



**INVEST INDIA**  
NATIONAL INVESTMENT PROMOTION  
& FACILITATION AGENCY



**THE NEW ERA OF INDIAN AGRICULTURE**



# AGRICULTURE OVERVIEW



Share of Gross Value Added by Agriculture and Allied sector to Total Economy was 18.8% in FY 2022

## KEY HIGHLIGHTS

#1 Producer of jute in the world

Largest producer and consumer of pulses in the world

#2: Producer of rice, wheat, sugarcane, cotton and groundnuts

#2 Producer of fruits and vegetables

#2: Largest Producer of Bamboo

2nd Largest Agricultural land coverage area-wise

Employs over 60% of the population (151 million)

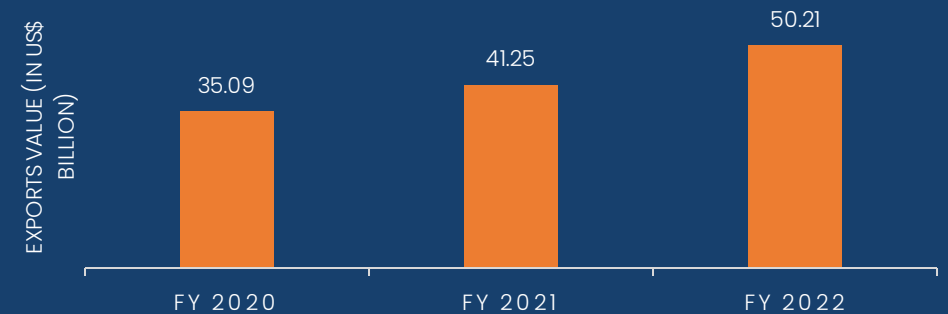
1600+ AgriTechs

950+ Companies

## Market size of Indian Agriculture (US\$ Billion)



## Key Agricultural and Allied Sector Exports from India (US\$ Bn)



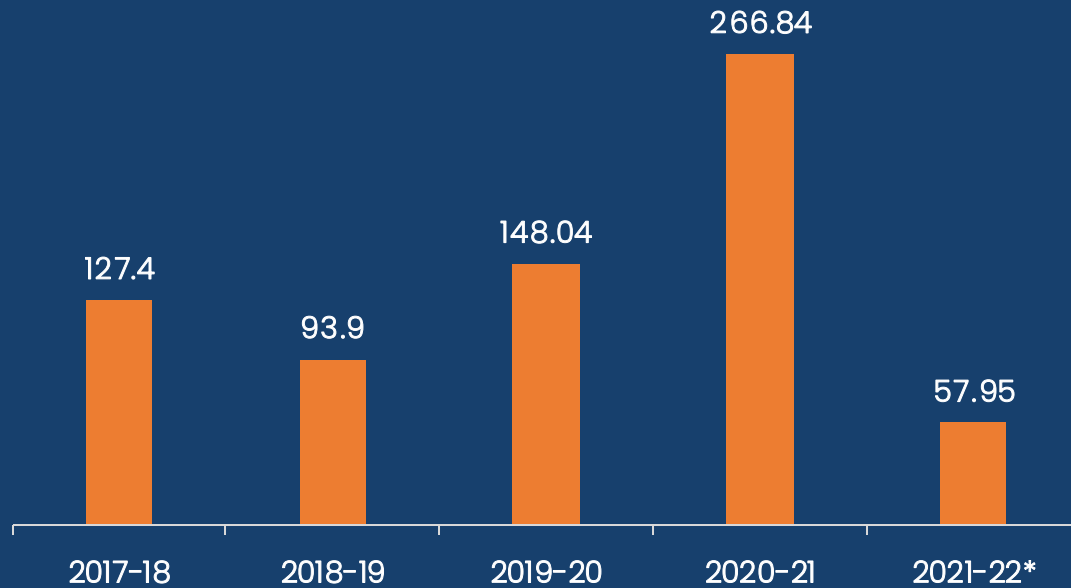
India's agricultural exports have grown by 19.92% during 2021-22 to touch \$50.21 Bn.

Export Promotion and Capacity Building in Agriculture continues to be a major thrust area for the Government



# AGRICULTURE: FDI & TRENDS

## FDI Inflow (in USD Million)



100%

FDI permitted through the Automatic Route

- Agriculture
- Plantations
- Animal Husbandry

Agri-tech startups raised **more than \$1 Billion** in funding between 2014 and 2021

## Growing Sectors in Agriculture



### Horticulture:

- India exports Fruits worth **750.7 USD Millions** and Vegetables worth **767.01 USD Millions**
- Indian horticulture held a market value of **USD 190.84 Million** in 2021 and is estimated to reach **USD 271.25 Million** by the year 2030 with a **CAGR of 4.19%**.



