

REIMAGINING TOMORROW, TODAY!





Our Branch Presence	3
Corporate Information	4
Financial Highlights	5
Management Discussion and Analysis	7
Notice to the Members	19
Board's Report to the Members	31
Report on Corporate Governance.....	46
Auditors' Report	62
Balance Sheet	68
Statement of Profit & Loss	69
Cash Flow Statement.....	70
Statement of Changes in Equity	72
Notes on Accounts	73



320+
WALK-IN
CENTRES



19,000+
PINCODES SERVICED

47
COLLECTION
POINTS



120
SEAT MULTI-
LANGUAGE
CALL CENTER



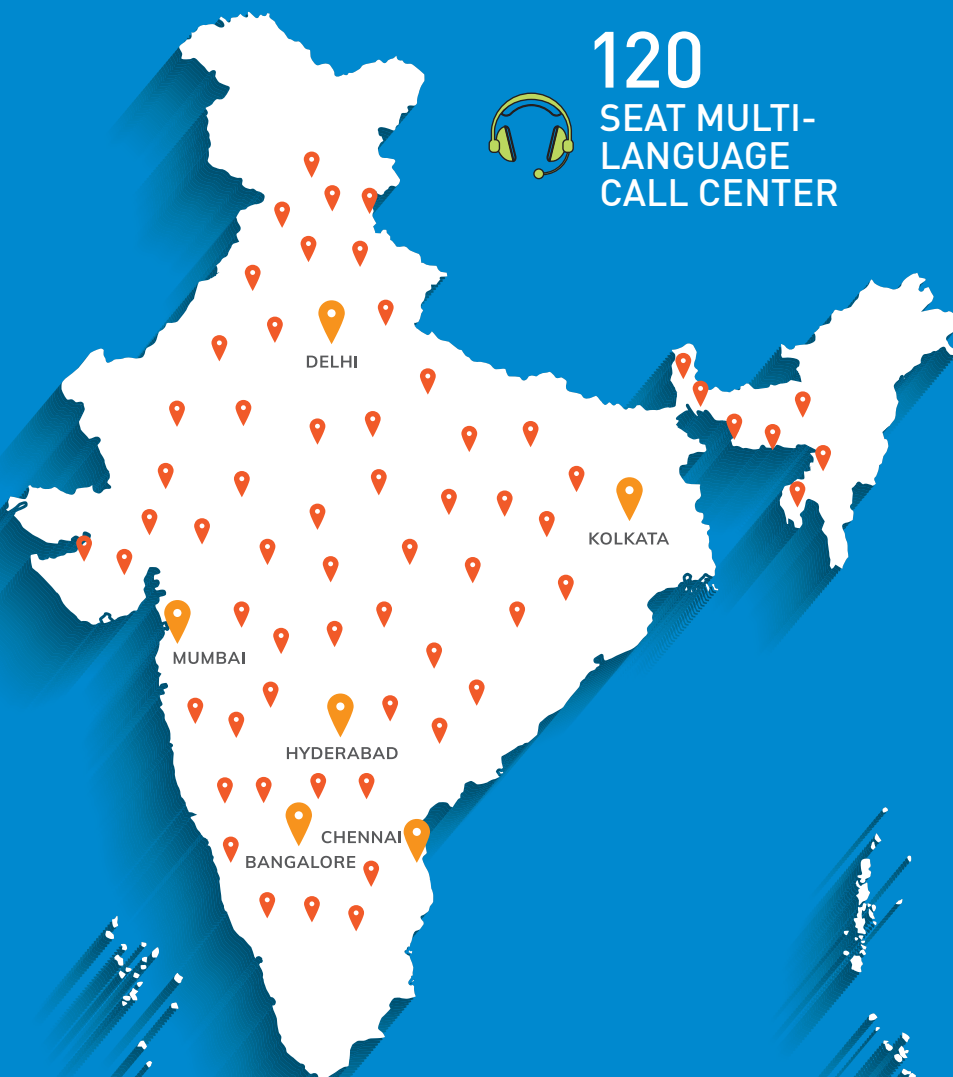
1
REPAIR
CENTRE

6
BRANCH
OFFICES

90%
DISTRICTS
COVERED



14
WAREHOUSES



700+
SERVICE PARTNERS

5,000+
FEET ON STREET

A FUTURISTIC NETWORK BUILT FOR SERVICE, WITHIN YOUR REACH.
TVS-E has proven the capability of Pan-India reach and last-mile connect,
which has further strengthened our position as the most trusted
technical support solutions provider.

