



Export Action Plan for Mumbai District

Mumbai Region, Maharashtra

September 2024



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1 District Profile

1.1 Introduction

Mumbai City District, the heart of Mumbai, has a long-standing history as a center of trade and commerce. Over the years, it has significantly contributed to shaping India's economy and continues to be a vital player in the country's trade landscape.

Mumbai's strategic location along the Arabian Sea has made it an essential seaport since colonial times. The opening of the Suez Canal in the 19th century further enhanced its trade capabilities, establishing it as a leading market for cotton and other goods. Today, the Mumbai Port Trust and the Jawaharlal Nehru Port Trust (JNPT), located nearby in Raigad district, manage a substantial portion of India's maritime trade, accounting for about 70% of the country's total. This port-centric trade has been a major economic driver, contributing to approximately 40% of India's foreign trade.

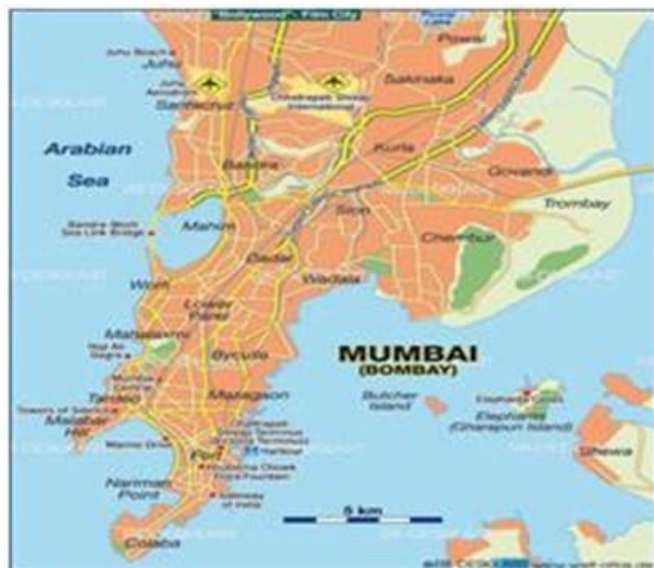
Mumbai City District is often referred to as the financial capital of India. It is home to key financial institutions, including the Reserve Bank of India, the Bombay Stock Exchange, and the National Stock Exchange. Dalal Street, known as the "Wall Street of Mumbai," hosts numerous banks, investment firms, and corporate headquarters. The city contributes around 6.16% of India's GDP and is responsible for 25% of the country's industrial output. It also accounts for 30% of income tax collections and holds 100% of stock market assets. Major corporations, such as the Tata Group, Reliance Industries, and the Aditya Birla Group, have their headquarters in this bustling district.

While Mumbai's economy was historically reliant on textile mills and port activities, it has diversified significantly over the years. Today, sectors such as finance, engineering, diamond polishing, healthcare, and information technology play crucial roles in the city's economic landscape.

Mumbai is particularly notable for its gems and jewelry, leather processing, IT and IT-enabled services, textiles, petrochemicals, electronics manufacturing, and the automobile industry.

1.2 Location and Geography

Mumbai consists of two districts regions, Mumbai city district and Mumbai Suburban district, which form two separate revenue districts of Maharashtra. The city district region is also commonly referred to as the Island City or South Mumbai. The total area of Mumbai is 603.4 sq. km. Of this, the island city spans 67.79 sq. km, while the suburban district spans 370 sq. km, together accounting for 437.71 sq. km under the administration of Brihan Mumbai Municipal Corporation (BMC). The remaining area belongs to Defence, Mumbai Port Trust, Atomic Energy Commission and Borivali National Park, which are out of the jurisdiction of the BMC.



Mumbai lies at the mouth of the Ulhas River on the western coast of India, in the coastal region known as the Konkan. It sits on Salsette Island, partially shared with the Thane district. Mumbai

is bounded by the Arabian Sea to the west. Many parts of the city lie just above sea level, with elevations ranging from 10 m to 15 m; the city has an average elevation of 14 m. Northern Mumbai is hilly, and the highest point in the city is 450 m at Salsette in the Powai-Kanheri ranges. Sanjay Gandhi National Park (Borivali National Park) is located partly in the Mumbai suburban district, and partly in the Thane district, and it extends over an area of 103.09 sq. km.