### Floriculture:

- The Indian floriculture market size reached **2.8 USD Billions** in 2022 and is estimated to reach **5.57 USD Billions** with a **CAGR of 12.13%**.
- Floriculture exports account for **103.47 USD Millions** in 2021-22.



### Agrochemicals:

- Indian agrochemical market size reached a value of **6 USD Billions** in 2022 and will reach **9.82 USD Billions** in 2028 with an expected **CAGR of 8.6%**.
- India is the world's **4th largest producer** of agrochemicals.
- India is the **5th largest exporter** of agrochemicals



### Agri Machinery:

- India has the **largest tractor industry** in the world.
- Exports of tractors reached **USD 1025 Million** during 2021.
- The Indian agricultural equipment market size reached **12.38 USD Billion** in 2022 and will reach



# HORTICULTURE: INDIA OVERVIEW

Share of Gross Value Added to Agriculture is 33% in FY 2022

## KEY HIGHLIGHTS

#1 Producer of Okra, Ginger

#2 Producer of Potatoes, Onions, Cauliflowers, Brinjals

#1 Producer of Banana, Papaya and Mango

#2 Producer of fruits and vegetables globally

28.08 Million Area under horticulture cultivation (2021-22)

342.33 Million Tons Horticulture production (2021-22)

Exports  
Fruits USD 750.7 Mn  
Vegetables USD 767.01 Mn

Export Destinations:  
Bangladesh, UAE, Netherlands, Nepal, Malaysia, UK, Sri Lanka, Oman, Qatar



Ministry of Agriculture and Farmers Welfare has announced USD 268.09 Mn for horticulture sector development in Union Budget



# FLORICULTURE: INDIA OVERVIEW

More than 50% of the floriculture products are produced in Karnataka, Andhra Pradesh, Tamil Nadu and Madhya Pradesh

## KEY HIGHLIGHTS

322,000 Hectares  
Area under  
Floriculture  
cultivation

Rose, Tuberose,  
Glads, Anthurium,  
Carnations,  
Marigold Top  
Floriculture Produce

300  
Export Oriented  
Units

USD 103.47 Mn  
Export of floriculture  
produce from India  
2021-22

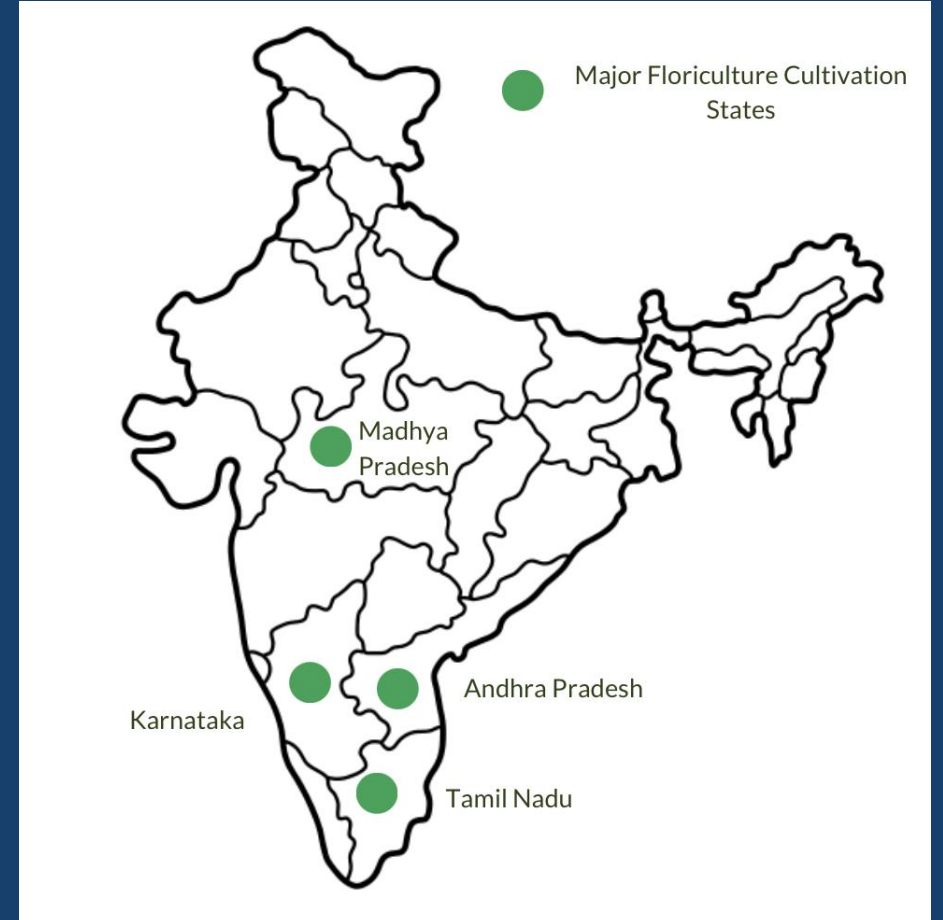
Export Destinations:  
USA, Netherlands,  
UAE, UK, Germany,  
Canada, Italy

