

## Why invest in India

India is a diverse and vibrant country whose economy is increasingly incorporating with the world economy. The far reaching economic reforms undertaken during the last few decades have comprehensive consequences. If we consider the current state then Indian operations have occupied a centre stage in the global network. The large and increasing market, classy financial sector, developing infrastructure, supple regulatory environment along with the steady and strong outlook of economy makes India an attractive destination for investment. The business environment here is considered favorable for achieving sustainable growth at a high level.

During the early nineties, the Indian economy was designed keeping in mind a socialistic outline. It was restricted by a highly regulated form of business environment, persuasive system of license and high barriers in tariff. Later the government introduced sweeping reforms to fundamentally change the course of the financial system. Today the economy of India represents a completely diverse scenario. Now it is far more transparent, simple, and liberal and is geared towards the promotion of private investments at the domestic as well as international level. The government reforms comprise of liberalization of external trade, less amount of tariffs and reduced import controls. The tax rates for both personal and corporate, are rationalized and are considered to be the lowest around the world. Today India is acquainted with strong political harmony for all the existing economic policies, not only at the central point but also within the states, which guarantees the prolongation and progressive intensification of investor policies.

India is one of the fastest growing economies in the world providing a good platform for investments. The strategic location of India also facilitates an easy access to the domestic and South Asian market. The major factor that makes Indian economy a superior place for investment on a global scale involves the capital. India is known for its vivacious capital market. This market specializes in the allocation of capital in diverse economic activities. The government almost has no supremacy over directing the capital allocation in the market because it is burdened by complex finances.

India also has a vibrant domestic market for credit that encompasses active rate of interest, credit imitative markets and government bond market. These factors induce foreign investments in the country. India on the other hand is entirely driven by private enterprises. Entrepreneurship pervades the Indian social fabric at the grass root level. The only thing that drives an Indian entrepreneur is profit. These factors make India a justifiable place for development of economic activity.

The other factor in India's favor is the low dependence of export. You will find only ten percent of India's economy reliant on the international trade and export. India has abundant company's participation in the national growth of the country. India is undergoing rapid economic development and with its abundant reforms and resources has the potential to grow the fastest among the four BRIC countries - Brazil, Russia, India and China. As a prominent global supplier of manufactured goods and services, India is likely to outshine most of the recent richest countries of the world. India has greatly stressed education, domestic consumption, foreign investment and domestic entrepreneurship. As India has a number of sectors where investments could be made investing in India would be profitable from every aspect.

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