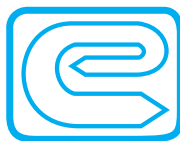




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Export Performance of Agro Products

During 2018-19, the export of agriculture and processed food products from India totaled to around US\$38.73 billion. Out of these, the top five includes marine products (US\$6.8 billion), basmati rice (US\$4.71 billion), buffalo meat (US\$3.59 billion), spices (US\$3.1 billion) and non-basmati rice (US\$3 billion). The value of agricultural exports has been on an increasing trend since 2015-16. Most of the export of agriculture and allied activities was directed towards Asian countries with a share of 61.43% of the total agricultural exports¹.

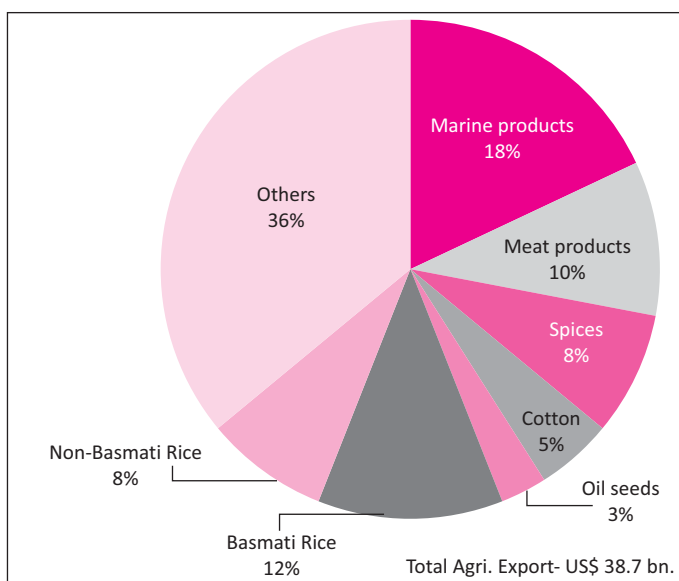
Marine Products

Marine products include fish, shrimp, squid, lobster, prawns and octopus among others. In 2018-19, total export of marine products stood at US\$6.8 billion, which was 7.8% lesser than the exported value of 2017-18 (US\$7.3 billion). Exports of marine products registered a Y-o-Y growth of more than 23% from 2016-17 and 2017-18. Shrimps are the major contributor with share of more than 65% of total marine exports. The major export destination for shrimps is United States. The fall in exports could be attributed to fall in export of shrimps. This is due to the low-price realization, adverse weather conditions and disease, which affects the production of the shrimps. The Seafood Import Monitoring Programme implemented recently by the US has also emerged as deterring in seafood exports.

Meat and Preparations

Exports of meat and meat products were estimated at US\$3.7 billion in 2018-19. Under this category, buffalo meat was the major

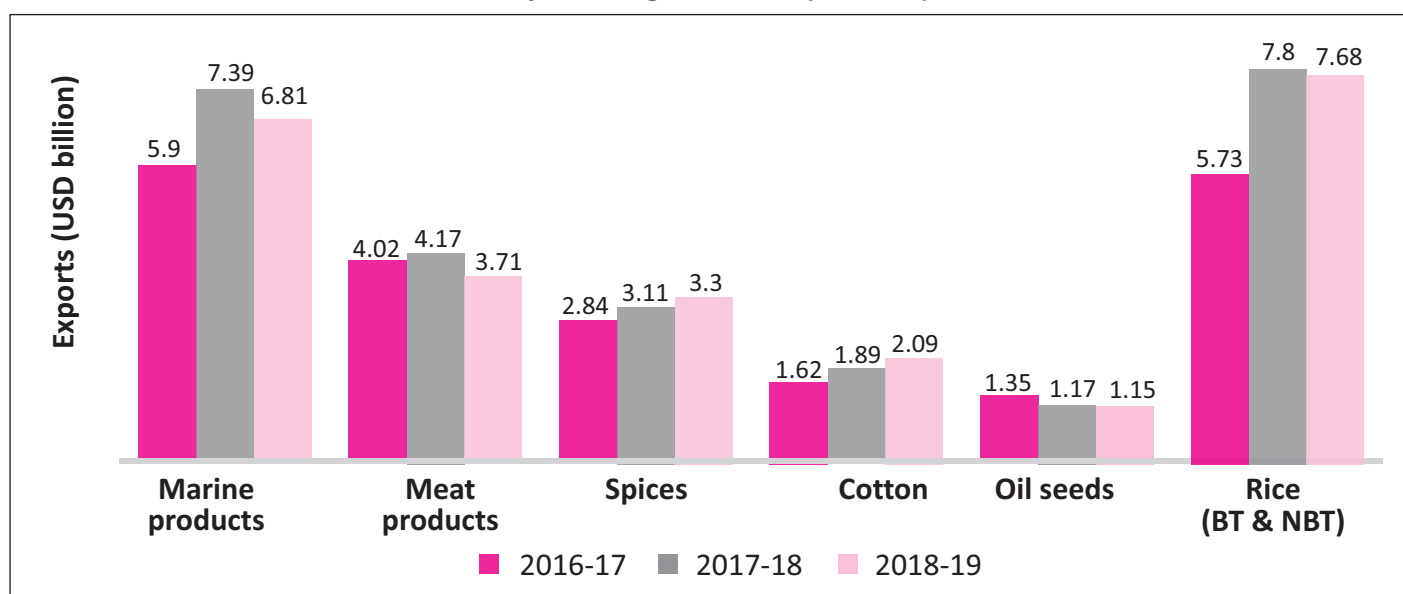
Share In Agricultural Exports



Source: CMIE Economic Outlook, 2018-19

¹CMIE Economic Outlook

Export of Agri Products(2016-19)



Source: CMIE Economic Outlook
Note: *: BT- Basmati; NBT- Non Basmati

contributor with exports worth US\$3.59 billion in 2018-19. India is the second largest meat exporter in the world with a 20% share in total global exports. Meat export remained above US\$4 billion during 2013-14 to 2017-18. The largest export destination for India for meat and meat products is Vietnam. China is the largest importer of meat, globally, but has imposed an import ban from India, and reported to be one of the significant importers of buffalo meat from Vietnam.