1.3 Demographic Profile

Population of Mumbai in 2011 is 12,442,373 of which male and female are 6,715,931 and 5,726,442 respectively. Although Mumbai city has population of 12,442,373; its urban/metropolitan population is 18,394,912 of which 9,872,271 are males and 8,522,641 are females.

1.4 Climatic Conditions

The climate of Mumbai is a tropical, wet and dry climate. Mumbai district climate can be best described as moderately hot with high level of humidity. Its coastal nature and tropical location ensure temperatures do not fluctuate much throughout the year. The mean average is 27.2 degree Celsius.

1.5 Agricultural Profile

The predominant soil cover in Mumbai city is sandy, whereas in the suburban district, the soil cover is alluvial and loamy.

Fishery is the only farm sector activity in the district. Fisheries activities are prominent in Koliwad as at Cuffe Parade, Worli and Mahim. There are about 13000 fishermen families with population of 43000 fishermen and about 450 Primary Fishermen Cooperative Societies in the district and about 25 fish landing centers¹.

Table 1: Industries and Employment Generation in Mumbai District

Sr.No.	Category	Cumulative since 2007 up to March 2012											
		No. of enterprises			Employment generation			Investment (P&M) (in INR lakh)			Production capacity (in INR lakh)		
		Mfg.	Service	Total	Mfg.	Service	Total	Mfg.	Service	Total	Mfg.	Service	Total
1	Micro	2191	1381	3572	27193	16795	43988	134700	23453	158153	871205	567534	1438739
2	Small	1635	1308	2943	46744	82759	129503	115531	8476	124007	789777	1574148	1652925
3	Medium	28	41	69	4230	18072	22302	29379	360	29739	3003745	119777	3123522
4	Large scale projects (Production commenced)	234	401	635	75843	141819	217662	1577700.4	1128903.6	2706604	Figures not available		

¹ NABARD PLP 2022-23 Mumbai City

Table 2: Industrial Areas in Mumbai District

Sr. No.	Name of Industrial Area	Land acquired (in hectare)	Land developed (in hectare)	No. of plots	No. of allotted plots	No. of vacant plots	No. of units in production
1	Marol	1275243	1275243	342	339	3	247

1.6 Logistic Infrastructure Profile

The main ports are JNPT, Mandava, Revas, Murud, Dighi and Shrivardhan.

- **Road:** Major Highways NH-3, NH-4, NH-8, NH-17 and NH-222
- **Air:** Chhatrapati Shivaji Maharaj International Airport
- **Nearby Ports including ICDs:** Mumbai Port Trust, Nhava Sheva, Mulund ICD
- **Rail Network:** Western, Central, Harbour and Konkan Railways

1.7 Industrial Profile

Mumbai is the commercial and entertainment capital of India, it is also one of the world's top 10 centers of commerce in terms of global financial flow, generating 5% of India's GDP, and accounting for 25% of industrial output, 70% of maritime trade in India (Mumbai Port Trust & JNPT), and 70% of capital transactions to India's economy.

City has more than 7000 MSMEs and large number of Large Industrial Units in Sectors like Engineering products, Chemical products, Nylon Synthetic Readymade Garments, Embroidered Fabrics, Textiles, Cotton & Art, Silk, Food Product, Pharmaceutical Product, Electronics and Electrical Goods, Leather products²

1.8 Service Sector Profile

Mumbai being the commercial and financial capital of India, houses important financial institutions such as the Reserve Bank of India, the Bombay Stock Exchange, the National Stock Exchange of India, the SEBI and the corporate headquarters of numerous Indian companies and multinational corporations.

It is also home to some of India's premier scientific and nuclear institute like BARC, NPCL, IREL, AERB, AECL, and the Department of Atomic Energy.

The city also houses India's Hindi (Bollywood) and Marathi film and television industry.

