

Seizing the Global Opportunity

India's Plastics Machinery Industry Poised for a Quantum Leap

India's plastics machinery industry is poised for global prominence amid evolving technologies and shifting supply chains. With rising exports and growing capabilities, Indian manufacturers target emerging and mature markets. Key challenges include technology perception, after-sales service and regulatory alignment. Strategic investments in R&D, partnerships and brand positioning will be key to sustaining momentum.



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As the global plastics industry undergoes structural shifts driven by technology, sustainability and diversification of supply chains, the Indian plastics machinery manufacturers are uniquely positioned to emerge as trusted global players. Indian plastics machinery manufacturers have the capacities and capabilities in technologies and specialised solutions to serve both, domestic and global market expectations. Ongoing global trade alignment and tariff situations also present a unique once in a lifetime opportunity. The momentum is real, but capitalising on it requires clarity, collaboration and calculated ambition.

We, at Plastics Machinery Manufacturers Association of India (PMMAI), are envisioning a future-ready plastics machinery manufacturing Bharat @2047.

Current Status: Exports Gaining Momentum

India's plastics machinery sector has matured significantly over the last decade (Refer Figure 1). The country now exports to over 100 nations, largely across Asia, Africa, Latin America, Russia and the Middle East. Export volumes have grown steadily, but average machine value remains below global benchmarks, highlighting a need for a technology upgrade.

Many Indian companies have already achieved

CE certifications and offer equipment that meet global specifications. Still, the perception gap between Indian and Western machinery persists - closing this gap will be essential for scaling exports in high-value markets.



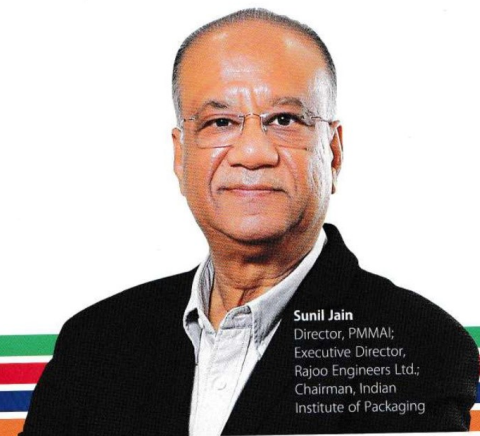
Focus Geographies: The Next Frontiers

Strategic opportunities for Indian exporters lie in both, emerging and mature markets (Refer Figure 2).

- Africa and Latin America: Demand for cost-effective, durable machinery is rising.
- Southeast Asia: A natural fit for Indian machines due to geographic proximity and similar production requirements.
- Middle East and North Africa: Infrastructure and manufacturing hubs offer stable, expanding markets.
- CIS and Eastern Europe: Political realignments are opening doors to new supply partners.
- Western Europe and North America: High entry barriers, but potential exists in niche or customised segments.



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