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Economic Activities of Indian Business Groups in Thailand: Continuity and Discontinuity*

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《Abstract》

The economic activities of Indian business groups in Thailand have a long history. If we examine the establishment of representative Indian business groups in Thailand chronologically, the Diwanchand Group comes first, followed by the GP Group, Indorama Group, Adithya Birla Group, and Tata Group.

Shivnath Rai Bajaj, who leads the Diwanchand Kundanlal Group, and Kirt Shah, who leads the GP Group, are PIO (Persons of Indian Origin). On the other hand, A. P. Lohia, who leads the Indorama Group, and S. S. Mahansaria and Deepak Mittal, who head the Adithya Birla Group, are NRIs (Non-Resident Indians). However, there is “a continuity” among these industrial groups, and the borders between PIO and NRIs are not closed.

The inroads into Thailand made by the Tata Group symbolize the phenomenon of the “Rising New India.” Today, the central location of the

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Indian business groups in Bangkok is no longer Samphen-Pahurat (Little India) or the Ban-Kaek area; it is Sukhumvit. The Thai-Bharat Cultural Lodge, an association with a long history, has become fairly desolate today. This locational change of the main business activities of Indians in Bangkok is the most remarkable phenomenon that differs from the situation in the 1980s.

1 Characteristics of Indian Diaspora in Thailand

In September 2000, Government of India appointed the High Level Committee on the Indian Diaspora whose Report was submitted to the government in December 2001 (GOI 2001). The Report is not only epoch-making: it is the most comprehensive document ever produced on the Indian Diaspora, which encompasses approximately 20 million Indians all over the world¹⁾.

In the Report, Indian Diaspora is defined as consisted of NRIs (Non Resident Indians) and PIO (Persons of Indian Origin). NRIs are Indian citizens, holding Indian passports, who reside abroad for an indefinite period of time, whether for employment, carrying on any business or vacation, or for any other purpose. On the other hand, the term of PIO is applied to a foreign citizen of Indian origin or descent.

This report recommended that the government should implement policies that would clearly target the Indian Diaspora. In accordance with this recommendation, Government of India set up the Ministry of Non-Resident Indians' Affairs in May 2004. In September 2004 this ministry

1) Since this Report was released, the number of overseas Indians increased to over 25 million by 2012 (<http://moia.gov.in/accessories.aspx?aid=10>). Accordingly, the number of overseas Indians residing in each country is also substantially changed.

Table1 Number of Indian Diaspora in South-East Asian Countries

	Population	NRIs	PIO	Stateless	Total	As per cent of the population (%)
Brunei	331,000	7,000	500	100	7,600	2.3
Cambodia	11,340,000	150	150	0	300	negligible
Indonesia	200,000,000	500	50,000	0	50,500	negligible
Laos	5,100,000	107	18	n.a.	125	negligible
Malaysia	22,890,000	15,000	1,600,000	50,000	1,665,000	7.3
Myanmar	46,500,000	2,000	2,500,000	400,000	2,902,000	6.2
Philippines	76,000,000	2,000	24,000	12,000	38,000	negligible
Singapore	3,160,000	90,000	217,000	negligible	307,000	9.7
Thailand	62,000,000	15,000	70,000	0	85,000	0.1
Vietnam	78,000,000	320	0	10	330	negligible

Source: GOI 2001, p.253.

changed the name to the Ministry of Overseas Indian Affairs (MOIA). The main purpose of this Ministry is to establish a worldwide Indian network to promote investment and remittance²⁾.

Table 1 shows the number of the Indian Diaspora in South-East Asian countries cited in the Report mentioned above. The top destination of the Indian Diaspora is Myanmar where more than 2.9 million Indians live, which account for 6.2 percent of the total population. The next most popular destination is Malaysia where 1, 665,000 Indians resides, or 7.3 per cent of the total population. In case of Singapore, there are 307,000 Indians or 9.7 per cent of the total population. In Thailand, 85,000 Indians, which is only 0.1 per cent of the total population³⁾.

2) MOIA started to publish a periodical called "*Pravashi Bharatiya*" (Overseas Indians) to promote networking of overseas Indians and provide information on India to them. Also OIFC (Overseas Indian Facilitation Centre) was set up under the MOIA to collaborate with CII (Confederation of Indian Industry) to promote investment by overseas Indians.

3) The recent data tells us that the number of overseas Indians in Myanmar dramatically reduced to 356,560. On the other hand, the number of overseas Indians in Malaysia increased to 2,050,000, that in Singapore increased to 670,000, and that in Thailand also increased to 150,000 (<http://moia.gov.in/accessories.aspx?aid=10>).

Compared with studies on the Indian Diaspora in Singapore or Malaysia, those on the Indian Diaspora living in Thailand are far fewer in number. The reasons are, firstly, because the Indian Diaspora in Thailand is simply much smaller than in Singapore or Malaysia. Secondly, the Thai language is a great barrier to foreign scholars who wish to study the Indian Diaspora in Thailand. Thirdly, most of the Indian Diaspora living in Thailand are “traders” and have purposely registered low profit out of modesty or fear of having to pay higher taxes (Poolthupya 2008, p.679). Fourthly, the Thai government is generally indifferent or tolerant toward ethnic issues. Fifthly, 75 per cent of the Indians live in Bangkok and they prefer “non-politicized” life. Finally, having an image of Buddha at Hindu temples has become a norm, not only Indians but also for Thais who visit them for worship (Poolthupya 2008, p.676). Generally speaking, Indians make “a silent minority” (Hussain 1982) in Thai society for long time.

The fact that the majority of Indians migrated to Thailand by their free will is the most conspicuous characteristic. This is quite different from the Indians who migrated to Malaysia, Singapore, or Myanmar mainly as

Table 2 Major Indian Associations in Thailand

Name of Association	Year of Establishment
1. Birthplace-based Associations	
Gujarati-Marwari Society	
Maharashtra Mandal Bangkok	1989
Mamdhari Sangat of Thailand	
Thai Kannada Balaga	2003
The World Punjabi Organization (Thailand Chapter)	
Mohona-A Bangla Association in Thailand	2004
Tamil Cultural Association of Thailand	
Siam Sindhi Association	
The Telugu Association of Thailand	2008
South Indian Association of Thailand	

plantation workers. The first traders who came to Thai were Bohra Muslim from Gujarat, Muslim Tamils and Hindu Tamils. The Gujaratis dealt mainly in precious stones and the export of Thai rice to India, while other groups traded in textiles. By 1925, there were six associations run by the Indian Diaspora. Those were Vishnu Mandir, Arya Samaj, Shri Maha Mariamman Temple, Sri Guru Singh Subha, Gurudwala Sangat and Jamaiat ul Islam (Lochan 2006). All these associations were based on religion. Even today, as we can see from **Table 2**, religion-based associations, which are closely related with language and birthplace, are prevalent.

As business-based association, the India-Thai Chamber of Commerce is the most representative. This association was officially set up in 1944 and was called Indian Society of Trade. In 1968, accordance to an Act of Parliament, the Royal Thai Government delineated the rules governing the incorporation of foreign chambers in Thailand. The name was thus changed to the Indian Chamber of Trade in January 1969. As an association committed to the furtherance of the business interests of the Indian community in Thailand, the India Chamber of Trade took on the more

Number of member	Notes
100 families	Association of the Indians from Maharashtra state living in Bangkok.
	Association of the Indians from Karunataka state living in Bangkok.
	Set up by Punjabi for helping the poor and those suffer disaster of all kinds.
	Association of Bengal loving people living in Thailand. To promote philanthropic activities and to facilitate understanding and fraternity between Thailand and people of Bengal.
175	
	A non-profit organization that represent and serves Telugu people in Bangkok.
	A group that strives for the betterment of Indians in Thailand.

Name of Association	Year of Establishment
2. Business/Trade Associations	
India-Thai Chamber of Commerce	1974
Indian Diamond & Colorstone Club	
IIT Alumni Associaton of Thailand	1988
India-Thai Business Forum	2002
3. Culture-based Associations	
Thai Bharat Cultural Lodge	1940
Thailand Hindi Parishad	
India Studies Centre, Thammasat University	1993
Sanskrit Studies Center, Silpakorn University	1997
Thai Indian Internal Security Council	2000
Indian Women's Club	
Thai-India Cultural and Economic Cooperation Association	2003
Indian Cultural Centre, Bangkok	2009
4. Religion-based Associations	
Sri Marianman Temple (Wat Kaek)	1870
Thai Sikh Organization (Thailand) (Gurdwara Sri Guru Singh Sabha Bangkok)	1912
Hindu Dharma Sabha (Vishnu Mandir)	1915
Arya Samaj Bangkok	1920
Hindu Samaj	1924
Geeta Ashram Thailand	1968
Radha Soami Satsang Beas	
Shree Swaminarayan Satsang Mandal	
Sri Digambar Jain Samaj, Bangkok	2007
Namdari Sangat of Thailand (Namdari Sabha)	
The Tamil Muslim Association in Thailand	1975

Sources : Sato 1995; Mani 1993; Poolthupya 2008; Lochan 2006; Indians in Thailand (<http://www.thaindian.com/indian-association>); Ministry of Overseas Indian Affairs (<http://moia.gov.in>).

Number of member	Notes
213	Association representing interests of Indian business groups. In 1974, the name was changed from Indian Chamber of Commerce to India-Thai Chamber of Commerce.
	To foster a relationship among former students of IIT who are living in Bangkok..
175	Held a monthly dinner meeting with a guest speaker. Founder Chairman is Mr. S. S. Mahansaria. Started in October, 2002 with 15 members.
175	It was founded by Swami Satyananda Puri with the encouragement from Rabindranath Tagore to promote comparative studies and exchange between Thai and Indian history and culture.
	It runs with private funding provided by Indian businessmen and companies. It publishes journals and newsletters. Visit of Thai scholars to India and Indian scholars to Thailand for conference, seminars and lectures are organized.
	It is equivalent to a department and its main purpose is to teach Sanskrit language, literature and ancient inscriptions.
	To promote business and create better social welfare.
	To promote culture as well as charity works including Indian dance teaching to Indian and Thai people.
	To provide knowledge and understanding about India in various aspects.
	It is under the Indian Council of Cultural Relations, New Delhi. It organizes cultural evenings, paintings and photographic exhibition, seminars and other Indian art and culture related activities.
	The first established Hindu temple in Bangkok. In 1915, Sri Maha Umadevi Temple became a formal name.
925	In 1912, the first Gurudwara was established in Baan Moh. In 1913, a new Gurudwara was established at the corner of Phahurat and Chakraphet. In 1981 it was renovated. It is the biggest Gurudwara in South-East Asia.
	Hindu temple of Uttar Pradesh people.
	Association of neo-Hindus who follow the teaching of Swami Singh Sabha. In 1923, it became a formal branch of Arya Samaj of India.
447	Association set up by Punjabi Hindus.
	Established to promote study and practice of the divine things of Bhagavad Geeta. It is a branch of the International Federation of Geeta Ashrams headquartered in Delhi.
500	A syncretic group involving Akali Sikhs, followed by Namdari Sikhs and some Sindhis. The followers abstain from meat, alcohol, and drugs. The language used generally Punjabi.
100 families	A temple of Digambar Jain community. There are 500 Jain families living in Thailand, mostly in Bangkok. Out of them, about 100 are Digambar Jain families and the rest are Shwetambar families.
544	Association of Namdari Sikhs community in Bangkok.
500	Association of Tamil Muslims in Bangkok.

appropriate name: India-Thai Chamber of Commerce (India-Thai Chamber of Commerce 2004). Now we see economic activities of some representative PIO business groups. All these groups are members of India-Thai Chamber of Commerce.

2 Some Representative PIO Business Groups

2-1 ATEMS (A. T. E. Maskati) Group: The Oldest Indian Business Group

ATEMS Group was founded by A. T. E. Maskati (1832-1898), who is well-known for being one of the first Indians to do business in Thailand. In 1856, he set up A. T. E. Maskati Ltd, the oldest registered trading company in Thailand in Pahurat near the banks of the Chao Phraya River. (Today they have moved their office and warehouse to a new site in Nakhon Pathom). The Maskati family belongs to Dawoodi Bohra Muslim community in Ahmedabad. Their head office was located in Ahmedabad, from which they dispatched managers to overseas branches (Mani 1993, p. 913). Their business began with the importation of heavy starched, block-printed cotton fabric from Ahmedabad to make traditional Siamese attire. Some of their finest quality fabrics were even worn by the Royal family of Thailand. Today we can see some of these fine antique pieces at the National Museum. After the Second World War, they diversified into the export of agro-commodities, especially raw jute from Thailand to the rest of the world. They also started to import several well-known brand items to Thailand (<http://www.atems.com>).

