council enhanced our links with Indian State Governments, including through MoUs with the Governments of Maharashtra, Telangana and West Bengal. We also stepped up our engagement with Karnataka, Gujarat and Punjab.

The objective of these engagements is a simple one - to increase dialogue between UK businesses and State Governments. The outcomes, though, are important: a better mutual understanding of priorities and policies; the ability to address general and specific ease of doing business issues; and, for the State Governments, build a strong understanding of investors' needs, thus enabling each State to better promote itself as an investor destination.

MAHARASHTRA

The Maharashtra MoU was signed during a UKIBC delegation to Mumbai in January, where leading UK businesses showcased their commitment towards intensifying strategic investment in Maharashtra. During the visit, the delegation participated in UK-focussed roundtables with the Chief Minister, the State Industries Minister, and India's Commerce Minister.

The MoU is part of an increased effort to improve the connections between UK businesses and the state of Maharashtra to increase investment, jobs, and economic growth, and to enable detailed discussions on the ease of doing business.

In July the UKIBC India Board members met the State's Chief Secretary to discuss the state's upcoming initiatives and ease of doing business.

In our Doing Business in India Report for 2019 - which we launched in November (read more on page 16) - Maharashtra came out on top as the most improved state according to UK companies and as the state that most companies are looking to expand in in the next twelve months.

UKIBC members met with Dr Anbalagan, CEO of the Maharasthra Industrial Development Corporation (MIDC) on the ease of doing business as part of the report launch. Dr Anbalagan spoke of the state's determination to attract both domestic and foreign investments and agreed that it is vital to keep on improving the ease of doing business to attract more investment.

The UKIBC will bring a UK business delegation to the Maharashtra Investment Summit in 2020 to hold talks with the Chief Minister and the Industries Minister. We will also explore how to use this summit to showcase the brilliant work UK businesses do in the state to create a positive socio-economic impact.



UKIBC members at the Roundtable meeting with Mr Subhash Desai, Cabinet Minister of Industries Maharashtra State Government and MoU Signing between MIDC and UKIBC.

WEST BENGAL

In February, we signed an MoU with the Government of West Bengal at the 2019 Bengal Global Business Summit to formalise our joint commitment to increasing UK business, investment, and economic growth in West Bengal. UKIBC CEO Richard Heald took a delegation of UKIBC members to the Summit for business interactions around investments to the state and resolving market access challenges. This included an interaction between the delegation and Dr Amit Mitra, the Finance and Industries Minister.

We took another delegation of UKIBC members to Kolkata in September for further discussions with Dr Mitra.

Thanks to focused ease of doing business reforms, including a single window system for business, the digitalisation of government services, and the simplification of bureaucratic processes, West Bengal has secured significantly higher economic growth than the Indian average and this has helped to attract UK business. Continued discussions on the challenges businesses face and the state's active drive to improve the business environment are essential to encourage greater investment.



UK India Business Council's Group CEO, Richard Heald, OBE, signs the MoU with the West Bengal Industrial Development Corporation Managing Director, Smt. Vandana Yadav, in the presence of Finance



TELANGANA

The state of Telangana has been another top performer in terms of levels of growth and ease of doing business. In March, the UKIBC signed an MoU with the Government of Telangana during a UK business delegation visit. The MoU was signed by Jayesh Ranjan, Industries Secretary as part of a roundtable with the UK businesses delegation.

In November we took two delegations to Telangana - one higher education and one cross-sector, and we held an ease of doing business roundtable based on the release of our report, where we were joined by British Deputy High Commissioner to Andhra Pradesh and Telangana, Dr Andrew Fleming, plus Mr Ranjan and his team from the Government of Telangana.

Telangana has established itself as a tech hub in recent years and thus provides great opportunity for UK tech companies to collaborate and expand their own operations in IT as well as revolutions in healthtech, defence and aerospace. The increasing ease of business in Telangana has seen more and more UK companies enter the state, and the signing of the MoU will help to take this relationship to a greater level through increased interactions, knowledge sharing and partnerships.



UKIBC staff and members at the signing of the MoU between Industries and Commerce Department, Govt. of Telangana and UKIBC.

GUJARAT

In January, the UKIBC took a delegation of UK businesses to the Vibrant Gujarat Summit where we held a roundtable for UKIBC members with Gujarat's Chief Minister, Mr Vijay Rupani. Members gave their views on how the State could improve the business environment, particularly on ease of doing business for manufacturing. As a leader in sectors such as chemicals, petrochemicals, cement, ceramics, textiles and engineering, there is plenty of scope for UK trade and investment in Gujarat.

PUNJAB

In December, UKIBC Director, Divya Dwivedi, spoke at the Progressive Punjab Investors Summit 2019 on opportunities for UK companies to invest in Punjab and the benefits they can bring to the state and widely across India.

JOINT ECONOMIC AND TRADE COMMITTEE (JETCO)

One of the key interactions UKIBC conducts with the UK and Indian Governments is the Joint Economic and Trade Committee (JETCO).

