

Agricultural Machinery Market in India 2017

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"Agriculture is an important sector of the Indian economy, with over 70% of the country's population depending on it as their major source of income. India holds the second position in the world in agricultural production. Currently, India is the largest producer of spices, pulses, milk, tea, cashew and jute, and the second largest producer of wheat, rice, fruits and vegetables, sugarcane, cotton, and oilseeds. In terms of agricultural contribution, some of the most developed states in India are Punjab, Uttar Pradesh, Madhya Pradesh, Haryana, Bihar, Andhra Pradesh, Maharashtra, West Bengal, and Gujarat. The growth of India's agriculture sector has also boosted the agricultural machinery market in India. According to Netscribes research, the Indian agricultural machinery market is projected to grow at a CAGR of around 6.6% to reach INR 769.2 billion by FY 2022.

India is the largest tractor market in the world and the 41-50 HP is the largest selling segment. It accounted for 44% of the total tractor sales in FY 2015. Tractors and power tillers have played a vital role in the overall development of agriculture in the country.

Key growth factors

Government initiatives such as Kisan Credit Card, National Mission on Agricultural Mechanization (NMAM), and Tractor Subsidy Scheme have contributed to the growth of the machinery market. Easy availability and access to low cost credit is another reason for growth in the market. This helps farmers invest in assets, obtain greater yield and income.

Strong governmental regulations on the availability of finance for agricultural mechanization tools, rural development, and high irrigation potential will drive the agricultural farm machinery industry in India.

Threats and key players

High cost of agricultural machines is one of the major challenges hampering the growth of agricultural machinery market in India. Agricultural machines are capital-intensive. As a result, it is a major investment for small and marginal farmers.

The overall land holding in India is fragmented, which is another threat to the market. Fragmentation of land leads to lower productivity levels, as farmers cannot make effective use of machinery on small farms.

Mahindra and Mahindra, Escorts, VST, and Force Motors are the major players in the agricultural machinery market in India. To stay competitive, the leading players are increasingly striving to provide innovative, cost-effective, and high-quality services to consumers.

What's covered in the report?

Overview of the global and Indian agricultural machinery market, and historical and forecasted market size data

Trade analysis of the agricultural machinery market

Qualitative analysis of the major drivers and challenges affecting the market

Key recent developments in the Indian agricultural machinery market

Analysis of the competitive landscape and profiles of major public and private players operating in the market

Why Buy?

Get a broad understanding of the global and Indian agricultural machinery market, the dynamics of the market and the current state of the industry

Be informed about the government initiatives deployed in the market

Understand the factors driving the growth of the market

Identify key growth opportunities in the industry and make informed decisions to increase profitability

Understand major competitors' business and market dynamics, and respond accordingly

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Contents

"Slide 1: Executive Summary

Socioeconomic Indicators

Slide 2: Total Population (2010-2011 - 2019-2020), Population Density (2010-2011 - 2019-2020)

Slide 3: Sex Ratio (2005, 2010, 2015, 2020), Population by Age Group (2005, 2010, 2015, 2020), Urbanization Trend (2010-2011 - 2019-2020)

Slide 4: Total Fertility Rate (2005-2010, 2010-2015, 2015-2020), Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020), Total Number of Births (2005-2010, 2010-2015, 2015-2020), Total Number of Death (2005-2010, 2010-2015, 2015-2020)

Slide 5: Total Literacy Rate (2001, 2011), Rural Literacy (2001, 2011), Urban Literacy (2001, 2011)

Slide 6: GDP at Market Prices (2012-2017), FDI (2012-2016), Inflation Rate (2011-2017), Unemployment Rate (2012-2016)

Slide 7: Access to Safe Drinking Water (2001, 2011), Exchange Rate (2010-2016)

Market Overview

Slide 8: Market Definition and Structure

Slide 9: Key Facts - Agriculture Sector in India

Slide 10: Evolution of Agriculture in India

Slide 11: Agriculture Employment Scenario

Slide 12-13: Types Farming - Overview

Slide 14: Agriculture Value Chain

Slide 15: Level of Mechanization by Crop across the Value Chain (FY 2014)