Today the trading activities of ATEMS Group covers six areas such as agricultural and forestry products; inspection and packaging machinery; chemicals and products for foundry and steel mills; engineering products

primarily for utilities, railways, power, mining and ceramics; “Flavors of Orient”, i.e., which sells natural herbs, spices, ingredients and souvenir products; and lac resin manufacturing. Even today it is a family business. Along with A.T.E. Maskati Ltd, ATEMS group manages Thevaraya Co. Ltd, Atem International Co. Ltd. and Flavours of the Orient Co. Ltd. Among these companies, Flavours of the Orient Co. Ltd. is a joint-venture company with Tea House (Pvt) Ltd. of Sri Lanka, established in 1998 (<http://www.atems.com>).

2-2 Diwanchand Kundanlal Group: The Most Honored PIO in Thailand

Diwanchand Kundanlal Group is led by Shivnath Rai Bajaj (a Hindu born in Pakistan Punjab). Their flagship company is Thai Filament Textiles Co. Ltd., which was incorporated in 1969 as a joint venture between Diwanchand Group and Teijin Group of Japan. Its manufacturing plant was commissioned in 1971 to produce 100 per cent polyester filament fabrics. The company is the only polyester filament fabric manufacturer to have been granted the Department of Export Promotion’s logo “Thailand’s Brand”. Its products are exported to Europe, the US, and Japan, etc. (<http://www.thai-filament.com>). Diwanchand Kundanlal Group also runs Rembrandt Hotel Corporation, Rembrandt Towers, Shiva Holdings Company Ltd., Trans Global Holdings Ltd., South East Investment Ltd., etc.

The chairman of this group, Shivnath Rai Bajaj contributed much to promote understanding between Indians and Thais. He became a bridge between both countries as president of the India-Thai Chamber of Commerce for two consecutive terms (1971-1973) and a committee member of the Board of Trade for two years. He also served as a member of the Thai-Bharat Cultural Lodge for many years and was also the president of

Hindu Samaj. Because of his immense contributions, he became the first Indian to be awarded the Order of the White Elephant, which was presented by his Majesty the King himself. The Government of India presented him with the Pravasi Bharatiya Samman in 2006 as well as 5th Bharatvanshi Gaurab Samman in 2008 for his tireless services to business and society in a foreign country. He arrived in Bangkok in 1938 from a small village near Lahore at the age of 17 “quite against his will” to help his brothers who were already had an established textile business in Bangkok. The company was named after his eldest brother and father. In 1944 he married Satwani Kaul, who was not Panjabi Hindu but a second generation Sikh (*Masala*, February 2010, pp. 58-60). Today Diwanchand Kundanlal Group has offices in India, Dubai, and Singapore.

2-3 Siam Vidhya Group: Investor in Finance and Real Estate

Siam Vidhya group led by Sura Sing Chansrichawla is a representative Namdhari Sikh business group. In the early 1880s the founder of this group, Poola Singh Chawla, left his native Punjab and came to Thailand. He opened a small shop house in Bangkok and started his business as a textile trader. Encouraged by his own success as trader he then ventured into financing textile distributions as well as real estate business. His son, Gurbux Singh, became one of the founders and main shareholders of Bank of Ayudhia, the then eleventh ranking bank in Thailand, although his shares of Bank of Ayudhya were sold out in later years.

Sura Sing Chansrichawla is the son of Gurbux Singh. With the fall of Saigon, the property price fell sharply. Seeing this as an opportunity, Sura Sing Chansrichawla bought as much real estate as he possibly could by using all his assets as collateral. All the land that the company bought was developed by hundreds of separate subsidiaries. Among these companies

were Holiday Inn Crown Plaza (Hotel) in Bangkok, Unico's 200-acre golf course, tin mines, housing and resort developments in Bangkok, Chiang Mai, and Pattaya, as well as office and apartment buildings. His business strategy was to use balance sheet assets in order to raise funds for the growth of various activities. In the 1970s the Thai government decided to offer new licenses to set-up finance companies. Seizing this opportunity as well, Sura established Unico Finance, and later took over Midland Merchant Finance. Unico Finance was eventually sold off, while Chiangmai Trust and Creditfoncie Unico Housing were added to his portfolio. He also acquired Laem Thong Bank, one of the fifteen licensed commercial banks in Thailand, and established Thai Prashit Insurance. He also expanded his business overseas, by establishing GSP, an offshore banking company, and acquiring 20% equity in Data Line Asia Pacific Limited, a Hong Kong based financial databank. (<http://www.sikhreview.org>).

However, we cannot find out company names such as Laem Thong Bank, Midland Merchant Finance or Thai Prashit Insurance any more today. In fact, because of the financial crisis in 1997, Laem Thong Bank was taken over by Radanasin Bank, and eventually to be sold to Singapore's United Overseas Bank. (See Darana Chudasri, "A Cosy Club no Longer," Bangkok Post 2002 Mid Year Economic Review.. <http://www.bangkokpost.com/midyear2002/banking.html>).

On the other hand, Unico Group is devoted to the real estate business. It is headed by Mr. Chansrichawla, a nephew of Sura, and comprises three companies, Sunflag (Thailand) Ltd., UNICO Housing Co. Ltd., and UNICO Trading Co. Ltd., which are members of the India-Thai Chamber of Commerce. Incidentally, Holiday Inn Crown Plaza Hotel used to be jointly owned by Chansrichawla and Hari Lal, an Indian living in Hong Kong, but this is no longer the case, as Chansrichawla sold all his shares to the

former.

2-4 GP Group: Rising Star of PIO Business World

The head of GP Group is Kirit Shah (<http://www.premjee.com>). This group is the most promising PIO business group in Thailand today⁴⁾.

The Shah (means “trader”) family, who runs GP Group, comes from Kutch, in the Gujarat State of India and belongs to the Jain community. Kirit Shah’s great grandfather was Devjee Khetjee, who had four sons. His second son, Shivjee, was the grand father of Kirit Shah. Shivjee had one son, Chimanlal Shah, the father of Kirit Shah. In 1868, the Shah family migrated from Bombay to Rangoon (now Yangon), Burma. There they established G. Premjee Company and prospered in rice trade. In 1918, Chimanlal Shah transferred the base of his operations to Bangkok, Thailand and continued to sell rice grown in India, Thailand, Burma, and Sri Lanka to West Asian and African countries. At that time A.T.E. Maskati and Nana family had already established their businesses⁵⁾.

Up to the 1970s, GP Group traded only rice. From the late 1970s, however, GP Group diversified from rice to other agricultural products such as corn, sorghum, beans, canned food-stuffs, sugar, wheat, and barley. Also, GP Group began to trade corn from the US and Argentina as well as rice from Vietnam, India, Pakistan, Indonesia and China in addition to its main source, Thailand. Further, GP Group expanded its trading base by adding industrial raw materials such as coals, ore, minerals, steel

4) I interviewed Mr. Kirit Shar on 8 January 2009 at his office of Cathey House of North Sathorn.

5) A. T. E. Maskati set up A. T. E. Maskati company in 1956. A. E.. Nana was a Bohra Muslim and trader, who later turned to the real estate business. His inherited property extends on both sides of the Sukhumvit Road area. Even today we can see the name of Soi Nana or BTS Nana station as legacies of his influence.

products, fertilizers and fertilizer materials. Because shipping is a key competitive factor in the international grain trade, GP Group moved progressively into shipping business: charting, owning, handling, agency and brokerage. To strengthen their access to financing for third country trading, the GP Group also forged strong links with international banks in the financial capitals of the world. Moreover, to support the rubber industry in Thailand, GP Group began production of centrifuges, latex concentrate and downstream dipped rubber products. Thanks to their experience in hospital goods, GP Group diversified into soft gelatin capsules for pharmaceuticals and health food supplements. As a further development into the healthcare field, GP Group launched another venture to manufacture and market a wide spectrum of bulk pharmaceutical chemicals. GP Group also entered the jewelry business to serve international markets, as well as real estate and construction businesses. GP Group has overseas offices in Singapore and Saudi Arabia. Most of the head offices of GP Group companies are located in Cathey House, North Sathorn, Bangkok.

Kirit Shah was born in 1953 in Bombay. He is a Jain, but he lives quite a different life from those Jains who are strict vegetarian. Jains are well-known for their *ahimsa* (non-killing) and strict asceticism. However, he eats beef as well as pork. According to him, “to be a strict vegetarian is extremely non practical”. Also, he said: “The Government of India provided only poverty evenly among the people in 1950s”. Kirit Shah is a person who is full of innovative ideas and free from fixed notions. This name of Kirit Shah is also apparent by the fact that he broke many taboos by marrying Muslim girl 35 years ago. After graduating from a boarding school in Simla (since there were no English schools in Bangkok in the 1950s), he studied at the University of Bombay for two years. However,

before completing his studies, he came to Bangkok to join his father's business. His is a PIO and received the Thai nationality in 1998.

GP Group suffered great deal as a result of the exchange and financial crisis in 1997. Consequently, Kirit Shar sold all four rubber or rubber-related companies during 1997-98. In the construction business, there was a joint venture with Ansal Co. Ltd. of New Delhi. However, this company was also closed. Maxwin Construction Co. Ltd. was closed in 1997 as were 15 subsidiaries excluding only one hotel, Amari Atrium Hotel. There are no more companies in construction business today. In the pharmaceutical business, GP Group has two companies. One of them is Lupin Chemical (Thailand), a joint venture with Lupin Chemical Ltd. of India. However, in 2007, Lupin Ltd. withdrew from Thailand and the name of the company has changed to Linaria Chemicals (Thailand) Ltd., a subsidiary of GP Group (<https://www.lupinworld.com>). Ninety per cent of its products are bulk drugs for export. The other company is Mega Life Science Co. Ltd., which has a 25-year history. Mega Life Science produces two billion soft gelatin capsules per year. It has two plants: one in Thailand and another in Australia. Only one public company limited of the GP Group is Precious Shipping PCL (PSL), the flagship company of GP Group. Recently Kirit Shah founded Precious Shipping (PSL) of Thailand in Mumbai, India. He also founded Great Circle Shipping Agency Limited as a subsidiary of PSL in 1988 (<http://www.preciousshipping.com>).

Globex Pvt. Ltd. is GP Group's holding company, which has investments in more than 100 companies. Among them is Phoenix Pulp and Paper PCL, a joint venture between Globex and Ballarpur Industries, a Thapar Group Company of India. Kirit Shah, however, sold all of his shares to Siam Cement in 2004-05. as did Ballarpur Industries. Globex invests in Sila Eastern Co. Ltd., a joint venture with Tata Steel for limestone mining, as

well as in a distribution office of Jet Air Ltd. of India. In gems business, Kirit Shah owns Diamond RuSa Ltd.

When Kirit Shah joined his father in 1970s, big business opportunities were emerging in Thailand. Thai government decided to start opening up the country to investment, and the industrialization of Thailand accelerated. To pursue the Vietnam War, the US Government constructed super highways and opened five military bases in Thailand. In 1973 there was the First Oil Crisis, and Kirit Shar often visited Middle Eastern and African countries where economic boom was occurring. It was at that time when he built relations with buyers in those areas.

Even today, Kirit Shah visits Mumbai once a month. He speaks Thai if necessary, but he never studied Thai in school. According to Shar, because there is no local business for him, speaking Thai is unnecessary. He stressed the importance of being able to speak English and even organize a class for English speaking at his office everyday for anybody to join. He also employs Indians, most of them are employees of Precious Shipping PCL. Among his 408 total employees, 15-17 are recruited from India.

His first daughter is doing business in Bangkok, while his second daughter and his first son are studying in the US. All three of them do not speak any Indian language. The first daughter is named Nishta Shah, who graduated from Boston University. Now she is the Managing Director of GP Group; however, it is said that she will take over her father's business in the future. She has started a new business, a designer label for women called "Nusha" (from the Sanskrit word, nasha, for intoxication) to contribute to the diversification of GP Group (*Masala*, August 2009, pp. 38-41).

3 Indian FDI to Thailand: An Overview

According to information from the Embassy of India in Thailand, some of the main Indian firms invested in Thailand are Aditya Birla Group, Indorama Group, Phoenix Pulp and Paper PCL, Tata Steel, Tata Motors, TCS (Tata Consultancy Services), Thai Baroda Industries, Dabur Pharma, Usha Martin Industries, Polyplex Corporation, Ranbaxy Laboratories, Lupin Laboratories, and NIIT. In the field of finance, Bharat Overseas Bank (now known as Indian Overseas Bank) started their business in 1973. The Bank of Baroda in September 2005, as did ICICI Bank in September 2005. In the field of insurance, New India Assurance and Indian Assurance are both doing business in Thailand. All of the companies in the field of finance are public corporations.

A caveat is necessary. Among the companies mentioned above, Phoenix Pulp and Paper PCL is a joint venture comprised of Ballarpur Industries Ltd. of India that made inroad into Thailand in 1975, the European Overseas Development Corporation, the Thai Ministry of Finance, the Industrial Finance Corporation of Thailand and other Thai partners. However, Ballarpur Industries, a Thapar group company of India, left Thailand in 2004-05. Today Phoenix Pulp and Paper PCL is a subsidiary of Siam Pulp and Paper Ltd., a Siam Cement Group company.