In July, India's Commerce Minister, Piyush Goyal, and the UK's then-Secretary of State for International Trade, Dr Liam Fox, met with businesses in London at the 13th meeting of JETCO.

There, Mr Goyal took part in a roundtable chaired by UKIBC CEO Richard Heald with major UK investors to discuss the ease of doing business in India, which has been identified as high priority by the Indian Government to facilitate greater trade and investment.

Other participants included Secretary of State for Housing, Communities and Local Government, James Brokenshire, UK High Commissioner to India, Sir Dominic Asquith, KCMG, and Indian High Commissioner to the UK, Ruchi Ghanashyam.

A key outcome of this year's JETCO was the launch of three new business-led Working Groups: • Life science and healthcare, chaired by Patty O'Hayer, Global Head Communications and

- Government Affairs, Reckitt Benckiser
- Digital and data services, chaired by Larry Stone, Chairman India, BT
- Diageo India.

The objective of these groups is to take a deep dive into some of the barriers and present recommendations to UK and Indian Ministers on how to address the factors impacting UK India trade, allowing the UK and India to enhance their strategic trade relationship.

The Working Groups will produce reports for both governments in April 2020.



UK Secretary of State for International Trade, Dr. Liam Fox, with India Minister of Commerce, Mr. Piyush Goyal, and UK Deputy Trade Commisioner for South Asia, Rhiannon Harries, on stage at the JETCO plenary

· Food and drink, chaired by Abanti Sankaranarayanan, Chief Strategy & Corporate Affairs Officer,



Leading UK companies sat with Dr. Fox and Mr. Goyal for a roundtable on Ease of Doing Business

ENGAGING WITH BUSINESS

As a business-led organisation, it is imperative that businesses' needs lead our work.

We are membership-led, which means we ask our members what their needs are and advocate for them at all levels of Government to facilitate investment, trade and economic growth between the UK and India. Through submissions, reports, and whitepapers we provide evidence to Government bodies, as well as connecting our members directly to relevant stakeholders from government to industry. This allows our members to improve their understanding of the Indian market and put across their own views on the issues they are facing and on plans for the future.

Consequently, this creates a link between governments and business, enabling both to act most effectively to remove barriers to trade and investment, and to keep up to date with ongoing developments.

As part of our business engagement, the UKIBC holds two conclaves a year – one in India and one in the UK, which are led by our Chair, Lord Davies of Abersoch, CBE, in which business leaders sit down to discuss the UK-India partnership.

At the Conclave in Delhi in March, business leaders discussed their priorities for the bilateral relationship post-Brexit and post-Indian General Election. Leaders gave their views on the role that both Governments of India and the UK should take to improve the UK-India partnership, from announcing clear long-term strategies to foster investor confidence, to focussing on skill development and the environment.

At the Conclave in London in December, the key topic was what businesses want from a post-Brexit UK-India trade and investment relationship in the context of a newly elected UK Government. All agreed that the post-election period will be a moment of immense opportunity for the new UK Government to reignite the UK-India bilateral relationship and thereby one that the Government should be proactive in approaching. The business leaders shared their personal views on the priorities for the Government. By building a strategic narrative and being clear on what the UK and India can do for each other, both countries can derive immense benefits.

2019 KEY ADVOCACY WINS

REINSTATEMENT OF POST-STUDY WORKING VISA TO TWO YEARS

In September, the UK Government announced their decision to revert to the pre-2012 rules of post study work, which allows international students to stay in the UK to work for up to two year years after graduation. Indian businesses consistently highlight the need for improved access to working visas for Indian nationals – including students – as a key barrier to UK-India trade and investment. We are pleased to have helped channel these points, including through the JETCO, the CEO Forum, and at an Immigration Roundtable connecting Indian businesses with Senior Home Office officials in July, building on evidence we submitted to the UK Parliament's All-Party Parliamentary Group (APPG) on International Students in 2018.

UKIBC'S KEY RECOMMENDATIONS MENTIONED IN THE DRAFT NATIONAL EDUCATION POLICY

It was very encouraging to see some of the UK India Business Council's key recommendations mentioned in the Draft National Education Policy, including mutual recognition of qualifications, simplification of the education regulatory framework, embracing online courses, integrating vocational training into mainstream education and greater international collaboration. The new policy's emphasis on quality, equity, access, learning outcomes, teaching, and research is also to be applauded, as is the acknowledgement of the societal-level benefits of education and the decision to set up an Inter-University Centre for International Education (IUCIE) specifically to support internationalisation of universities.

INDIAN GOVERNMENT TO CUT CORPORATE TAX RATE FROM 30% TO 25.17%

The UK India Business Council very much welcomes this far-sighted move to reduce the corporate tax rate, which has long been a request we and our members have made to the Government of India, including at a meeting with India's Minister of Commerce, Mr Piyush Goyal, in London in July and in our report, 'How the UK can Make in India', setting out measures the Government of India should take to support the manufacturing sector.

This tax announcement sends a very strong signal that India is open for business. Our members have repeatedly cited 'taxation issues' and 'price points' as a barrier to doing business in India. Consequently, a lower and more transparent tax rate helps UK companies in India to continue to reinvest profits across the Indian market, in addition to new investment from fresh market entrants.