Corporate Information

Board of Directors

Gopal Srinivasan, Chairman
Srilalitha Gopal, Managing Director
M Lakshminarayan
M F Farooqui
R S Raghavan
K Balakrishnan
V Sumantran
Subhasri Sriram

Committees of the Board

Audit Committee

Subhasri Sriram, Chairperson
M Lakshminarayan
M F Farooqui
K Balakrishnan
V Sumantran
R S Raghavan

Stakeholders' Relationship Committee

V Sumantran, Chairman
Srilalitha Gopal
K Balakrishnan

Nomination and Remuneration Committee

M F Farooqui, Chairman
M Lakshminarayan
K Balakrishnan
Subhasri Sriram

Corporate Social Responsibility Committee

M Lakshminarayan, Chairman
K Balakrishnan
R S Raghavan

Company Secretary & Compliance Officer

K Santosh

Chief Financial Officer

A Kulandai Vadivelu
(w.e.f. 6th April, 2020)

Statutory Auditors

Deloitte Haskins & Sells,
Chartered Accountants
ASV N Ramana Tower,
52, Venkatnarayana Road
T Nagar, Chennai – 600 017.

Secretarial Auditors

V Suresh, FCS,
Practicing Company Secretary,
No.28, 1st Floor, Ganapathy Colony,
3rd Street, Teynampet,
Chennai-600 018

Cost Auditor

P Raju Iyer, Cost Accountant,
17 (Old No.8), "Shree Ram Villa",
Hasthinapuram Main Road,
Nehru Nagar, Chromepet,
Chennai – 600 044.

Bankers

IDFC Bank
RBL Bank

Website

www.tvs-e.in

Investor E-mail ID

investorservices@tvs-e.in

Corporate Identity Number

L30007TN1995PLC032941

Registered Office

249-A, Ambujammal Street,
Off TTK Road Alwarpet,
Chennai-600 018
Tel: 91-44-42954800
Email ID: contactus@tvs-e.in

Administrative Office

Arihant E Park, No 117/1
9th Floor, L B Road
Adyar, Chennai - 600 020
Tel:91-44-4200 5200
Fax No: 91-44-2225 7577

Plant / Repair Factories locations

Uttarakhand

No. E12, Selaqui Industrial Estate,
Selaqui, Dehradun,
Uttarakhand - 248 197

Tumkur

Panditanahalli, Hirehalli Post,
Tumkur District, Karnataka - 572 168

Share Transfer Agents

Integrated Registry Management
Services Private Limited
2nd floor, 'Kences towers'
No. 1, Ramakrishna street,
North Usman road, T Nagar,
Chennai - 17.
Phone: 044 - 28140801 - 803
Fax: 044 - 28142479
Email: srirams@integratedindia.in

