



# Adventure Gear Market in India

**AGRE'**

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**INDIA**

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**AGRE'**

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29 States & 7 Union Territories

Population: 1.21 billion (Year 2011 Census)

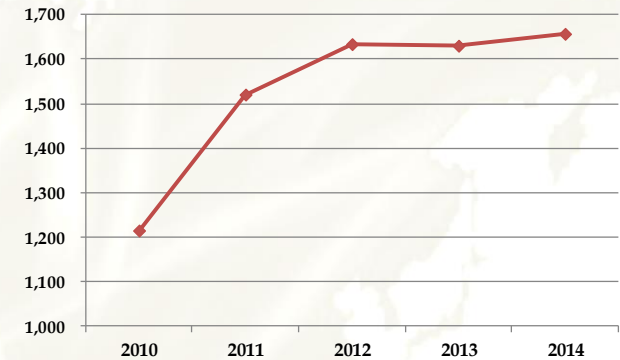
GDP: € 1.73 trillion

Per Capita Income : € 1,376

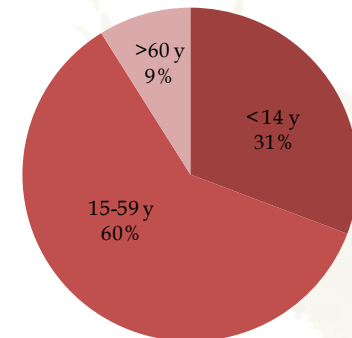
FDI: € 23.58 Billion (Apr'14-Jan' 15)

- India is the **second most populous** country in the world, projected to surpass China by 2025.
- Around 60% of its population is in the age group of 15 to 59 (considered as working population).
- **Major factor to be considered for adventure sports activities is the role of youth.**
- Around 30% of India's population belong to 25 to 40 age group, which means one in every 3 Indians is a youth. This has contributed to growth of adventure sports in India.

### GDP (At Current Prices) € Billion



### Age wise Population (Census 2011)



**India is a beautiful country, blessed with diverse natural beauty; right from snow capped mountains and dry sandy deserts to tropical beaches.**

## **Mountain Ranges**

- The prominent mountain ranges of India are:
  - Himalayan and the Karakoram ranges in Northern and North East India
  - Vindhya and Satpura range in Central India
  - Sahyadri or Western Ghats in Western India
- The Himalayas are spread across 12.84% of the total geographical area of India.
- The peak height ranges from 23,184 ft (Dunagiri) to 28,169 ft (Kangchenjunga).

## **Desert Area**

- The Thar Desert is in the north western part of India, covering around 320,000 km<sup>2</sup>, of which 60% is in Rajasthan state and rest in Gujarat, Punjab and Haryana states.
- Weather is dry and the average temperature ranges from of 26° Celsius to 50° Celsius in summer and 4° Celsius to 10° Celsius in winter.

## **Hilly Area in North East**

- In North East India, there are several densely forested mountains and hilly areas such as Chin Hills, Kachin Hills, Kashi Hills and Mizo Hills.
- India has 515 wildlife sanctuaries. The Corbett National Park situated in Uttarakhand is the oldest among the top 10 national parks in India. It was established in 1936 to protect the tigers.

## **Water Bodies**

- India has a long coastal line of around 7,516.6 km.
- There are 10 major rivers in India out of which Ganga is the longest measuring 2,525 km.

# ADVENTURE SPORTS IN INDIA

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**Driven by young and adventurous Indians with high disposable incomes and increasing concern for family bonding and maintaining work-life balance, adventure sports has started to take off in India.**



More and more people are looking to recharge themselves to face new challenges in life and what could be better than adventure sports. Indians are gradually opening up to 3-4 days adventure trip rather than staple holiday packages.



Adventure tourism is also being used by major corporate houses not only to de-stress but also as an important team building exercise.

## Market Overview

- In 20XX, the total adventure sports market was pegged at around € .... million. Even though the base is small as compared to Western countries, it is growing at an exponential pace.
- The adventure sports industry dates back to 1980s when the inbound adventure tourist traffic was bread and butter for the industry. Over the years, there has been an increase in number of adventure tourist- inbounds as well as domestic.
- Now, there are several players including Government aided institutes as well as private players.
- Government aided organizations offer .....
- .....
- .....

## Permissions required

- Permission from Ministry of Tourism is required for starting adventure tourism business in India.
- .....