Oilseeds

Oilseeds exports from India mainly includes Sesame, Niger, Groundnut and other oilseeds. Export of oilseeds totaled to US\$1.15 billion in 2018-19 and US\$1.17 billion in 2017-18, registering a Y-O-Y decline of 1.61 %. The exports of groundnut have declined by more than 41% in terms of value in the last two years. The Sesame seeds however, saw an increase in exports by more than 33% in terms of value over the same period. The Niger seed also saw an increase in the export value by US\$2.9 million in 2018-19 from US\$10.8 million in 2017-18. India is

the second largest exporter of sesame seed and largest exporter of groundnut. Though the climatic conditions are favorable for most oilseed production but in terms of productivity, India is much below the world levels.

Spices

Major spices exported from India are chili, cumin, turmeric, pepper and mint products. During 2018-19, total export of spices was estimated at US\$3.3 billion, registering an increase of 6.14% from the previous year value of US\$3.11 billion. The export of spices has been showing an increasing trend since 2015-16, which increased by 35% till 2018-19 from 2014-15 level. India is the largest exporter of spices and Indian spices have a high demand globally because of their taste, texture and aroma. US is the major export destination for spices from India, followed by China, Vietnam and Iran.

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- CMIE Economic Outlook
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Global Floriculture Markets

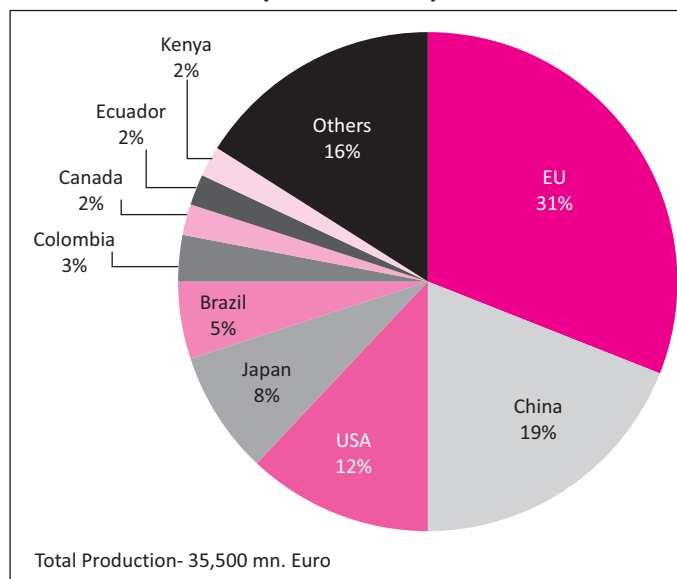
Production

Floriculture is a branch of horticulture, which includes commercial production of cut flowers, loose flowers, cut greens, bulbs, pot plants etc. Floriculture market is derived by the personal and professional use of flowers for decoration, greetings, aesthetics and religious purpose.

The largest producer of flowers and foliage is the Netherlands. More than 50% of the global flower production takes place in the Netherlands. It also has the largest flower market in the world, situated in Aalsmeer. Mexico was fourth largest producer of cut flower. From 2000 to 2011, the value of flower production in Mexico increased 9.5% yearly where most of the production was used in domestic market (nearly 80%) and the remaining exported to the US and Canada. Flower production in Mexico was estimated at around US\$ 700 million in 2014.

Global production of flowers and potted plants was estimated at 35,500 million euros for the year 2016. With 31% of the total global production, EU was the largest producer, followed by China at 18.6%. Other major producers includes, USA (12.5%), Japan (7.6%), Brazil (5%), Colombia (3.3%), Canada (2.5%) and Ecuador (2%). Indian market is an emerging market for flowers and floriculture products. In the recent years, production of flowers and floriculture products have registered considerable growth in India both for domestic consumption as well as export of exotic flowers. In European Union, the production of flowers and potted plants was worth 11,000 million euro in 2016.

Production of Flowers and Potted Plants (million Euro)



Source: International Association of Horticulture Producers, 2016

Currently, the European flower industry has been dominating the world flower market, but the Asian flower industry also has a lot of potential to become the leading industry in global floriculture. Earlier the demand for cut flower was met through local producers, however, with advancements in transportation and storage facilities, the demand for floriculture products are now also met from foreign supplies. Advancements in production methodologies and post harvest management is also playing a major role in increasing production capacity and distribution network.

Consumption

The consumption per capita of floriculture products has increased over the years. With increase in per capita income, people are ready to buy more ornamentals for personal use as well as for gifting

purpose. The use has also increased at institutional level as companies, recreation and events use more flowers and plants for decoration purpose. With increases in the number of houses and institutions, and consequent increase in interior decoration using natural products. The demand for floriculture products has also increased. The important floriculture consumption regions are Europe (66.7%), US (19.3%) and Japan (10.7%). The floriculture sales at all retail outlets in US was US\$31.3 billion in 2015.