Shares Listed at

BSE Limited
National Stock Exchange of India Limited

Financial Highlights - Standalone - Ten Years at a glance

₹ in Lakhs										
Particulars	PREVIOUS GAAP					IND AS				
	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
PROFIT AND LOSS ACCOUNT										
Revenue from operations	21,661	23,525	24,742	27,006	59,349	252,316	410,890	275,684	25,872	22,460
Other Income	375	250	220	97	154	307	220	373	533	206
Total Income	22,036	23,775	24,962	27,103	59,503	252,623	411,110	276,057	26,405	22,666
Earnings before interest Depreciation and Tax (EBITDA)	1,303	1,080	1,375	1,706	1,977	1,747	3,033	1,831	1,274	1,061
Depreciation	504	619	566	697	860	593	446	368	1,040	777
Profit before Interest and Tax (EBIT)	799	461	809	1,009	1,117	1,154	2,587	1,463	234	284
Finance costs	659	965	743	692	573	281	142	41	236	190
PBT	141	(504)	66	317	544	873	2,445	1,422	(2)	94
Tax Expense	1	297	26	88	113	240	821	678	(41)	17
PAT	140	(801)	40	229	431	633	1,624	744	39	77
BALANCE SHEET										
Share Capital	1,787	1,787	1,802	1,802	1,855	1,861	1,861	1,861	1,865	1,865
Reserves & Surplus	2,464	1,664	1,749	1,969	2,486	4,925	6,496	6,837	6,197	6,314
Networth	4,251	3,451	3,551	3,771	4,341	6,786	8,357	8,698	8,062	8,179
Loan Funds	6,608	6,518	5,796	5,330	3,466	2,137	329	-	1,443	-
Capital Employed	10,859	9,969	9,347	9,101	7,807	8,923	8,686	8,698	9,505	8,179
Deferred Tax Liability / (Asset)	48	345	385	376	373	(434)	(171)	127	2	(26)
Total	10,907	10,314	9,732	9,477	8,180	8,489	8,515	8,825	9,507	8,153
Net Fixed Assets	4,929	4,651	4,489	4,073	3,843	3,215	2,798	3,068	2,669	2,583
Investments	811	214	134	134	41	742	523	57	96	110
Current Assets	9,445	9,261	8,735	10,025	11,844	33,951	100,113	13,347	15,065	14,256
Current Liability & Provision	4,278	3,812	3,626	4,755	7,548	29,419	94,919	7,647	8,323	8,796
Net Current Assets	5,167	5,449	5,109	5,270	4,296	4,532	5,194	5,700	6,742	5,460
Total	10,907	10,314	9,732	9,477	8,180	8,489	8,515	8,825	9,507	8,153
RATIOS										
EPS (₹)	0.8	(4.5)	0.2	1.3	2.2	3.4	8.7	4.0	0.2	0.4
Dividend (%)	-	-	-	-	-	5%	15%	15%	15%	-
Book Value per Share (₹)	24	19	20	21	23	36	45	47	43	44
Return on Capital Employed (ROCE %)	7.4%	4.6%	8.7%	11.1%	14.3%	12.9%	29.8%	16.8%	2.5%	3.5%
Return on networth (RONW %)	3.3%	(23.2%)	1.13%	6.07%	9.93%	9.33%	19.43%	8.55%	0.48%	0.94%
Fixed Asset Turnover Ratio	6.6	4.9	5.4	6.3	15.0	71.5	136.7	94.0	9.0	8.6
Working Capital Turnover Ratio	4.5	4.4	4.7	5.2	12.4	57.2	84.5	50.6	4.2	3.7
Debt Equity Ratio	1.6	1.9	1.6	1.4	0.8	0.3	0.0	-	0.2	-
EBITDA as % of Sales	6.0%	4.6%	5.6%	6.3%	3.3%	0.7%	0.7%	0.7%	4.9%	4.7%
EBIT as % of Sales	3.7%	2.0%	3.3%	3.7%	1.9%	0.5%	0.6%	0.5%	0.9%	1.3%
Net profit as % of Total Income	0.6%	(3.4%)	0.2%	0.8%	0.7%	0.3%	0.4%	0.3%	0.2%	0.3%
R&D (Revenue and Capital) Expenditure as a % of Total Income	0.5%	0.4%	0.4%	0.4%	0.0%					
R&D (Revenue and Capital) Expenditure	117	102	94	113	-					