## Adventure sports market sounds appealing to Venture Capital Funds as well

- Adventure sports sector has generated a lot of appeal, not only for the tourist but also for the venture capital funds. Several VCs are optimistic about the growth potential of the industry and have invested in adventure sports as well as adventure gear companies.
  - Rajasthan Venture Capital Fund .....
  - .....



India is a **“One Stop Adventure Destination”** as it offers the keen adventurer with a fascinating range of adventure activities in multiple locations to choose from. A person can indulge in a camel safari in hot deserts of Rajasthan or skiing in the Himalayas or raft down the mighty Ganges and trek in the Garhwal Himalayas.

- As per Adventure Tour Operators Association of India (ATOAI), there is a huge demand for trekking and river rafting in India.
- People are exploring untouched points for trekking such as hills and forests in Sikkim, Himachal Pradesh and Kashmir state.

## Adventure sports largely pursued in India

### Mountain Adventure

- Mountaineering
- Mountain Biking
- Trekking
- Camping

### Snow Sports

- Skiing
- Snowboarding

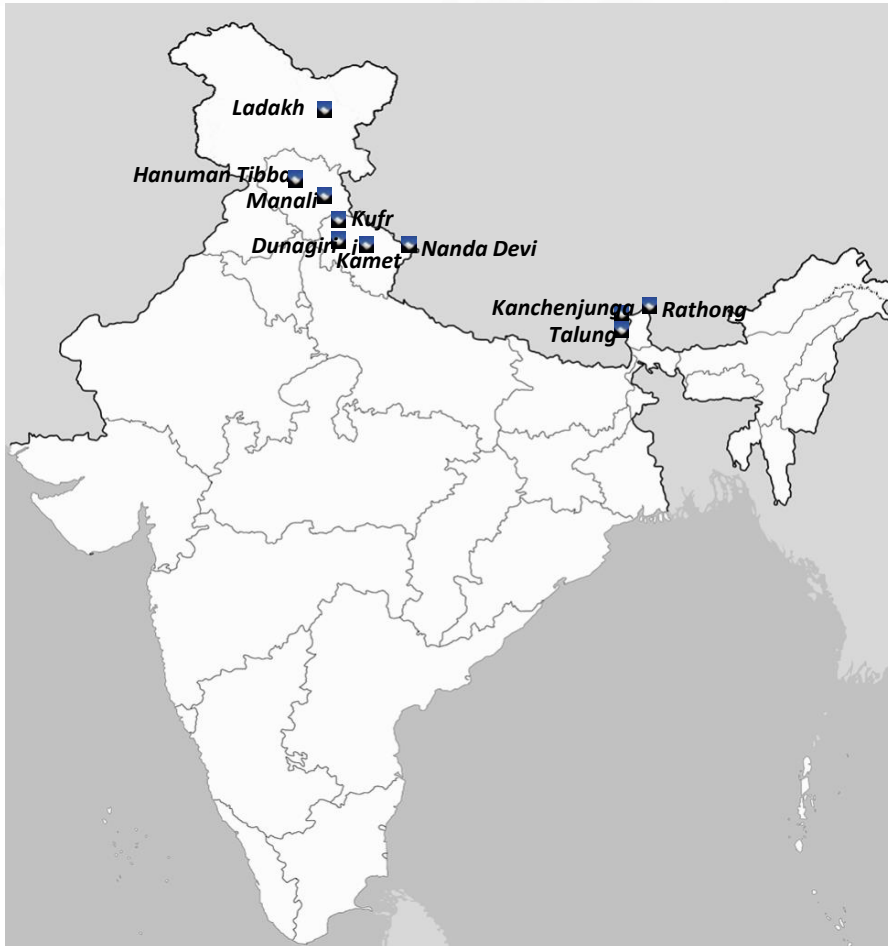
### Aero Sports

- Gliding
- Parasailing
- Skydiving
- Hot Air Ballooning
- Bungee Jumping

### Others

- Camel Safari
- Angling
- River Rafting
- Other Water Sports

# Mountaineering in India



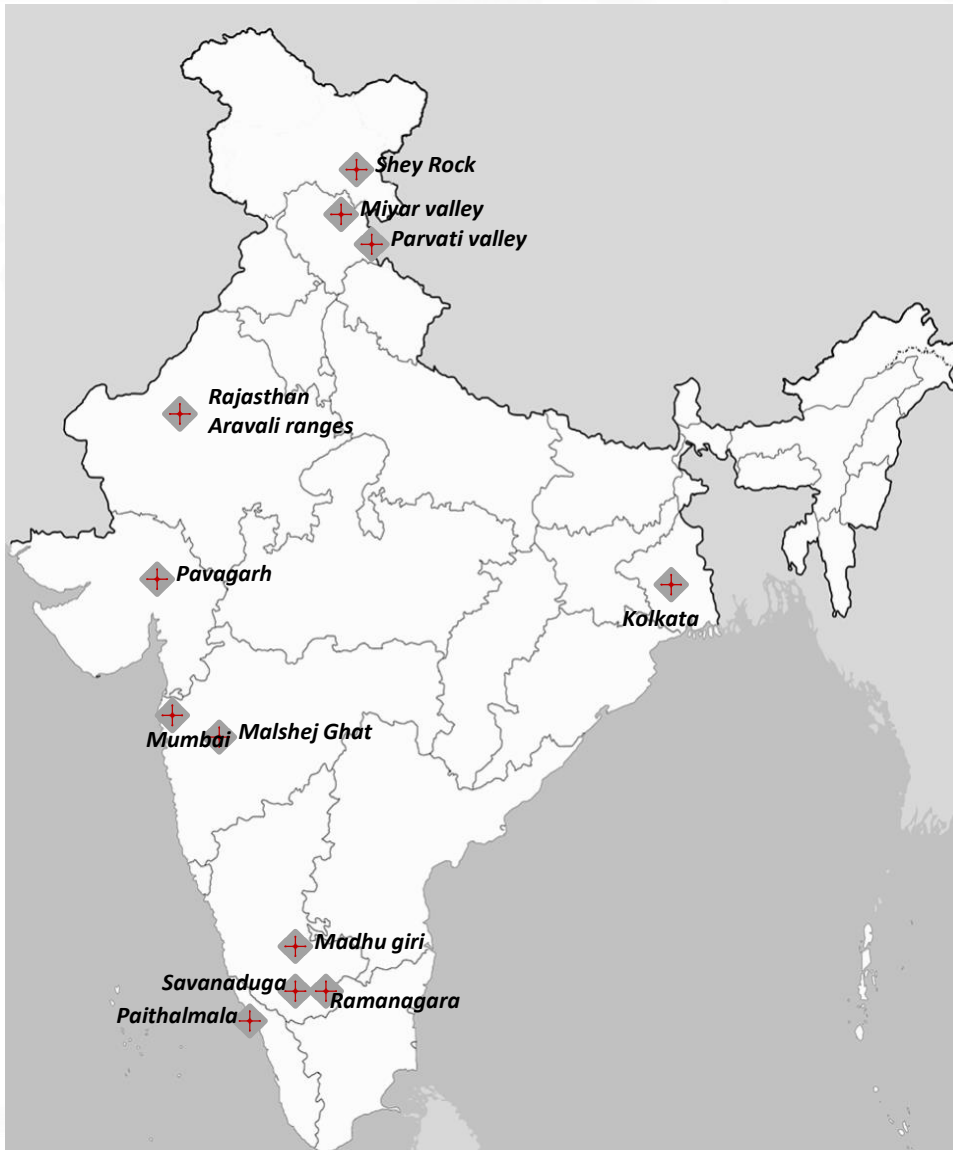
▪ **Institutes for mountaineering in India**

- .....
- .....
- .....

- The Indian mountain range has low valleys which are ideal for trekking, hiking and camping as well as peaks ranging from ... ft to ... ft offering thrilling experience to mountaineers.
- The maximum lowest temperatures in the Himalayas is .....
- .....