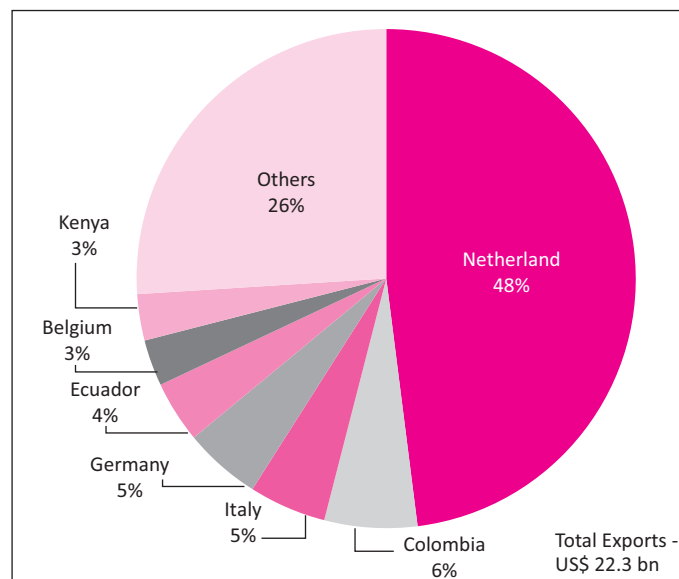
Exports

Export of Floriculture includes items under HS06 (0601, 0602, 0603, and 0604) category. The total global export was valued at US\$22.3 billion in 2018. Total exports saw a jump of 6.9% from the previous year exports of US\$20.8 billion. Total quantity of export also increased. The Netherlands is consistently the largest exporter for floriculture products with exports of US\$10.6 billion in 2018 and US\$10.1 billion in 2017, which was 47.8% and 48.5% of the total global export in 2018 and 2017, respectively. However, the quantity of cut flowers exported by the Netherlands decreased by 40,000 tons as compared to the quantity in 2017. The major export destination for the Netherlands is Germany, with 28% share of total exports value. Other export destination are United Kingdom (11.6%), France (11%) and Belgium (5.3%).

Colombia is the other major exporter of floriculture products with exports of US\$1.47 billion in 2018, and US\$1.41 billion in 2017². The US is the major export destination for Colombia with 77% of total exports directed towards the US. Other major exporters are Germany with US\$1.13 billion worth

of exports and Italy with US\$1.04 billion worth of exports in 2018.

Export Share For HS06(01,02,03, and 04) (2018)



Source: ITC Trade map

Imports

In value terms, during 2018, the global imports of floriculture products increased by 8.6% from 2017. Germany is the largest importer in this category with imports of US\$3.36 billion in 2018, and US\$3.16 billion in 2017. Germany imported US\$2.82 billion worth of floriculture products from the Netherlands which was 83% of its total imports in floriculture. The Netherlands is also among the largest importers, with imports worth US\$2.5 billion in 2018, with major share of imports coming from Kenya and Germany. The value of floriculture products depends on the type of product grown by a country and global demand. Imports are also meant for re-export. The USA is the other major importer of floriculture products with import of US\$2.4 billion and US\$2.2 billion in 2018 and 2017, respectively. The value of total import by USA increased by 6.9% during 2018 as compared to 2017

²ITC Trade map

Import Statistics of Floriculture Products HS06 (01, 02, 03 and 04) (in US\$ million)

Country / Year	2016	2017	2018
Germany	3031.9	3160	3367
Netherland	2262	2356	2508
USA	2164.1	2277.6	2435.2
UK	1591.9	1550.5	1755
France	1152.6	1212.3	1304
Italy	580	619.5	611.7
Japan	582.8	585.9	606
World Total	18213.9	19246	20918.2

Source: ITC Trade map

levels. The major source of import for the US was Colombia with imports worth US\$939 million in 2018. The other major importers of floriculture products includes, France with US\$1.3 billion, the United Kingdom with US\$1.7 billion, Italy with US\$0.61 billion, and Japan with US\$0.6 billion worth of imports³ in 2018.

References:

- International Association of Horticulture Producers
- ITC Trade Map
- FAO

Rice Outlook

With largest area under cultivation of rice in India, it is one of the chief food grains of India. Rice is the staple food for most of the eastern and southern parts of India. India is among the top producers and consumers of rice in the world. India was the largest exporter of rice globally for the year 2017-18⁴. Other major producer of rice is China, claiming the top spot. Despite a downward revision in India's total production⁵, the world production of rice is forecasted to be higher in the year 2019/20.

Production

Global Scenario

The global production of rice was estimated at 492

million tonnes (MT) for the year 2016-17, and 494.8 MT for 2017-18⁶, registering a y-o-y increase of 0.56%. China is the largest producer as well as consumer of rice. Production of rice by China was estimated at 148.8 MT for the year 2017-18, which was 30% of the total rice production, globally. Production in India, the second largest producer, stood at 112.7 MT for the year 2017-18, which was 22.7% of the total global production. Other major producers includes, Indonesia (7.4%), Bangladesh (6.5%), Vietnam (5.5%) and Thailand (4.1%). Owing to suitable production environment, the Asian countries are the major producers of rice in world.

