

Communications & PR Review

APRIL 2025



COVERAGE HIGHLIGHTS



In Times of Tariff War, India to Play Key Role in US Supply Chain

US OPENING US chip makers to fast-track for assembly, testing, and packaging (ATMP) (GATE)

WASHINGTON: American chip makers are looking to India as a key player in the US supply chain...

20% tariff edge for India over China in iPhone exports

India's exports of mobile phones to US cheaper than those from major country post exemption

WASHINGTON: India's exports of mobile phones to the US are cheaper than those from major countries...

US tariffs could impact domestic industries, disrupt trade flows and squeeze profit margins: IESA

India could negotiate a deal to seek approach, following regulations and coordination to safeguard its economic interests, says IESA president Ashish Choudhry



The India Electronics and Semiconductor Association (IESA) on Thursday noted that the 20 per cent tariff imposed by the United States on imported domestic industries...

The general trade and economic landscape evolves, India must strategise wisely, leverage trade policies, improve domestic production...

IESA announces new Executive Council, appoints Ruchir Dixit as Chairperson for FY26

Dr V Venkatesh, the former Chairperson, will take the role of an advisor to the IESA Executive Council



The India Electronics and Semiconductor Association (IESA) has announced the new Executive Council and appointed Ruchir Dixit, Vice President and Country Manager of Samsung TMA, India, as the Chairperson of the FY26 Council.

Dr V Venkatesh will continue to serve as an advisor to the IESA Executive Council. The association will also continue to work for the growth of the industry.

EMS stocks surge after tariff pause, differential advantage

Trumpy on tariff pause and a temporary relief for EMS stocks as they surge after tariff pause, differential advantage

Global Shares of electronic semiconductor (EMS) companies surged on Thursday following a suspension of electronic products from the US to India...

SEMI IESA to Boost Impact of ECMS with Strategic Initiatives

Key initiatives include: 1. Promoting domestic production, 2. Enhancing R&D, 3. Improving infrastructure, 4. Strengthening trade relations.



SEMI IESA will continue to work for the growth of the industry and will focus on strategic initiatives to boost the impact of ECMS.



India Electronics and Semiconductor Association (IESA) has called for global companies to join the 'Make Electronics in India' campaign...

Local push may double India's electronics exports by 2030

Local electronics exports may double by 2030 as India pushes for self-reliance in the sector...

COUNTRY TO ENJOY 20% TARIFF ADVANTAGE OVER CHINA FOR NOW

China Gains on Electronics, But India Still Wins. India's exports of mobile phones to the US are cheaper than those from major countries...

Trump's tariff break provides India electronics a trade edge

Trump's tariff break provides India electronics a trade edge. India's exports of mobile phones to the US are cheaper than those from major countries...



[« Back](#)

Home > Business > India Electronics and Semiconductor Association names...

India Electronics and Semiconductor Association names Ruchir Dixit as chairperson for 2025-26

NEW DELHI: (Apr 28) India Electronics and Semiconductor Association (IESA) on Monday announced a new Executive Council and named Ruchir Dixit as its Chairperson for FY2025-26.

IESA is an industry body for the Electronics System Design and Manufacturing sector in India.

"India Electronics and Semiconductor Association announces new Executive Council, Ruchir Dixit Named as Chairperson for FY2025-26." IESA said in a release.

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"We commend the Government of Chhattisgarh for its forward-thinking policies, swift facilitation, and unwavering support to industry. Together, we are laying the foundation for India to emerge as a global leader in semiconductors—powered by technology, talent, and trust," said Ashok Chandak, President at India Electronics and Semiconductor Association (IESA) and SEMI.

ASL+ Customers

India Electronics and Semiconductor Association and Semi India President Ashok Chandak said the design directive will create a sustainable competitive advantage.

"If companies making components here don't have control and a design powerhouse, they won't be able to create new products. Local design teams will help in catering to local needs. Successful companies globally have a strong focus and IP portfolio around design. We should aim for the same," Chandak said.

He, however, cautioned that the requirement of Six Sigma quality will be a bit challenging for micro, small, and medium enterprises in

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"Economic value and profitability depends on if you have your own design. How much margin one will make if they just copy these (foreign) companies' designs and manufacture? Profitability is always limited (in that case)," said Ashok Chandak, President of the India Electronics and Semiconductor Association.