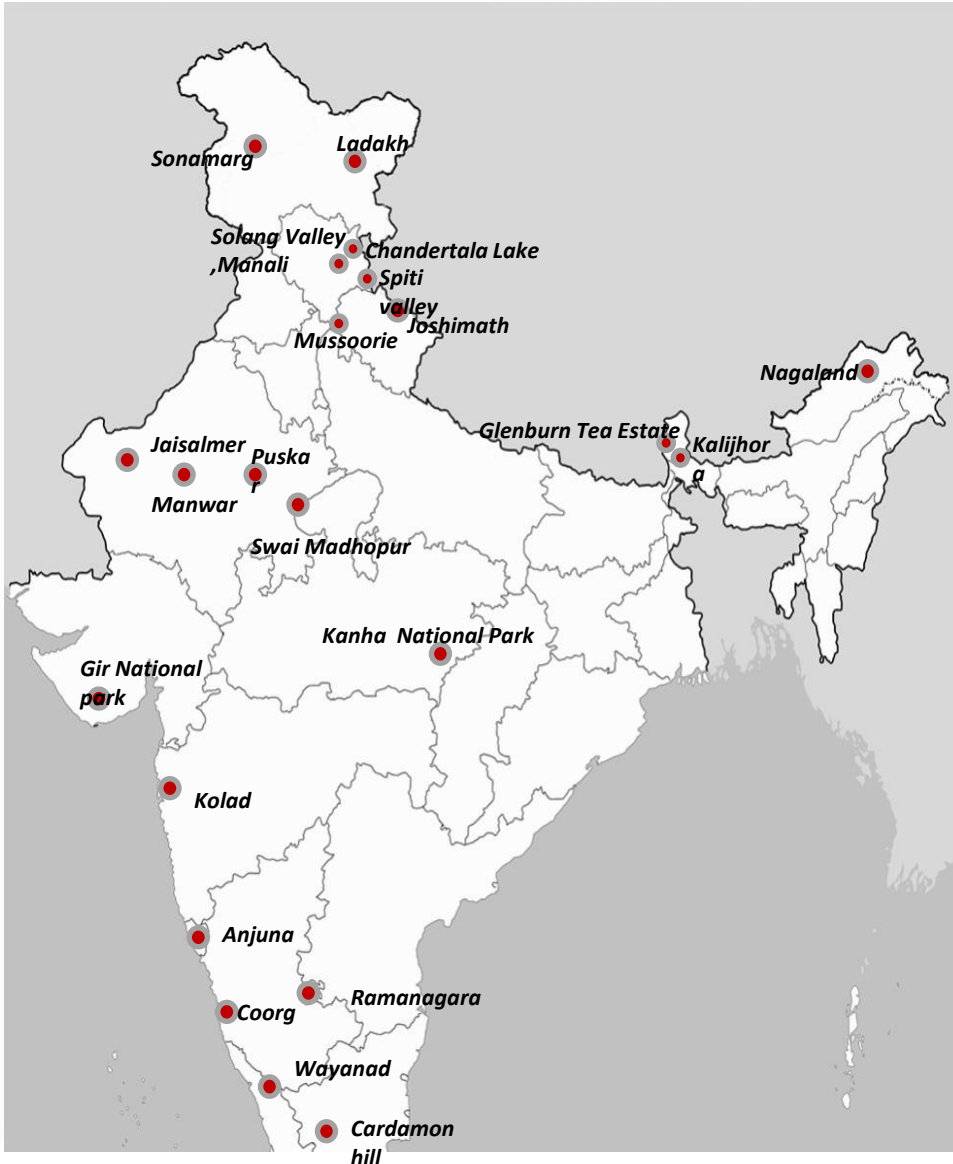
Himalyan Mountain peaks mostly explored	Some of the Himalayan Expedition Events	Popular Expedition Organisers
Mount Everest	Global Himalayan Expedition	Giripremi Himalayan Trekking
Kanchenjunga	Grand Himalyan Treak & Expedition	Travel Himalayas
Annapurna	Himalayan Experience	
Nanda Devi		

- The best season for Himalayan expedition is from .....



- Rock Climbing is done across several locations in India right from dry zones of Rajasthan to hillstations to tropical areas.
- **North zone:**
  - .....
- **West Zone:**
  - .....
- **South Zone**
  - .....
- **East Zone:**
  - .....
- For beginners, tour .....
- The ideal months to practice this sport are:
  - .....
  - .....

# Trekking and Camping in India



- Gradually people have started considering trekking and camping as an option for long weekend outings.
- As a part of team building exercise corporates arrange trekking and camping events.
- .....
- .....
- In addition to well known trekking points (shown in the map), Northeast region of India has some untouched trekking routes.
- Trekkers buy the equipments or take them on hire from the tour operators.
- For trekking in the Himalayas there are two seasons:
  - .....
  - .....
- Best time for trekking .....