DRUG PRICING RAISE

The National Pharmaceutical Pricing Authority (NPPA), India's drug pricing regulator, has increased the ceiling prices of 21 formulations by 50 percent. This is an area that the UKIBC has been advocating for following the launch of our report 'Drug Pricing in India' in 2018.

The UKIBC has long made the point that drug pricing requires a careful balancing act. If the price is too low, innovation will be discouraged and reduce the availability of important medicines. This announcement by the NPPA is therefore a step in the right direction, one which will benefit the Indian healthcare system and those that depend on it.

FOOD AND DRINK

Based on the sustained engagement and submissions by the UKIBC, the Food Safety and Standards Authority of India (FSSAI) has given cognisance to section 4.2 (3) Nutritional Information of the draft labelling regulation and has accepted our recommendation to bring the draft labelling requirements in sync to the FSS Alcoholic Beverage Regulations 2018.

In addition, the FSSAI has agreed to all three submissions made by UKIBC requesting that the Import Manual of 2019 is synchronised with other regulations. The submissions included execution of the Risk Management System under the Food Importer Clearance Process, accepting the validity of shelf life of more than 60 percent or three months, and a change in the rectifiable labelling requirement for primary food and drink items.

EASE OF DOING BUSINESS

Much of the work carried out by UKIBC is done with ease of doing business in mind. While a UK-India free trade agreement is a long way away, removing non-tariff barriers can help to attract new investment and make it easier for existing UK investors in India to do business.

India has made remarkable strides forward on ease of doing business in recent years. In the World Bank's ease of doing business rankings it has reached number 63, up from 77th in 2018 and made even more impressive by the jump from 142nd in 2014.

The UKIBC's own annual Doing Business in India Report was published in November. The report is based on the results of extensive consultation, including a roundtable in London with India's Commerce Minister, Piyush Goyal, and a survey that captured the views of UK companies and higher education institutions.

Overall, the survey respondents were positive on India's business environment, with 56 percent stating that it is getting easier to do business in India, and only 21 percent saying that it has not improved (while 23 percent were undecided).

As part of the report's launch, UKIBC led a delegation of our members to meet with the DPIIT Secretary, Dr Mohapatra, to discuss the findings of the report, namely the barriers to doing business in India and reform priorities. We also had interactions with senior government officials in Maharashtra and Telangana.

Prime Minister Modi has consistently set-out to reform the Indian business environment, recognising that doing so is essential not only for internal growth but also to attract foreign investment, an important facet if it is to reach the Government's goal of a a \$5tn economy.

Reforms have centred on boosting the private sector as well as attracting foreign investment. Streamlining regulations, including the Goods and Services Tax (GST), improvements to infrastructure, and utilising technology have all been further benefits to business.

UKIBC Managing Director, Kevin McCole, meeting with MIDC on the launch of UKIBC's Doing Business in India Report 2019

SOCIO-ECONOMIC IMPACT

In November, we launched our new Socio-Economic Impact (SEI) campaign. Working with the United Nations Development Programme (UNDP), this campaign showcases the great work that UK companies are doing in India to improve social and economic development, aligned with the UN's Sustainable Development Goals (SDGs).

At our launch event hosted by British High Commissioner, Sir Dominic Asquith KCMG, in New Delhi, the UKIBC was joined by Ms Sanyukta Samaddar, Advisor at NITI Aayog, and Ms Shoko Noda, UN Development Programme (UNDP) Resident Representative in India.

In addition to promoting business and investment between the UK and India, it is important that UK business has a positive social impact. As well as providing support to India's impressive economic growth, UK companies and higher education institutions are contributing to social development in India, from sourcing clean and renewable energy, to supporting education programmes.

Socio-economic development aims to improve the well-being of all members of society. It is achieved through improving both economic activity – such as increasing investment, developing new technology and techniques, and enhancing trade relations – and social outcomes – like nurturing education, improving healthcare, and protecting the environment.

The UK will host the UN climate change summit in November 2020. To coincide with the UK's leading role, the UKIBC will produce our Socio-Economic Impact paper prior to the summit, which will showcase UK companies' positive impacts as well as their views and priorities on the SDGs.

You can follow these developments on UKIBC's Socio-Economic Impact website at: https://www.ukibc.com/socio-economic-impact/

If you are interested in finding out more or becoming involved with our socio-economic impact work, get in touch with our specialist, <u>Kealan Finnegan</u> at <u>kealan.finnegan@ukibc.com</u>



UKIBC Director, Divya Dwivedi, and esteemed guests at the launch event of our SEI campaign at the British High Commission in New Delhi



UKIBC'S WORK ACROSS SECTORS

Each of our sectors' advocacy work involves a sector advocacy group comprised of our members, enabling businesses to come together to share the concerns and collate the priorities of business. Each group has several key priorities outlined below:





With India rapidly industrialising and the UK a world leader in advanced manufacturing and engineering, the opportunity for UK-India collaboration is vast.