Service Industries in the district are as follow:

- **Financial Services:** Home to RBI, BSE, NSE, and major banks, Mumbai is the center for banking, insurance, investment banking, and asset management.
- **IT & ITeS:** The city hosts numerous IT firms providing software development, consulting, and BPO services.
- **Media & Entertainment:** As the heart of Bollywood, Mumbai is a major hub for film production, television, print media, and advertising.
- **Tourism & Hospitality:** With its rich history and iconic landmarks, Mumbai has a robust tourism industry supported by hotels, restaurants, and entertainment facilities.
- **Professional Services:** Consulting, legal, and corporate services thrive here, with many global firms based in the city.
- **Healthcare:** Top hospitals and medical facilities make Mumbai a key healthcare center, attracting patients from across India and abroad.

² Brief Industrial Profile of Mumbai District 2012-13

- **Retail & E-Commerce:** Mumbai's retail sector is vibrant, with numerous malls, markets, and a growing e-commerce industry.
- **Real Estate & Construction:** High demand for residential and commercial spaces drives the real estate and construction sectors.
- **Transportation & Logistics:** A vast network of transport and logistics services supports Mumbai's role as a major trade gateway.
- **Education & Training:** The city is a major educational hub with numerous schools, colleges, and training institutes.

1.9 Industrial Association of the District

- All India Cosmetic Manufacturers Association (AICMA)
- Bhartiya Janta Party Udyog Aaghadi (Maharashtra)
- Bombay Chamber of Commerce and Industry
- Bombay Small Scale Industries Association
- Bombay Small Entrepreneurs Association
- Jagtik Marathi Chambers of Commerce and Industries
- MIDC Marol Industries Association
- SEEPZ, Gems and Jewellery Manufacturing Association

1.10 Banking Facilities

The Bank of India, having 65 branches in the district is the lead bank for the Mumbai City district. The district having 40 banks with their 1050 branches. This may be treated as one of the highest banking networks in the country within a smallest area³.

Table 3: Mumbai City District Banking Profile

Agency	No. of Banks	Number of Branches			
		Rural	Semi-Urban	Urban/ Metro	Total
Public Sector banks	14	1	1	676	678
Private Sector Banks	14	0	0	312	312
Regional Rural Banks	0	0	0	0	0
MSCB/ DCCB	2	0	0	57	57
Coop. Agr. & Rural Dev. Bank	0	0	0	0	0
Other Banks	10	0	0	3	03
Total	40	2	3	1048	1050

1.11 Strengths of Mumbai District

- **Financial Capital:** Mumbai is the financial center of India, home to key institutions like the RBI, BSE, and NSE, making it a powerhouse in finance and banking.
- **Diverse Economy:** The city's economy is varied, with strong sectors in finance, IT, media, healthcare, real estate, and logistics.
- **Strategic Location:** Mumbai's coastal position and major port make it a crucial hub for trade and international business.

³ NABARD PLP 2022-23 Mumbai City

- **Skilled Workforce:** The city attracts talented professionals from all over India, creating a dynamic business environment.
- **Cultural Hub:** Mumbai is rich in culture and diversity, with a vibrant arts scene that supports tourism and creative industries.
- **Strong Infrastructure:** The city has well-developed infrastructure, including transportation, real estate, and communication systems that support its economy.
- **Educational Institutions:** Mumbai is home to top schools and universities, providing a steady supply of skilled talent.

1.12 Opportunities for Mumbai District

- **Global Finance:** Mumbai has the chance to further cement its status as a global financial leader, attracting more international firms and investments.
- **Tech and Innovation:** The city can grow as a hub for technology, startups, and fintech, leveraging its strong IT and financial sectors.
- **Infrastructure Improvements:** Ongoing projects like the Mumbai Metro and coastal roads offer opportunities to enhance the city's connectivity and quality of life.
- **Real Estate Development:** High demand for housing and commercial spaces creates opportunities for sustainable real estate growth.
- **Sustainability:** There's potential to adopt renewable energy and sustainable practices, aligning with global trends.
- **Creative Industries:** Expanding the city's role in arts, film, and culture can create new jobs and enhance its global reputation.
- **Skill Development:** Focused efforts on vocational training can better equip the workforce for emerging industries.
- **E-Commerce Growth:** The booming e-commerce sector offers opportunities for new businesses and innovations in retail and logistics.