IESA announces new Executive Council, Ruchir Dixit named Chairperson for FY 2025-26

India is at a crucial juncture today. There is an opportunity to become a global powerhouse in the global ecosystem of electronics and semiconductors

DQI Bureau



Semiconductor and electronics industry body IESA president Ashok Chandak said the recent decision by the Trump administration to exempt smartphones, computers, and other electronics from reciprocal tariffs offers a significant – albeit possibly a short-term – reprieve for global technology manufacturers and consumers in the

He said while the move signals a tactical recalibration rather than a shift in broader trade policy, it is nonetheless a welcome development in terms of easing short-term supply chain disruptions, geopolitical tensions and U.S. consumer resentment.

"Continued underlying tensions and uncertainties may prompt global players to diversify their manufacturing base – creating a timely opportunity for India to emerge as a preferred alternative. Despite the dampening of near-term export euphoria, the long-term opportunity for India remains robust," Mr.

In addition to MeitY-approved key projects, many semiconductor initiatives have garnered strong support from various state governments, with several prominent Indian corporates actively participating—demonstrating the sector's growing momentum nationwide, observed Ashok Chandak, President, IESA and SEMI, a band of electronics design, manufacturing and supply chain firms.

Some of these live projects include semicon ventures by Polymatech, HCL, RRP Electronics, Suchi Semiconductors, RIR, and CDIL, reflecting a broad-based commitment to building India's semiconductor capabilities.

"Recognising this transformative opportunity, many states have stepped up by introducing tailored semiconductor and electronics manufacturing policies," said Veerappan, Chairperson, IESA.

Trump tariffs: Exemption to electronic products gives respite to manufacturers

5 Stars
Nandini Singh
New Delhi

US President Donald Trump exempting reciprocal tariffs on smartphones, laptop computers, hard drives, computer processors and memory chips has given a respite to electronics manufacturers in India, especially Apple and Samsung.

According to the electronics industry, it is a big respite for the smartphone makers, and they expect that there would be no extraordinary disruption.

"Time has come to set up capacities. However, long-term trend against China will remain robust. Having said that, the incredible shock of the last few weeks is in itself a tactical event and realignments are bound to happen without too much blood being spilt in our category," Parkash Mohandros, Chairman, India Cellular and Electronics Association (ICEA), said.

Analysts tracking the developments said that President Trump had to exempt these items from the list of reciprocal tariffs because these electronics products are generally not made in the US and setting up manufacturing would take years for them.

MUCH NEEDED RELIEF "The US tariff exclusions provide much-needed relief for the global technology sector, easing pressures across consumer electronics, semiconductors and hard ware. The move offers meaningful reprieve to tech majors – especially Apple, which was caught in the crossfire – as well as the broader chip and hardware industries," Prabhu Ram, Head, Industry, Intelligence Group at Cyberlinks Research (CIR), said.

And iPhone shipments alone contributed about ₹1.5 lakh crore, out of the total value of exports in FY25.

The phenomenal surge in exports is driven primarily by the strategic implementation of the Production Linked Incentive scheme, which has transformed India into one of the world's fastest-growing mobile manufacturing hubs.



According to the India Electronics and Semiconductor Association, India must seize this strategic pause as an opportunity to strengthen its role as a reliable and competitive global electronics manufacturing hub.

UNDERLYING TENSIONS

"Continued underlying tensions and uncertainties may prompt global players to diversify their manufacturing base – creating a timely opportunity for India to emerge as a preferred alternative. Despite the dampening of near-term export euphoria, the long-term opportunity for India remains robust," Ashok Chandak, President, IESA, said.

Ashwini Vaidhyan, Director of Electronics and Information Technology, had recently announced that mobile phone exports from India have crossed an all-time high of ₹2 lakh crore in financial year 2024-25 (FY25), marking a 55 per cent growth over the ₹1.29 lakh crore recorded in FY24.

And iPhone shipments alone contributed about ₹1.5 lakh crore, out of the total value of exports in FY25.

The phenomenal surge in exports is driven primarily by the strategic implementation of the Production Linked Incentive scheme, which has transformed India into one of the world's fastest-growing mobile manufacturing hubs.

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electronics products and over \$9 billion worth of gems and jewellery will be dented. While the 26 per cent tariff is inapplicable to auto parts and aluminium products, those will still attract the 25 per cent tariff announced earlier.

Here is a look at how various sectors are or will be impacted by Trump's tariff:

Electronics industry: India's electronics exports to the US are worth \$14 billion and the increased tariffs may lead to higher prices, reducing demand from American buyers. Ashok Chandak, President of IESA, said, "Tariffs may impact India's booming exports, but India could remain competitive as China, Vietnam, Taiwan and Thailand face even higher tariffs. India's low electronics imports from the US provide room for tariff adjustments to maintain trade balance."



The Chhattisgarh government also recently signed a memorandum of understanding with the India Electronics and Semiconductor Association (IESA), which was signed during the Chhattisgarh Investor Connect roadshow in Bengaluru.