Slide 16: Global Current Market Scenario, Agricultural Machinery Global Market size & Growth Forecast (Value-Wise; FY 2015 - FY 2022e)

Slide 17: India Current Market Scenario, Agricultural Machinery India Market Size & Growth Forecast (Value-Wise; FY 2015 - FY 2022e)

Slide 18: India Current Market Scenario, Tractor Market Size (Value-Wise; FY 2010 - FY 2014) and Power Tiller Market Size (Value-Wise; FY 2010 - FY 2014)

Slide 19: India Current Market Scenario, Thresher Market Size (Value-Wise; FY 2010 - FY 2014) and Rotavator Market Size (Value-Wise; FY 2010 - FY 2014)

Slide 20: Market Segmentation - Agricultural and Non Agricultural Usage of Tractors, Growth of Tractors

Slide 21: Market Segmentation - Player-Wise Segmentation of 6 Major Players in the Tractor Industry (FY 2014 - FY 2016)

Slide 22: Market Segmentation - Tractor Sales by Segment (FY 2011 and FY 2015)

Slide 23-24: Geographic Segmentation - Key Agriculture States and Their Contributions

Slide 25: Geographic Segmentation - Based on Availability of Agricultural Machinery Manufacturers

Slide 26: Geographic Segmentation - Based on Type of Manufacturers in India

Slide 27-28: PESTEL Analysis

Trade Analysis

Slide 29: Export of Agricultural, Horticultural / Forestry Machinery for Soil Preparation / Cultivation; Lawn / Sports - Ground Rollers (Value-Wise; FY 2014 - FY 2017) and Export of Agricultural, Horticultural / Forestry Machinery for Soil Preparation / Cultivation; Lawn / Sports - Country-Wise Segmentation (Value-Wise: FY 2016 and FY 2017)

Slide 30: Import of Agricultural, Horticultural / Forestry Machinery for Soil Preparation / Cultivation; Lawn / Sports - Ground Rollers (Value-Wise; FY 2014 - FY 2017) and Import of Agricultural, Horticultural / Forestry Machinery for Soil Preparation / Cultivation; Lawn / Sports - Region-Wise Segmentation (Value-Wise: FY 2016 and FY 2017)

Slide 31: Farm Machinery Trade - Tractor Trade (Volume-Wise: FY 2009 - FY 2014)

Slide 32: Farm Machinery Trade - Combine Harvesters (Volume-Wise: FY 2009 - FY 2014)

Market Influencers

Slide 33-37: Market Drivers

Slide 38-39: Market Challenges

Government Influencers

Slide 40: National Mission on Agricultural Mechanization

Slide 41: Sub-Mission on Agricultural Mechanization and Agricultural Machinery Subsidy Scheme by Government of India

Slide 42: Tractor Subsidy Scheme by Government of India

Slide 43: Pradhan Mantri Krishi Sinchai Yojana

Slide 44: Implication of GST on Agricultural Machinery

Market Trends

Slide 45-46: Custom Hiring in Agriculture Machinery

Competitive Landscape

Slide 47: List of Major Players

Slide 48-79: Profiles of Major Players

Recent Developments

Slide 80: Key Recent Developments

Appendix

Slide 81: Research Methodology

LIST OF FIGURES/ CHARTS

Socioeconomic Indicators

1. Total Population and Population Density (2010-2011 - 2019-2020)
2. Sex Ratio (2005, 2010, 2015, 2020)
3. Population by Age Group (2005, 2010, 2015, 2020)
4. Urbanization Trend (2010-2011 - 2019-2020)
5. Total Fertility Rate (2005-2010, 2010-2015, 2015-2020)
6. Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020)
7. Total number of Births (2005-2010, 2010-2015, 2015-2020)
8. Total number of Death (2005-2010, 2010-2015, 2015-2020)
9. Total Literacy Rate (2001, 2011)
10. Rural Literacy (2001, 2011)
11. Urban Literacy (2001, 2011)