2 District Export Profile

2.1 Export Promotion Initiatives by District

Formation of DEPC (District Export Promotion Council):

DEPC constituted under the Chairmanship of District Collector and Task Force Committee under the Chairmanship of General Manager, District Industries Centre (DIC)/ Joint Director Industries, MMR.

The broad role of DEPC is -

- Preparation of District Export Action Plan for 5 years
- Co-ordination with DGFT, EPCs and Associations for export promotion
- Promotion of GI, ODOP and Handicraft, Agri and Horticulture products
- Identify diversification opportunities for exports
- Preparation of export database with help of DGFT
- Conducting DEPC and B2B Meetings, Trade fairs
- Ensure district-level infrastructure like warehousing, cold storage, marketing, R&D, and testing labs is available.
- Availability of export credit for exporters
- Grievance redressal mechanism at district level

Sr No	Date	DEPC meetings/Outreach Program Details
1	06.03.2024	Discussion on the decline in Gems and Jewelry Discussion on the decline in Gems and Jewelry and 10 Points Program and Achievements
2	13.06.2023	Discussion on Gems and Jewelry and leather export promotion
3	19.12.2023	Discussion on the decline in Gems and Jewelry and 10 Points Program and Achievements
4	28.04.2023	Discussion on the GI Mapping of the ODOP product

2.2 Mumbai District Export Scenario

State and District Export Contribution		
	Total Exports (INR crore) ^a	Contribution
Maharashtra	5,56,400	15.37% to India's Export
Mumbai District	110338	20% to Maharashtra's Export

2.3 Existing and Proposed Infrastructure for Exports

Existing Projects	
1	Mumbai Coastal Road Project
2	Six-lane expressway of Mumbai Trans-Harbour Link (MTHL)
3	Delhi Mumbai Industrial Corridor
4	Bangalore Mumbai Industrial Corridor
5	Mumbai Port – Mumbai International Cruise Terminal Development Project
6	Dharavi Leather Cluster
Proposed Future Projects	
1	Road Improvement Project – CP Tank Road and Kalbadevi Road
2	Samruddhi Corridor
Proposed New Projects for Export Promotion	
1	Gems and Jewellery Cluster in BKC Bandra
2	R&D Center for Leather produce near Dharavi
3	Cold storage facility near Worli



2.4 Top 10 Exporting Products from District

Top 10 Exporting Products from District			
HS Code	Product Description	Export Value (INR crore)	Top Exporting Countries
9443	Pearls, precious or semi-precious stones/metals and article	45000.81	USA, UAE, Hong Kong
3537	Mineral fuels, mineral oils & products; bituminous substance	8273.08	Singapore, China, Malaysia
14616	Nuclear reactors, boilers, machinery and mechanical appliances	6153.40	USA, UAE, Taiwan
13770	Electrical machinery & equipment & parts thereof; sound &	5194.27	UAE, USA, Hong Kong
2670	Ship, boat & floating structure	4881.43	UAE, Singapore, USA
10416	Articles of apparel and clothing accessories, not knitted or	4134.75	UAE, USA, Saudi Arab
5760	Pharmaceutical products	3507.37	USA, CONGO D. REP, Naigeria
4553	Organic chemicals	3155.37	USA, UAE, Japan
4171	Works of art, collectors' pieces and antiques	2098.09	USA, UK, Hong Kong
6604	Cotton	2072.79	UAE, Bangladesh, Senegal