India is expected to become the fifth largest manufacturing country in the world by the end of 2020 with advanced manufacturing and engineering forming a central pillar in the Government of India's economic vision.

In June we launched our report 'How the UK can make in India'. The report makes the case for how the business and operating environment in India can be improved to meaningfully grow UK manufacturing investment and jobs.

Two of UKIBC's key recommendations outlined in the report are strengthening intellectual property enforcement and technology collaboration:

Strong intellectual property (IP) protection is the cornerstone of innovation. Continuing to strengthen India's IP enforcement will enhance India's manufacturing sector's confidence and comparative advantage, especially in the ease of developing and deploying digital technology.

On technology collaboration, we are pressing for the establishment of an India-UK centre of excellence for advanced engineering technology collaboration on similar lines as the Catapult Centres in the UK.

The report was launched at a roundtable with some of the UK's largest advanced manufacturing and engineering businesses and Invest India. At the roundtable, our members and clients raised some of their concerns, including the key business barriers they face in India, and put forward their views about the Indian market to Invest India, which subsequently took those comments on board and agreed to put these views across to the Indian Government.

Additionally, our advanced manufacturing members were able to take part in many meetings we held with Ministers and top officials from the Government of India and State Governments to discuss the operating environment and work together to overcome the challenges to doing business for the better of UK-India advanced manufacturing and engineering collaboration.

If you are interested in finding out more or becoming involved with our advanced manufacturing and engineering work, get in touch with our specialist, <u>Prasenjit Dhar at prasenjit.dhar@ukibc.com</u>





A Memorandum of Understanding on Defence Technology Industrial Capability Cooperation was signed between the UK and India earlier in the year which highlighted the UK Government's approach towards enhancing cooperation with India, and the Defence vertical is an example of how this cooperation is being taken to a new level.

To help achieve the full potential of the UK-India defence industries, we announced in November the establishment of an Aerospace and Defence Industry Group at a reception hosted by the British High Commissioner in New Delhi.

The Aerospace and Defence Industry Group will support and build on the huge opportunities for collaboration that exist between the defence industries of the UK and India. Collaboration will not only advance India's defence acquisition process but also foster long-term technology and hardware transfers. Founding members of the group are Rolls-Royce, BAE Systems, Thales UK, Renishaw, MBDA, Pexa, Pattonair, and Cranfield University.

This has followed work that we have conducted throughout the year, including four meetings in both India and the UK with Government, Defence departments and leading defence organisations. We held meetings with Aero India in Bangalore in February, and two meetings with the Defence Adviser's Residence in New Delhi in June and December, all accompanied by the Department for International Trade, including the Defence and Security Organisation, and the Foreign and Commonwealth Office. In September, we held further meetings with India's Defence Production Secretary and the Industries Minister from the State of Uttar Pradesh.

These meetings have enabled UKIBC to engage with the Government of India on advocacy in the operating environment for UK firms, gather intelligence on the defence sector in India for the benefit of UK business, align UK and India defence sector work, and advocate for reforms on ease of doing business challenges such as intellectual property rights, offsets, procurement processes and licensing.

UKIBC will work with both Governments on an ongoing basis, providing insight, analysis and data on UK defence strategy. UKIBC aims to expand the group to include cyber and security to broaden the narrative beyond air, land and maritime work to support cross sector activity. UKIBC is working closely with industry bodies to put together a delegation to visit DefExpo 2020 in India.

If you are interested in finding out more or becoming involved with our aerospace and defence work, get in touch with our specialist, <u>Prasenjit Dhar</u> at <u>prasenjit.dhar@ukibc.com</u>

We released our report 'Data: The Foundation of Intelligent Economies' in March 2019. This has continued our work from 2018, which was boosted by the launch of the UK-India Tech Partnership.

The report makes the case for a liberal, transparent, and fair approach to personal data protection regulation in India, paving the way for a Common Data Agreement (CDA) between the UK and India.

In May, the UKIBC held a roundtable with senior Indian Government Officials from the Ministry of Electronics and Information Technology, NITI Aayog, MyGov, UK Government Officials, and UK and Indian businesses in Delhi. The roundtable acknowledged the fundamental role data protection plays in facilitating innovation and the wider UK-India Tech Partnership. Participants were pleased to contribute to the ongoing consultation regarding India's draft Personal Data Protection Bill, widely regarded as a positive step in enabling a systematic approach to data protection in line with global norms.

Following our engagement with key stakeholders, we welcomed an announcement made by IT Minister, Ravi Shankar Prasad, in June 2019 that cross-border data movement under new law may be allowed on basis of reciprocity.

Following from JETCO in July, we established the Digital and Data Services Working Group on behalf of the Department for International Trade. The group, chaired by Larry Stone, Chairman India, BT, brings together businesses to take a deep dive into some of the barriers and present recommendations to UK and Indian Ministers on how to address the factors impacting UK India trade, allowing the UK and India to enhance their strategic trade relationship.

