

## “K Shop in a Gurugram mall”



Weekly Learnings 43 / 2024

This is about Korea in India

We discuss the presence of an Indian Annapoorna in Singapore or an Indian Patel's shop in Jersey, USA.

I just saw this outlet that sells Korean branded items for Koreans.

1. S Korea has the 13 th highest investment amongst countries into India. Total Investment is close to 5 billion USD.

2. We have 827 Korean companies in India.

3. We have the maximum number of Korean expats living here .. 17,000 , thats higher than any other country. we have about 14,000 indians living in South Korea.

4.The famous brands are LG(built by KR Kim and now floundering), Samsung, Kia, Hyundai, Lotte, POSCO etc. The Koreans have a hard driving culture and not everyone can settle in that culture. One thing we must credit the Korean brands is that they understand the price value equation in all the categories they work in. The Korean companies dominate electronics and are a strong No 2 in cars.

5. The Koreans have bought in a number of OEMs and eco system partners to India, more so after the pandemic.

6. The two governments are aiming for a 50 billion USD trade volume.

7. Culturally too we see a change. There are 572 Korean restaurants in India and Koreans are queued up to play golf in every golf course in India.

8.K Pop is big in India, its the 6 th largest country for K pop music consumption. There are 15 million Indian fans of K Pop. K series..29 pc of indians find them popular.

9. Hyundai is tapping the Indian financial market with the largest IPO ever at 3.3 billion USD

India is clearly an important destination for Korea!!

Shiv

[www.shivshivakumar.com](http://www.shivshivakumar.com)

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