Thai Baroda Industries, established in 1990, is a joint venture between Mumbai-based Baroda Rayon Corporation and Thai capital. It manufactures high-tenacity nylon-6 yarn and cord fabrics for tires. It has a factory in Rayong, Thailand, and its products are sold not only in the Thai domestic market but also exported to Australia, India, Indonesia, South Korea, Philippines, Pakistan, Sri Lanka, and Taiwan. However, in September 2008, it was acquired by SRF Ltd. of India and became a subsidiary of SRF

Ltd., formerly known as Shriram Fibres Ltd., a representative company of Shriram Group of India headed by Arun Bharat Ram.

Lupin Chemical (Thailand) Ltd. was started as a joint venture between Lupin Ltd. of India and GP Group of Thailand. In 2007, however, Lupin Ltd. sold Lupin Chemical (Thailand) Ltd. Today the name of the company is Linaria Chemicals (Thailand) Ltd., which is a company of the GP Group run by Kirit Shar, as referred above.

Ranbaxy Unichem Co. Ltd. of Thailand, set up in 1983, is a joint venture between Ranbaxy Laboratories Ltd. of India and Unichem Ltd. of Thailand. Ranbaxy Laboratories had four subsidiaries in Thailand including Ranbaxy Unichem Company Ltd., Bounty Holdings Co. Ltd., Unichem Pharmaceuticals, and Unichem Distributors (Thailand) Ltd. Before being acquired in 2008 by Daiichi Sankyo, Ranbaxy Laboratories Ltd. was the largest pharmaceutical company in India.

Thus surprisingly, many Indian subsidiaries in Thailand have already disinvested from Thai market or been acquired by other companies.

Regarding the Indian companies that invested in Thailand, we can obtain more detailed information from BOI (Board of Investment) Thailand. There are some Indian investors who choose not to apply for approval at BOI since it is only granted by the Thai government to investors who satisfy certain conditions (import duty and corporate tax exemption measures apply to approved project). Although the data does not cover all FDI from India to Thailand, these data do provide more detailed information than BOT statistics (Chirathivat 2008).

According to BOI, from 2001 to 2013, the total number of approved projects was 212 (**Table 3**). During the same period, total approved amount was about Bt.42.6 billion. If we examine the distribution of total registered capital, 82.1 per cent was Indian capital. **Table 4** shows the Indian projects

Table 3 Indian Investment Projects approved by BOI: 2001-2013 (Million Baht)

	2001	2002	2003	2004	2005	2006
1. No. of Projects	12	5	11	19	16	18
2. Total Investment	1954.4	92.3	3519.3	1615.2	1105.9	2670.6
3. Total Registered Capital	431.7	23.5	1258.2	562.8	434.0	482.5
-- Indian	379.1	14.1	1245.6	278.0	407.6	346.7

Note: "Indian Investment Projects" refer to projects with Indian capital of at least 10%.

Source: BOI, Thailand.

Table 4 Indian Investment Projects approved by BOI classified by Investment Size, 2001-2013

Investment Size (Million Baht)	Number	%
< 50	120	56.6
50-99	28	13.2
100-499	44	20.8
500-999	11	5.2
> 1000	9	4.2
Total	212	100.0

Source: BOI, Thailand.

classified by investment size. 192 projects out of the total 212 projects (90.6 per cent of the total) on approved base were small- or medium-sized projects of less than Bt.500million. If we see industry-wise distribution of the Indian projects approved by BOI in **Table 5**, in terms of number light industries/textiles accounts for 21.7 % , chemicals and paper accounts for 20.8%, electric and electric products accounts for 17.9%, services accounts for 13.7 % , agricultural products accounts for 11.8 % , metal products and machinery accounts for 9.8% , and so on. This is a well-balanced distribution. In terms of investment amount, chemicals and paper accounts for 30.7%, followed by metal products and machinery 26.4%, minerals and ceramics 13.6%, agricultural products 11.3%, services 8.7%, light

2007	2008	2009	2010	2011	2012	2013	Total (2001-2013)	
23	21	17	13	15	25	17	212	
7398.3	9591.6	3680.2	1740.2	1693.0	6099.7	1620.8	42781.5	(%)
1056.1	2558.4	155.9	246.9	159.0	684.6	194.0	8247.6	100.0
799.0	2363.3	101.2	201.7	134.0	341.7	160.9	6772.9	82.1

Table 5 Indian Investment Projects approved by BOI classified by Sector, 2001-2013 (Million Baht)

Sector	Number	%	Amount	%
Agricultural Products	25	11.8	5267.6	11.3
Minerals and Ceramics	9	4.2	6311.9	13.6
Light Industries/Textiles	46	21.7	3510.6	7.6
Metal Products and Machinery	21	9.9	12256.1	26.4
Electric and Electric Products	38	17.9	775.0	1.7
Chemicals and Paper	44	20.8	14240.6	30.7
Services	29	13.7	4093.9	8.7
Total	212	100.0	46455.7	100.0

Source: BOI, Thailand.

industries and textiles 7.6%.

Table 6 shows the list of the Indian projects approved by BOI from 1985 to 2013. However, it doesn't seem to cover whole approved projects up to 2004, because it doesn't match the figures cited in Table 3. Since 2005, however, the list covers the whole approved projects.

According to Table 6, total number of approved projects is 241. Among them, there are 13 big projects whose investment each exceed Bt.1 billion: (1) Pulp & paper project by Phoenix Pulp & Paper PCL (1989; Bt. 3,125 million), (2) Tire cord project by Thai Baroda Industries Ltd. (1990; Bt. 2,443 million), (3) Mono ethylene glycol and ethylene project by Thai Rayon PCL (1992; Bt. 3,820 million), (4) Worsted yarn project by Indorama

Table 6: Indian Projects approved by BOI, Thailand, 1985-2013

	Year of Approval	Name of the Company	Location	Export Ratio (%)	Investment Zone (%)
1	1985	THAI RAYON PUBLIC CO. LTD.	ANG THONG	0	2
2	1986	SUPRANEE UNION CO. LTD.	SAMUT SAKHON	80	1
3		THAI CARBON BLACK PUBLIC CO. LTD.	ANG THONG	100	2
4		THAI RAYON PUBLIC CO. LTD.	ANG THONG	100	2
5		INDO-RAMA CHEMICALS (THAILAND) LTD.	SARABURI	80	2
6		WIREFORM A.N. (THAILAND) CO. LTD.	PATHUM THANI	50	1
7	1987	LINARIA CHEMICALS (THAILAND) CO. LTD.	SAMUT PRAKAN	0	1
8		THAI AMBICA CHEMICALS CO. LTD.	SAMUT PRAKAN	0	1
9		THAI PEROXIDE CO. LTD.	SARABURI	0	2
10		THAI RAYON PUBLIC CO. LTD.	ANG THONG	0	2
11	1988	ALUCON RPUBLIC CO. LTD.	SAMUT PRAKAN	100	2
12		GAMMA TEXTILE MANUFACTURING CO. LTD.	NAKHON PATHOM	80	1
13		M. L. A. ENTERPRISE CO. LTD.	CHIANG MAI	0	3
14		SURETEX LTD.	SURAT THANI	80	3
15		TRONIC LACE CO. LTD.	PATHUM THANI	80	1
16	1989	A. P. S. INDUSTRIES CO. LTD.	PHRA NAKHON SRI AYUDAYA	20	2
17		MAXWIN BUILDERS LTD.	BANGKOK	0	1
18		PHOENIX PULP & PAPER PUBLIC CO. LTD.	KHON KAEN	80	3
19		THAI RAYON PUBLIC CO. LTD.	ANG THONG	100	2
20	1990	WIREFORM A.N. (THAILAND) CO. LTD.	PATHUM THANI	80	1
21		THAI BARODA INDUSTRIES LTD.	RAYONG	50	3
22		DEE JAY FARM CO. LTD.	SA KAEW	0	3
23		PRO-TECH FERRITE CO. LTD.	NAKHON PATHOM	0	1
24		SINTER PLAST THAI CO. LTD.	PHRA NAKHON SRI AYUDAYA	0	2
25	1992	INDO-RAMA CHEMICALS (THAILAND) LTD.	SARABURI	80	2
26		THAI RAYON PUBLIC CO. LTD.	RAYONG	0	3
27	1993	INDORAMA HOLDINGS LTD.	LOP BURI	80	3
28	1994	ADITYA BIRLA CHEMICALS (THAILAND) LTD.	RAYONG	0	3
29		MED LINE PRODUCTS CO. LTD.	SONGKLA	80	3
30		OLEFINE ORGANICS (THAILAND) CO. LTD.	LOP BURI	0	3
31		SPECTRUM CONSULTING GROUP CO. LTD.	LOP BURI	0	3
32	1995	UNITED STONE CO. LTD.	NAKHON RACHASIMA	100	3
33		STS CREATIONS THAI CO. LTD.	CHACHOENGSAO	80	2
34		USHA SIAM STEEL INDUSTRIES CO. LTD.	LOP BURI	0	3

Amount of Investment (Bt. 100million)	Products	Employment	
		Thai	Foreign
372.7	HYDROGEN PEROXIDE	91	9
62.0	LACE; LACE CLOTH	468	10
20.5	CARBON BLACK	9	6
98.0	SODIUM SULPHATE; VISCOSE RAYON STAPLE FIBER	38	2
551.0	ACETIC ACID; FURFURYL ALCOHOL	124	14
24.3	CLIP (METAL); PRESSED PARTS	150	10
86.8	ANTI-TUBERCULOSIS AGENTS; ANTI-BACTERIAL AGENTS	145	15
250.0	DISPERSE DYES	166	10
372.7	HYDROGEN PEROXIDE	80	20
230.0	SODIUM SULPHATE; VISCOSE RAYON STAPLE FIBER	120	6
180.0	ALUMINIUM CAN; ALUMINIUM SLUG	114	2
117.0	EMBROIDERED FABRIC; LACE CLOTHES	258	3
55.0	HOSPITAL	164	0
95.0	CONDOM	146	7
46.3	NYLON/RAYON MIXED RASCHEL LACE; ELASTIC LACE	35	2
43.2	TONG, RING DRIVER, NUT DRIVER	222	3
501.0	HOTEL	600	20
3125.0	PULP PAPER	400	0
92.0	SODIUM SULPHATE; VISCOSE RAYON STAPLE FIBER	33	3
31.0	PRECISION MACHINE PARTS	112	6
2443.0	TYRECORD	659	15
67.0	RAW MILK	89	4
40.0	BARIUM FERRITE POWDER; STRONTIUM FERRITE POWDER	56	7
22.0	CUTTER BLADE (SNAP OFF); JIG SAW BLADE	41	4
150.8	FURFURYL/FURFURYL ALCOHOL; FORMIC ACID	50	10
3820.3	MONO ETHYLENE GLYCOL; ETHYLENE	260	35
1250.0	WORSTED YARNS	263	30
1464.0	CAUSTIC SODA; SODIUM HYPOCHLORITE	192	28
30.0	RUBBER GLOVES	423	10
60.0	OLEO DERIVATIVE PRODUCT	35	4
55.8	PLASTIC PRODUCTS	38	5
14.0	GRANITE	61	3
69.9	CONDOM	365	5
267.0	STAINLESS STEEL WIRE; P.C.STRAND WIRE	38	5

35	1996	SAFE GLOVE CO. LTD.	SURAT THANI	100	3
36	1997	FEMINA LACE DYE WORKS CO. LTD.	CHAINAT	0	3
37		STS GEMS THAI LTD.	BANGKOK	80	1
38		PALMAX CO. LTD.	LAMPHUN	100	3
39	1998	INDO POLY (THAILAND) LTD.	NAKHON PATHOM	30	1
40		PETFORM (THAILAND) LTD.	LOP BURI	0	3
41		WORLD BEDDING CO. LTD.	PHETCHABURI	80	3
42	1999	ANAND RATHI ADVISORS (THAILAND) CO. LTD.	BANGKOK	0	1
43		STS GEMS THAI LTD.	BANGKOK	100	1
44		STS GEMS THAI LTD.	BANGKOK	100	1
45	2000	ESSEM INTERNATIONAL CO. LTD.	CHON BURI	100	3
46		JACOB S JEWELRY CO. LTD.	BANGKOK	100	1
47		ORIENT PEARL (BANGKOK) CO. LTD.	BANGKOK	85	1
48		REX ENTERPRISES CP. LTD.	NAKHON PATHOM	95	1
49		SAMUEL INFOTECH CO. LTD.	SURAT THANI	95	3
50		YAMAKEN APPAREL LTD.	SAMUT PRAKAN	100	1
51	2001	E-SENSE LTD.	BANGKOK	50	1
52		PETFORM (THAILAND) LTD.	LOP BURI	30	3
53		POLYPLEX (THAILAND) PUBLIC CO. LTD.	RAYONG	90	3
54		SARAFF ENERGIES CO. LTD.	LOP BURI	95	3
55		SUNFLAG (THAILAND) LTD.	PHRA NAKHON SRI AYUDAYA	50	2
56		TELEDATA INFORMATICS (BANGKOK) LTD.	BANGKOK	10	1
57		THOUNG THAO SIAM CO. LTD.	BURI RAM	10	3
58	2002	GENERAL SILVER & GOLD LTD.	BANGKOK	100	1
59		SARAFF ENERGIES CO. LTD.	NONTHABURI	0	1
60		EXCELLENT THAI CUT LTD.	BANGKOK	100	1
61	2003	ESSEM INTERNATIONAL CO. LTD.	CHON BURI	100	2
62		EXCELLENT THAI CUT LTD.	BANGKOK	80	1
63		I-VISION SOLUTIONS CO. LTD.	BANGKOK	0	1
64		KURO SOFT (THAILAND) CO. LTD.	BANGKOK	0	1
65		OPENTECH THAI NETWORK SPECIALISTS LTD.	BANGKOK	0	1
66		PETFORM (THAILAND) LTD.	LOP BURI	20	3
67		POLYPLEX (THAILAND) PUBLIC CO. LTD.	RAYONG	80	2
68	2004	585 JEWELRY CO. LTD.	BANGKOK	80	1
69		BEMA CO. LTD.	NAKHON RATCHASIMA	100	3
70		EAGLEYE INFOTECH CO. LTD.	BANGKOK	0	1
71		NEMERA INTERNATIONAL CO. LTD.	BANGKOK	0	1
72		PLUS LAB CO. LTD.	BANGKOK	20	2
73		POLYPLEX (THAILAND) PUBLIC CO. LTD.	RAYONG	80	2
74		ROSY BLUE DIAMOND CO. LTD.	PHITSANULOK	100	3
75		SARAFF ENERGIES CO. LTD.	KRABI	0	3

