

# **Export Action Plan for Mumbai Suburban District**

Mumbai Region, Maharashtra

September 2024



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# 1. District Profile

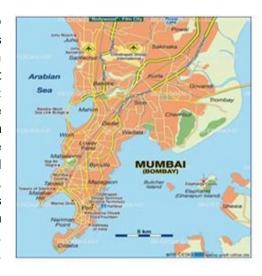
#### a. Introduction

Mumbai Suburban district is a significant hub for trade in Maharashtra due to its strategic location, well-developed infrastructure, and proximity to key markets. It is located in the Konkan Division of Maharashtra and is one of the most populous districts in India, with a population of approximately 9.36 million as per the 2011 census. The district comprises three talukas—Andheri, Borivali, and Kurla—and is divided into two sub-divisional offices, encompassing 87 villages and featuring four parliamentary constituencies along with 26 assembly constituencies.

Economically, Mumbai Suburban District serves as a hub of trade and commerce, significantly contributing to Maharashtra's economy. Key sectors include financial services, with numerous banks and institutions establishing a strong presence, as well as a booming real estate and construction market driven by rapid urbanization. The district is also known for its vibrant entertainment industry, with Film City and various studios attracting talent and investment. Additionally, the manufacturing and IT sectors enhance the district's economic diversity. Infrastructure plays a crucial role in the district's development, with well-connected roadways facilitated by the Maharashtra State Road Transport Corporation (MSRTC) and major national highways. The local train network, known as the lifeline of Mumbai, provides extensive services, while Chhatrapati Shivaji Maharaj International Airport serves as a major gateway for domestic and international travel, further enhancing trade and tourism. The ongoing development of the Mumbai Metro and Monorail systems aims to alleviate traffic congestion and improve public transport efficiency. Education is also a stronghold in the district, with several prominent institutions, including the Indian Institute of Technology (IIT) Powai, contributing to a skilled workforce. Culturally, Mumbai Suburban District is rich in heritage and recreational opportunities, featuring popular beaches like Juhu, Aksa, and Versova, as well as parks and lakes such as Sanjay Gandhi National Park, Vihar Lake, and Tulsi Lake. Historical sites, including the Kanheri and Jogeshwari caves and landmarks like Mount Mary Church, reflect the district's historical significance.

#### b. Location and Geography

Mumbai Suburban district is bordered by the Arabian Sea to the west and Thane Creek to the east. Its jurisdiction extends from Bandra in the south to Dahisar in the north, and from Kurla in the east to Mulund and Trombay Creek. The district comprises three administrative subdivisions, or talukas: Andheri, Borivali, and Kurla, along with 87 villages. The district is characterized by a mix of urban and suburban environments, featuring significant landmarks such as the Sanjay Gandhi National Park, various beaches, and recreational areas. Major rivers, including the Mithi, Dahisar, and Poisar, traverse the district, contributing to its ecological diversity. The area is well-connected through an extensive transportation network, including railways, roads, and the Chhatrapati Shivaji Maharaj International Airport, facilitating both local and international travel.



# c. Demographic Profile

Population of Mumbai Suburban district in 2011 is 9,356,962, comprising 5,031,323 males and 4,325,639 females, which gives it a population density of 25,357 per square kilometre.

#### d. Climatic Conditions

Mumbai Suburban district has a tropical wet and dry climate, with a humid season from June to September and a dry season from October to May. Average annual rainfall is about 2,502.3 mm, with temperatures ranging from 16 °C to 42.2 °C, leading to high humidity, especially during monsoons.

#### e. Agricultural Profile

Fisheries activities are prominent in Koliwadas 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 centers<sup>1</sup>.

# f. 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

#### g. Industrial Profile

The Mumbai Suburban District has 220,267 registered Micro, Small, and Medium Enterprises (MSMEs) providing direct employment, 91% of the industries are Micro in nature. Mumbai suburban contribute about 11% of total MSME industries in Maharashtra State. These units are engaged in production of food products, textiles, metals, plastic, chemical, textiles, leather goods, and services sector<sup>2</sup>.