# ADVENTURE GEAR MARKET IN INDIA

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- The adventure gear market in India is highly unorganised and has few organised players including Indian and international brands such as Wildcraft, Decathlon, Coleman, Petzl and so on.
- Unorganised players mostly cater to the beginners market. However, some of them cater to professional market as well.

## Segment

### Beginners

### Professional



Wildcraft



Decathlon



...



...

### Organized Players



....

....



...



...



...

### Unorganized Players

- There are several small unorganised players with a turnover of around Euro ..... to ..... p.a.
- The promoters are mostly mountaineers/other adventurers who .....

- Small unorganised players with better technology and quality also cater to this segment as well.
- Many of these players supply .....

### Users

- Beginners form more than .....% in terms of number of people.
- It is largely driven by brand name, .....

- The professional segment includes .....
- Several Government aided institutes.....

### Products

- Based on discussions with industry players, fast moving categories are .....

- Products are mainly bought by professionals and institutes, based on .....

## Distribution & Retail Strategy

- Considering the size of India, players have appointed number of dealers/ sub dealers. Some of the importer/ dealers are focused on B2B, whereas others supply to only retail points.
- Beginner level brands have opened the stores at .....
- .....
- .....

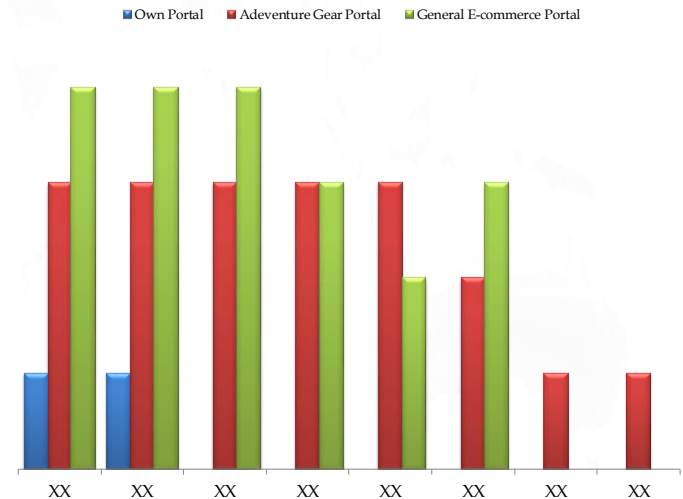
### Number of Retail Outlets



## Use of E-commerce

- Currently, adventure gear brands are available on their own portals, adventure gear portals and general e-commerce portals.
- Amongst adventure gear products, ..... are most commonly available on e-commerce portals.
- .....
- .....

### Brands available through number of sites



## Tried and Tested Ways

- Companies such as Wildcraft and Decathlon have been extensively using .....

## Innovative Ways

- .....

Strategies  
Adopted



# COMPETITOR BENCHMARKING

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*\* In this section, we have included the profiles of players which have prominent presence in Indian market.*

# INDIAN PLAYERS

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**Established In**

1998

**Turnover**

€ ..... million (20XX)

**Brand**

Wildcraft

**Promoters**

▪ .....

**Funding**

▪ .....

▪ .....

**Products And Price Positioning (in €)**

Products	E-commerce Portals		Retail Outlets	
	Min	Max	Min	Max
X				
Y				
Z				

▪ Wildcraft has an uniform retail price policy for .....

**Manufacturing/  
Sourcing**

- The company has three manufacturing plants out of which:
  - .....
  - .....
- .....

**Marketing  
Strategy**

- It promotes its brand through different social media sites such as:
  - .....
  - .....
- .....

**Distribution  
and Retail  
setup**

- ... mono brand stores across .... cities such as
  - .....
  - .....
  - .....
- ..... shop-in-shop in retail chains such as
  - .....
  - .....
- Available in over ... multi-brand stores across ..... cities.

**Office**

- The company is headquartered in .....

Established in

Brands

Products and  
Price Positioning  
(in €)

Products	e-commerce Portals		Retail Outlets	
	Min	Max	Min	Max

Manufacturing/  
Sourcing

Marketing  
strategy

Distribution and  
Retail setup

Office

# INTERNATIONAL PLAYERS

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Origin  
Country

Brands

Products and  
Price  
Positioning  
(in €)

Presence

Marketing  
strategy

Distribution  
and Retail  
setup

Office

Products	E-commerce Portals		Retail Outlets	
	Min	Max	Min	Max

# GROWTH DRIVERS & CHALLENGES

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Following points provide impetus to adventure sports, which will translate into demand for adventure gears in India:

Higher Disposable Income

Medium of Stress Reliever & Bonding

Influence of Media (Social Media and Events)

Adventure sports increasingly getting organised

.....