World Rice Scenario (Quantity in Million Metric Tonnes)

Particular/Year	2016/17	2017/18 (est.)	2018/19 (forecast)	2019/20 (projected)
Production	492	494	499	503
Consumption	485	487	492	498
Trade	47	46	46	47
Carryover Stock	143	150	157	162

Source: World Grain Council

⁴USDA

⁵World Grain Council

⁶USDA

Indian Scenario

India is the second largest producer of rice. The total production of rice stood at 112.7MT for the year 2017-18⁷, which was estimated at 115.6MT for the year 2018-19. Production of rice has been showing an increasing trend since 2015-16.

West Bengal and Uttar Pradesh are the two major rice producing states in India. Other major producers include, Chhattisgarh, Bihar, Andhra Pradesh, Odisha, Tamil Nadu and Telangana.

Trade

Global Scenario

According to the International Grain Council, the global trade in rice was estimated at 46 MT for both the years, 2016-17 and 2017-18. Global trade in rice for the year 2018-19 is projected to remain the same as in the previous two years. India has emerged as the leading exporter of rice in the

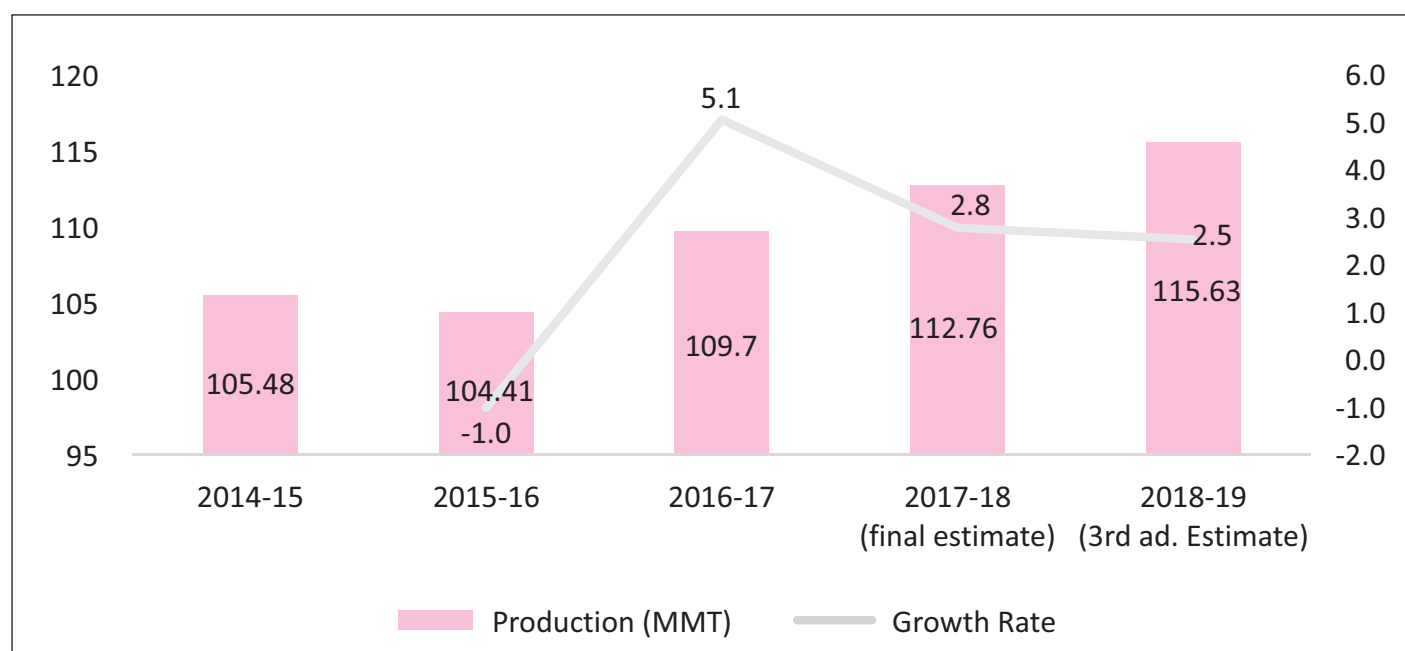
recent years. With exports of nearly 11.9 MT for the year 2018-19⁸, India exported around 26% of the total global exports in rice. Thailand is also a major exporter of rice with 11 MT of exports in the year 2018-19. Other notable exporters for the year 2018-19 were Vietnam (4.9MT), Pakistan (3.9 MT) and the United States (3.1 MT).

Among rice importers, China has the largest share. Due to higher domestic consumption, China is the largest importer of rice despite being the largest producer. China imported 3.4MT of rice in the year 2018, which was 7.2% of the total global imports of rice. Other major importers of rice in the year 2018 were Philippines with 2.7MT, Nigeria (2.2MT), Cote d'Ivoire (1.6MT) and Saudi Arabia (1.3MT).

Indian Scenario

India is the largest exporter of rice. Export of rice from India was estimated at 11.9MT for the year 2018-19, which decreased by 7.6% from 12.8MT⁹ in