Table 1:Industries and Employment Generation in Mumbai District

Sr. Category Cumulative since 2007 up to Ma						p to March	2012						
N	No. of enterprises Employment				Investment (P&M) (in INR		Production capacity (in						
о.					genera	ation		lakh)		INR lakh)			
		Mf	Servi	Tot	Mfg.	Servi	Total	Mfg.	Service	Total	Mfg.	Servic	Total
		g.	се	al		ce						е	
1	Micro	219	1381	357	271	1679	4398	134700	23453	15815	87120	56753	14387
		1		2	93	5	8			3	5	4	39
2	Small	163	1308	294	467	8275	1295	115531	8476	12400	78977	15741	16529
		5		3	44	9	03			7	7	48	25
3	Medium	28	41	69	423	1807	2230	29379	360	29739	30037	11977	31235
					0	2	2				45	7	22
4	Large	234	401	635	758	1418	2176	157770	112890	27066	Figures i	not availal	ole
	scale				43	19	62	0.4	3.6	04			
	projects												
	(Producti												
	on												
	commenc												
	ed)												

<sup>&</sup>lt;sup>1</sup> NABARD PLP 2022-23 Mumbai City <sup>2</sup> Brief Industrial Profile of Mumbai District 2012-13

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Table 2: Industrial Areas in Mumbai District

Sr. No.	Name of Indl. 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

#### h. Service Sector Profile

Mumbai Suburban District is a major economic centre in India, with a significant service sector.

- **Finance and Banking:** Mumbai Suburban is home to many financial institutions, including banks, investment firms, and insurance companies. Areas like Bandra-Kurla Complex (BKC) are prominent financial districts.
- IT and ITeS: The district is a significant IT hub, with numerous IT parks and corporate offices. It supports a wide range of IT services, including software development, data processing, and business process outsourcing(BPO).
- Media and Entertainment: Mumbai Suburban is a hub for the media and entertainment industry, including television, film production, and digital media. The presence of Bollywood in nearby Mumbai adds to the significance of this sector in the district.
- **Professional Services:** The district hosts a wide array of professional services, including legal, accounting, consultancy, and human resource services. These services support the business ecosystem in the district and across Mumbai.
- **Logistics and Transportation:** Given its strategic location and proximity to key transport hubs like Chhatrapati Shivaji Maharaj International Airport, Mumbai Suburban has a well-developed logistics and transportation sector.
- Telecommunication and IT Infrastructure: The telecom sector is critical for the district, with a strong network infrastructure supporting both businesses and residential areas. The presence of IT infrastructure companies also contributes to the district's connectivity and digital services.

#### i. 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

# j. 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 area<sup>3</sup>.

Table 3: Mumbai City District Banking Profile

	No. of	Number of Branches					
Agency	Banks	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		

### k. Strengths of Mumbai Suburban District

- Strategic Location and Connectivity: Mumbai Suburban is located close to two of India's busiest ports, the Jawaharlal Nehru Port Trust (JNPT) and Mumbai Port. These ports facilitate easy access to global markets, particularly in Asia, Europe, and the Middle East.
- **Diverse and Strong Service Sector:** The diverse and robust service sector in Mumbai Suburban, with BKC as its financial hub, the district's strong IT sector aids in exports through software development and digital services, while advanced healthcare facilities and the growing medical tourism industry significantly enhance the district's export potential.
- Robust Infrastructure: The district is home to several industrial estates and Special Economic Zones (SEZs), such as SEEPZ (Santacruz Electronics Export Processing Zone), which focus on electronics, gems, and jewelry exports. These zones offer infrastructure and tax incentives for export-oriented units.

#### l. Opportunities for Mumbai Suburban 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

# a. Formation of DEPC (District Export Promotion Council)

The Government of Maharashtra has notified the District Export Promotion Councils (DEPC) in the state. The District Export Promotion Councils (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 District Export Promotion Councils (DEPC) is as mentioned below,

- 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
- Hold meetings of District Export Promotion Council (DEPC), Trade fairs and B2B meetings
- Ensure availability of infrastructure at district level such as warehousing, cold storage, marketing, R&D and testing laboratories etc.
- Availability of export credit for exporters
- Grievance redressal mechanism at district level

Sr No	Date	DEPC meetings/Outreach Program Details			
1	08.06.2023	Discussion on ODOP promotion			
2	08.08.2023	Discussion on conducting the capacity building programme of			
		exporters			
3	26.03.2024	Discussion on ODOP			

# b. Mumbai Suburban District Export Scenario

State and District Export Contribution (FY 2023-2024)							
Total Exports (INR crore) Contribu							
Maharashtra	5,56,400	15.37% to India's Export					
Mumbai District	98284	18% to Maharashtra's Export					