Financial Highlights - Standalone - Ten Years at a glance - Segment Wise

₹ in Lakhs												
Particulars		PREVIOUS GAAP					IND AS					
		2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	
1	Segment Revenue											
	a)	Products & Solutions								15,065	13,943	
	b)	Customer support service IT Products & Technical Services	22,036	23,775	24,962	27,103	29,557	30,225	22,359	22,335	8,298	6,898
	c)	Fulfillment & Distribution Services	-	-	-	-	29,946	222,091	388,531	253,349	2,509	1,619
	Net Sales / Income from operations		22,036	23,775	24,962	27,103	59,503	252,316	410,890	275,684	25,872	22,460
2	Segment Results (Profit before tax and interest from each segment)											
	a)	Products & Solutions									1,005	765
	b)	Customer support service IT Products & Technical Services	799	461	872	985	810	(116)	737	983	(1,337)	(746)
	c)	Fulfillment & Distribution Services					94	963	1,261	620	33	59
	Total		799	461	872	985	904	847	1,998	1,603	(299)	78
	Less: i) Finance cost		659	965	743	692	573	281	142	41	236	190
	Add : Other Income							307	220	218	533	206
	Profit before tax from ordinary activities before tax and exceptional items		141	(504)	129	293	331	873	2,076	1,780	(2)	94
	Add: Exceptional items				(63)	-	189	-	369	(358)		
	Profit from ordinary activities before tax and after exceptional items		141	(504)	66	293	520	873	2,445	1,422	(2)	94
	Add: Extraordinary items				-	24	23	-		-		
	Profit before tax after extraordinary items		141	(504)	66	317	543	873	2,445	1,422	(2)	94
	3	Capital Employed										
		(Segment Assets - Segment Liabilities)										
a)		Products & Solutions									3,903	2,688
b)		Customer support service IT Products & Technical Services	10,859	9,969	9,347	9,101	9,235	7,825	6,345	7,194	3,695	2,650
c)		Fulfillment & Distribution Services					(1,228)	(2,108)	(2,836)	(651)	142	21
d)		Unallocated					(200)	1,069	4,848	2,155	322	2,820
Total		10,859	9,969	9,347	9,101	7,807	6,786	8,357	8,698	8,062	8,179	
RATIOS												
4		EBIT as % of Sales										
		a)	Products & Solutions									6.7%
	b)	Customer support service IT Products & Technical Services	3.6%	1.9%	3.5%	3.6%	2.7%	-0.4%	3.3%	4.4%	-16.1%	-10.8%
	c)	Fulfillment & Distribution Services					0.3%	0.4%	0.3%	0.2%	1.3%	3.7%
	Total EBIT as % of Sales		3.6%	1.9%	3.5%	3.6%	1.5%	0.3%	0.5%	0.6%	-1.2%	0.3%

ROCE is Profit before Interest and Tax divided by Capital Employed; RONW is Profit after Tax divided by Networth.

Movements in Reserves and Surplus represents changes in PAT net of dividend and dividend tax, movement in cost of ESOP and Investment Allowance.

Fixed Assets Turnover Ratio is Sales divided by Average Net Fixed Assets as at the end of the year; Working Capital Turnover Ratio is Sales divided by Average Net Current Assets as at the end of the year.

The financial results for the year 2011-12 include the effects of "Customer Support Service" business acquired from TVS-E Servicetec Limited, Chennai effective from 1st October, 2011.

PBT is after exceptional item of expenditure for the FY 2013-14 - ₹ 63.45 Lakhs (Previous Year - NIL)

EBITDA for 2014-15 includes Extraordinary income of ₹ 24 lakhs arising out of sale of land.

The Revenue from Operations for 2015-16 includes income from Distribution Services of ₹ 29946 Lakhs and FY 2016-17 ₹ 232012 Lakhs

EBITDA for 2015-16 includes Extraordinary income of ₹ 24 lakhs arising out of sale of land and exceptional income of ₹ 189 lakhs from sale of long term investments.

EBITDA for 2017-18 includes Exceptional item of ₹ 369 lakhs arising out of sale of land and other assets at oragadam.

The financial statements for 2017-18 have been prepared in accordance with Ind ASs notified under the Companies (Indian Accounting Standards) Rules, 2015.

Up to the year ended March 31, 2017, the company prepared its financial statements in accordance with the requirements of previous GAAP

The date of transition to Ind AS is April 1, 2016 and hence the previous year financials have been restated as per Ind AS to make it comparable

The financial results have been regrouped/reclassified wherever necessary as per the requirements

Management Discussion and Analysis

Economy & Industry outlook:

- Global Economy Outlook
 - o GDP growth trend FY22
 - o Further global development will depend on the path of the health crisis
- Indian Economy Outlook
 - o GDP growth trend FY22
 - o Various Government initiatives to boost the Indian Economy
 - o As vaccination campaign continues, India looks forward to stronger FY22
- IT & ITeS, IT Peripherals and Consumer Electronics
 - o Industry wise GDP growth/Market Size
 - o Industry wise Initiatives taken by Govt for the specific industries

Company Overview & Our Business Verticals

- Products & Services offerings, Performance update

Growth Outlook & Industry Focus

- Current market size
- Market Growth Data (Incl. projected growth)
- Government initiatives/Incentives – Market Specific
- Opportunities for TVS-E
- Industry Focus:
 - o Electronics, Retail Industry, Industry Revolution 4.0
 - o Smart Products (Security, entertainment, HVAC, energy management etc.)
 - o Power Products – (UPS Break-fix and Maintenance)
 - o EV Market, IT Infrastructure Management Services