2.5 Top 10 Exporting Countries from District

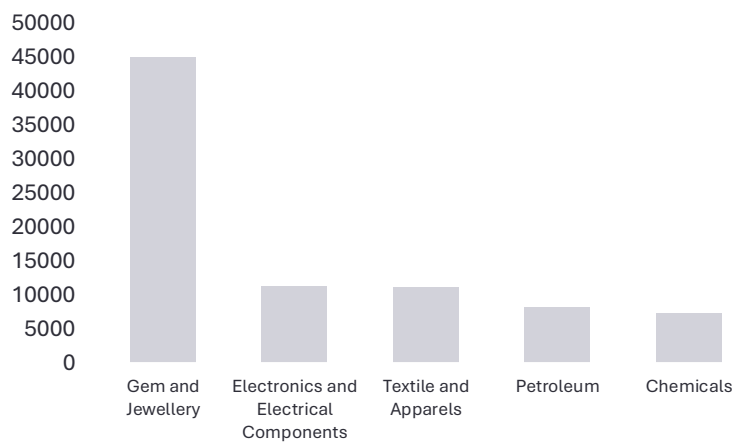
Sr. No.	Country	Export Value (INR crore)
1	USA	29841.73
2	UAE	16597.46
3	Singapore	6202.27
4	Hong Kong	4331.18
5	UK	3606.91
6	China	2538.64
7	Saudi Arab	2246.85
8	France	1979.43
9	Malaysia	1927.10
10	Italy	1745.58

2.6 Export Product Profile

2.6.1 Top Exporting Sectors from District

The gems and jewelry sector leads district exports with INR 45,000.8 crores, significantly higher than other industries. The export value of gems and Jewellery nearly four times that of electronics and electrical components (INR 11,347.6 crores) and textiles (INR 11,104.7 crores), both of which are steadily growing. Petroleum exports, total INR 8,273.1 crores, emphasize Mumbai's strategic importance as a major port city. Meanwhile, the chemical sector, with INR 7,293.1 crores in exports, shows potential for expansion, as global demand evolves.

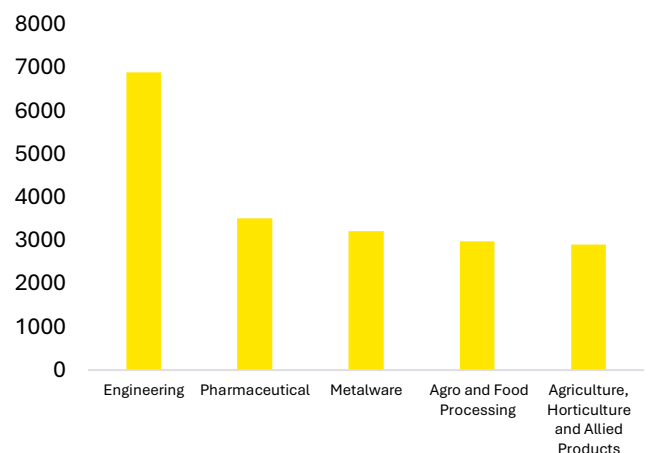
Top 5 Exporting Sectors from District (FY 2023-2024)



2.6.2 Potential Exporting Sectors from District

The engineering sector, with exports of INR 6,886.6 crores, aligns well with the high-value gem and jewelry exports. The pharmaceutical sector, which has grown to export INR 3,507.4 crores, reflects Mumbai's increasing presence in global healthcare. Metalware exports of INR 3,215.8 crores fit into Mumbai's broader industrial strategy and support its electronics sector, which exported INR 11,347.6 crores. The synergy between these sectors highlights Mumbai's diverse manufacturing capabilities and suggests that growth in metalware could further boost its technology and engineering exports. Additionally, the agro and food processing, with INR 2,984.9 crores, and agriculture, horticulture, and allied products at INR 2,906.0 crores, show focus on agribusiness.

Potential Exporting sectors from District (based on the FY 2023-2024 exporting data)



2.7 Major Clusters in District

- **Financial Services Cluster:** Nariman Point, Fort, and Colaba are hubs for banks, stock exchanges (like the Bombay Stock Exchange), and financial institutions.
- **Diamonds and Jewelry (Zaveri Bazaar):** Hub for diamond trading and jewelry businesses accounting for approximately 65% of all gold trading in India.
- **Logistics and Shipping (Mumbai Port):** A major shipping hub with logistics firms.
- **Retail and Wholesale Markets:** Crawford Market is a key wholesale hub for fruits, vegetables, and poultry, while Bhuleshwar specializes in textiles, household items, and consumer goods.