UKIBC has advocated for a bilateral Common Data Agreement between the UK and India. While existing agreements with 'adequate' countries enables one-way data flows, it is important that future trade relationships are built on reciprocity. A Common Data Agreement would help to ensure that data flows are reciprocal.

In September, UKIBC hosted a Tech Trade roundtable with the Department for International Trade, the Department for Digital, Culture, Media and Sport, and our members to discuss the prospects and existing barriers for UK-India data relations, including the scope for a long-term Common Data Agreement. It is our belief that a framework that facilitates data flows between the UK and India in, for example, healthcare, education and financial services, would be a substantial development for UK-India trade and investment. The Personal Data Protection Bill, 2019 (PDP Bill), cleared by the Cabinet was introduced in Parliament in December 2019 and has now been referred to the Joint Select Committee, which is required to submit its report to Parliament by the next session scheduled for February 2020.

UKIBC will raise these key points with both UK and Indian governments and through our JETCO digital innovation working group in our continued meetings throughout 2020.

If you are interested in finding out more or becoming involved with our digital innovation work, get in touch with our specialist, <u>Meghna Misra-Elder</u> at <u>meghna.misra-elder@ukibc.com</u>





2019 has been a hugely successful year for the UK-India Higher Education relationship following a number of key developments paving the way for future collaboration.

Indian students studying in the UK have returned to their highest levels in the last decade, as more than 30,500 Indians received a study visa in the academic year 2018-19. The reintroduction of the post-study work visa from the 2020-21 academic year - a key reform that we have been campaigning for years - was a huge step forward that not only helps students and businesses, but also sends a message that the UK is welcoming of Indian students. Having more ambitious and talented international students attend UK universities enables us to forge greater higher education partnerships and business relations.

While important, this change on its own will not be sufficient to enable the UK and India to achieve the full potential in the higher education relationship. Sensible implementation of India's new education policy will be critical, as will the UK and India signing a Mutual Recognition of Qualifications Agreement.

In March, UKIBC Higher Education Sector Manager, Tara Panjwani, spoke at the University Social Responsibility Conference in Hyderabad, a joint initiative between the University of Hyderabad, University of East Anglia and the UKIBC. Raising awareness of the need for University Social Responsibility (USR) has been a core part of our Sector Advocacy Group's multifaceted strategy for 2019 alongside the urgent requirement to enhance the employability of graduates and the importance of mutual recognition of qualifications.

In addition, building on the key messages from our 2018 report 'Beyond the Top 200', we have also been highlighting the need for the Indian Higher Education system to look beyond the global Top 200 ranked universities to consider those institutions who have the specific expertise and specialist courses that India's economy really needs.

In June, UKIBC took a delegation of UK university representatives to India to meet the Minister of State for Human Resource Development (MHRD) to deliver a submission setting out 'UK University Inputs for India's New National Education Policy'. This follows on from the two reports we submitted to the MHRD in 2018 which were the result of extensive consultations with our Higher Education members.

The UKIBC warmly welcomes the direction taken in the draft of the new National Education Policy. UKIBC believes that if India is to fulfil its growth potential and deliver employment outcomes, its new education policy should be centred on the four key tenets of excellence, equal access, expansion, and employability. This will develop a resilient system that balances cost, quality, and scale and opens the way for innovation and inclusiveness. Once these basic foundations are in place, India will accelerate its progress to becoming a world-class education hub and a knowledge superpower.

UK universities are deeply committed to India and keen to work in collaboration to help India achieve its

ambitious objectives and this can be done more easily through the mutual recognition of qualifications.

We made a robust case for this in our latest Higher Education Report: 'Futureproofing the UK India Partnership' which we released in November and launched at our 2nd Higher Education delegation in India. In the report, we made five recommendations, with the priority being a Mutual Recognition Agreement.

The report was launched at a series of events in Hyderabad, New Delhi and Mumbai as part of the UKIBC Higher Education delegation. USR and Employability were the two central themes of the mission, while strengthening industry connections, government relations and academic partnerships were the main objectives. We held our first Employability Roundtable in Telangana with Dr Andrew Fleming, the British Deputy High Commissioner to Andhra Pradesh and Telangana and Jayesh Ranjan, Telangana Industry Secretary before further activity in Mumbai and Delhi with Indian universities, UK and Indian employers, and Government departments.

If you are interested in finding out more or becoming involved with our higher education work, get in touch with our specialist, Tara Panjwani at tara.panjwani@ukibc.com







Collaboration in life science and healthcare remains an area of strong interest for business in both countries.

Delivering Ayushman Bharat, the world's largest government funded healthcare insurance scheme, could potentially benefit over half a billion people in India. However, delivering Ayushman Bharat will be no easy task. As it stands, India requires 7.4 million healthcare professionals by 2022, more than double the existing workforce. Meanwhile, millions living in rural India do not have access to essential healthcare at all with "last mile delivery" a high priority sticking point.

Ayushman Bharat will also increase demand for pharmaceuticals. In order to augment supply, there is an argument that India could benefit from the experiences of international partners in designing a regulatory framework for drug pricing. This could ensure pharmaceutical availability sustainably matches affordability for Indian citizens, a case we made in UKIBC's 2018 report 'Drug Pricing in India'.