Rice Production and Growth Rate

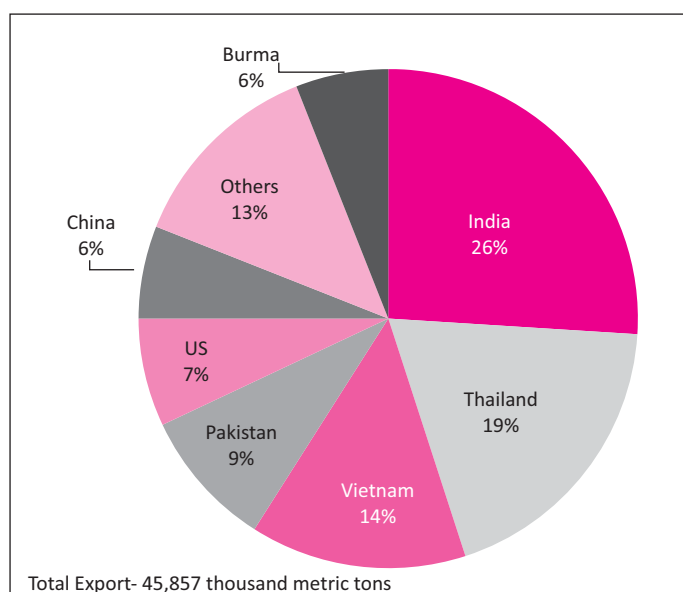


Source: Third Advance Estimates of Production of Food grains for 2018-19, Department of Agriculture, Cooperation and Farmers Welfare

⁷Department of Agriculture, Cooperation and Farmers Welfare

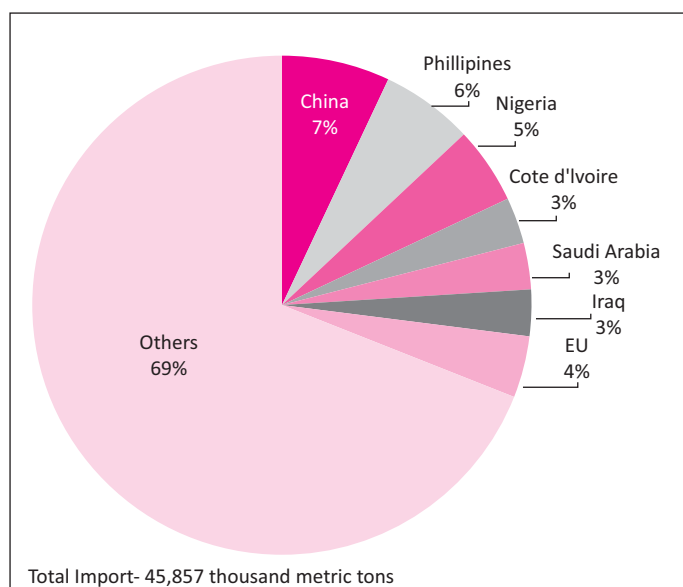
⁸CMIE Economic Outlook

Share in World Rice Exports



Source: Foreign Agricultural Service, USDA (for 2018)

Share in World Rice Imports



Source: Foreign Agricultural Service, USDA (for 2018)

the previous year. Exports of rice for the year 2016-17 was estimated at 10.7 MT. Rice exports from India are majorly directed towards Asian and African regions. During 2018-19, the major export destination for rice from India was Iran, with exports of 1.5MT. Other top export destinations

includes, Saudi Arabia with 1.1MT, UAE (0.5MT), Nepal (0.7MT), Benin (0.7MT) and Senegal (0.7MT). In value terms, India exported US\$7.8 billion worth of rice for the year 2018-19 where the exports to Iran were worth US\$1.5 billion. The exports to Saudi Arabia were valued at US\$1.03 billion. The total import of rice (other than Basmati) was valued at US\$ 4.6 million for the year 2018-19, which was higher from the previous year value of US\$ 1.9 million.