20.2	NATURAL RUBBER/SYNTHETIC RUBBER GLOVES	300	5
51.9	FABRIC DYEING	31	9
24.0	JEWELRY ITEMS; CUTTING & POLISHING OF GEM STONES	50	8
24.7	COOKED FOODS; CANNED VEGETABLE/FRUIT	124	2
2500.0	POLYESTER PRODUCTS; POLYESTER CHIPS	135	15
185.0	PLASTIC CAP	82	6
20.0	BED COVER	136	1
2.0	TRADE AND INVESTMENT SUPPORT	65	29
20.0	DRESSING ORNAMENT	193	7
76.7	JEWELRY; CUT/POLISHED PRECIOUS STONES	424	26
25.0	BALL POINT TIPS	13	3
67.0	ORNAMENT	287	5
45.8	PEARLS; JEWELRY	94	6
44.3	FEEDING BOTTLES; PLASTIC PRODUCTS FOR KID	310	4
100.0	RUBBER GLOVES/SYNTHETIC RUBBER GLOVES	161	5
54.7	GARMENT	257	7
6.4	SOFTWARE	47	5
225.0	PLASTIC BOTTLE (PET)	88	8
1320.0	POLYESTER FILM	140	35
20.0	PLASTIC PRODUCTS	28	4
250.0	BRIGHT POLYESTER PRODUCTS	85	15
4.5	SOFTWARE	21	6
9.8	SOCKS	59	1
10.0	JEWELRY	168	7
2.5	SOFTWARE	28	6
4.0	POLISHED DIAMOND	95	5
33.3	BALL POINT TIPS	11	0
15.0	JEWELRY & PARTS	74	2
2.0	SOFTWARE	16	0
6.0	SOFTWARE	26	5
10.0	SOFTWARE	39	0
70.0	PLASTIC CLOSURES	20	3
1320.0	PET RESIN; POLYESTER FILM	95	25
20.0	JEWELRY & PARTS	99	1
85.0	UNDERWEAR	1000	10
3.0	SOFTWARE	32	0
23.0	SOFTWARE	104	0
94.0	HIGH PRESSURE VESSEL	84	13
100.0	METALLIZED FILM	14	2
25.8	CUT/POLISHED DIAMOND	350	3
466.0	ELECTRIC POWER	39	0

76		TVS LOGISTICS SIAM CO. LTD.	BANGKOK	0	1
77		UNWIN STARCH CO. LTD.	SARABURI	80	2
78	2005	DELTA NETWORKS CO. LTD.	SAMUT PRAKAN	0	1
79		DILUCE JEWELRY CO. LTD.	BANGKOK	90	1
80		H. V. JEWELS CO. LTD.	BANGKOK	100	1
81		INNOVATIVE GLOBES CO. LTD.	SONGKHLA	95	1
82		IVAX PAPER CHEMICALS LTD.	PRACHIN BURI	75	3
83		NIIT TECHNOLOGIES LTD.	BANGKOK	0	1
84		OPTIMUM INFO SOLUTIONS LTD.	BANGKOK	0	1
85		PETFORM (THAILAND) LTD.	LOP BURI	0	3
86		PETFORM (THAILAND) LTD.	LOP BURI	0	3
87		SAFE SHIELD CO. LTD.	SURAT THANI	95	3
88		SIAM INDO TOOLS CO. LTD.	BANGKOK	100	1
89		SSL MANUFACTURING (THAILAND) LTD.	BANGKOK	0	1
90		TANYA COLLECTIONS LTD.	BANGKOK	95	1
91		TATA TECHNOLOGIES (THAILAND) CO. LTD.	BANGKOK	0	1
92		TECH MAHINDRA (THAILAND) CO. LTD.	BANGKOK	0	1
93		UNITOP CHEMICALS PVT CO. LTD.	CHON BURI	70	2
94	2006	INDORAMA POLYMERS PUBLIC CO. LTD.	N.A.	75	3
95		MR. SUNIL CHORDIA	N.A.	37	2
96		POLYPLEX (THAILAND)PUBLIC CO. LTD.	N.A.	90	2
97		MR. AJAY KUMAR AGRAWAC	N.A.	85	3
98		PURE CHEM CO. LTD.	N.A.	40	1
99		MR. UDAI CHAND GUNECHA	N.A.	40	3
100		ESSEM INTERNATIONAL CO. LTD.	N.A.	100	2
101		MR. SRIKRUSHNA PATNAIK	N.A.	50	3
102		BIO-INNOVA AND SYNCHRON CO. LTD.	N.A.	0	1
103		SIGNATURE IMPEX CO. LTD.	N.A.	90	1
104		BEMA CO. LTD.	N.A.	100	3
105		INDUCTION SERVICES & ENGINEERING CO. LTD.	N.A.	0	2
106		GENERAL SILVER & GOLD LTD.	N.A.	80	1
107		MEGA TEXTILE INDUSTRIES LTD.	N.A.	40	1
108		TECH MAHINDRA (THAILAND) CO. LTD.	N.A.	0	1
109		ASBE CO. LTD.	N.A.	70	3
110		INFINITE COMPUTING SYSTMES(THAILAND)CO. LTD.	N.A.	0	1
111		KUROSOFTE (THAILAND) CO. LTD.	N.A.	0	1
112	2007	N.T.S. STEEL GROUP PUBLIC CO. LTD.	CHON BURI		2
113		TATA MOTORS (THAILAND) LTD.	SAMUT PRAKAN		1
114		ALVA ALUMINIUM LTD.	RAYONG		2
115		PLUS LAB CO. LTD.	CHON BURI		2
116		KLJ ORGANIC (THAILAND) LTD.	RAYONG		2
117		KLT AUTOMOTIVE (THAILAND) CO. LTD.	PRACHIN BURI		3
118		NRB BEARINGS (THAILAND) LTD.	RAYONG		2
119		GENESIS BALLOONS CO. LTD.	RAYONG		2
120		PETFORM (THAILAND) LTD.	LOB BURI		3
121		MAJOR GREEN CO. LTD. *	LOB BURI		3
122		ECLATS JEWELRY CO. LTD.	BANGKOK		1

6.5	TRADE AND INVESTMENT SUPPORT	94	5
2.4	DEXTRIN	11	6
7.0	STRUCTURED CABLING COMPONENT	14	2
8.0	JEWELRY	150	5
10.0	JEWELRY	48	6
250.0	NATURAL RUBBER GLOVES; SYNTHETIC GLOVES	613	13
150.0	ROSIN SOAP; ROSIN EMULSION; ALKARI	17	8
65.0	SOFTWARE	70	0
26.1	SOFTWARE	108	0
235.0	PLASTIC BOTTLE (PET)	63	4
101.2	PREFORM TUBES	6	1
52.2	NATURAL RUBBER/SYNTHETIC RUBBER GLOVES	175	5
47.8	BUSINESS PROCESS OUTSOURCING	123	17
8.2	SOFTWARE	46	0
37.0	JEWELRY & PARTS	328	17
10.4	R & D (AUTOMOTIVE)	30	17
10.0	SOFTWARE	65	0
68.0	ESTERS; AGROCHEMICAL EMULSIFIERS	23	3
770.0	PET RESIN 110,000 Tons	18	2
496.5	TYRE BEAD WIRE 33,000 Tons	175	15
400.0	LAMINATED FILM 600,000,000 Sq. Meters	80	20
256.3	EMBROIDERY LACE 5,200,000 Sq. yard	109	6
200.0	SORBITAL MALITITOL 3,000 Tons	13	0
111.7	CONCENTRATED LATEX; SKIMMED BLOCK 1,485 Tons	109	11
105.0	BALL POINT PEN TIPS 380,160,000 Pieces	14	1
98.0	EMULSION POLYMER 21,000 Tons	56	7
70.0	R & D (PHARMACEUTICAL)	34	0
39.0	JEWELRY 100,000 Pieces	150	9
31.5	GARMENT 4800,000 Pieces	1000	10
25.8	HEAT TREATMENT 1,500 Tons	23	1
20.0	JEWELRY 500,000 Pieces	300	0
19.0	TWISTED YARN 1.220 Tons	34	4
10.0	TRADE AND INVESTMENT SUPPORT	50	17
7.9	GARMENT PARTS 34,700,000 Parts; METAL PARTS 700,000 Pieces	102	5
5.6	SOFTWARE	55	0
4.3	SOFTWARE	29	0
3900.0	HOT METAL; PIG IRON; BILLET	400	20
1302.0	PICK-UP TRUCK	482	8
722.0	ALUMINIUM ALLOY INGOT	59	17
341.0	CNG CYLINDER	150	8
272.6	CHLORINATED PARAFFIN; PLASTIC DRUM; HYDROCHLORIC ACID	103	9
257.0	METAL PARTS FOR AUTOMOTIVE PRODUCTS	75	5
170.0	BEARINGS	69	14
79.0	RUBBER PRODUCTS	55	6
78.5	BOTTLE CAPS (PLASTIC)	7	1
72.0	SAPLING	135	2
42.6	JEWELRY	137	5

123		LUME CREATIONS CO. LTD.	BANGKOK	1
124		INNOVATIVE GLOVES CO. LTD.	SONGKHLA	3
125		SOUTHERN COOLING TOWERS (THAILAND) CO. LTD.	PRACHIN BURI	3
126		A.G.DESIGN CO. LTD.	BANGKOK	1
127		Miss Rungthiwa Sriphraiwan	CHON BURI	2
128		DR. SUNDAR VENKATESH	PATHUM THANI	1
129		MR. HEMANT SRIVASTAVA	BANGKOK	1
130		NAINVIRAT INTERNATIONAL BUSINESS CO. LTD.	BANGKOK	1
131		ENVY ALLIANCE CO. LTD.	BANGKOK	1
132		MSL SOFTWARE (THAILAND) CO. LTD.	BANGKOK	1
133		PRECIOUS SHIPPING PUBLIC CO. LTD.	BANGKOK	1
134		AR. ALOK GUPTA	BANGKOK	1
135	2008	SJR JEWELRY CO. LTD.	BANGKOK	1
136		MR. AMARJIT SINGH PURI	RAYONG	2
137		NEON INFOTECH SOUTH EAST ASIA CO. LTD.	BANGKOK	1
138		NARGLE INTERNATIONAL CO. LTD.	PHETCHABUN	3
139		DIVINE JEWELS CO. LTD.	BANGKOK	1
140		SLEEPWELL INDUSTRIES CO. LTD.	SAMUT SAKHON	1
141		SARAFF BIOGAS ENERGIES CO. LTD.	KRABI	3
142		PACIFIC SHEET & COIL (THAILAND) CO. LTD.	RAYONG	2
143		MR. RAMESH C. SABOO	RAYONG	2
144		MR. LAL SAMARAKOON	BANGKOK	1
145		ENGINE TECH (THAILAND) CO. LTD.	RAYONG	2
146		LINARIA CHEMICALS (THAILAND) LTD.	SAMUT PRAKAN	1
147		MR. A. S. RAVI	RAYONG	2
148		INDORAMA VENTURES LTD.	BANGKOK	1
149		GEMINI CREATION CO. LTD.	BANGKOK	1
150		SUIHIANG JEWELRY CO. LTD.	BANGKOK	1
151		KIRLOSKAR BROTHERS (THAILAND) LTD.	BANGKOK	1
152		GOLDEN SUN AQUA CO. LTD.	SAMUT PRAKAN	1
153		GENESIS ENGINEERING & TECHNICAL SERVICES	RAYONG	2
154		POLYPLEX (THAILAND) PUBLIC CO. LTD.	RAYONG	2
155		MR. PRASANTA KUMAR CHATTERJEE	RAYONG	2
156	2009	PNR GLOBALS CO. LTD.	CHON BURI	2
157		KEBANA ENGINEERING LTD.	RATCHABURI	2
158		SGC WIND ENERGY CO. LTD.	NAKHON SI THAMMARAT	3
159		IKEBANA ENGINEERING LTD.	RATCHABURI	2
160		NAVAKUN TRASPORT CO. LTD.	OTAHHER IN ZONE 3	3
161		MAJOR GREEN CO. LTD.	LOP BURI	3
162		INNOVATIVE GLOVES CO. LTD.	SONGKHLA	3
163		MR. ANOOP KHANUKA	PRACHIN BURI	3
164		SHINE PRODUCT CO. LTD.	PHETCHABURI	3
165		SKY HIGH INTERNATIONAL CO. LTD.	SAMUT PRAKAN	1
166		SITARA DIAMOND CO. LTD.	LAMPHUN	3
167		ABATEK (ASIA) CO. LTD.	SAMUT PRAKAN	1
168		PETFORM (THAILAND) LTD.	LOP BURI	3