Financial and Operational Highlights

- Business Verticals – Highlights
- FY20 and FY21 – Quarter wise Comparison, Ratios

Business Risks

- Geopolitical risk – Dependency
- Technology risk – Printing Technology
- Information security risk – Customer Data
- Reputation risk – Service Agents visiting Customer Places

Covid-19 Readiness and Business continuity plan

- Primary Objective – Safety and Financial wellbeing of the Company
- Medical Insurance for employees and engineers
- Vaccination Drive, detailed SOP for safety, Doctor on call facility for employees and partners
- Robust Treasury plan for Cash Management, Procurement Planning to ensure manufacturing
- Digitization for remote resolution & training

Internal Control Systems and adequacy of Internal Financial Controls

Business Planning and Information Technology

Human Resource Development

Corporate Social Responsibility

Health, Education, Culture & Heritage

- Oxygen Concentrator, Vaccination drives - Covid-19, TSS Medical Centre
- Scholarships, Donations for promoting education
- Donation for Ram Janmabhoomi

Cautionary Statement

Management Discussion and Analysis

Economy and Industry Outlook

Global Economy Outlook:

One year into the Covid-19 pandemic, the accumulating human toll continues to raise concerns, even as growing vaccine coverage lifts sentiment. High uncertainty surrounds the global economic outlook, primarily related to the path of the pandemic. The contraction of activity in 2020 was unprecedented in living memory in its speed and synchronized nature. Even with high uncertainty about the path of the pandemic, a way out of this health and economic crisis is increasingly visible. Now, we have multiple vaccines that can reduce the severity and frequency of infections. In parallel, adaptation to pandemic life has enabled the global economy to do well despite subdued overall mobility, leading to a stronger-than-anticipated rebound, on average, across regions. Additional fiscal support in some economies, on top of an already unprecedented fiscal response last year and continued monetary accommodation further uplift the economic outlook.

According to International Monetary Fund (IMF) *Report, April 2021*, after an estimated contraction of -3.3% in 2020, the global economy is projected to grow at 6% in 2021, moderating to 4.4% in 2022. The contraction for 2020 is 1.1% points smaller than projected in the October 2020 World Economic Outlook (WEO), reflecting the higher-than-expected growth outturns in the second half of the year for most regions after lockdowns were eased and as economies adapted to new ways of working.

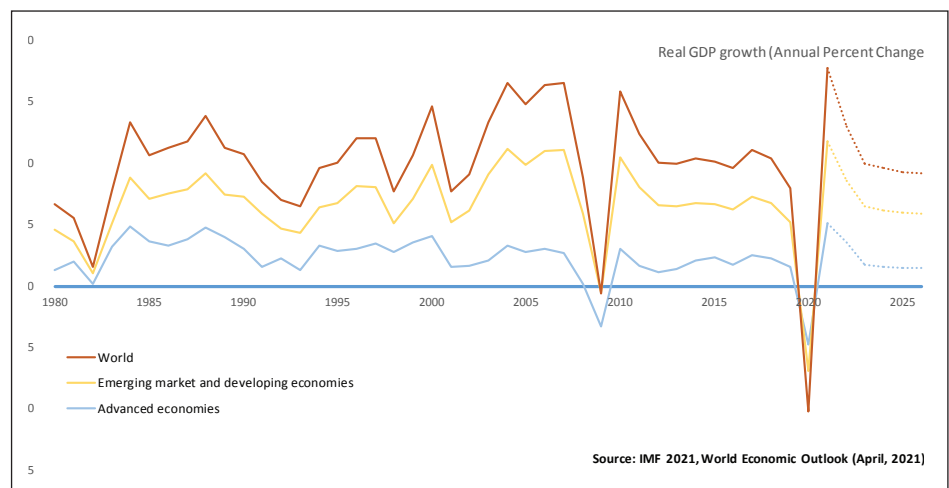
The projections for 2021 and 2022 are 0.8% point and 0.2% point stronger than in the October 2020 WEO, reflecting additional fiscal support in a few large economies and

the anticipated vaccine-powered recovery in the second half of the year. Global growth is expected to be moderate to 3.3% over the medium term reflecting projected damage to supply potential and forces that predate the pandemic, including aging-related slower labour force growth in advanced economies and some emerging market economies. Thanks to unprecedented policy response, the Covid-19 recession is likely to leave smaller scars than the 2008 global financial crisis. However, emerging market economies and low-income developing countries have been hit harder and are expected to suffer more significant medium-term losses.

