

INDIAN IOT MARKET SET TO GROW UPTO USD 15 BILLION BY 2020

Manufacturing, Automotive, Transportation & Logistics to be key industries driving IoT growth in India

Bengaluru, October 5, 2016: Focusing on the rise and evolution of the Internet of Things (IoT) across industries in India, the **National Association of Software and Services Companies (NASSCOM)** today kick-started the 8th edition of **NASSCOM Design and Engineering Summit** at The Leela Palace, Bengaluru. The two-day event focusing on the theme of, '**Imagineering for the Digital Future**' analyses the role that IoT will play in creating digital utilities especially in the areas of design and engineering that will drive the growth of future technologies in the country.

Expressing his thoughts on the upturn of applied IoT in India, **Mr. Kevin Ashton, Inventor of the Internet of Things and Author**, mentioned that, *"IoT has started being incorporated into both consumer and industrial applications being utilized in critical verticals like Healthcare, Automotive and Manufacturing. The ecosystem is rapidly expanding, owing to demand for both Industrial and Consumer IoT applications and is set to be a critical part of the next level of growth for the IT industry."*

On the sidelines of the summit, NASSCOM in collaboration with Deloitte also launched a report on '**IoT – Revolution in the Making**'. The report lays emphasis on the growth of Internet of Things, as not just creating consumer solutions but also adding value in industrial applications. Reiterating the need for innovative solutions, the report states that the IoT segment is expected to grow across industries, with Utilities, Manufacturing, Automotive and Transportation & Logistics providing greater opportunities for development, compared to other sectors.

Speaking of the focus of IoT in the Design and Engineering industry **Mr. R Chandrasekhar, President, NASSCOM**, said, *"IoT as a concept has seen vested interests from across industries globally and is set to become a major differentiator in driving the next generation of services and products. In India, while the industry is at a nascent stage industrial applications of IoT primarily in manufacturing, automotive and transportation & logistics are expected to drive IoT revenues by 2020."*

About NASSCOM

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industries in India. NASSCOM is a global trade body with more than 2100 members, which include both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPO services, e-commerce & web services, engineering

Key Highlights from Report

- IoT market in India today stands at USD 5.6 billion with 200 million connected units in 2016
- IoT ecosystem in India comprises of around 120 organizations from across the value chain
- Expected to grow to USD 15 billion with 2.7 billion units by 2020;
- Global IoT market expected to grow to over USD 3 trillion by same period
- Both consumer and industrial applications expected to drive overall IoT growth



services and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs over 3.5 million professionals.

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