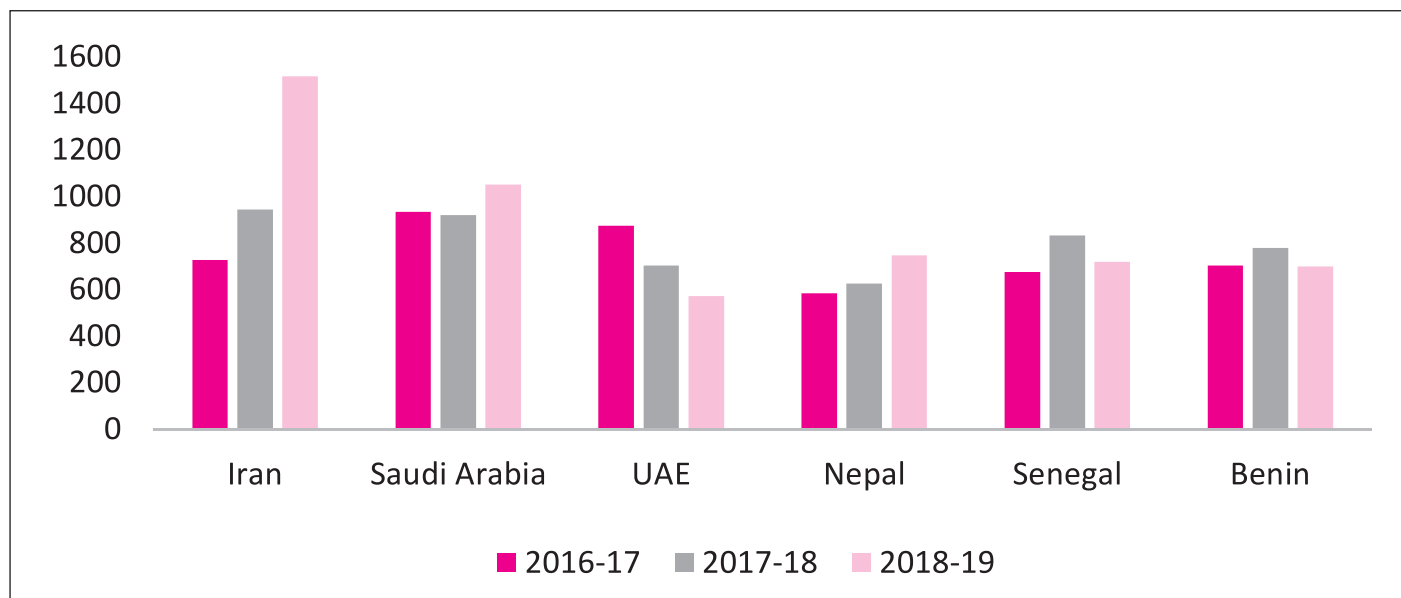
Rice Outlook

Rice is vital for food security of India, hence, subject to government's trade policies. With removal of ban on export of Non-Basmati rice in 2011, the volume of exports of rice from India increased significantly. The Food Cooperation of India (FCI) has been trading non-basmati rice via open market sale scheme. Around 5 million tonnes of rice is approved for sale, which may be channelized towards untapped international market.

India exports both basmati and non-basmati rice to the world. Basmati rice exports forms 61.08% of India's total exports of rice, remaining is non-basmati rice. India's leading markets for basmati rice are Iran, Saudi Arabia, Iraq, the UAE and Yemen. There has been a significant increase in demand of basmati rice from Iran and other international destinations. Consequent to which the acreage under cultivation of basmati rice in the country is likely to increase. As price realization of basmati rice is higher, value of total rice exports from India is also projected to increase.

China has emerged as the largest importer of rice in the world, with US\$ 1.6 billion worth of imports in

Export Destination of Rice for India(in thousand tonnes)



Source: CMIE Economic Outlook

the year 2018. Majority of China's rice suppliers originate from Asia, with notable exceptions of Russia, USA, Canada and Italy. In 2018, Vietnam and Thailand, China's two leading suppliers accounted for 78% of total Chinese imports of rice. Rice export is also influenced by regional trade agreements. The top 5 leading suppliers of rice to China has traditionally been the ASEAN countries, with exception of Pakistan. However, in recent years Pakistan's share in Chinese imports of rice has been declining giving in roads to India with increased share. Share of Vietnam and Philippines also have sharply declined in the recent years. An MoU signed between China's General Administration of Customs and India's Department of Agriculture on phytosanitary requirements for exporting rice from India to China has largely aided India's enhanced exports of rice to China. Consequently, a total 24 rice mills from India have been cleared by China to export non-basmati rice to China. With this opening up of rice trade, India may be able to increase access to the Chinese rice markets with competitive pricing.

Export of non-basmati rice from India decreased more than 50%, in value terms, for April-May 2019 as compared to the last year for the same period. An increase in minimum support price (MSP) for paddy, withdrawal of 5% incentive on exports by the government from April 1 coupled with strengthening of rupee against the dollar, has turned the Indian rice expensive in the world markets. Non-basmati rice shipments fell to 7.11 lakh tonnes during April-May 2019-20 from 15.25 lakh tonnes in the corresponding period last year. In terms of value, exports reduced from US\$ 652 million in 2018-19 to US\$294 million in 2019-20.

With a share of around 50% of total rice supplies, African countries have been the largest markets for non-basmati rice from India. However, in the recent years, India's market share in these markets has been reducing due to increased supplies of cheaper rice from China and Thailand. China is forecast to liquidate 3-4 million tonnes of old stock of rice mainly in African markets, including India's largest market Egypt. Countries, such as Ghana and Kenya imported only about 8.5% and 2.8%, respectively,

of their total rice imports from India. Demand of Basmati rice is high in Kenya. Pakistan is the leading supplier of basmati rice to Kenya. Ghana on the other hand, has broken rice as the major component (72.1%) in their total rice imports. Share of import, for the same, from India is only 2.2%. Besides non-basmati rice, basmati and broken rice also have high export potential in this region.

To expand its markets globally, India needs to make its rice competitive in pricing compared to its

competitors. Further, with effective negotiations under regional trade agreements, such as RCEP, India has the potential to expand its rice exports in the regional markets as well.

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Export Potential of Groundnut in India

Groundnut is a legume crop grown mainly for its edible oilseeds. It is grown in tropical as well as subtropical environment. It is a rich source of protein and fatty acids. Commercially it is used for roasting, preparing peanut butter and oil.

Global Scenario

Production

Total global groundnut production was estimated at 47.15 Million Tonnes (MT) in 2017, which was higher by 4.8% from 2016. China is the largest producer as well as consumer of groundnut. Total production by China was estimated at 17.15MT in 2017 and 16.42 MT in 2016, of which major portion was for domestic consumption. India is the other major producer of groundnut. India and China together produce more than 50% of the total global groundnut. Other major producers in 2017 includes, the US with 6.9% share in global production, followed by Nigeria (5.1%) and Sudan (3.4%). Global production of groundnut registered a CAGR of 3.01% from 2015 to 2017. Diseases in groundnut crop like Tikka Disease, foliar disease and fungi are major reasons for loss in production globally. Productivity decline is a major issue and declining

rainfall is also affecting the production.

Trade

Major Producers of Groundnut Globally (in million tonnes)

Country	2015	2016	2017	CAGR (%)
China	16.02	16.42	17.15	3.47
India	6.73	7.46	9.17	16.76
US	2.81	2.53	3.28	8.04
Nigeria	3.46	3.58	2.42	(16.37)
Sudan	1.04	1.82	1.64	25.58
Myanmar	1.51	1.57	1.58	2.29
World	44.44	44.97	47.15	3.0

Source: FAOSTAT

Export

India is the leading exporter of groundnut with US\$457 million worth of export, a share of 18.6% of global export in 2018. The US is another major exporter with 18.5% share in global export during the same year. Around 24.7% of groundnut exported by US was directed towards Mexico, and 24% towards Canada. Other major groundnut exporting countries includes, China with 11.3% share in total global exports, followed by the Netherlands (9.8%) and Brazil (9.4%).