34.2	JEWELRY	66	0
30.0	NARURAL RUBBER/SYNTHEITIC RUBBER GLOVES	93	2
25.0	COOLING TOWER; COOLING UNITS	62	7
22.2	JEWELRY	90	14
12.0	STAMPING PARTS	24	6
10.6	SOFTWARE	3	0
8.9	POLISHED/REPOLISHED PRECIOUS & SEMI PRECIOUS STONES	12	3
5.0	TRADE AND INVESTMENT SUPPORT	13	3
5.0	SOFTWARE	15	0
5.0	SOFTWARE	17	0
2.0	TRADE AND INVESTMENT SUPPORT	57	28
1.7	SOFTWARE	2	0
58.0	JEWELRY	95	5
7317.0	CAR ASSEMBLY (ECO-CAR PROJECT)	1000	0
7.4	SOFTWARE	16	0
3.5	PLASTIC PRODUCTS	12	1
14.8	JEWELRY	94	2
98.3	NATURAL LATEX BEDDING PRODUCT	79	10
80.0	ELECTRICITY POWER FROM BIO GAS	11	3
79.0	COIL CENTER	23	2
302.1	AMINO-1-BUTANOL; SODIUM CHLORIDE; AMMONIUM CHLORIDE	70	4
3.7	SOFTWARE	1	3
30.0	REAR VIEW MIRROS; PLASTIC PARTS FOR AUTOMOTIVE PRODUCT	9	1
308.0	ANTI-BACTERIAL AGENTS AND ANTI-TUBERCULOSIS AGENTS	158	0
197.1	ALTERNATOR; STARTERS & TWO WHEELER STARTERS; WIPERS	75	5
4.0	REGIONAL HEADQUARTERS	23	20
25.1	JEWELRY	100	14
16.1	JEWELRY	109	0
10.0	TRADE AND INVESTMENT SUPPORT	7	2
15.0	SEALED VEGETABLE JUICE/FRUIT JUICE	29	0
64.5	FABRICATED METAL STRUCTURAL PRODUCTS	155	10
535.0	PLASTIC FILM (COATED/NON-COATED)	60	5
423.0	STAMPING PARTS FOR AUTOMOTIVE PRODUCTS	64	6
100.0	STEEL BILLET; STRUCTURE STEEL	58	34
25.0	HEAT SHRINKABLE MEDIUM WALL TUBES	21	0
842.5	ELECTRICITY POWER FROM WIND POWER	25	9
25.5	HEAT SHRINKABLE MEDIUM WALL TUBES	21	0
31.5	WATER TRASPORTATION (GAS)	14	0
42.0	SAPLING (EUCALYPTUS)	137	2
140.0	NARURAL RUBBR/SYNTHETIC RUBBER GLOVES	180	1
230.0	CORRUGATED TRASFORMER PANEL; TRANSFORMER LAMINATOR	109	18
12.8	GRADING OF VEGETABLE/FRUIT; COOKONG PASTES; FRUIT JUICE	226	8
31.0	HAIR & SKIN CARE PRODCUT	71	6
7.7	DIAMOND POLISHING; DIAMOND SAWING	101	4
152.5	CONDUCTIVE RUBBER KEYPAD; MOULD	296	4
223.5	PET PREFORM	17	0

169		BHARAT HOTELS (THAILAND) CO. LTD.	SURAT THANI		3
170		SRIDURGA TECHNICAL CO., LTD.	BANGKOK		1
171		INDO SIAM FOOD PRODCUTS CO. LTD.	CHON BURI		2
172		PETFORM (THAILAND) LTD.	LOP BURI		3
173	2010	MR. SYED SHAKIR NAZIR	PHETCHABURI	65	3
174		PETFORM (THAILAND) LTD.	LOP BURI	80	3
175		POLYPLEX (THAILAND) PUBLIC CO. LTD.	RAYONG	100	2
176		CHAZE INDUSTRIAL CO. LTD.	CHACHOENGSAO	50	2
177		MR. RAJESH PODDAR	CHACHOENGSAO	40	2
178		SARAFF INFOTECH CO. LTD.	BANGKOK	0	1
179		THAI-INDO STEEL CO. LTD.	PRACHIN BURI	70	3
180		TATA CONSULTANCY SERVICES (THAILAND) LTD.	BANGKOK	0	1
181		ELETA CO. LTD.	NAKHON RACHASIMA	100	3
182		SUAY THAI THONG CO. LTD.	BANGKOK	90	1
183		MR. ANIL MEHTA	CHON BURI	100	2
184		NAVAKUN TRASPORT CO. LTD.	OTHER IN ZONE 3	0	3
185		PETFORM (THAILAND) LTD.	LOP BURI	100	3
186	2011	ROJANA INDUSTRIAL PARK PUBLIC CO. LTD.	RAYONG	0	2
187		ESSEM INTERNATIONAL CO. LTD.	CHON BURI	100	2
188		INNOVATIVE GLOVES CO. LTD.	SONGKHLA	90	3
189		NAVAKUN TRANSPORT CO. LTD.	OTHER IN ZONE 3	0	3
190		ELITE JEWELRY LTD.	BANGKOK	99	1
191		STONE APPLE CONSULTING CO. LTD.	BANGKOK	0	1
192		SINTER PLAST THAI LTD.	LOP BURI	100	3
193		ZIVA JEWELS LTD.	BANGKOK	99	1
194		SAP SIAM SILK CO. LTD.	NAKHON RACHASIMA	100	3
195		SAITECH SOLUTIONS & SERVICE CO. LTD.	BANGKOK	0	1
196		JAANSI SOLUTIONS & SERVICE CO. LTD.	PATHAM THANI	0	1
197		MR. R. J. AMBANI	PRACHUAP KHIRI KHAN	95	3
198		MR. GAURAV GUPTA	CHON BURI	100	2
199		PETFORM (THAILAND) LTD.	LOP BURI	10	3
200		MR. SRIKRUSHNA PATNAIK	PRACHIN BURI	50	3
201	2012	SRIDURGA TECHNICAL CO. LTD.	PATHUM THANI	60	1
202		POLYPLEX (THAILAND) PUBLIC CO. LTD.	RAYONG	99	2
203		ORCHID FLOWER JEWELS CO. LTD.	BANGKOK	99	1
204		MR. S. K. CHAKRABARTI	PRACHIN BURI	95	3
205		AQUAORAGNE SOFTWARE CO. LTD.	BANGKOK	0	1
206		MEGA LIFESCIENCE LTD.	SAMUT PRAKAN	55	1
207		POLYPLEX (THAILAND) PUBLIC CO. LTD.	RAYONG	80	2
208		HITTOCO TOOLS (THAILAND) LTD.	RAYONG	40	2
209		NV ENGINEERING & AUTOMATION CO. LTD.	PATHUM THANI	50	1
210		TANYA COLLECTIONS LTD.	BANGKOK	85	1
211		SINTER PLAST THAI LTD.	LOP BURI	0	3
212		USHA SIAM STEEL INDUSTRIES PUBLIC CO. LTD.	PATHUM THANI	30	1
213		REWA JEWELS CO. LTD.	BANGKOK	90	1

1521.8	HOTEL	143	18
7.0	FIBERGLASS BOAT	62	2
53.3	SCENTED BETELNUT	50	11
234.3	PLASTIC BOTTLE (PET)	39	2
38.0	AUTOMATIC FILING-PACKAGING MACHINE	28	6
75.4	PLASTIC CAP	13	0
675.0	SILICON COATED FILM	47	13
90.0	LEAD INGOT OR LEAD ALLOY INGOT	92	0
24.7	CAR MAT	20	11
1.5	TRADE AND INVESTMENT SUPPORT OFFICE	10	6
630.0	STAINLESS STEEL BILLETS	170	35
1.5	TRADE AND INVESTMENT SUPPORT OFFICE	17	23
78.0	GARMENT	1000	10
8.0	JEWELRY AND PARTS	14	7
19.1	RECYCLED BASE OIL	11	0
40.0	WATER TRASPORTATION (GAS)	14	0
59.0	PLASTIC CAP	11	0
560.0	INDUSTRIAL ESTATE	17	0
115.0	BALL POINT PEN TIPS	50	0
80.0	NATURAL RUBBER/SYNTHETIC RUBBER GLOVES	229	1
38.0	WATER TANSPORTATION (GAS)	14	0
11.6	JEWELRY AND PARTS	20	4
4.0	TRADE AND INVESTMENT SUPPORT OFFICE	23	9
223.2	PLASTIC PRODUCTS; SILICONE PRODUCTS	199	0
19.5	JEWELRY	35	3
40.0	SILK YARN	40	5
2.5	SOFTWARE	55	27
2.0	SOFTWARE	15	1
315.0	CANNED FRUIT; CANNED FRUIT JUICE; CONCENTRATE	184	0
29.0	POTPOURI; MENTHOL CRYSTAL	50	10
225.4	PET PREFORM	17	1
27.8	POLYMER EMULATION	16	4
3.3	FIBERGRASSS BOAT	10	1
2880.0	PET RESIN; POLYESTER FILM	114	50
11.9	JEWELRY & PARTS	70	4
58.0	RICE HUSK ASH NODULE	67	9
1.1	SOFTWARE	27	0
339.8	SOFT GELATIN CAPSULE; MEDICINE CAPSURE; MEDICUN TABLET	155	0
415.5	COATED FILM	25	2
45.0	CUTTING TOOLS	22	8
18.0	ELECTRONIC DESIGN AND PRODUCTS	20	12
28.0	JEWELRY & PARTS	182	12
134.0	PLASTIC PRODUCTS	59	8
663.0	STEEL WIRE & GALVANIZED STEEL WIRE. ETC.	133	0
25.5	LEWELRY & PARTS	51	3

214		HIGH TECH AGRI THAI CO. LTD.	CHON BURI	50	2
215		KLJ ORGANIC (THAILAND) LTD.	RAYONG	50	2
216		QUIDLAB CO. LTD.	BANGKOK	0	1
217		PETFORM (THAILAND) LTD.	RAYONG	10	2
218		THAIMED HIGH TECH CO. LTD.	PRACHIN BURI	100	3
219		TECH MAHINDRA (THAILAND) CO. LTD.	BANGKOK	0	1
220		MR. TARUN GOYAL	CHON BURI	0	2
221		MR. BHATELA KAMLESH KUMAR DHANSUKHLAL	BANGKOK	0	1
222		STEPS THERAPEUTICS CO. LTD.	PATHUM THANI	0	1
223		MR. MALAY KUMAR MITRA	BANGKOK	0	1
224		WOG TECHNOLOGIES (THAILAND) CO. LTD.	PHUKET	0	2
225		MR. AMOUG KUMAR SHARMA	PATHUM THANI	80	1
	2013				
226		FEMINA LACE INTERNATIONAL CO. LTD.	PATHUM THANI	80	1
227		SAI AGRO THAI CO. LTD.	LOP BURI	75	3
228		SAI AGRO THAI CO. LTD.	LOP BURI	50	3
229		KLT AUTOMOTIVE AND TUBULAR PRODUCTS (THAI)	PARACHIN BURI	0	3
230		BERGER PAINTS (THAILAND) LTD.	PRACHIN BURI	0	3
231		ROHA DYECHAM (THAILAND) LTD.	SAMUT PRAKAN	40	1
232		MR. ANILKUMAR MAMBULLY DAMODARAN	RAYONG	90	1
233		ECLATS JEWELRY CO. LTD.	BANGKOK	99	1
234		UNNATI CREATIONS CO. LTD.	BANGKOK	99	1
235		MR. PATIL MADAKUMAR	CHON BURI	80	2
236		PACIFIC METAL POWDERS CO. LTD.	NAKHON SAWAN	85	3
237		JAPITA JEWELRY MANUFACTURERS LTD.	BANGKOK	80	1
238		INSOURCE ASIA CO. LTD.	BANGKOK	0	1
239		ADI RESOURCING CO. LTD.	BANGKOK	0	1
240		SERVIONT GLOBAL SOLUTIONS (THAILAND) CO.	BANGKOK	0	1
241		MR. GAURAV DUBEY	BANGKOK	0	1

Note: Indian investment projects refer to projects with Indian capital of at least 10%.