.....

.....

.....

As adventurers become more mature with their varied experiences, there will be demand for advanced and quality products.

Potential for the adventure sports industry in India is enormous. However, at the same time, the industry faces numerous challenges, of which the critical ones are mentioned below:

**Market Still Largely Unorganised** ■ .....

**High Ignorance Levels** ■ .....

**Lack Of Affordable And Customized Packages** ■ .....

**Human Resources** ■ .....

**Lack Of Proper Infrastructure And Amenities** ■ .....

# IMPORT REGULATIONS

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Products	HS Code



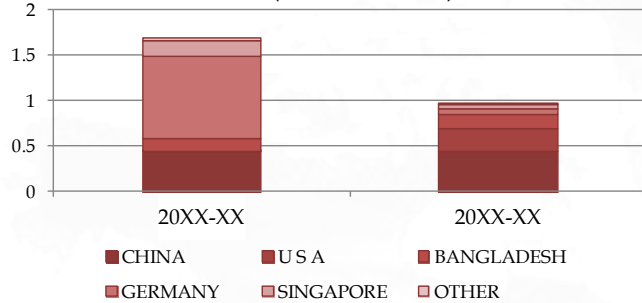
PARTICULARS	RATE	EFFECTIVE RATE
<b>Assessable value (A)</b>		<b>100</b>
Basic Duty(B) <i>(A)* Basic Duty</i>		
Preferential Duty <i>(A) * Preferential Duty</i>		
CVD Additional Duty (C) <i>(A+B) * CVD Rate</i>		
Central Excise Education Cess (D) <i>(C) * Central Excise Education Cess</i>		
Customs Education Cess (E) <i>(B+C+D)* Customs Education Cess</i>		
Special CVD (F) <i>(A+B+C+D+E)* Special CVD</i>		
<b>Effective Custom Duty ( B+C+D+E+F)</b>		

- For importing apparels in India, an approval has to be taken from .....

# IMPORT STATISTICS

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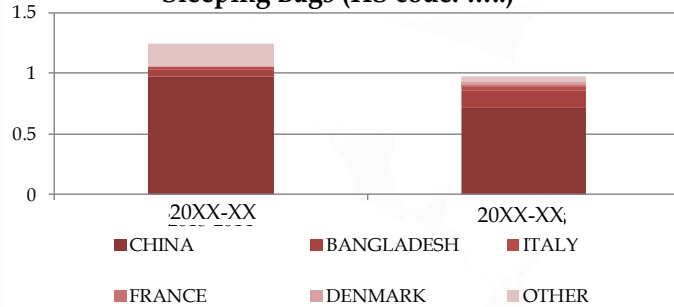
### Tent (HS code: .....)



### Tents

- In 20XX-XX, tents worth € ..... million were imported as compared to € .... in the year 20XX-20XX.
- China was the lead exporter of tents to India (...%), followed by USA (....%), Bangladesh (...%) and Germany (....%).

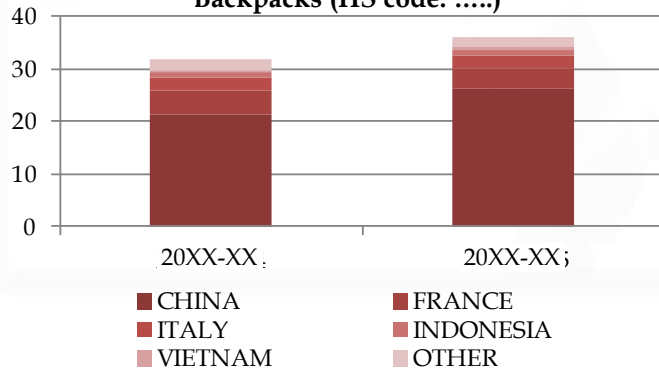
### Sleeping Bags (HS code: .....)



### Sleeping bags

- .....

### Backpacks (HS code: .....)



### Backpacks

- .....

As per our understanding, you should keep in mind following points while developing the Indian market:

**Price**

▪ .....

**Place**

▪ .....

**Promotion**

▪ .....

**Product**

▪ .....

**People**

▪ .....