Future developments will depend on the path of the health crisis, including whether the new Covid-19 strains prove susceptible to vaccines or they prolong the pandemic; the effectiveness of policy actions to limit persistent economic damage; the evolution of financial conditions and commodity prices; and the adjustment capacity of the economy. The flow of these drivers and their interaction with country-specific characteristics will determine the pace of the recovery and the extent of medium-term persisting economic damage across countries. In many aspects, this crisis is unique. In certain countries, policy support and lack of spending opportunities have led to large increases in savings that could be unleashed very quickly should uncertainty dissipate.

Indian Economy Outlook:

India implemented a strict lockdown in 2020 to curtail spreading of the Covid-19 outbreak and concentrated on expanding the country's infrastructure & health facilities. According to the Economic Survey 2020-21, the lockdown was a critical element in 'flattening the curve' and saving people's lives. As per the report of United Nations, India's growth is projected to grow at 7.5 per cent for calendar year 2021, marking a 0.2 per cent increase from its projection in January 2021, but said the country's outlook for the year remains highly fragile. It also projected India's GDP to grow by 10.1 per cent in 2022. "India has been particularly affected by a brutal second wave which is overwhelming the public health system in large parts of the country."



Management Discussion and Analysis (Contd.)

According to IBEF May 2021 report, in April-December 2020, India registered a current account surplus of US\$ 32.4 billion (1.7% of the GDP). From October 2020 to February 2021, the central government's capital expenditure increased by 104.4% YoY. As per Comptroller and Auditor General (CAG), the gross capital expenditure of 25 states increased by 7.29% YoY in the third quarter of FY21. Impact on the country's overall economy is reflected in an improvement in real GDP growth (0.4%) and real gross fixed capital formation that expanded at 2.6% in the third quarter of FY21.

As per IBEF report, In March 2021, the Manufacturing Purchasing Managers' Index (PMI) in India stood at 55.4. Conditions in the manufacturing sector are gradually improving with firms boosting production and witnessing increased revenue.

On March 25, 2021, the Lok Sabha and Rajya Sabha passed the National Bank for Financing Infrastructure and Development Act, 2021. The National Bank for Financing Infrastructure and Development (NaBFID) is being developed as a development finance institution (DFI) with the aim of achieving a lending portfolio of ₹ 5 lakh crore (US\$ 66.93 billion) in three years. NaBFID will also complement the government's continuing steps to enhance resources for infrastructure projects worth ₹ 111 lakh crore (US\$ 1.49 trillion) by 2024 under the National Infrastructure Pipeline (NIP).

The budgeted outlay for capital expenditure for FY22 has been increased by 34.5% over FY21 (BE), with emphasis on railways, highways, urban transportation, electricity, telecom, textiles and affordable housing, as well as continued focus on the NIP. The limit on foreign investments in Indian insurance companies has been increased from 49% to 74%, as stated in the Union Budget. The act would enable foreign insurance firms to take a more strategic and long-term approach to India's insurance market, bringing in more long-term resources, global technology, processes and international best practises.

A significant recovery in investment growth, backed by the Atmanirbhar Bharat Mission (self-reliant India), and a substantial increase in infrastructure and capital expenditure proposed in the Union Budget 2021-22 will be instrumental in this robust recovery.

India has been well equipped to tackle any risk exposure raised by the recent increase in Covid-19 reports as the vaccination campaign continues to scale up in India, driven by best practices from the country's effective management of the pandemic in its first wave. With the end of a challenging FY21, India looks forward to a stronger and more self-sufficient FY22.