Source: BOI, Thailand.

Holdings Ltd. (1993; Bt. 1,250 million), (5) Caustic soda, sodium hypochlorite project by Aditya Birla Chemicals (Thailand) Ltd. (1994; Bt. 1,464 million), (6) Polyester products and polyester chips project by Indo Poly (Thailand) Ltd. (1998; Bt. 2,500 million), (7) Polyester film project by Polyplex (Thailand) Ltd. (2001; Bt. 1,320 million), (8) PET resin and polyester film project by Polyplex (Thailand) PCL (2003; 1,320 million), (9) Hot metal, pig iron, and billet project by NTS Steel PCL (2007; Bt. 3,900 million), (10) Pick-up truck project by Tata Motors (Thailand) Ltd. (2007; Bt. 1,302 million), (11) Car assembly (eco-car) project by Mr. Amarjit

10.0	BIO FERTILITIER; SOIL CONDITIONER	106	10
142.0	ASCORBIC ACID	53	0
2.4	SOFTWARE	21	16
325.7	PREFORM BOTTLE	35	2
167.8	PLASTIC PRODUCTS	72	4
2.4	SOFTWARE	18	5
6.0	TELE SALES AND MARKETING SERVICE	30	6
1.0	TRADE AND INVESTMENT SUPPORT OFFICE	17	4
18.0	SCIENTIFIC LABORATORIES	20	9
3.0	TRADE AND INVESTMENT SUPPORT OFFICE	16	5
198.3	WATER SUPPLY/POTABLEWATER	22	8
600.0	STEEL WIRE ROPE	71	4
714.0	LACE FABRIC	276	14
250.0	CRUDE RICE BRAN OIL: ANIMAL FEED INGREDIENT	69	0
170.0	EXTRACTED BRAN OIL; ACID OIL; WAX	70	4
144.5	STEEL PIPE	73	10
131.3	PIGMENT	89	2
65.0	SAPONIFIED MARIGOLD OLEORESIN & SAPONIFIED PAPRIKA OLEORESIN	53	0
39.0	LATEX BALLOONS	23	3
28.1	JEWELERY	100	3
22.6	JEWELERY	82	3
15.3	FOOD INGREDIENT	38	3
13.9	METAL PRODUCTS	20	5
13.5	JEWELERY	40	3
5.0	SOFTWARE	47	8
4.0	TRADE AND INVESTMENT SUPPORT OFFICE	60	10
2.6	SOFTWARE	12	7
2.0	E-COMMERCE BUSINESS	6	1

Singh Puri (2008; Bt. 7,317 million), (12) Hotel project by Bharat Hotels (Thailand) Co. Ltd. (2009; 1,521.8 million), and (13) Pet resin & polyester film project by Polyplex (Thailand) PCL (2012; 2,880.0 million). Among those projects, the biggest one is (11), followed by (9).

The eco-car assembly project of number (11) under the name of Mr. Amarjit Singh Puri is the project of Tata Motors (Thailand). Mr. Amarjit Singh Puri is Senior General Manager who is in charge of Government matters and collaboration matters of Tata Motors). So the two biggest investment projects are both run by Tata group. On (12), Bharat Hotel

Limited (BHL) was incorporated in 1981 by the late Mr. Lalit Suri, who was a member of upper house of parliament, Rajya Sabha. BHL operates seven five-star hotels & resort at New Delhi, Mumbai, Goa, Srinagar, Udaipur and Khajuraho. BHL also developed and manages two commercial complexes, World Trade Centre and World Trade Tower both in New Delhi. BHL entered into a joint venture with promoters of Bharat Hotels (Thailand) Co. Ltd., which acquired a resort at Koh Samui, Thailand. BHL has a franchisee agreement with Intercontinental Hotels Group. The headquarter of BHL is in Mumbai (<http://www.thelalit.com>; www.careratings.com).

In terms of number of projects, there are many investments in the petrochemical and gems & jewelry industries. Investment in the software industry started in 2001, and the number of projects in this field has sharply increased since then (**Table 7**). In addition, there are many projects in which export ratio exceeds 80 per cent since many Indian companies use Thailand as an export base. In addition, there are four projects in which the number of employment exceeds 1,000. Those are (1) Bema Co. Ltd.'s project (Approved in 2004, produces underwear, number of employment is 1,000, and the products are 100% for export), (2) Bema Co. Ltd.'s project (Approved in 2006, produces garment, number of employment is 1,000, and the products are 100 % for export), (3) Mr. Amarjit Singh Puri's project (Approve in 2008, eco-car assembly, number of employment is 1,000), and (4) Eleta Co. Ltd.' project (Approved in 2010, produces garment, number of employment is 1,010, and products are 90% for export).

Bema Co. Ltd., established in 2004, is quite new. It has manufacturing plants in Thailand, Philippines, and an upcoming one in India. It produces bras and women's lingerie for Bali, Hanes, Triumph, etc. At two plants in Thailand, equipped with 1,200 sewing machines, it produces 800,000 dozen

Table 7 Projects of Indian Software Companies approved by BOI

Name	Apporved Year
E-Sense Ltd.	2001
Teledata Informatics (Bangkok) Ltd.	2001
Saraff Energies Co. Ltd.	2002
I-Vision Solutions Co. Ltd.	2003
Kuro Soft (Thailand) Co. Ltd.	2003
Opentech Thai Network Specialists Ltd.	2003
Eagleye Infotech Co. Ltd.	2004
Nemera International Co. Ltd.	2004
NIIT Technologies Ltd.	2005
Optimum Info Solutions Ltd.	2005
SSL Manufacturing (Thailand) Ltd.	2005
Tech Mahindra (Thailand) Co. Ltd.	2005
Infinite Computing Systems (Thailand) Co. Ltd	2006
Kurosoft (Thailand) Co. Ltd.	2006
Dr. Sundar Venkatesh	2007
Envy Alliance Co. Ltd.	2007
MSL Software (Thailand) Co. Ltd.	2007
Mr. Alok Gupta	2007
Neon Infotech South East Asia Co. Ltd.	2008
Mr. Lal Samarakoon	2008
Saitech Solutions & Service Co. Ltd.	2011
Jaansi Solutions & Serivices Co. Ltd.	2011
Aquaorange Software Co. L t d.	2012
Quidlab Co. Ltd.	2012
Tech Mahindra (Thailand) Co. Ltd.	2012
Insouce Asia Co. Ltd.	2013
Serviont Global Solutions (Thailand) Ltd.	2013

Source: BOI.

units annually. And the Philippines plant, it has 500 sewing machines producing 300,000 dozen units annually (<http://www.bemathai.com/about.html>). Because Bema is not registered in India, it should not be considered as an Indian company that invested from India, bus as a company established by a Thai Indian (or NRI).

4 Two Types of NRI Business Groups in Thailand

There are two types of Indian investors in Thailand. The first type is an investor, who came to Thailand from the 1970s to the early 1980s and became a member of India-Thai Chamber of Commerce. Such investors are NRIs who established themselves in Thai society. Aditya Birla Group and Indrama Group are two of the most representative industry groups in this category. The second type is an investor, who came to Thailand after 1991 when the liberalization process was started in India. The most representative industrial group of this type is Tata Group, including Tata Steel, Tata Motors, Tata Consultancy Services (TCS), and Tata Technologies. Many IT software companies such as TCS, 3i Infotec, NIIT, Tech Mahindra can also be included in this category.

4-1 Old NRI Groups

(a) Aditya Birla Group

Birla Group was one of the biggest industrial groups in India, along with Tata and Reliance. The Birla family comes from a small village called Pilani in Rajasthan and belongs to Marwari caste. The founder of Birla Group was G. D. Birla (1894-1983). Before he died, he divided his assets among his sons. After his death, Birla Group was divided into six sub-groups. Among these six, the biggest group is Adhitya Birla Group, which was run by Basant Kumar Birla (1921-?) and his son, Adhitya Vikram Birla (1943-95). Today this group is led by Kumar Mangalam Birla (1967-), the son of Adhitya Vikram Birla, and is headquartered in Mumbai.

There is a very good biography of Adhitya Birla written by Gita Piramal (Piramal 1996, Chapter 3). According to this biography, Adhitya was “fed up of red tape and pen-pushing bureaucrats, he looked outside India for

growth opportunities". In the late 60's and early 70's, Thailand was opening up its economy to foreign investment. The Thai government offered corporate tax and dividend tax exemption for eight years as well as duty-free measures for the import of capital equipment to attract foreign investment. Seizing this opportunity, Aditya Birla Group established its first overseas company in 1970 in Thailand, Indo Thai Synthetics Co. Ltd., a manufacturer of synthetic yarn for export. Today it is the biggest synthetic spun yarn exporter in Thailand, commanding almost 50 per cent of total exports. Over 70 per cent of its products are exported to across 30 countries. After setting up Indo Thai Synthetics Co. Ltd., Aditya Birla Group expanded their overseas business. **Table 8** shows the overseas companies of Aditya Birla Group⁶⁾.

In Thailand in 1974, Aditya Birla Group acquired Century Textile Company Ltd., and in the same year, established Thai Rayon PCL. as a joint venture with Grasim Industries Ltd. (a cement manufacturer, which is also a part of Aditya Birla Group). In 1987, Thai Acrylic Fibre Company Ltd. was set up. Century Textile Co. Ltd. has a weaving and dyeng plant and manufactures synthetic fabrics using polyester, rayon, linen and lycra blends. Under the brand name of "Centex", these products are exported to the Middle East, other Asian countries, South Africa, South America, Europe, Australia, New Zealand, and the US. On the other hand, Thai Rayon PCL. is the sole manufacturer of viscose rayon staple fibre (VRSF) in Thailand. This company exports almost 50 per cent of its products abroad under the brand name of "Birla Cellulose" and also produces anhydrous sodium sulphate, a by-product that is widely used by the detergent and textile industries. Thai Acrylic Fibre Co. Ltd. (TAF) ranks

6) I interviewed Mr. P. M. Bajaj (Group Executive President) and Mr. Prasan Sipani on 22 August 2008 at their office of Mahatun Plaza, Ploenchit, Bangkok..

Table 8 Overseas Companies of A. D. Birla Group

Country	Sectors and Company Name	Year
Thailand	Viscose Staple Fibre (VSF)	
	1 Indo Thai Synthetics Co. Ltd.	1970
	2 Century Textile Co. Ltd.	1974
	3 Thai Rayon Public Co. Ltd.	1974
	4 Thai Acryl Fibre Co. Ltd.	1987
	Carbon Black	
	5 Thai Carbon Black Public Co. Ltd.	1978
	Chemicals	
	6 Thai Organic Chemicals Co. Ltd. (TOCC)* 1 TOCC (Epony)	
	2 TOCC (Chlor Alkali & ECH) 3 TOCC (Polyphosphates) 4 TOCC (Sulphites) 7 Thai Peroxide Co. Ltd.	1989
Indonesia	Viscose Staple Fibre (VSF)	
	1 PT Indo Bharat Rayon	1980
	Textiles	
	2 PT Elegant Textile Industry	1973
	3 PT Sunrise Bumi Textiles	1979
Malaysia	4 PT Indo Liberty Textiles	1995
	Chemicals	
	5 PT Indo Raya Kimia	2003
Philippines	1 Pan Century Edible Oils Sdn. Bhd.	1977
	2 Pan Century Oleochemicals Sdn. Bhd.	1991
Indo Phil Group of Companies		1975
	1 Indo Phil Textile Mills, Inc.	1975
	2 Indo Phil Acrylic Manufacturing Corporation	1989
	3 Indo Phil Cotton Mills, Inc.	1993
Egypt	1 Alexandria Carbon Black Company S.A.S.	1994
	2 Alexandria Fiber Company, S.A.E.	2005
China	1 Liaoning Birla Carbon Co. Ltd.	2003
Canada	1 AV Cell Inc.	1998
Australia	1 Birla Nifty Pty. Ltd.	2003
	2 Birla Mount Gordon Pty. Ltd.	2003

* The old name was Adithya Birla Chemicals (Thailand) Ltd.
Source: Aditya Birla Group Hand Book.