Import

The Netherlands is the largest importer with imports worth of US\$479 million, and a share of 14.9% in world imports of groundnuts in 2018. Argentina is the main source of imports for the Netherlands with 50.9% of imports in 2018 coming from the country. The share was even higher in previous year with 64.3% in 2016. The US is the other major supplier for the Netherlands with 17.7% share in 2018.

Other major importers of groundnuts in 2018¹⁰ are Indonesia (10.7%), Germany (6.4%), Mexico (5.5%) and Russia (5.2%). With 64.9% of share in total imports, India is the major source of imports of groundnuts for Indonesia during the year 2018. The share was even higher in 2016 as 90.1% share of total imports of groundnut was supplied by India. There has been a spike in groundnut imports in the above-mentioned countries due to increase in

demand of groundnut oil.

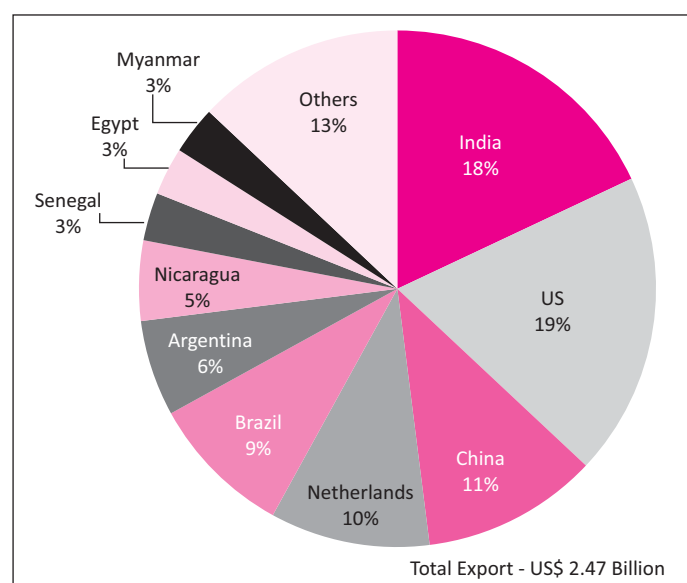
Indian Scenario:

Production

India is the second largest producer of groundnut globally. The production of groundnut stood at 9.25 MT during 2017-18¹¹. The fourth advanced estimate has estimated the production at 6.66 MT for 2018-19. Fall in production is mainly due to fall in the Kharif crop of groundnut. Within India, Gujarat is the largest producer of groundnut with nearly 44% of the total output during 2018-19¹². The total groundnut production in Gujarat stood at 3.93 MT in 2017-18. The decline in production during 2018-19 was mainly due to less than normal rainfall during the monsoon season.

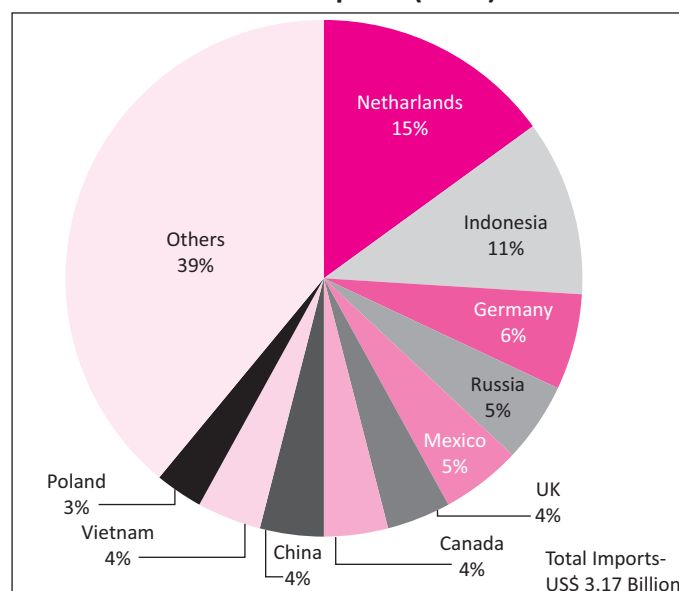
Groundnut is grown in Kharif as well as Rabi seasons, but majorly grown in the Kharif season. Other major groundnut producing state in 2017-18 includes, Rajasthan (1.25 MT), Andhra Pradesh (1.04

Share in world Exports (2018) HS 1202



Source: ITC Trade map

Share in Global Imports (2018) HS 1202



Source: ITC Trade Map

¹⁰ITC Trade map

MT) and Tamil Nadu (1 MT).

Exports:

India is among the largest exporters of groundnut. According to CMIE data, India exported US\$471.5 million worth groundnuts during 2018-19. However, total exports of groundnut from India has been decreasing. It has decreased from US\$811.5 million in 2016-17 to US\$525.4 million in 2017-18 and US\$471.5 million in 2018-19. Major export destination for Indian groundnuts was Indonesia with US\$192.7 million of exports in 2018-19, and a share of 40.8% of total groundnut exported by India. Other major export destinations include, Philippines (9.8%), Vietnam (8.1%), Malaysia (6.3%) and Thailand (5.53%). Around 85.4% of total Indian exports in groundnut was directed towards Asian countries.