2.8 One District One Product (ODOP) Profile

Sr. No	Product Name	GI No	ODOP	HSN Code	Sector
1	Leather Products	NA	Yes	4202, 4205, 6403, 6404, 6405	Leather
2	Gems and Jewelry	NA	Yes	7113	Gems and Jewelry

Sr. No.	Product Name	Export Value (in INR crore)	Export Hubs	Current Market	Potential New Market
1	Leather Products	257.28	Dharavi and Deonar	Italy, Maldives, UAE, Netherlands, Australia, Germany, Nigeria, Spain, Switzerland, USA	Poland, Thailand, Austria, Mexico, Peru, Brazil, Taiwan, Turkey, Cambodia, Israel, Tunisia, South Africa, Czech Republic
2	Gems and Jewellery	45000.80	Zaveri Bazar, Lal Baug, and Girgaon	USA, UAE, Hong Kong, UK, Australia, Singapore, France, Canada, Belgium, Saudi Arabia, Qatar, Italy	Nepal, Jamaica, Egypt, Vietnam, Aruba, Monaco, New Caledonia, N Mariana Island, Zambia, Nigeria, Ukraine

3 Export Promotion Strategy

Category	District Requirement/Issues	Export Promotion Strategy			Relevant Govt. Authority
		Short Term (1 to 2 years)	Medium (2 to 3 years)	Long Term (3 to 5 years)	
Regulatory	Lack of Clarity on Export Compliance Regulations	Organize district-level workshops in collaboration with regulatory bodies to provide clarity on existing compliance regulations.	Collaborate with industry associations to ensure that the compliance regulations are clearly communicated	Introduce periodic reviews of compliance regulations with input from exporters to ensure that they remain relevant and not overly burdensome.	Ministry of Commerce and Industry Food Safety and Standards Authority of India Central Drugs Standard Control Organization
Institutional	Lack of awareness of modern technologies and designs, particularly in traditional industries like gems and jewelry.	Launch training programs on foreign trade policy, targeting small and medium enterprises (SMEs).	Organize study tours and webinars in collaboration with international institutions, focusing on the latest technological advancements.	Develop partnerships with international institutions to ensure ongoing exposure to cutting-edge technologies and best practices.	Maharashtra State Government's Department of MSME Ministry of Commerce and Industry
	Providing local exporters access to resources, expertise, and support tailored to their needs.	Identification of Institutions relevant for export promotion.	Create dedicated touchpoints with DGFT, Customs, and EPCs to provide exporters with timely and accurate regulatory and procedural support.	Cluster development with facility and equipment with EPC	Maharashtra State Government's Department of Industry
Infrastructure	Need for strategic infrastructure to support export processing and quality assurance.	Establish district-based Export Processing Centers (EPCs) with facilities for customs documentation, quality inspections, and packaging.	Develop integrated logistics parks that combine warehousing, distribution, and value-added services.	Implement sustainable infrastructure projects like green logistics hubs and energy-efficient warehouses to support long-term growth.	Maharashtra State Government's Department of Industry Maharashtra State Government's Infrastructure Development Department

Category	District Requirement/Issues	Export Promotion Strategy			Relevant Govt. Authority
		Short Term (1 to 2 years)	Medium (2 to 3 years)	Long Term (3 to 5 years)	
Logistics	High logistics costs and inefficient transportation routes.	Review and streamline current logistics routes and regulate shipping line charges	Build partnerships with key stakeholders, such as transport providers and infrastructure developers, to invest in and improve logistics infrastructure.	Establish partnerships with international logistics firms to enhance global connectivity.	Maharashtra State Government's Department of Transport Ministry of Shipping
Promotion and Awareness	Enhance awareness and access to export resources while creating networking and market opportunities for local businesses.	Promotion of online portal at district level – Interactions with Industry associations.	Organizing Seminars and exhibitions/Haat for entrepreneurs, this will be an ongoing activity	Integrate the online portal with other digital government services and automate key export-related processes.	Ministry of External Affairs (for organizing international trade fairs) Export Promotion Councils (EPCs)
	Enhance Knowledge of Foreign Trade Policy	Organize district-level workshops and webinars to provide immediate updates on recent changes in foreign trade policies, helping local businesses stay informed.	Develop regular training programs and certification courses in collaboration with trade experts and institutions to deepen the understanding of foreign trade regulations and compliance.	Create a sustainable learning ecosystem by setting up district-level trade policy resource centers	Ministry of Commerce and Industry