Major Products	Notes
Synthetic spun yarn spinner Weaving, dyeing and spinning of synthetic fabrics Viscose rayon staple fibre, Anhydrous sodium sulphate Acrylic fibre	The first foreign subsidiary company of A. D. Birla group. Taken over in 1974. A joint venture company between Grashim Industries and Thai capital.
Carbon black	The first joint venture company between A. D. Birla group and Thai capital.
Epony Resins	In January 1, 2005, Thai Epony and Allied Co. Ltd. merged with TOCC.
Sodium Tri-Polyphosphates Sodium Sulphite and Sodium Metabisulphate Hydrogen Peroxide	Earlier known as Thai Polyphosphates & Chemicals Co. Ltd. Earlier known as Thai Sulphites and Chemicals Co. Ltd. A joint venture company with FMC Corporation, USA.
Viscose staple fibre Rayon spun yarn, Rayon-polyester spun yarn Yarn Synthetic spun yarn Carbon disulphide	The producer of rayon spun yarn in the world.
Palm oil refinery and palm oil based products Fatty acids and glycerine	The world largest palm oil refinery and palm oil based products manufacturing complex at a single location.
Poly viscose blended yarn, poly cotton blended yarn, polyester High bulk acrylic dyed yarn and non-bulk acrylic yarn Cotton rich yarn	The first Indian-Filipino joint venture.
Carbon black Acrylic fibre	An Indo-Egyptian joint venture company.
Furnace grade carbon black	Joint venture company with Dashingian Rongghua Co. Ltd, China.
Softwood/hardwood pulp	The 50:50 joint venture with Tembec Inc., Canada.
Copper Mines	A subsidiary of Birla Mineral Resources Pty. Ltd.
Copper Mines	A subsidiary of Birla Mineral Resources Pty. Ltd.

among the top three fibre producers in the world and is the second largest service providers of acrylic application development. TAF produces more than 30 different types of fibre. Sixty per cent of its acrylic fibre is exported to Australia, Africa, China, Iran, Indonesia, India, Nepal and other Asian countries which in turn market their products to customers in Europe and the US for final conversion.

In addition to the four viscose staple fibre manufacturers is Thai Carbon Black PCL (TCB), which was established in 1978 and is the world's largest carbon black plant at a single location. TCB is the Aditya Birla Group's first joint venture between Indian and Thai investors, and the products are soled under the brand name of "Birla Carbon". Carbon black is primarily used in rubber goods, such as tires and tubes for automobiles, flaps, conveyor belts, etc. It is also used in the ink, pigment and plastic industries. Among the customers there are Bridgestone, Michelin, and Goodyear. TCB exports carbon black to all the six continents. More than 50 per cent of Japan's total carbon black are imported from TCB.

In the field of chemicals, the Group has two companies in Thailand: Thai Organic Chemical Co. Ltd. (TOCC) and Thai Peroxide Co. Ltd. TOCC has four divisions⁷⁾: TOCC (Chlor Alkali & ECH); TOCC (Epony); TOCC (Polyphosphates); and TOCC (Sulphites). Among them, TOCC (Epoxy) was formerly Thai Epoxy & Allied Products Co. Ltd., and TOCC (Sulphites) was formerly Thai Sulphites & Chemicals Co. Ltd. Both independent companies were reorganized as a division of TOCC. Thai Peroxide Co. Ltd. (TPL) is a joint venture between the Aditya Birla Group and FMC Corporation, USA. It started operation in 1989 and is pioneer in the manufacturing of hydrogen peroxide solutions in Thailand. TPL exports its

7) The former name of Thai Organic Chemical Ltd. was Aditya Birla Chemicals (Thailand) Ltd.

products to Myanmar, Vietnam, and Singapore.

As can be seen from the outline of subsidiaries in Thailand, the main motivation for the Aditya Birla Group's penetration of the Thailand market was to avoid the strict regulation of 1960s and 70s imposed by the Government of India, which included Monopolies and Restrictive Trade Practices Act (MRTPA). The main objectives of going to Thailand was not simply to expand sales in the domestic market of Thailand but to use Thailand as an export base for its products by taking advantages of the many incentives offered by the Thai Government.

A central figure in the Thai business of Aditya Birla Group is S. S. Mahansaria, Executive Director of the Southeast Asia region. He is a Marwari, a graduate of Calcutta University and a certified Chartered Accountant. He joined Birla Group in 1963 and was sent to Thailand in 1967 (Sato 1995, p. 196). Under his leadership, Aditya Birla Group became a leading member of the India-Thai Chamber of Commerce, and he was elected as the president of the Chamber for the period of 1977-79. Since then, Aditya Birla Group has continued to play a pivotal role at the Chamber. Deepak Mittal, CEO of the Aditya Birla Group companies in Thailand, was elected as the president of the Chamber for the period of 2005-07. Both Deepak Mittal and Om Prakash from the Aditya Birla Group were elected as the Committee members for the period of 2009-11, and their strong will to build a close human network between PIO is evident. Deepak Mittla was born in 1944 and graduated from Punjab University where he studied physics and economics. After graduation, he obtained the qualification of a Chartered Accountant. He met Aditya Birla in 1960s, became interested in his business and decided to join it. In 1969 he was sent to Thailand as Chief Commercial Executive and together with S. S. Mahansaria, he continued to work there for 40 years. He has a deep love

and trust of Thais and Thailand (*Masala*, Vol.1 Issue 2, October 2009). Deepak Mittal is an Indian who blended well into Thai society in the same way as S. S. Mahansaria.

(b) Indorama Group (Lohia Group)

Along with Aditya Birla Group, Indorama is another Indian representative example of an Indian industrial group in Thailand⁸⁾. Indorama group is managed by Lohia family. Lohia family belongs to Marwari community, and led by A. (Aloke) P. Lohia.

M. L. Lohia, the grandfather of A. P. Lohia, started a trading business in Calcutta then migrated to Burma in the early 1940s. In 1952 he left Burma and started manufacturing textiles in Thailand as well as in Nepal. He imported chemical textile yarn from Japan and Nepal and exported his products to Burma and France. From 1950s to 60s, trading and textile manufacturing were the main businesses of Lohia family.

The founder of Indorama Group was M. P. Lohia, the son of M. L. Lohia and the father of A. P. Lohia. M. P. Lohia was born in Rajasthan in 1931, migrated to Burma started the production of lace. He lived in Burma until 1964, then moved Bangkok and established Thonburi Lace Corporation. In 1972, he also established Ashok Textile Corporation and migrated once again, this time, to Jakarta, Indonesia. In 1976, he established P. T. Indoram Synthetics to manufacture textile yarn. In 1985, he returned to Thailand and in 1995 he retired. In the early 1950s, M. P. Lohia lived in Kobe, Japan where he engaged in the trading of polyester and had three sons: O.

8) I interviewed Mr. Aloke (Anil) Lohia, CEO of Indoram Group (Thailand) and Mr. Vinod K. Gupta, Senior Vice President (Chemical & Corporate Affairs) at their office of Ocean Tower 2, Wattana, Bangkok on 7 January 2009.

P. Lohia; S. P. Lohia, and A. P. Lohia. He divided his business among three sons to be independently managed.

The first son, O. P. Lohia was born in 1949. Soon after graduating from Calcutta University, he entered business world. O. P. Lohia is the Chairman and Managing Director of Indo Rama Synthetics (India) Ltd., established in 1989, while M. P. Lohia is the Chairman Emeritus. Indo Rama Synthetics (India) Ltd. is now the second largest polyester manufacturer in India. Its integrated manufacturing complex, located at Butibori, near Nagpur in Maharashtra, extends over 250 acres. The company has technical collaborations with Dupon in the US, Toyobo in Japan, Zimmer AG in Germany and others (<http://indoramaindia.com>).

The second son of M. P. Lohia is S. P. Lohia, who was born in 1952. He graduated from University of Delhi (Bachelor of Commerce) and has been the Managing Director of PT Indorama Synthetics of Indonesia since 1976. In 2004, he took over as Indorama Group (Indonesia) Chairman. Since 1974, his son Amit Lohia has taken over Indonesia Indorama as Group Managing Director. Amit Lohia was born in 1974 and earned a bachelor's degree in economics and finance from the Wharton School of Business at the University of Pennsylvania in 1995. **Table 9** indicates the list of Indonesia's Indorama Group companies. Their production bases extend across seven countries including Indonesia, Thailand, India, Sri Lanka, Turkey, Nigeria, and Egypt, and their business covers everything from petrochemicals to real estate. It is noteworthy that they have two companies in Thailand: Indopoly (Thailand) Ltd. and Indorama Petrochem Ltd. In 1997, Indorama Group of Indonesia acquired Siam Polyester Ltd. and rechristened it Indopoly (Thailand) Ltd. This company focuses on manufacturing various polyester products including polyester staple fibre, polyester oriented yarn, fully drawn yarn, and textile grade chips. And

Table 9 Indonesia's Indorama Group Companies

Name of the Company	Year of Establishment	Country	Products
PT Indorama Synthetics Tbk.	1995	Indonesia	Textile Raw Materials
PT Medisafe Technologies		Indonesia	Rubber Gloves
PT Kalindo Deka Griya		Indonesia	Construction
PT Kalindo Irama Griya	1995	Indonesia	Real Estate
Indorama Petrochem Ltd.	1997	Thailand	PTA (Operational Capacity of 700,000 mtpa.)
Indopoly (Thailand) Limited		Thailand	Polyester Filament Yarns and Fibre
Indorama Lanka (Pvt) Ltd.		Sri Lanka	Spun Yarns
Indorama Iplik Sanayi Ve Ticaret A.S.		Turkey	Synthetic and Cotton Spun Yarns
Indorama Shebin Textile Co. S.A.E.		Egypt	Combed Cotton, Cotton Melange, Polyester and Cotton Blends, Polyester Sewing Threads, Dyed Yarns, Open End Yarns, Rayon and its Blends
Indorama Egypt Petrochemicals Co. S.A.E.		Egypt	Ammonia
Eleme Petrochemicals Company Ltd.		Nigeria	Olefins, Polyolefins

Source: <http://www.indorama.com>**Table 10 Thailand's Indorama Group (Lohia Group) Companies**

Sector	Company Name	Year of Establishment	Country
Wool	Indorama Holdings Ltd.	1994	Thailand
	1 Indorama Textile (Thailand) Limited	1995	Thailand
	2 Indo Worth (India)	2000	India
Polyester	Indorama Polimers Public Company Limited	1995	Thailand
	1 Asia Pet Company Limited	2004	Thailand
	2 Petform (Thailand) Company Limited	1996	Thailand
	3 StarPet Inc.	2004	USA
	4 AlphaPet Inc.	2008	USA
	5 UAB Orion Global Pet	2006	Lithuania
	6 UAB Indorama Polymers Europe	2007	Lithuania
Chemicals	Indorama Chemicals (Thailand) Limited	1990	Thailand

Source: <http://www.indoramapolymers.com>

Indorama Petchem Ltd. manufactures PTA.

The third son of M. P. Lohia, A. P. Lohia was born in Calcutta in 1958. He was graduated from University of Delhi (Bachelor of Commerce) and succeeded his father's businesses in Thailand. Although he has lived in Bangkok since 1979, he is a Non Resident Indian, an Indian passport holder. Indorama Group of Thailand has no trade relations with India. The reason is, according to A. P. Lohia, to avoid competition with his brother's business. A. P. Lohia has three children. The first daughter, Aradhana Lohia, graduated from Babson College in the US. The first son, Yash Lohia, studied Engineer Business Management at the University of Warwick in the UK. And the second son is going to an American school in Bangkok.

Table 10 is a list of Indorama Group (or Lohia Group) of Thailand. There are three lines: Indorama Holdings Ltd. for the wool business; Indorama Polymers Pcl. for polyester business; and Indorama Chemicals (Thailand) Ltd. for the chemicals business.

	Memo
Subsidiary	Formerly known as Indoworth Thailand Limited; 100% export oriented unit
Subsidiary	Wool Tops
Subsidiary	Textile
Subsidiary	Formerly known as Indo Pet (Thailand); PET Polymer
Subsidiary	Acquisition, 100% subsidiary
Subsidiary	A joint venture with Serm Suk Public Company (the Pepsi bottler in Thailand)
Subsidiary	Aquisition, 100% subsidiary
Subsidiary	A new greenfield plant
Subsidiary	Acquisition
Subsidiary	
	Furfural and Furfural Alcohol

Table 11 Subsidiaries of Indorama Ventures PCL

Sector	Name of Company	Country
Polyester Fibers & Yarns	Indopoly (Thailand) Ltd.	Thailand
	Indorama Polyester Industries	Thailand
PET	AlphaPet Inc.	USA
	StarPet Inc.	USA
	AsiaPet(Thailand) Limited	Thailand
	Petform (Thailand) Limited	Thailand
	Indorama Polymers Rotterdam B.V.	Netherland
	Indorama Polymers Workington Limited	UK
PTA	UAB Orion Global Pet	Lithuania
	Indorama Petrochem Ltd.	Thailand
	Indorama Holdings Rotterdam B.V.	Netherlands
	TPT Petrochemicals	Thailand
Wool Yarn	Indorama Holdings (Thailand) Ltd. &	Thailand
	Indorama Textiles (Thailand) Ltd.	Thailand

Source: <http://www.indorama.com>

Indorama Holdings Ltd. was formerly known as Indoworth Thailand Ltd., and produces apparel quality wool worsted yarns. It is a 100 per cent export- oriented unit. Its plant is located in Lopburi province, about 150 km north of Bangkok. In the same plant complex, there is a subsidiary company, Indorama Textile (Thailand) Ltd. where wool tops are made. Indorama Holdings Ltd. has another subsidiary, Indo Worth (India) Ltd. located in India.