The agreement enhanced the electronics system design and manufacturing sector. This collaboration aims to position Chhattisgarh as a key player in homegrown semiconductors.



इंडिया इलेक्ट्रॉनिक्स एंड सेमीकंडक्टर एसोसिएशन ने नई कार्यकारी परिषद की घोषणा की

बीकानेर। भारत में इलेक्ट्रॉनिक्स क्षेत्र का सर्वप्रथम परिषद (आईईए) और फिर 2021-22 के बीच की कार्यकारी परिषद की अध्यक्षता निरूपण कर्माचारियों के बीच की गई। आईईए 2022 में अध्यक्षता निरूपण और अध्यक्षता निरूपण के बीच की गई। आईईए 2022 में अध्यक्षता निरूपण और अध्यक्षता निरूपण के बीच की गई।

देश में प्रोडक्शन बढ़ाने के अलावा एपल के पास कोई विकल्प नहीं

मुंबई। अमेरिकी टैरिफ से पहले चीन मशीनें बाजार में प्रेषण का देश से निर्यात 20 हजार करोड़ रुपये तक, यह सालाना आधार पर करीब होगा अधिक है। चीन सालाना से करीब 11 हजार करोड़ के आईफोन निर्यात किए हैं। फिर जब 25 को चौथे तिमाही में आईफोन निर्यात 48 हजार करोड़ रुपये तक, जो निर्यात जब 24 को चौथे तिमाही में 28,500 करोड़ रुपये तक और निर्यात जब 2025 में कुल आईफोन निर्यात 1.5 लाख करोड़ रुपये तक, जो इससे चौथे तिमाही जब 24 में 85 हजार करोड़ रुपये तक।

दूरस्थ के टैरिफ का भारत पर क्या प्रभाव पड़ेगा है? आईफोन हमारा सबसे बड़ा व्यावसायिक भागीदार है, जो कुल वस्तु निर्यात का 18% है। 26% का लंबी इलेक्ट्रॉनिक्स निर्यात को प्रभावित कर सकता है। सालाना घटा सकता है। भारतीय इलेक्ट्रॉनिक्स और सेमीकंडक्टर एसोसिएशन के अध्यक्ष अशोक चंडाका के मुताबिक, आईफोन द्वारा निर्यात पर 26% टैरिफ भारत के निर्यात के लिए एक महत्वपूर्ण चुनौती पैदा करेगा है।

आईफोन का निर्यात भारत और चीन में होता है और इन दोनों देशों पर अमेरिकी राष्ट्रपति द्वारा क्रमशः 26% और 54% का टैरिफ लगाया गया है। ऐसे में निर्यातों का सामना है कि वह भारत के लिए खूब को चीन के विकल्प के रूप में पैदा करने का एक सुझाव अबसर हो सकता है, क्योंकि 14 प्रतिशत आईफोन भारत में बनते हैं और यहाँ चीन और विगतानन की तुलना में कम टैरिफ है।

इलेक्ट्रॉनिक्स और कंप्यूटर वस्तुओं के लिए अमेरिकी टैरिफ कूट पर आईईएसए विचार

असह्य उद्यम (एड)। हम जनता द्वारा निर्देशित, केंद्रित और अन्य इलेक्ट्रॉनिक्स को परस्परिक रूप से पूरे देश का इतिहास निर्यात प्रौद्योगिकी निर्यातों और अमेरिकी उपकरणों के लिए एक महत्वपूर्ण योगदान है। अमेरिकी 250 बिलियन डॉलर के टैरिफ के साथ, अमेरिकी टैरिफ का प्रभाव 2025 में कुल आईफोन निर्यात 1.5 लाख करोड़ रुपये तक, जो इससे चौथे तिमाही जब 24 में 85 हजार करोड़ रुपये तक।

Navshakti

Advertisement for Navshakti featuring a portrait of a man in a suit and text in Hindi. The text includes details about a business opportunity or service.

विश्वभारतीय प्रमुखता के साथ आईईए (इंडिया) द्वारा जारी की गई रिपोर्ट का अर्थ है

विश्वभारतीय प्रमुखता के साथ आईईए (इंडिया) द्वारा जारी की गई रिपोर्ट का अर्थ है... रिपोर्ट में बताया गया है कि भारत में इलेक्ट्रॉनिक्स उद्योग में तेजी से बढ़ावा हो रहा है।

Palash

IESA ने टारट इलेक्ट्रॉनिक्स को भी कौन सा टारट स्पेसिफिक केवर्नरशिप के अर्थ है प्रमुख के रूप में निरूपण करने पर बाध्य है। IESA द्वारा जारी रिपोर्ट में बताया गया है कि भारत में इलेक्ट्रॉनिक्स उद्योग में तेजी से बढ़ावा हो रहा है।

Surya

Advertisement for Surya featuring the IESA logo and text in Hindi. The text discusses the semiconductor and electronics industry and the impact of reciprocal tariffs.