In March, the UKIBC and our members participated in the UK-India Healthcare Conference in Birmingham where we interacted with the CEO of India's National Health Authority leading on Ayushman Bharat.

Currently in the pipeline is overlapping legislation governing the transfer and processing of healthcare data. This presents the possibility of a complex sector-localisation matrix of regulation that is difficult to implement and enforce. As we outline in the UKIBC report 'Data: The Foundation of Intelligent Economies', clear, coherent, and intuitive personal data protection legislation that is sector-agnostic with sensible localisation requirements, will act as a major ease of doing business reform for the sector.

At JETCO in July, we established the Life Science and Healthcare JETCO working group on behalf of the Department for International Trade. The group, chaired by Patty O'Hayer, Global Head Communications and Government Affairs, Reckitt Benckiser, brings together businesses to take a deep dive into some of the barriers and present recommendations to UK and Indian Ministers on how to address the factors impacting UK India trade, allowing the UK and India to enhance their strategic trade relationship.

In November, the Standing National Committee on medicines announced that it will review the National List of Essential Medicines. Subsequently, the National Pharmaceutical Pricing Authority (NPPA) increased the ceiling prices of 21 formulations by 50 percent in December, which the UKIBC believes is a truly positive step for UK pharmaceutical companies and the Indian consumer. We will continue to engage Indian authorities for similarly constructive measures.

If you are interested in finding out more or becoming involved with our digital innovation work, get in touch with our specialist, <u>Meghna Misra-Elder</u> at <u>meghna.misra-elder@ukibc.com</u>



FOOD AND DRINK

The UKIBC took our first food and drink trade mission to India in February. Ten delegates from some of the UK's largest companies and organisations took part in a series of meetings and events, such as the India Food Forum 2019 in Mumbai, to showcase the UK's offering.

The delegates held a range of meetings with the Government of India, including the National Food Safety and Standards Authority, the Ministry of Food Processing Industries, and Invest India.

At JETCO in July, we established a Food and Drink Working Group on behalf of the Department for International Trade. The group, chaired by Abanti Sankaranarayanan, Chief Strategy & Corporate Affairs Officer, Diageo India, brings together businesses to take a further look into some of the barriers and present recommendations to UK and Indian Ministers on how to address the factors impacting UK India trade, allowing the UK and India to enhance their strategic trade relationship.

In July, we took a delegation of UK food and drink companies to meet with the Food Processing Minister to substantiate continued willingness of UK companies to invest in India, and with the Chairperson of Food Safety and Standards Authority of India (FSSAI) to discuss the introduction of the Alcoholic Beverage Regulation and initiate a dialogue on unified standards across India.

In September, the UKIBC signed an MoU with the Forum of Indian Food Importers (FIFI), an apex chamber of Indian food business operators, with a long-term objective to assist UK companies to find specific trade partners. FIFI represents over 15,000 food importers, retailers, hoteliers, and other stakeholders in India.

Other highlights for the month of October and November were meetings with the Indian Prime Minister's Office and and with the Department for Promotion of Industry and Internal Trade, where F&D companies in attendance highlighted areas where the UK companies can offer support to India economic development and work in close collaboration with the various GOI bodies for a more valuable impact.

In December, our Food and Drink lead, Shubhi Mishra, met with a group of Chief Ministers and other Ministers from North East India at the North East Food Show in Meghalaya to discuss the ease of doing business in the sector.

If you are interested in finding out more or becoming involved with our Food and Drink work, get in touch with our specialist, <u>Shubhi Mishra</u> at <u>shubhi.mishra@ukibc.com</u>



strategic partners with India's Minister for Food Processing Industries, Harsimrat Kaur Badal





In 2019 we have continued our work advocating for regulation of the gaming industry in India in order to uphold sporting integrity, reduce corruption, expand the tax base, and attract investment to India.

At the end of 2018, MP Shashi Tharoor introduced a Private Members Bill to the Indian Parliament recommending the legalisation and regulation of sports betting and gaming in India. This followed our UKIBC Sector Advocacy Group's advocacy.

In 2019, we conducted extensive research on the Indian gaming market to produce our report 'Gaming for Growth – India's Sports and Gaming Market Potential'. This comprises an analysis of the gaming industry in India, including the size of the Indian market and betting engagement, broken down at a state-level. Thanks to a wide source base of more than 2000 survey respondents, we have developed our own UKIBC gaming legalisation index for the Indian market, measuring the extent to which each State has legalised betting and gaming.

It is clear from the evidence that both the unregulated and regulated gaming sectors in India will continue to grow significantly. In the report we make recommendations that India should legalise and regulate the gaming market across India, particularly sports betting, in line with the Law Commission's recommendations, and ensure that regulation is game-neutral, centrally regulated and clear.

We have also engaged with influential think tanks such as NITI Aayog, helping to put online gaming on the agenda.

There are strong reasons for the Government of India to adopt the Law Commission's 2018 recommendation that sports betting be regulated. Not least because it will attract FDI, stimulate domestic investment, create jobs, generate government revenue, tackle corruption, and enable responsible playing.

