Communications & PR Review

November 2025



COVERAGE HIGHLIGHTS

Business Standard

Incentivise India-made chips' purchase: Industry body to govt

AVIK DAS

Bengaluru, 25 November

buyers to buy products from India's fledgling semiconductor and Semiconductor Association (IESA), one of the leading industry bodies in the sector, said. It added that without this, it scale up manufacturing.

India has 10 semiconductor fabs, outsourced semiconductor assembly and test (OSAT) units and assembly, testing, marking and packaging (ATMP) facilities. That includes companies such as Micron, Tata Electronics, CG Power, Kaynes, and a joint venture (JV) between HCL and Foxconn.

"It takes about three-five years to design, make prototypes and manufacture. So, these design linked incentive (DLI)-based startups, whatever chips they are developing, need to find the right set of customers and ramp up

dak, president of IESA, told Business Standard during an The Centre needs to incentivise interaction at the Bengaluru Tech Summit last week.

companies. Indian Electronics Semiconductor Mission has been largely on track and the \$10 billion outlay has been used. The critical brands yet," he added. question right now remains convincing buyers to purchase Indiawould be difficult for them to made and designed chips and incentivising them to do so.

"What would be some of the projects in the works, which spans reasons why buyers should potentially look forward to? Most of these buyers have their product design outside India. So for them, if something has to be taken from here, it has to be a replacement. So, if you

> **GIT TAKES 3-5 YEARS TO DESIGN.** MAKE PROTOTYPES AND MANUFACTURE, SO, THESE **DLI-BASED STARTUPS... NEED TO** FIND THE RIGHT SET OF CUSTOMERS >>

Ashok Chandak President of IESA

obviously the buyer would say, what is the value I get? Whether I get it at a cheaper price or better functionality? Or do I get a good has been sent to the government. The first phase of the India reliable brand? Now, all three would be a challenge right now as our startups have not created the

> When asked what could be some ways to nudge a buyer or the



manufacturing," Ashok Chan- try to replace one with another, types of incentives the industry would want, Chandak said the association does not have a concrete answer. However, a proposal which will be hopefully addressed in the second phase of the mission.

> He added, "It depends on the government whether they agree or not. What we are saying is you give incentive to the buyer rather than giving incentive to a seller, which is a startup or a chip maker."

India's domestic chip demand is projected to touch \$103 billion by 2030, according to IESA estimates.

On the design side, the government has also updated the \$1,000crore DLI scheme, which supports domestic companies, startups, and micro, small and medium industries (MSMEs) in semiconductor design. The ministry of electronics and information technology (MeitY) approved 23 chip design projects as of August, while 72 companies have been given access to industry-grade electronic design automation (EDA) tools to accelerate chip design.

The Hill Times

IESA statement on implementation of India's four Labour Codes

Guwahati: IESA appreciates the erating investment across the ESDM a pro-worker, pro-industry and progrowth labour ecosystem and looks forward to continued collaboration as rules rolled out. The four Labour Codes reforms will strengthen blue-collar jobs in electronics manufacturing through better wages, wider participation of women. Better safety culture in chemical/SMT processes, social protection. A more formal and future-ready workforce will reduce attrition and boost productivity across factories. Though, Companies may see higher wage and compliance costs as benefits expand and Adjustment period for MSMEs to adopt new norms. Overall, this is a major step toward building globally competitive ESDM and semiconductor ecosystems in India." Said Ashok Chandak, President, IESA and SEMI India. ESA's Overall View: "By decades, these Labour Codes alien India with global standards and reflect a decisive shift towards a more inclusive. labour environment. For the electronics and semiconductor sectors-key pillars of India's Antmanirbhar Bharat vision-these reforms will accelerate investment, manufacturing scale, and workforce development." The India Electronics and Semiconductor Association (IESA) is a premier industry body representing the country's fastgrowing electronics, semiconductor, and embedded systems ecosystem, working as a strategic catalyst in India's journey toward becoming a global hub for high-value manufacturing and innovation. Established with the mission of promoting technology leadership, fostering collaboration between industry, government, and academia, and accel- bally competitive.