The exports from Gujarat witnessed a jump after the fall in export by Sudan to China. Export of groundnut from India to Vietnam declined amid ban

by Vietnam government for import of a few agricultural products from India including groundnuts. Phytosanitary issues have emerged as a limiting factor for Indian groundnut exports in the Vietnamese markets. Also level of production has been a determinant of exports.

Export of groundnut from India is currently concentrated in the Asian markets. Tapping potential in the European and American markets can significantly increase exports from India. Policy framework and logistics plays an important role in enhancing exports. Recently announced Transport and Marketing Assistance scheme, by the Government of India whereby it is set to reimburse a certain portion of freight and provide marketing assistance for exporters, may give much needed fillip to the exports and exploration of new markets.

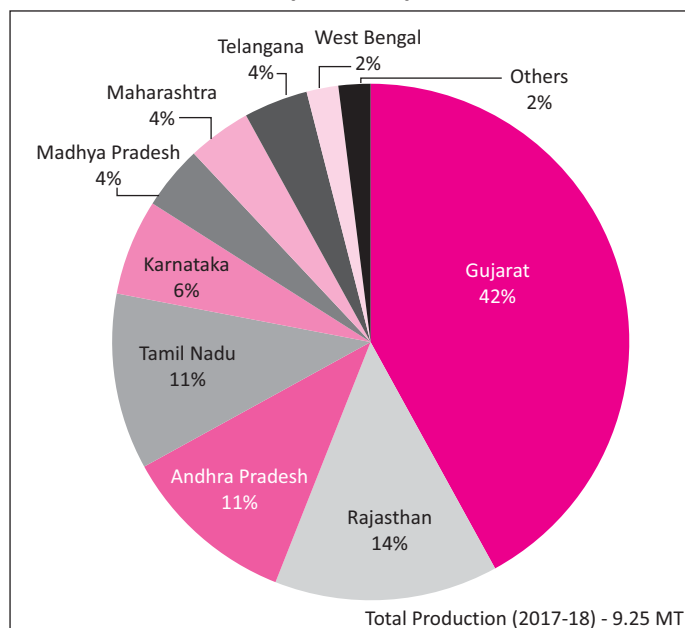
Standards for Groundnut Exports

The quality requirement for groundnuts varies among countries. For Export to the EU, the basic quality requirements include that the groundnut should be free of flavors, odors, live insects and mites. Maximum moisture content required for groundnuts in pod is 10% and for kernels is 9%. A maximum of 2% of moldy, rancid or decayed kernels, 30% of broken/split kernels, less than 2% kernels with skin (regarding shelled and skinned peanuts) and 4% of total defects is permitted. Codex Alimentarius also has standards in place for grading and labelling of groundnuts.

References:

- Ministry of Agriculture and Farmer welfare
- ITC Trade Map
- FAOSTAT

Major Groundnut Producing States in India (2017-18)



Source: Ministry of Agriculture and Farmer welfare

¹¹Ministry of Agriculture and Farmers Welfare
¹²Fourth Advanced Estimate

News Focus

Sugar industry gets export subsidy

The government on 28 august 2019 announced a subsidy of ₹6,268 crore for export of 6 million tonnes of sugar for 2019-20 marketing year, starting October 2019, for helping cash-strapped mills to liquidate surplus and clear sugarcane arrears to farmers. The subsidy is proposed to be transferred directly to the farmers' accounts on behalf of the mills against sugarcane price dues. A lump sum subsidy of ₹10,448 per tonne is proposed for the sugar mills.

According to Indian Sugar Mills Association, mills have manufactured 32.11 million tonnes sugar between October 2018 and April 2019 while the domestic requirement is expected to be 26 million tonnes during the period 2018-19. The export subsidy of ₹1000 to ₹3,000 per tonne was also given to sugar mills during 2018, depending on their distance from ports.

Source: The Economic Times

US\$248 million funding for Indian agri-tech startups

As per Nasscom, the agri-tech startups have received more than US\$248 million funding in the first six months of 2019. India currently, has more than 450 startups in the agri-tech sector and is growing by more than 25 percent year-on-year. Over the recent years, the agri-tech sector in India has witnessed some of the global and sector-focused funds directly investing in agri-tech startups. The funding saw a massive growth of 300 percent as compare to 2018. As per report by Nasscom, there has been 1.7 times increase in average farmer

income last decade, enabling farmers to try new tech solutions. More than 50 percent of agritech startups in India reported to have been offering supply chain solutions, such as market linkage, better access to inputs, and crop diagnostics, etc.

Source: Business Today

Mobile app to help farmers

The India Meteorological Department (IMD) and Indian Institute of Tropical Meteorology (IITM), Pune, have launched a mobile application that proposed to provide location, crop and livestock-specific weather-based agro advisories to farmers in local languages. The application, called 'Meghdoot', has been developed following directions of the Ministry of Earth Sciences. The app was launched on the foundation day of the Ministry of Earth Sciences on 27 July, 2019. Using this app, the users are expected to get district-specific weather information, forecasts and crop advisories.

The benefit of the app is highlighted to be the instant access to district-specific agricultural information. The IMD's agriculture meteorology division is also forecast to start block-level weather-based agro advisories for farmers from 2019. The exercise will initially cover 200 additional districts and gradually 660 in collaboration with the Indian Council of Agricultural Research (ICAR). It is anticipated to set up District agromet units for all 660 districts in the respective Krishi Vigyan Kendras.

Source: Times of India

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