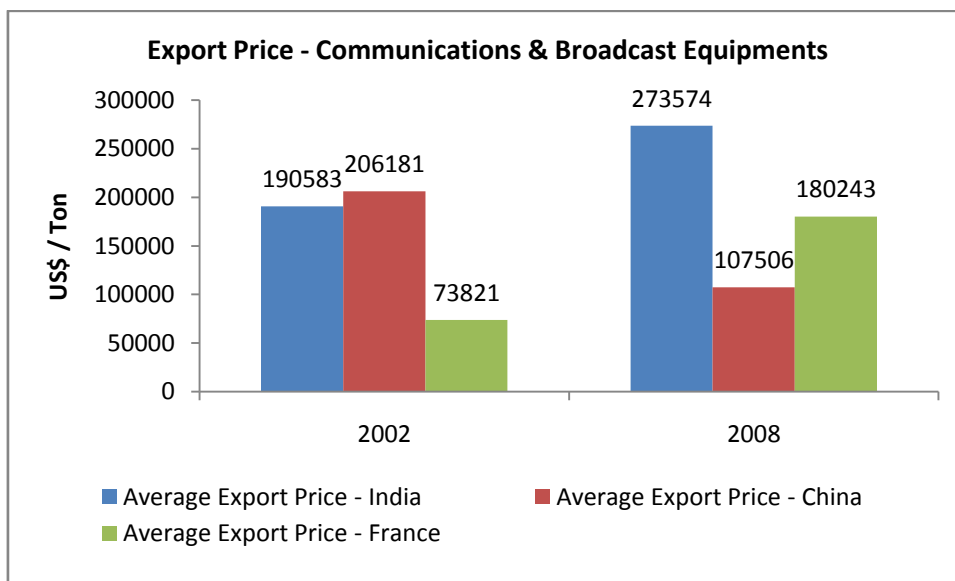


## IT Hardware & Electronics: Export Price Comparison

Export pricing is the most important factor for promoting exports and facing international trade competition. It is important for the exporters to keep the prices low keeping in mind all export benefits and expenses. Increases in the EPI are typically due to strong foreign demand or higher internal costs within the exporter's country.

### Communication & Broadcast Equipment

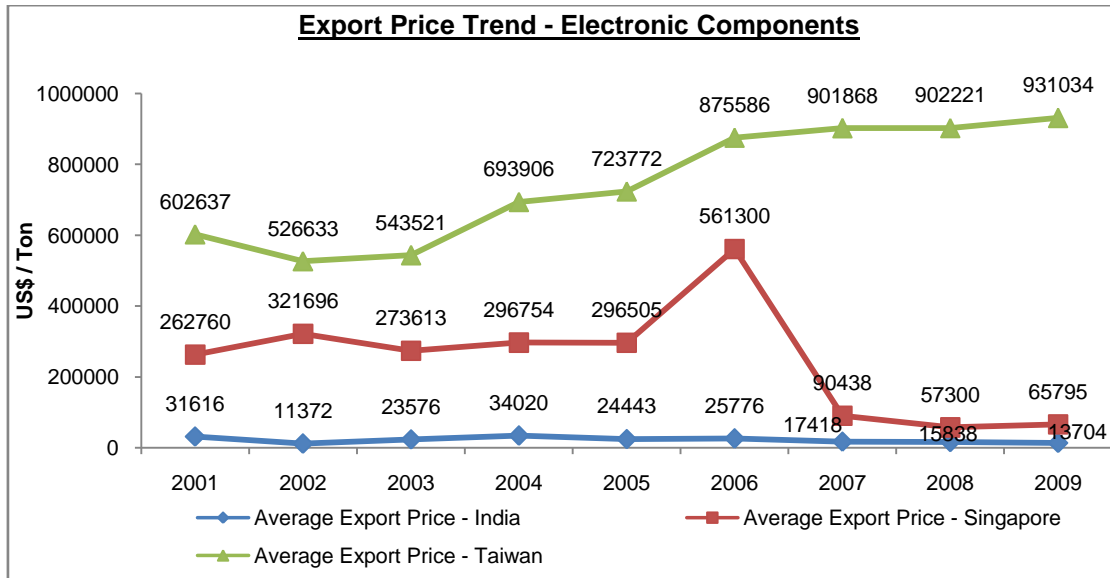
While India started out with a slight advantage in terms of export price as compared to China at the beginning of the decade, by 2007 the Chinese industry has become the cheapest in terms of export prices among the competing countries, whereas India has become the costliest destination to import these products from among these countries. The later sections provide an analysis of the cost structure in India vis-à-vis competing industries in an effort to understand their price competitiveness.



Source: ITC, D&B Calculations (Export Price for the sector has been arrived at by averaging the export price of individual product segments, Prices for two years have been represented because of paucity of consistent data for competing countries)

## Electronic Components

The Indian electronic components industry has the cheapest price as compared to the Taiwan and Singapore markets mainly because of the technologically superior and high value products that these countries are exporting. Later in the report, we have analysed the parameters which hold utmost importance in the growth of this industry and can be replicated for the Indian industry.



Source: ITC, D&B Calculations (Export Price for the sector has been arrived at by averaging the export price of individual product segments)