Government's commitment to building sector, IESA plays a crucial role in shaping national policy frameworks and driving initiatives that strengthen domestic capabilities. Over the years, it has chamand implementation frameworks are pioned the development of a competitive semiconductor ecosystem, advocating for robust R&D infrastructure. design-led manufacturing, and skilled workforce development while supporting India's ambition to emerge as a major player in global supply chains, Through its comprehensive policy advocacy, industry reports, and strategic programs, the association provides insights on market trends, technology advancements, investment opportunities, and emerging challenges, helping stakeholders navigate a dynamic global environment. IESA also organizes high-impact events, workshops, and international delegations that connect Indian innovators with global partners, encouraging technology transfer and crossmodernising the labour framework after border collaboration. With an emphasison nurturing start-ups, enabling fabrication and packaging capabilities, and promoting indigenous design talent, the transparent and productivity-driven association contributes significantly to the government's broader vision of selfreliance and digital transformation. Its efforts align closely with flagship national initiatives such as Make in India. Digital India, and the Semiconductor Mission, reinforcing the country's strategic focus on strengthening critical technologies and enhancing economic resilience. As India sees unprecedented interest from global semiconductor giants and undertakes largescale projects in chip design, manufacturing, and electronics production, IESA continues to act as a bridge between policy and industry, ensuring that India's semiconductor roadmap remains inclusive, future-ready, and glo-









Best Performing Posts



Impressions: 21759 Engagements: 919

India Distravios and Semiconductor Association Drivey hotels fallow formersturing from a Statutharmine. Else Harrison. Research Secretary Committee of Photographics I arrived thereton for help's black contract and common to be a finished an extract diff. tota bodel Natika 2021 il Bergiteri - quettattiva the tulia Phaesin Comer Program, on initiative stretigmed to according to the nation's pluming to support factors shall sain and constitute from Seage to Manufacturing Nonegh Minumpson, mertuga gost anner to IP's advanced Probut Design Hits o PRINCE SEASON AND THE PROJECT MOST ARTER SEASONS, PRINCESS AND regiments asserbe - replify father duties to disine redisplace and aggreetty matrix growing fainted attached accomplaint. Majorit with the Community of India's Planning Schallescotter (PEL) where the salastia complemento di la cintamigalatra Program, topolhar peetig file way filo a since and estably completes between the design texturals. Spenting on the economy, Mandrid Charlester, pt.; Managing Strictur and forth Coulty Wash Soluthon Was and TATA Annual time presents in this selects our days committeed to the country's someonischer gesellt dury. Through the Noveley Cornect Prograti, see an moliting local iterhaps and Olfels with aussells, robule manufacturing in hors FDK; and the to but disposed because this procured distance the tip the procured OF is being companies from their study to alone, arranging tolers littless. accounters and directly factor product improvessor interestable for sector. Egypothyresis for the Start of one highlighten that Settential that all the present by the darkage - alonging describing and Mr. Samples Bankon, RSM SC excellent yold CSD devand Corondlaws; MyRAysted Rev. Event included several District species from tradigits becomes units, life from Eurosa Compute from MCDsyn took and appointed by Well Promote Medi Sharekan Continuously Visconstan S.S., Volya V & Southern T Note their Restriction and Environmental September about with 60 teach IV. Bild and SMA retirements that retirement an another step formed building a last solved and execution dissent Planniquesh, that below it continue to under the garmonabulor consolum . How statisfy and acatemy to global busines . In this manufact inflaments and assessment will be and world imper-Memory of Parlament and Information Parlamentage trafai Seminatura in Washin I Andreas Sentent Const State State Carte District Country Country Country Country Co. Burto Stat Sant Maint Balant Rame Bladte Santon Balan Stroman W adds. Promise Mining Apparent Dr. Namure, Statt. T. Promise Value Rayto Facilities Sumitory Supra Moral Tongs Well Probable Mark Agir Waynesine Sand Probinsion Stiffel Tekniko

Impressions: 8954 Engagements: 367 for Applied Processor Still & Not well appear for Streetings Tolling Children and the company of the control of the cont Advanter Statement of Statement Stat

Engagement: 1375

Clicks: 1300