Industry Outlook

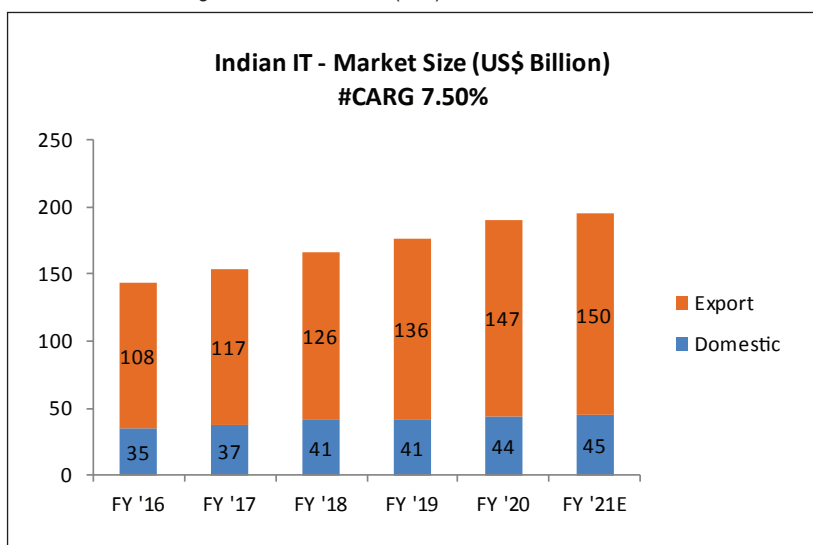
IT & ITes:

India has the world's largest talent pool of technical graduates in the world. According to National Association of Software and Service Companies (NASSCOM), the Indian IT industry's revenue is estimated to reach US\$ 194 billion in FY21, an increase of 2.3% YoY. The domestic revenue of the IT industry is estimated at US\$ 45 billion and export revenue is estimated at US\$ 150 billion in FY21.

The push towards cloud services has boosted hyper-scale data centre investments, with global investments estimated to exceed US\$ 200 billion annually by 2025. India is expected to gain a significant share in the global market, with the country's investment expected to hit US\$ 5 billion annually by 2025. The IT industry accounted for 8% of India's GDP in 2020. Exports from the Indian IT industry is estimated at 1.9% to reach US\$ 150 billion in FY21. Artificial Intelligence (AI) is expected to boost India's annual growth rate by 1.3% by 2035, as per NITI Aayog. A substantial increase in AI by Indian firms can result in a 2.5% increase in India's Gross Domestic Product (GDP) in the immediate term.

The computer software and hardware sector in India attracted cumulative foreign direct investment (FDI) inflows worth US\$ 62.47 billion between April 2020 and September 2020. The sector ranked 2nd in FDI inflows as per the data released by Department for Promotion of Industry and Internal Trade (DPIIT). In 2020, PE investments in the sector stood at US\$ 7.5 billion. IT & BPM led the venture capital (VC) investment with 380 deals in 2020, contributing 71% to the total deal count. The Covid-19 pandemic has accelerated the demand for third-party data centre services in India.

According to IBEF Report (Feb 2021), the market size of Indian IT industry is projected to grow from US\$ 35 Billion (Domestic) and US\$108 Billion (Export) in FY16 to US\$45 Billion (Domestic) and US\$ 150 Billion (Export) in FY21. The market size of India's IT & BPM sector is expected to grow to US\$ 350 billion by 2025 and BPM is expected to account for US\$ 50-55 billion out of the total revenue. Spending on information technology in India is expected to reach US\$ 144 billion in 2023. The cloud market in India is expected to grow three-fold to US\$ 7.1 billion by 2022 with the help of growing adoption



Source: IBEF Report (Feb, 2021) and NASSCOM, Gartner, News Articles

CARG is for total of domestic and export

Management Discussion and Analysis (Contd.)

of Big Data, analytics, artificial intelligence and Internet of Things (IoT) according to Cloud Next Wave of Growth in India report. India's digital economy is estimated to reach US\$ 1 trillion by 2025.

Major initiatives taken by the Government of India to promote IT and ITeS sector in India:

- India's Ministry of Home Affairs and the National Critical Information Infrastructure Protection Centre are working on a new national strategy to strengthen the country's cybersecurity amid allegations that Chinese intrusions may have affected operations at a key stock exchange and supply of electricity in Mumbai.
- In Budget 2021, the government has allocated ₹ 53,108 crore (US\$ 7.31 billion) to the IT and telecom sector.
- Department of Telecom, Government of India and Ministry of Communications, Government of Japan signed a MoU to enhance cooperation in areas of 5G technologies, telecom security and submarine optical fibre cable system.
- In 2020, the government released simplified the "Other Service Provider" (OSP) guidelines to improve the ease of doing business in the IT Industry, Business Process Outsourcing (BPO) and IT-enabled Services.