4 Key Department Contacts

- **Development Commissioner (Directorate of Industries)**
Address: New Administrative Building, Madam Cama Road, Opp.Mantralaya, Mumbai – 400 032
Email: didci@maharashtra.gov.in
Phone: 022 22028616
- **Joint Director of Industries, MMR Region**
Address: Joint Director Industry Office, Mumbai Metropolitan Region, 702, Seventh floor, Vikas Center, Dr. C Gidwani Marg, Chembur East, Mumbai – 74
Email: diromumbai@maharashtra.gov.in; didic.mumbai@maharashtra.gov.in
Phone: 022 25208181/ 022 25206199
- **Council for Leather Exports**
Address: Star Hub, Building 1, Unit No. 102, 1st Floor, Near Hotel Hyatt Regency and ITC Maratha Sahar, International Airport Road, Andheri East, Mumbai – 400099
Email: cle@cleindia.com; cleb@cleindia.com
Phone: 022 28392221
- **Gems and Jewellery Export Promotion Council**
Address: D2B, D-Tower, West Core Wing, Bharat Diamond Bourse, Bandra Kurla Complex, Bandra (E), Mumbai - 400051
Email: ho@gjepcindia.com
Phone: 022 42263600
- **SEEPZ, Gems and Jewellery Manufacturing Association**
Address: Business Facilitation Centre, 3rd Floor, Office No. 2, Behind SEEPZ Service Centre, SEEPZ SEZ, Andheri (East), Mumbai - 400096
Email: sgima@vsnl.net
- **MIDC Marol Industrial Association**
Address: P-15, Street No. 14, MIDC Marol, Andheri (East), Mumbai - 400093
Email: association@mmia.biz; mmia@mmia.biz
- **All India Association of Industries**
Address: New Excelsior Building, 6th Floor, A K Nayak Marg, Fort, Mumbai
Email: aiai@vsnl.com; queenie.nair@aiaindia.com; aiaimumbai@gmail.com
- **Small and Medium Business Development Chamber of India**
Address: 5th Ground Floor, Samruddhi Venture Park, Adjoining Hotel Tunga Paradise, SEEPZ – MIDC Central Road, Next to Akruiti Centre, Andheri (East), Mumbai - 400093
Email: secretariat@smechamber.com; director@smechamber.com
Phone: +91 7506046755/ 022 28327219/ 022 66674444
- **Maharashtra Economic Development Council (MEDC)**
Address: 3rd Floor, Y.B. Chavan Centre, J. Bhosale Marg, Nariman Point, Mumbai - 400021
Email: medc@medcindia.com
Phone: 022 22846288/ 2206/ 2209
- **Maharashtra Chamber of Commerce, Industry and Agriculture (MACCIA)**

Address: Oricon House, 6th Floor, Maharashtra Chamber of Commerce Lane, Kala Ghoda, Fort, Mumbai - 400001

Email: sec.general@maccia.org.in

Phone: 022 67395800

- **Jagtik Marathi Chamber of Commerce and Industries**

Address: 2nd Floor, Rukmini Niketan near Post Office, Ranade Road, Dadar (West), Mumbai – 400026

Email: jmcci@vsnl.com

- **Bombay Small Scale Industries Association**

Address: C/o M/s Bharat Traders, B/20 Giriraj Industrial Estate, Mahakali Caves Road, Andheri East, Mumbai - 400093

Email: Bankim.mistry.nw@gmail.com

Phone: 9833413142

- **Bombay Chamber of Commerce and Industries**

Address: Mackinnon Mackenzie Building, 4, Shoorji Vallabhdas Marg, Ballard Estate, Mumbai 40001

Email: bcci@bombaychamber.com

Phone: 022 49100200/ 49100213