



Consumer Electronics: Driving India's Manufacturing Growth

India's consumer electronics industry is witnessing unprecedented growth, most of which has been dominated by mobile phones. We should further look forward to exploring the same growth potential within the Consumer Electronics sector including essential and lifestyle products such as Room Air Conditioners (RAC), Televisions, Audio Devices, Refrigerators, and Washing Machines. These segments not only represent a significant share of consumer spending but also play a pivotal role in India's goal to become a global manufacturing powerhouse.

ICEA is committed to addressing the critical challenges that hamper the sector's growth. These include high dependency on imported components, supply chain inefficiencies, regulatory hurdles, and the need for a skilled workforce. Through strategic collaboration with industry stakeholders and government bodies, ICEA advocates for targeted policy interventions to foster domestic manufacturing and reduce reliance on imports.

The focus is on building a robust ecosystem that supports innovation, energy efficiency, and sustainability. This includes developing local capabilities in component manufacturing, encouraging investments in R&D, and aligning with global best practices to ensure India's competitiveness in international markets.

With the right support and strategic vision, India has the potential to emerge as a global leader in consumer electronics, contributing to high-value exports and integrating seamlessly into global value chains. ICEA envisions an industry that not only meets domestic demand but also positions India as a trusted global supplier of advanced and environmentally sustainable consumer electronics.

Together, let us shape a thriving future for India's consumer electronics industry.