India is the topmost offshoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for IT firms in India. The industry is expected to grow to US\$ 350 billion by 2025.

IT Peripherals:

While several industries reel under the Covid-19 lockdown impact, PC and laptops have seen a massive surge in bulk buying from corporate and enterprises to keep their workforce at home, safe and connected. The fourth quarter of 2020 saw global shipments grow 26.1% YOY to 91.6 million units, according to preliminary results from the International Data Corporation (IDC) Worldwide Quarterly Personal Computing device tracker. The same category of devices grew 13.1% YOY for the full year 2020 with the catalysts being work from home, remote learning, and restored consumer demand.

Demand is pushing the PC market forward and all signs indicate this surge still has a way to go. The obvious drivers for last year's growth centred on work from home and remote learning needs, but the strength of the consumer market should not be overlooked. The gaming PCs and monitor sales are at all-time highs and chrome-based devices are expanding beyond education into the consumer market. In retrospect, the pandemic not only fuelled PC market demand but also created opportunities that resulted in a market expansion.

In India, the computer peripherals industry is riding high on the back of the ever-widening IT base. Input, Output and Input/output (I/O) devices make up the computer peripherals market. Input devices include keyboards, mouse, scanners, microphones, barcode readers, digital cameras etc. whereas output devices comprise printers (impact and non-impact), plotters and monitors, terminals, projectors, speakers and auxiliary memory devices such as disk drives etc.

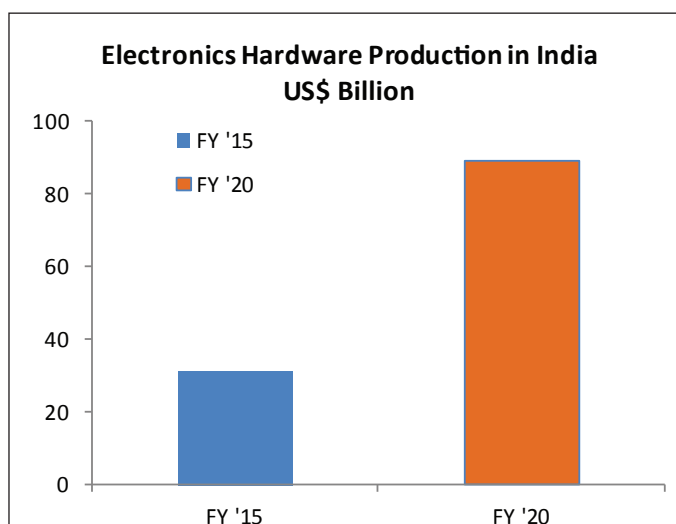
Every segment of the supply chain was stretched to its limits as production once again lagged behind demand. Not only were PC makers and ODMs dealing with component and production capacity shortages, but logistics remained an issue as vendors were forced to resort to air freight, upping costs at the expense of reducing delivery times. The global supply chain will depend on the path of the health crisis, including whether the new Covid-19 strains prove susceptible to vaccines or they prolong the pandemic.

The growth of this sector is driven by initial cost, recurring cost, brand names, warranty as well as innovation in product design. Another important demand driver is the number of functions, which a product may be able to perform. Most of the demand comes from sectors such as banking and finance, insurance, telecom, education, manufacturing and retail. The demand has also increased with the number of international companies opening offices in India, across all sectors.

Consumer Electronics:

While 2020 was challenged by the pandemic, it also opened doors for opportunities and innovation for the consumer durables industry. The first few months of lockdown were challenging for many, but the latter half of the year proved to be beneficial for those who adapted to the evolving market realities. With the gradual unlocking, new demand trends and subsequent product innovations began to emerge. Consumer centricity took centre stage as the white goods industry came up with new technologies for purification and sanitisation that are sought after in the new normal. Despite the temporary interruptions earlier this year, it is safe to say that the consumer durables industry is on the path of growth from a long-term perspective.

As per IBEF March 2021 report, the Electronics Hardware productions in India has increased from US\$ 31.1 billion in FY15 to US\$ 89.4 Billion in FY20. According to Retailers Association of India (RAI),



Source: IBEF March 2021 Report