# c. 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								
	Proposed Future Projects							
1	Proposed Future Projects  Road Improvement Project – CP Tank Road and Kalbadevi Road							
1 2	Road Improvement Project – CP Tank Road							
2	Road Improvement Project – CP Tank Road and Kalbadevi Road							
2	Road Improvement Project – CP Tank Road and Kalbadevi Road Samruddhi Corridor roposed New Projects for Export							
2 P	Road Improvement Project – CP Tank Road and Kalbadevi Road Samruddhi Corridor Proposed New Projects for Export Promotion							



# d. Top 10 Exporting Products from District

	Top 10 Exporting Products from District (FY2023-2024)								
HS	Product Description	Export Value	Top Exporting						
Code		(INR crore)	Countries						
6887	Pearls, Precious or Semi-Precious	81148.18	USA, UAE, Hong Kong						
	Stones/Metals and Article								
12264	Nuclear Reactors, Boilers, Machinery and	3560.25	UK, USA, Russia						
	Mechanical Appliance								
72	Meat and Edible Meat offal	1830.94	Vietnam, Indonesia, Egypt						
11475	Electrical machinery & equipment & parts	1772.23	UAE, USA, Singapore						
7068	Articles of Apparel and Clothing Accessories	1354.29	UAE, USA, Somalia						
3990	Miscellaneous Chemical Products	821.60	USA, Russia, Japan						
1246	Ship, Boat & Floating Structure	811.55	UAE, Oman, Singapore, Sri						
			Lanka						
3422	Organic chemicals	705.28	USA, China, Japan						
4470	Pharmaceutical Products	578.51	Philippines, UK, USA						
675	Coffee, Tea, Mate & Spices	520.89	UAE, USA, Morocco						

# e. Top 10 Exporting Countries from District (FY2023-2024)

Sr. No.	Country	Export Value (INR crore)		
1	USA	26873.68		
2	Hong Kong	19624.75		
3	UAE	15905.00		
4	Belgium	10406.95		
5	Israel	3010.93		
6	Thailand	2500.03		
7	UK	2151.72		
8	Japan	1414.85		
9	France	1089.18		
10	Switzerland	953.94		

# f. Export Product Profile

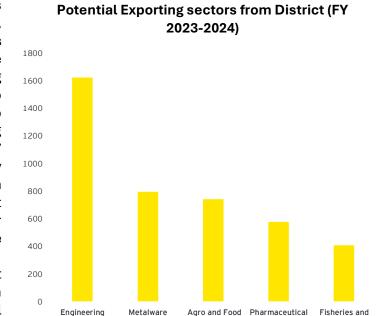
#### i. Top Exporting Sectors from District

Mumbai Suburban district, a key contributor to Maharashtra's exports, is home to several thriving export sectors. The district's exports are dominated by the Gems and Jewellery sector, which accounted for a staggering ₹81,148.18 crore in exports, highlighting its significant role in India's overall gems and jewellery exports, with Mumbai Suburban contributing 63.8% of Maharashtra's total gems and Jewellery exports in FY 23-24. Electronics sector contributes INR 5,332.48 million, indicating a growing but smaller yet significant market presence. Textiles and apparels, with exports of INR 2,490.74 million, show an ongoing importance in the district's export portfolio, while agriculture and allied products, amounting to INR 2,267.76 million, underscore the region's effective leverage of its agricultural strengths. The chemicals sector, contributing INR 1,943.01 million, maintains a steady role in the export landscape.

Top 5 Exporting Sectors from District (FY 2023-2024) 90000 80000 70000 60000 50000 40000 30000 20000 10000 0 Gem and Electronics Textile and Agriculture Chemicals Jewellery Apparels and Allied **Products** 

#### ii. Potential Exporting Sectors from District

Mumbai Suburban district exhibits considerable potential across various export sectors. The engineering sector, with exports INR 1,622.95 million, shows an opportunity for growth through the leveraging advanced manufacturing technologies and expanding emerging markets. Metalware and agro and food processing sectors, exporting INR 796.02 million and INR 742.37 million respectively, could significantly benefit from strategic investments in supply chain optimization and market diversification to enhance their competitive edge globally. The pharmaceutical sector, with INR 578.51 million in exports, shows significant potential for growth through innovation and enhancing international partnerships. Fisheries and marine



Processing

products sector, with exports of INR 409.07 million, presents opportunities for expansion through the adoption of sustainable practices and alignment with global food security trends.