For 2020, our approach is to initiate information exchanges with policy groups, sports administrators, the media, the Government of India (including the Ministry of Commerce and Industries, Ministry of Sport and Ministry of Finance), State Governments and parliamentarians across India.

With the scope for sports betting regulations varying widely across states, we will also engage with Uttar Pradesh, Kerala, Meghalaya, West Bengal, Punjab, and Mizoram at a state level.

If you are interested in finding out more or becoming involved with our sports and gaming work, get in touch with our specialist, <u>Vidushpat Singhania</u> at <u>vidushpat.singhania@ukibc.com</u>



LEGAL, PROFESSIONAL AND FINANCIAL SERVICES

India has recently opened up its service sectors to foreign investment. Meanwhile, the UK's legal, professional and financial services are world-leading and thereby the huge potential of the Indian market makes the UK-India partnership in services an under-utilised one.

India would benefit tremendously by opening its services sector further. One of the UKIBC's key advocacy propositions in this area is within the insurance sector.

In India, insurance growth has been stunted by demonetisation and goods and services tax reforms for example. The world average for insurance penetration is 6.13 percent. In 2017, India's insurance penetration (total premium underwritten as a percentage of Indian GDP) had reached 3.49 percent, well below the emerging economies in Asia such as Malaysia (4.77 percent), Thailand (5.42 percent) and China (4.77 percent).

Needless to say, despite the challenges, there is huge potential to tap the market through modern and technologically advanced approaches.

The 2019 Indian budget was positive, with the opening up of the insurance intermediary sector allowing for 100 percent FDI. With the Indian insurance sector expected to be worth GBP 225bn by 2025, UK expertise in this area should see more FDI attracted to India. We at UKIBC welcome this movement and believe further opening-up would be positive for the UK and Indian markets.

Mutual recognition of professional qualifications is another development that India would benefit from. Such a development would allow qualified professionals to practice in another jurisdiction, thus enabling staff mobility across to allow expertise and knowledge exchange.

The growth of ESG (Environmental, Social and Governance) means it is becoming increasingly important for investment to be sustainable, as shown by the rise in green finance. One area that India would benefit from greater investment is in infrastructure.

India's infrastructure standards are not yet universally at international standards. This means that worldclass infrastructure companies are priced out of the market and investors are discouraged. If India were to adopt international standards across the board and support green finance and sustainable investing, it would attract more investment and provide better infrastructure for the population. Raising international standards of infrastructure would also enable India to export its own expertise.

India stands to benefit immensely from opening up its professional services sector further, and we are poised to make the case for what UK businesses can deliver.

If you are interested in finding out more or becoming involved with legal, professional and financial services work, get in touch with our specialist, <u>Chris Heyes</u> at <u>chris.heyes@ukibc.com</u>



DELIVERING BUSINESS SUCCESS IN 2020

The UK will leave the European Union in 2020 and look to improve its trade and investment relationships across the world. India and the UK are already close, but Brexit and the UK Government's new priorities make this partnership even more crucial in 2020. Both countries should be proactive in shaping the next stage of the partnership.

The UKIBC believes that the great potential of the UK-India partnership can be realised through a series of reforms that will accelerate India's rise as a 21st century superpower and fulfil the ambitions of every Indian.

Whilst significant and commendable ease of doing business reform has been achieved, there remains work to do to embed the efficiencies in the day to day workings of the bureaucracy. Indeed, UK investors in India have a clear view that ease of doing business reforms introduced in the first NDA term, for example GST and the Insolvency and Bankruptcy Act, were all steps in the right direction. The priority for NDA 2 should be to embed and expand these reforms to truly make it easier for businesses to operate in India.

One key area of focus should be on the greater adoption of international standards in India, increasing the quality, competitiveness and sustainability of its supply chain across infrastructure, products and services and underpinning its ambition to become a \$5tn economy.

In every sector, the UK stands to be a key partner in delivering the ambitions of India's Government and its citizens. The UK India Business Council looks forward to continuing its positive and mutually beneficial partnership with government across India.

In food and drink, ease of doing business improvements would make a significant difference to India's attractiveness as an investment destination. The UKIBC therefore encourages the Government of India to maintain the highest standards and simplify the licensing regime. This would attract investment, create jobs, enable tech transfer, and reduce costs and expand choice for Indian consumers.

To achieve India's social and economic ambitions, India's Higher Education system needs to produce a whole range of skilled professionals on an unprecedented scale, while delivering excellence, equal access, expansion, and employability. This cannot be achieved alone, and the UKIBC encourages the Government of India to enable India's higher education institutions to collaborate globally based on needs rather than ranking, which will attract the best of UK universities to support India's rapid skill development.

Transforming India's immense data cache into AI solutions will revolutionise sectors as diverse as healthcare, education, and agriculture. To deliver this revolution, the UKIBC encourages India to adopt a sector-agnostic, intuitive, and transparent data protection framework enforced by an independent and tech-savvy Data Protection Authority. This will maximise trust and enable the UK and India to partner to lead the fourth industrial revolution together. A UK-India Common Data Agreement is important and can be a globally influential framework.