Indorama Chemicals (Thailand) was established in 1990 and produces furfural and furfural alcohol using German and French technology. The manufacturing facility is located about 100 km north of Bangkok in the Saraburi province.

Indorama Polymers PCL was the only one public company in this Group. Formerly known as Indo Pet (Thailand) Ltd., this company was established in 1995. In 1996, it set up a joint venture called Petform (Thailand) Ltd. with Serm Suk PCL (the Pepsi bottler in Thailand) of which Indorama Polymers PCL owns 60 per cent of the equity. In 2004, Indorama Polymers PCL acquired AsiaPet in Thailand and StarPet in the US. Further, in 2006,

Products
Polyester Fiber, Polyester Yarn & Chip Fiber
Polyester Fiber, Polyester Yarn & Chip Fiber, PET Resin
PET Polymer
PET Polymer
PET Polymer
PETPreform, PET Bottle, etc.
PET Polymer
PET Polymer
PET Polymer
PTA(Purified telephthalic acid)
PTA(Purified telephthalic acid)
PTA(Purified telephthalic acid)
Wool Yarn

Indorama Polymer PCL acquired UAB Orion Global Pet in Lithuania, and in 2007 it established a new subsidy, UAB Indorama Polymers Europe in Lithuania. Finally in 2008, it established a new subsidiary in the US, AlphaPet Inc.

As can be seen from the description above, three sons of M. P. Lohia independently manage their businesses in India, Indonesia, and Thailand. However, in February 2010, a new development phase began at Indorama Groups: an integration of Indorama Group of Indonesia and Indorama Group of Thailand for polyester business. They established a new company called Indorama Venture PCL (IVL), which is headquartered in Bangkok and listed on the Thai Stock Exchange (Simultaneously, Indorama Polymers was delisted from Thai Stock Exchange). The Chairman of IVL is L. P. Lohia and Managing Director (CEO) is A. P. Lohia. The reorganization of the Indorama Groups in both Indonesia and Thailand made it possible to introduce vertically integrated polyester chain production throughout all the companies in the polyester sector. In addition to the PET, Polyester, and PTA sectors, the wool sector was also integrated as is shown in **Table 11**.

4-2 Newcomers

The most representative newcomers among the Indian industrial groups is Tata Group. Other representative industrial groups still remaining in Thailand are Polyplex (thin polyester film manufacturer), Usha Martin (wire rope manufacturing company), and Dabur Pharma.

(a) Tata Steel

Tata Group is the biggest industrial group in India with seven major business lines and 916 companies. Above all, Tata Steel, Tata Motors, and TCS (Tata Consultancy Services) are the most aggressive in seeking overseas opportunities⁹⁾.

Tata Steel (formerly known as TISCO), founded in 1970 by J. N. Tata, is the world's fifth largest steel company and the largest private company in India today. Its main plant is located in Jamshedpur. Tata Steel acquired Corus at an enterprise value of £6.7billion (US \$12.15billion) in 2007. The amount of acquisition paid for this acquisition is the second largest ever in the steel industry, the firsts being Mittal Steel's acquisition of Arcelor valued \$38.3billion. Tata Steel's global journey began with its greenfield ferro chrome plant in South Africa in 2003 at Rich Bay. The major aim of this plant was to procure raw material for its India-based stainless steel plant. After this plant, Tata Steel acquired NatSteel Ltd. of Singapore in 2004 and Millennium Steel of Thailand in 2005. Tata Steel also set-up new subsidiaries in Iran and Bangladesh.

By acquiring Millennium Steel, Tata Steel also got all three of its subsidiaries, which are N. T. S. Steel Group PCL, Siam Iron and Steel Co.,

9) On the internationalization of Tata group companies, see Goldstein (Goldstein 2008).

and Siam Construction Steel Co. The founder of N. T. S. Steel Group PCL is Sawasdi Horrunguan, a Thai entrepreneur. However, N. T. S. Steel Group PCL collapsed in the aftermath of the 1997 economic crisis. Both Siam Iron and Steel Co. and The Siam Construction Steel Co. were 100 per cent subsidiaries of Cementhai Holding Co., which is 100 per cent-owned subsidiary of Siam Cement Co. Millennium Steel Co. was formed through a merger of those three operating companies in 2002. Cementhai had a 40 per cent equity stake in Millennium Steel PCL until 2005 when it was acquired by Tata Steel. The cost of acquisition was \$400million including the \$225million in debt from Millennium Steel Co. The name of the company was then changed to Tata Steel (Thailand) PCL. Its annual production capacity is 1.7million tones and it manufactures products for construction and automobile industries. It is the largest steel maker in Thailand and has three operating facilities in Saraburi, Rayong and Chonburi provinces.

Also, in 2004, Tata Steel established a joint venture with Unishtretch Ltd., a GP Group company, called Sila Eastern Co. Ltd. Tata Steel PCL owns 49 per cent of stake in Sila Eastern Company Ltd., which is engaged in the exploration and development of limestone mines.

(b) Tata Motors

Along with Tata Steel, Tata Motors (formerly known as TELCO) is another representative company of the Tata Group. Tata Motors is the largest passenger automobile and commercial vehicle manufacturing company of India. In 2007, Tata Motors invested Bt.1.3billion (\$43million) to establish Tata Motors (Thailand) Co., a joint venture with TAAP (Thonburi Automotive Assembly Plant Co.) of Thailand. Tata Motors holds 70 per cent of the equity and TAAP 30 per cent. It manufactures two types of one-ton pickup trucks, Zenon and Zenon Super CNG, which is a 100 per

cent CNG or compressed natural gas car. Annual production is 35,000 units. Initially, pickup truck production was to use 45 per cent local content and at least 55 per cent from local suppliers. Currently, the body panels for the single and double cab pickups, engines and gearboxes are sourced from the Pune plant of Tata Motors. Tata Motors pledges to make Thailand its manufacturing hub to serve the ASEAN market. Eventually, Tata Motors is hoping to export from Thailand to other ASEAN countries by taking advantage of the ASEAN Free Trade Zone concessions. The assembly plant is strategically located in Samut Prakarn, 15 km from Suvarnabhumi Airport and 80km from Laem Chabang Deep Sea Port.

In April 2008, Tata Motors (Thailand) Ltd. received approval from BOI to manufacture eco-cars and has invested a total of Bt.7.3billion (\$229million). BOI decide that the minimum capacity should be 100,000 units and five billion baht respectively. BOI has offered several concessions for eco-car project including income-tax holiday and duty-free imports. It is estimated that the market size for the car industry in Thailand is 200,000 units per year. Eco-cars are produced for export.

Thailand's vehicle market is dominated by pickup trucks, which account for about three-quarters of all the automobiles made there. Major manufactures of pickup trucks are Japanese makers including Toyota Motor, Isuzu Motors, and Mitsubishi Motors. Isuzu Motors and Toyota Motor dominate about 90 per cent of the market. In Thailand, annual sales of pickup trucks are estimated to be approximately 400,000 per year and it is the second largest market in the world after the US.

TAAP was established in 1941, as an independent auto assembly maker. The group produced 4,150 passenger cars and 250 buses in 2005. The group has over 2,000 employees and produced 4,150 passenger cars and 250 buses in 2005. The Thonburi Group has served the Thai market as

importer, distributor, retailer, assembler, body builder, mass transportation service provider and supplier and contractor for military vehicles.

On the other hand, Tata Motors was established in 1945. The company manufactured its first commercial vehicle in 1954 with Daimler-Benz AG, a collaboration that ended in 1969. Tata Motors was enlisted on the NYSE in 2004. In the same year, it acquired Daewoo's truck manufacturing unit and established Tata Daewoo Commercial Vehicle Co. in South Korea. Also, it acquired a 21 per cent stake in Hispano Carrocera SA, giving it controlling rights in the company. Tata Motors also formed a 51:49 joint venture with Marcopolo S.A., a Brazil-based leader in the building of bus bodies. In 2008, Tata Motors launched Tata Nano, which is well-known as "one-lakh (100 thousands rupee) car". In the same year, Tata Motor finalized a deal with Ford Motors Company to acquire its British Jaguar Land Rover business, which also includes the Rover, Daimler and Lanchester brand names.

Summing up

Economic activities of Indian business groups in Thailand have a long history. If we examine the establishment of representative Indian business groups in Thailand chronologically, Diwanchand Group comes first, followed by GP Group, Indorama Group, Adithya Birla Group, and Tata Group. Our main findings are summarized as follows.

(1) Shivnath Rai Bajaj who leads Diwanchand Kundanlal Group and Kirit Shah who leads GP Group are PIO. On the other hand, A. P. Lohia who leads Indorama Group and S. S. Mahansaria and Deepak Mittal who lead Adithya

Birla Group are NRIs. However, there is “a continuity” among those industrial groups, and the borders between PIO and NRIs are not closed.

Among those, the first Indian who came to Thailand was Shivnath Rai Bajaj, who arrived in Thailand in 1938 when he was 17 years old. In case of Kirit Shah, he came to Bangkok in 1975 at the age of 22 to join his father’s business. His father had already migrated to Thailand in 1918. Kirit Shah obtained Thai nationality in 1988, 13 years after he arrived in Thailand. In the case of A. P. Lohia as well, he came to Bangkok in 1968 to succeed his father’s business, Thonburi Lace Corporation. In the case of S. S. Mahansaria and Deepak Mittal of Aditya Birla Group, although they are not family members of Aditya Birla, both of them came to Bangkok in the late 1960s. All four representative Indian business groups are deeply immersed in Thai society and there are close networks of exchange between them. On the other hand, Tata Group began to make inroad into after 2005, and investments in the steel, automotive, and software sectors are still all “unknown fields” to the other pioneering Indian business groups.

(2) With the exception of Shivnath Rai Bajaj, the Indian bonds between GP Group, Indorama Group, and Aditya Birla Group are very strong. The Shah family of GP Group used to live in Bombay (Mumbai), the same place where Kirit Shah was born and studied in. The groups’ flagship company, Precious Shipping PCL (Thailand), set-up a subsidiary in Mumbai. In the case of Indorama Group of Thailand, there is Indorama Group of India in Mumbai. In the case of Aditya Birla Group, needless to say, they are also headquartered in Mumbai. All of them speak Thai when necessary. However, they place greater importance on speaking English and send most of their children to the US or UK for higher education, just like leading Indian business groups in India do so. In this sense, they are deeply

immersed in Thai society, yet their mind is still oriented toward their homeland of India and they seek business opportunities in the global world.

(3) It is also impressive that most of the Indian business groups in Thailand strategically regard Thailand as an export base of their products. As the India-ASEAN Free Trade Agreement and the liberalization of the service trade and FDI progresses further, it is highly plausible that FDI from India to ASEAN countries will increase tremendously. If this is realized, the products that are produced in Thailand will be exported more widely to India.

(4) Another characteristic of Indian FDI to Thailand is that there are many cases of disinvestment. Some include even such representative FDI as Ballarpur Industries of the Thapar Group (invested in 1975 and disinvested in 2004-05), Lupin Chemicals (disinvested in 2007), Baroda Rayon (invested in 1990 and disinvested in 2008), and Ranbaxy Laboratories (acquired by Daiichi Sankyo in 2008), just to name a few. Perhaps the main reason for this trend is that these companies lacked the necessary overseas experience that can only be gained over time.

(5) The inroad into Thailand made by Tata Group symbolize the phenomenon of “Rising New India”. Today, the central location of the Indian business groups in Bangkok is no longer Samphen-Pahurat (Little India) or Ban-Kaek area; it is Sukhumvit. Most of the head offices of major Indian companies, associations, hotels and restaurants are also concentrated in Sukhumvit. The Thai-Bharat Cultural Lodge, an association with long history, has becomes fairly desolate today (partly because it is located far from the BTS stations). By contrast, a new association called Indian Cultural Centre, attached to the Embassy of India

(also in Sukhumvit), is located at Jasmine Tower at the corner of Sukhumvit Soi 23. This place is always full of carefree, young and new-thinking Indians. This locational change of the main business activities of Indians in Bangkok is the most remarkable phenomenon that is different from the situation of 1980s (Nakavachara 1993).

In Paurat as well as in Sukhumvit, of course, there are still many Indian (most of them Sikh) who work as small retailers selling textiles or Western clothes. However, there are many Indian business families including Sikh who are vigorously diversifying their investment in real estate such as hotels and service apartments, especially in Sukhumvit area under the quickly changing business environment (Theingi and Theingi 2011). Along with aforementioned UNICO group led by Chansrichawla family, FICO group led by Krit Srichawla, another Namdhari Sikh, is a representative case (Ray 2011; <http://ficocorporation.com>).

(7) Finally, it is very clear that the central promotional power of Indian business groups has changed from the traditional traders such as Sikh or Tamil Muslims to manufacturers such as Marwari, Gujarati and the Parsee Tata Group.

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