#### g. Major Clusters in District

- **Financial Services Cluster:** Bandra-Kurla Complex is a major commercial and business hub, known for its modern infrastructure and high-density business operations. It houses numerous corporate offices, financial institutions, and service providers.
- Warehousing Clusters: Bhiwandi is the leading warehousing center in the region due to its strategic position along the Mumbai-Nashik highway. Its pivotal role in logistics is highlighted by its convenient access to both Mumbai and Pune, making it a preferred location for major companies such as Amazon and Flipkart. Similarly, Panvel, situated near the Jawaharlal Nehru Port Trust, is an important warehousing site, leveraging its proximity to one of India's largest ports and its ample land availability.
- Service Industries: Mumbai Suburban hosts a vibrant service industry cluster, particularly in IT and business services. The region's connectivity and infrastructure have made it a hub for IT service providers, contributing to its economic dynamism. The service sectors here encompass a wide range of activities, including IT solutions, healthcare services, and retail.

# h. One District One Product (ODOP) Profile

Sr. No.	Product Name	GI No.	ODOP	HSN Code	Sector
1.	Fisheries and Marine Produce	NA	Yes	0304	Agriculture and Allied
2.	Gems and Jewellery	NA	Yes	7113	Gems and Jewellery

	Current and Potential Markets for ODOP									
Sr. No.	Product Name	Export Value (in INR crore)	Export Hubs	Current Market	Potential New Market					
1.	Fisheries and Marine Produce	409.07	Versova, Madh Island, and Colaba	China, Thailand, Malaysia, Mauritius, Portugal, Hong Kong, Greece, Italy	Poland, Austria, Mexico, Peru, Brazil, Taiwan, Turkey, Cambodia, Israel, Tunisia, South Africa, Czech Republic					
2.	Gems and Jewellery	81148.18	Zaveri Bazar, Lal Baug, and Girgaon	USA, UAE, Hong Kong, UK, Australia, Singapore, Thailand, Canada, Belgium, Saudi Arabia, Qatar, Turkey	Nepal, Jamaica, Egypt, Vietnam, Aruba, Monaco, New Caledonia, N Mariana Island, Zambia, Nigeria, Ukraine					

# 3. Export Promotion Strategy

Category		Export Promotion Strategy		District Requirement/Issues	Relevant Govt. Authority
	Short Term (1 to 2 years)	Medium (2 to 3 years)	Long Term (3 to 5 years)		
Regulatory	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.	Lack of Clarity on Export Compliance Regulations	Ministry of Commerce and Industry Food Safety and Standards Authority of India Central Drugs Standard Control Organization
Institutional	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.	Lack of awareness of modern technologies and designs, particularly in traditional industries like gems and jewelry.	Maharashtra State Government's Department of MSME Ministry of Commerce and Industry
	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	Providing local exporters access to resources, expertise, and support tailored to their needs.	Maharashtra State Government's Department of Industry
Infrastructure	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.	Need for strategic infrastructure to support export processing and quality assurance.	Maharashtra State Government's Department of Industry Maharashtra State Government's Infrastructure Development Department

Category	Export Promotion Strategy			District Requirement/Issues	Relevant Govt. Authority
	Short Term (1 to 2 years)	Medium (2 to 3 years)	Long Term (3 to 5 years)		
Logistics	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.	High logistics costs and inefficient transportation routes.	Maharashtra State Government's Department of Transport Ministry of Shipping
Promotion and Awareness	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.	Enhance awareness and access to export resources while creating networking and market opportunities for local businesses.	Ministry of External Affairs (for organizing international trade fairs) Export Promotion Councils (EPCs)
	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	Enhance Knowledge of Foreign Trade Policy	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, 1<sup>st</sup> Floor, Near Hotel Hyatt Regency and

ITC Maratha Sahar, International Airport Road, Andheri East, Mumbai - 400099

Email: <a href="mailto:cle@cleindia.com">cle@cleindia.com</a>; <a href="mailto:cle@cleindia.com">cle@cleindia.com</a>;

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, 6<sup>th</sup> Floor, A K Nayak Marg, Fort, Mumbai **Email:** aiai@vsnl.com; queenie.nair@aiaiindia,com; aiaimumbai@gmail.com

### Small and Medium Business Development Chamber of India

**Address:** 5 Ground Floor, Samruddhi Venture Park, Adjoining Hotel Tunga Paradise, SEEPZ – MIDC Central Road, Next to Akruti Centre, Andheri (East), Mumbai - 400093

Email: <a href="mailto:secretariart@smechamber.com">secretariart@smechamber.com</a>; <a href="mailto:director@smechamber.com">director@smechamber.com</a>;

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: 2<sup>nd</sup> 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

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