Advancing the manufacturing sector in India promises to take India's economy to the next level as it has significant job-generation potential. To this end, the UKIBC encourages the Government of India to

comply with international arbitration decisions and develop a transparent, fair and lower tax regime. The UKIBC also encourages reform of the defence offset rules, which would encourage more investment and technology transfer to accelerate the indigenisation of India's defence equipment. A relaxation of India's defence FDI rules will also significantly encourage foreign business to manufacture in India, facilitating the transfer of technology, global standards, and expertise to indigenous partners. This helps build a supply-chain ecosystem for India to develop larger and more complex defence programmes. UKIBC has formed an Aerospace & Defence Industry Group with the objective of enhancing UK-India strategic cooperation, drive improvements and efficiency in India's defence acquisition process and to foster longer term technology and hardware transfers between the UK and India.

To continue the drive to stamp out corruption, the UKIBC encourages the Government of India to regulate sports betting by implementing the recommendations made by the Law Commission in 2018. If such regulation is passed, it would be decisive in restoring the integrity of sport, removing corruption, expanding the tax base, and stimulating more investment in the Indian economy.

ADVANCING THE UK-INDIA PARTNERSHIP

At the UKIBC's Conclave in London in December leaders from UK business and higher education were clear that the UK must set clear goals on what it wants from its relationship with India, ensure that these objectives align with India's priorities, and introduce a clear delivery plan that unifies the existing dialogues.

The UK is well-suited to supporting India in its ambitious growth plans with the expertise, technology and knowledge to drive the Indian economy. Industries like data, advanced manufacturing, renewable energy and healthcare are all areas that India has actively targeted for growth as well as areas that the UK can provide world-leading expertise and, indeed, learn from India.

A particular area of common interest is in the Sustainable Development Goals, including climate change, providing opportunity for UK businesses and the UK Government to demonstrate a genuine commitment to India. The UKIBC's recently launched campaign to develop UK companies' extremely positive socioeconomic impact in India will be an important strand of work. UK companies are already having a positive social impact in India and there is an appetite to do more, particularly in relation to education, healthcare, water, and gender equality.

At the same time, there is clearly governmental alignment over the next 12 months given that India took on an important leadership role at the 2015 UN Climate Change Conference in Paris by establishing the Global Solar Alliance, and the UK is hosting the next Conference in Glasgow in November 2020.

UKIBC looks forward to continuing this important work to advance the UK-India partnership in 2020.

MEMBERSHIP

We are the leading provider of intelligence and support to UK businesses seeking to operate in India and are the top network for Indian businesses exploring opportunities in the UK.

Securing rewards in the world's most dynamic economies takes time and patience. As a member of the UK India Business Council you stay in control and accelerate rewards by taking advantage of the skills and knowledge of our team, as well as a unique network of other UKIBC members who include CEO-level executives with hands-on experience in India.

Our team comprises of sector specialists with a deep understanding of your industry and India; policy experts with know-how in political matters and regulatory issues; and a leadership team with experience, knowledge and connections to help your business succeed.

UK INDIA BUSINESS COUNCIL MEMBERS BENEFIT FROM

- Influence with governments through our policy advocacy work, including our Sector Advocacy Groups.
- Interactions with networks of other senior business leaders and political figures at our exclusive roundtables, dinners, conclaves and other membership events.
- Intelligence from, and profile within, UKIBC reports, interactions, and our other sources.

Membership also gives you access to our Sector Advocacy Groups. These groups combined with our events programme generate insightful intelligence for our members, as well as bespoke access to like-minded businesses, speakers, contacts and content.

You can join and upgrade across three levels of membership: Corporate, Corporate Plus, and Strategic Partner (a bespoke membership package by invitation only).

UKIBC MEMBERSHIP EVENTS	CORPORATE GBP 5,000° INR 500,000°	CORPORATE PLUS GBP 10,000' INR 1,000,000'
Access to UKIBC monthly intelligence newsletter	~	~
Invitations to 4 Receptions per year (2 in UK, 2 in India)	~	~
Invitation to 4 Leadership Insight Interactive round tables (2 in UK, 2 in India)	~	
Invitation to 8 Leadership Insight Interactive round tables (4 in UK, 4 in India)		~
Invitations to monthly webinar sessions	~	~
Invitation to host one of our monthly webinars		~
Invitations to meetings with visiting the UK/India Indian Ministers and delegations	 Image: A second s	~
Invitations to 4 high level dinners per year (2 in UK, 2 in India)		~
Two exclusive half day conclaves (1 in UK and 1 in India)		~

*prices do not include VAT or GST.

Interested in exploring how membership can deliver your business success? Contact <u>Chris Heyes</u> at <u>chris.heyes@ukibc.com</u>



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WHO ARE WE

The UK India Business Council believes passionately that the UK-India business partnership creates jobs and growth in both countries. Through our insights, networks, and policy advocacy, we support businesses to succeed.

GET IN TOUCH

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