**Sectoral Overview**

IPAMA is working at the gross-root level for promoting the Indian Graphic Arts Industry and is playing a pivotal role to encourage the printing and packaging machinery manufacturers to improve the infrastructure facilities, set up research and development units and also to adopt the latest technology in production so that it can compete with the best in the global market.  IPAMA is also pursuing its members to concentrate their efforts on ‘Make in India’ policy which is on the priority list of Government of India. This will create more and more employment opportunities in the country and also contribute towards the GDP of the country at the desired level so that the sector could get appropriate recognition by the Government in comparison to other sectors of the Indian industry.

The current market size for printing & packaging machinery sub-sector, as per the available information through different sources, is around US$2.5 Billion. The Import of machinery and allied products constitutes 33% of the total demand.  Only 9% of the total production in the manufacturing sector is being exported to different countries.  With a view to giving impetus to  exports, IPAMA has not only been participating in foreign exhibitions from time to time but  also organizing an international exhibition biennially  in India which is known as PRINTPACK INDIA.  The exhibition attracts a very large number of Indian and foreign business visitors and exhibitors. The top-most priority of IPAMA is to encourage exports and bring down the imports of the machinery to the extent possible so that Indian youth could get employment.

The Indian Printing Industry (minus manufacturing sector) comprising of more than 2,50,000 printing presses across the country. The expected annual turnover of the printing sector is more than INR 50,000 crores (USD 11 Billion). India is the lead country with the largest number of printing presses in comparison to other countries (Europe: 1.18 lakh, China: 1.13 lakh, USA: 50,000, Japan: 45,000, Korea: 42,000 and Australia: 40,000). India with approximately 25 lakh employees working in the printing sector, is only behind China (30.25 lakh) as far as number of employees are concerned.

Currently the printing sector is all set to touch new heights due to availability of latest technology and related resources at moderate rates.  The Government of India is also encouraging foreign direct investments into this sector which is a healthy sign for its growth.   MNCs are expected to invest in this sector due to favourable working conditions and availability of skilled and semi-skilled labour in abundance at reasonable rates, which in turn will provide job opportunities to large masses.

**Industry Data**

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| S. No | Particulars | (Data 2016-17) |
| 1. | The size of the Indian printing & Packaging industry | Rs 1,50,000 Cr |
| 2. | Total turnover of Indian P&P Machine Manufacturers | Rs.16,261 Cr |
| 3. | Total Export | Rs. 1644 Cr. |
| 4. | Total Import | Rs. 7861 Cr |
| 5. | Employment given by Machine Manufacturers and Printers | 25 L families |
| 6. | Printing Companies in India | 2.5 L |
| 7. | Machine Manufacturing Companies in India | Around 500 |