Divya Gujarat

IESA द्वारा श्री अमितेशकुमार सिन्हा ने इंडिया सेमिकंडक्टर मिशन-3522 मिशन-CEO तरीके निमज्जूक माटे अभिनंदन

दिल्ली। श्री अमितेशकुमार सिन्हा ने इंडिया सेमिकंडक्टर मिशन-3522 मिशन-CEO तरीके निमज्जूक माटे अभिनंदन किया।

Punjab Kesari

चीन को मात दे दुनिया की फैक्टरी बन सकता है भारत : आई.सी.ई.ए.

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Best Performing Posts



Semiconductor & Electronics Ecosystem

IESA ANNOUNCES NEW CHAIRPERSON AND EXECUTIVE COUNCIL for FY 2025-26

WELCOMING THE NEW CHAIRPERSON OF IESA



MR. RUCHIR DIXIT
Vice President & Country Manager
Siemens EDA India

JOINING THE EXECUTIVE COUNCIL ARE SIX DISTINGUISHED LEADERS



MR. AKSHAY AGGARWAL Senior Director Engineering Mumbai	DR. HEMANG SHAR Senior Director Government Affairs Gurgaon/Mumbai	MR. PRADEEP KUMAR VAJRAH Managing Partner Thane	MR. RAGHU PRADEEP CEO Karnataka Bangalore	MR. SUREEP GUPTA MD India & VP Central Asia Bangalore/Bombay	MR. VIVEK TEJAR Marketing Director Bangalore
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CONTINUING EXECUTIVE COUNCIL MEMBERS



MR. NAVEEN BANSAL Country Head Marketing Mumbai/Bangalore/Bombay	MR. RAJEEV KRISHNA Director of Strategy and Customer Impact Thane/Bangalore	MR. SANJEEV KESKAR CEO Bangalore/Bombay	DR. VEERAPPAN V CEO Bangalore	MR. ASHOK CHANDAK President Bengaluru
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Post performance

Targeted to: All followers

10,530 Impressions	760 Engagements	7.22% Engagement rate
554 Clicks	5.26% Click-through rate	186 Reactions
19 Comments	1 Report	

Impact of Trump's 27% Reciprocal Tariffs on India's Electronics and Semiconductor Sector

Insights by **Shri Ashok Chandak, President, SEMI IESA**

Post performance

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6,876 Impressions	5,287 Engagements	76.89% Engagement rate
5,235 Clicks	76.13% Click-through rate	45 Reactions
3 Comments	4 Reports	

IESA CONGRATULATES

SHRI AMITESH KUMAR SINHA
on his appointment as the
CEO of India Semiconductor Mission

Post performance

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20,175 Impressions	2,115 Engagements	10.48% Engagement rate
1,520 Clicks	7.53% Click-through rate	535 Reactions
56 Comments	4 Reports	

Keynes Set to Deliver India's First Packaged Chip by July

On track to log a big milestone under the India Semicon Mission 1.0

By Anshu Prasad

With a signed definitive multi-year agreement with TSMC, and they will consume almost 60% of our capacity in the first phase.

Keynes signed a definitive multi-year agreement with TSMC, one of the world's top foundries to have received approval for chip assembly plants. The move will allow TSMC to set up a new 12-inch fab in Bengaluru, Karnataka, and another 12-inch fab in Chennai, Tamil Nadu. The agreement is a significant milestone for India's semiconductor ecosystem, as it marks the first time a foreign company has secured a multi-year agreement with an Indian government to set up a large-scale semiconductor manufacturing plant in the country.

The deal is expected to be worth over \$1 billion, and will create thousands of jobs in the semiconductor sector. It is also expected to boost India's semiconductor manufacturing capacity, which is currently very low.

The agreement is a significant milestone for India's semiconductor ecosystem, as it marks the first time a foreign company has secured a multi-year agreement with an Indian government to set up a large-scale semiconductor manufacturing plant in the country.

Chipping in

Keynes is set to deliver India's first packaged chip by July, marking a significant milestone for the country's semiconductor industry.

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Keynes is set to deliver India's first packaged chip by July, marking a significant milestone for the country's semiconductor industry.

Post performance

Targeted to: All followers

5,484 Impressions	497 Engagements	7.67% Engagement rate
282 Clicks	4.35% Click-through rate	198 Reactions
10 Comments	7 Reports	