12. GDP at Market Prices (2012-2017)
13. FDI (2012-2016)
14. Inflation Rate (2011-2017)
15. Unemployment Rate (2012-2016)
16. Access to safe drinking water (2001, 2011)

Market Overview

1. Global Market size & Growth Forecast of Agriculture Machinery (Value-Wise; FY 2015 - FY 2022e)
2. Agriculture Machinery Market size & Growth Forecast - India (Value- Wise; FY 2015 - FY 2020e)
3. Tractor Market Size - India (Value-Wise; FY 2010 - FY 2014) and Power Tiller Market Size - India (Value-Wise; FY 2014 - FY 2014)
4. Thresher Market Size - India (Value-Wise; FY 2010 - FY 2014) and Rotavator Market Size - India (Value-Wise; FY 2010 - FY 2014)
5. Agricultural and Non Agricultural Usage of Tractors (Percentage Share)
6. Player-Wise Segmentation of 6 Major Players in the Tractor Industry (Percentage Share; FY 2014 - FY 2016)
7. Tractor sales by Segment (Value-Wise; FY 2011 and FY 2015)

Trade Analysis

1. Export of Agricultural, Horticultural / Forestry Machinery for Soil Preparation / Cultivation; Lawn / Sports - Ground Rollers (Value-Wise; FY 2014 - FY 2017) and Export of Agricultural, Horticultural / Forestry Machinery for Soil Preparation / Cultivation; Lawn / Sports - Country-Wise Segmentation (Value-Wise: FY 2016 and FY 2017)
2. Import of Agricultural, Horticultural / Forestry Machinery for Soil Preparation / Cultivation; Lawn / Sports - Ground Rollers (Value-Wise; FY 2014 - FY 2017) and Import of Agricultural, Horticultural / Forestry Machinery for Soil Preparation / Cultivation; Lawn / Sports - Region-Wise Segmentation (Value-Wise: FY 2016 and FY 2017)
3. Tractor Trade (Volume-Wise: FY 2009 - FY 2014)
4. Combine Harvesters Trade (Volume-Wise: FY 2009 - FY 2014)

Market Influencers

1. Increase in Credit Flow for Farmers (Value-Wise: 9th to 11th Five Year Plan)
2. Increase in Annual Average Disbursement (Value- Wise: FY 2011 - FY 2013)
3. State-Wise Segmentation Kisan Credit Amount (Percentage Share)
4. Agricultural Credit Flow (Value-Wise: FY 2012 - FY 2014)
5. Tractor and Power Tiller Sales in India (Volume-Wise: FY 2010 - FY 2016)
6. Farm Power Availability in India (FY 2006 - FY 2014)
7. Mechanization Rate vs. Population Engaged in Agriculture (Percentage Split)
8. Area of Landholdings (FY 2001, FY 2006 and FY 2011)
9. Debt Per Indebted Household in Rural India (Value-Wise Segmentation)

Competitive Landscape

1. Financial Snapshot - Total Income and Net Profit/Loss (Only Public Companies)
2. Key Business Segments (Only Public Companies)
3. Key Geographic Segments (Only Public Companies)

LIST OF TABLES

Market Overview

1. Population Dynamics of Indian Agricultural Workers and Farm Labor Shortage (FY 1991, FY 2001, FY 2011, FY 2020e and 2050e)
2. Types of Farming - Overview
3. Level of Mechanization by Crop Across the Value Chain (FY 2014)
4. Growth of Tractors (Volume-Wise; FY 2011 - FY 2016)

Market Influencers

1. Development of Contract Farming

Competitive Landscape

1. List of Major Players
2. Key Financial Performance Indicators (only Public Companies)
3. Key Ratios (only Public Companies)

COMPANIES COVERED

Public Companies

1. Escorts Ltd.
2. Force Motors Ltd.
3. Greaves Cotton Ltd.
4. Mahindra and Mahindra Ltd.
5. Shivagrigo Implements Ltd.
6. VST Tillers Tractors Ltd.

Private Companies

1. International Tractors Ltd.
2. John Deere India Pvt. Ltd.
3. Tractors And Farm Equipment Access Ltd.
4. CNH Industrial (India) Pvt. Ltd.

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