

**For Immediate release**

## **ICEA Welcomes Uttar Pradesh Electronics Manufacturing Policy 2020**

**New Delhi, Tuesday, 25th August 2020:** “ICEA welcomes the new UP Electronics Manufacturing Policy 2020 which is aligned towards the fulfillment of the NPE 2019 goals. We are confident that on the basis of such forward-looking policy interventions, India should be able to focus its efforts to capture the investment opportunities originating from various global as well as domestic stakeholders to fulfill the Hon’ble Prime Minister’s Vision to establish India as World’s No. 1 mobile phone manufacturing destination. ICEA considers this to be a significant development post announcement of the landmark PLI and SPECS policies of the Government which has come into applicability with the objective to establish India as the Global HUB for mobile and electronics eco-system. Such progressive policy interventions would also definitely boost the Government’s current efforts to remain relevant to the alignments and re-alignments happening in the global mobile and electronics hardware manufacturing eco-system in the post-COVID-19 scenario through attracting further investments”, said **Mr. Pankaj Mohindroo, Chairman, India Cellular & Electronics Association (ICEA)**.

As per NPE 2019 objectives, the total mobile phone manufacturing target is USD 190 Billion by 2025-26 which is approx. 50% of the total electronics hardware manufacturing target of USD 400 Billion.

“UP is already home to approx. 60% of the total manufacturing units relating to mobile phones and components and we are confident that with such incentivization / policy support the state would further witness the accelerated establishment of units in short to medium term periods. Specific policy initiatives such as allowing dormitory facilities to be established within the manufacturing premises/location is a welcome step by the State Government. We are confident that cumulatively these policy interventions both by the Central Government as well as UP State this would definitely pave the way for shifting of base from China and elsewhere to UP and India. The 100000 lacs crores plus mobile phone production which looks so big today in UP will fade away as marginal when the industry truly goes global”, added **Mr. Mohindroo**.

“ICEA has been working closely with the UP Government since the past 5-6 years with the objective to establish UP as the preferred manufacturing destination for mobile phones and its components eco-system. ICEA signed the 1<sup>st</sup> MoU with UP State in January 2015 whereby ICEA’s objective was to establish mobile manufacturing eco-system. The outcomes targeted in this MOU were achieved within 2 years itself. The 2<sup>nd</sup> MoU was entered with the UP Government in February 2018 with an investment target of INR 10000 crores and generation of 300 k jobs—this MOU is heading towards optimum fulfillment too. ICEA remains fully committed to support UP to become a Global manufacturing HUB not only in mobile but also in the entire electronics space. UP’s progress is synonymous with our nation’s progress. As the nation’s focus has shifted from import substitution to becoming a global manufacturing hub UP will also have to gear up to be globally competitive and in fact

better than the best in terms of infrastructure, ease of doing business, quality of power, and cost etc. added Mr. Mohindroo.

**About ICEA:** ICEA is the apex industry body for the mobile and electronics industry comprising of manufacturers, brand owners, technology providers, VAS application & solution providers, distributors, and retail chains of mobile handsets and electronics. ICEA is committed to carrying forward its vision of building Indian manufacturing and design in verticals other than mobile handsets while consolidating the gains made in the mobile handset and components industry. ICEA is fully devoted towards improving the competitiveness and growth of the industry by closely working with the ministries of the Government for creating a robust, legal, and ethical electronics industry, thereby creating an innovative market environment in the country.

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