2,152,000 tons of  
loose flowers,  
828,000 tons of cut  
flowers produced in  
2021-22

Floriculture market  
expected to value  
USD 5.62 Bn by 2028

Exports to USA  
stood at USD 29.83  
Mn in 2021-22, over  
USD 21.51 Mn in  
2020-21

Exports to  
Netherlands stood  
at USD 19.73 Mn in  
2021-22, over USD  
14.74 Mn in 2020-21



Floriculture as a sector is being heavily promoted due its immense value creation and export potential



# AGRI-MACHINERY: INDIA OVERVIEW

The application of agricultural equipment over manual labor for farming activities is known as farm mechanization

## KEY HIGHLIGHTS

#1 Largest tractor industry in the world

81+% of Agri Machinery revenue is of the Tractor market

Only 40% of Indian farms are currently mechanized

## Market size of Indian Agri-Machinery Market (US\$ Billion)



## RELEVANT SCHEMES

Sub-Mission on Agricultural Mechanisation (SMAM) under National Mission on Agricultural Extension and Technology

Promotion of Agricultural Mechanization for Situ Management of Crop Residue in the States of Punjab, Haryana, Uttar Pradesh and NCT of Delhi

Centralised Farm Machinery Performance Testing Portal

## KEY PLAYERS



More than 50% of the AgriMachinery products are produced in Maharashtra, Gujarat , Punjab and Haryana



# AGROCHEMICALS: INDIA OVERVIEW

The government has included the agrochemical sector among the 12 champion sectors where India can play an important role in the global supply chain

## Market size of Indian Agrochemical Market (US\$ Billion)



## KEY HIGHLIGHTS

4<sup>th</sup> Largest  
Producer in the  
world

13<sup>th</sup> Largest Exporter  
of pesticides (Net  
Exporter)

Export Destinations:  
Latin America, North  
America, Europe  
and Asia

India manufactures  
more than 50%  
technical grade  
pesticides

Government has set Agricultural export  
policy and agri exports to USD\$ 60 bn by  
2022 which will improve agrochemical's  
export potential

## MARKET DRIVERS

- Rise in demand in the agricultural segment is driving growth of agrochemicals in India
- Decreasing arable land in India (15–20% crop output is lost due to by pests, weeds and diseases)
- Government. has set Agricultural export policy and agri exports to USD\$ 60 bn by 2022 which will improve agrochemical's export potential
- Government is going to increase fertilizer subsidy leading to more demand from farmer's
- The government plans to introduce production-linked incentive (PLI) scheme to promote domestic manufacturing of agrochemicals, especially technicals



# MILLETS : INDIA OVERVIEW

Millets are a highly varied group of small-seeded grasses, widely grown around the world as cereal crops or grains for fodder and human food

## Millet Exports from India (US\$ Million)



## KEY HIGHLIGHTS

India is the world leader in the production of millets with share of ~41%

5<sup>th</sup> Largest Exporter of Millets valued at USD 26.97 million

138 lakh Hectares under cultivation

Value Of Exports: USD 26.97 million

Major export destinations: Nepal, UAE and Saudi Arabia

154 different varieties produced



The Government of India via the United Nations has declared 2023 to be the International Year of Millets (IYOM)



# BAMBOO : INDIA OVERVIEW



Bamboo is commonly referred to as the "Green Gold of the Forest" due to its numerous applications

## KEY HIGHLIGHTS

India is the world's second largest cultivator of bamboo (5 million tonnes)

Over 130 species produced

Over 16 million hectares under cultivation

National Bamboo Mission launched by MoA&FW in 2006-07

Trade Surplus of INR 637.8 crores in 2021-22

22 Bamboo Clusters

## USE CASES

Agarbatti

Textiles

Paper & Pulp

Furniture

Biofuel

Biochar

