



TOGETHER
for a sustainable future

OCCASION

This publication has been made available to the public on the occasion of the 50th anniversary of the United Nations Industrial Development Organisation.



TOGETHER
for a sustainable future

DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

FAIR USE POLICY

Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

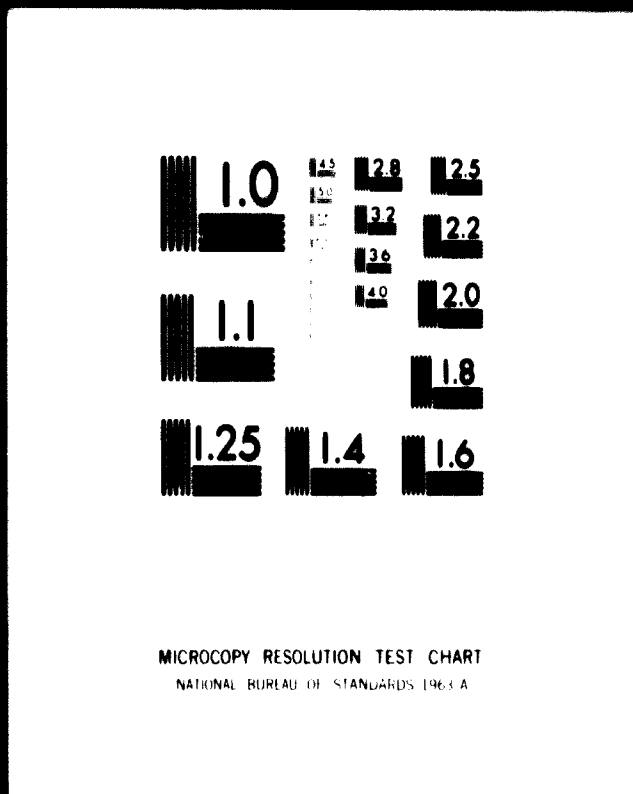
CONTACT

Please contact publications@unido.org for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at www.unido.org

1 OF 1

02036



24 x
C



02036

United Nations Industrial Development Organization

Distr.
LIMITED

IPPD/IND/14
25 July 1973

ORIGINAL: ENGLISH

Third Asian Meeting to Promote
Industrial Projects
Kuala Lumpur, 14-21 November 1973

Project Information Sheet

MAGNETIC TAPE

COUNTRY	India
PROJECT	Establishment of a Magnetic Tape Factory Capacity: 13 million metres p.a. Investment: n.a.
FOREIGN CONTRIBUTION REQUIRED	Technical and financial assistance

Sponsored by: The Economic Commission for Asia and the Far East (ECAFE),
The United Nations Industrial Development Organization (UNIDO).

IMPORTANT NOTICE

The basic purpose of this meeting is to provide an Exchange or Market Place for the initiation of contacts on specific industrial projects between their proponents from the Asian countries and potential suppliers of capital, finance, equipment or know-how, as the case may be, from the industrialized countries.

This Project Information Sheet has been prepared as a basis for such contacts. Its purpose is not to present detailed information about the project but to provide the recipient with an outline sufficient to determine tentative interest in principle. Any further available information on the project will be furnished on request to interested parties at the Meeting.

Experience has shown that industrialists frequently prefer to carry out their own further investigations in detail into projects in which they are interested, but assistance from UNIDO in these matters can be rendered to the Asian country concerned on request.

This Information Sheet contains only the information supplied to UNIDO by the proponent of the Project. UNIDO can therefore take no responsibility for its accuracy.

MAGNETIC TAPES

I. The Project

It is proposed to establish a plant for the production of magnetic tapes. The plant to be located at Bombay will be laid out for a capacity of 13 million metres per annum. The Indian Government favours the domestic production of magnetic tapes because of its import substitution effect. The Government has issued some letters of intent to various parties for the manufacture of approximately 450 million running metres of magnetic tapes.

II. Commercial Aspects

a) The Market

Till March 1972 the total sanctioned capacity for manufacture of audio tape recorders was approximately 100,000 sets per annum while the total sanctioned capacity for manufacture of magnetic tapes was 450 million running metres per annum.

Future market trend for magnetic tapes is quite bright due to increasing demand for tape recorders as an entertainment item and greater use of computers by various institutions. Also due to increasing number of broadcasting stations being set up by All India Radio (A.I.R.) demand for magnetic tapes would increase.

b) Prices

The retail price of a 'C-60' cassette tape amounts to US\$ 4.-. The price of imported tapes is US\$ 0.72 for the 'C-60 Sound' (Japanese make) and US\$ 1.17 for the 'C-60 Low Noise chromium dioxide type. The import duty has been fixed at 65%.

III. Financial Aspects

Magnitude of investment and financing plan will be determined after obtaining from prospective partners information on costs of equipment required.

IV. Contribution sought

Industrial firms dealing with manufacturing of magnetic tapes of supply of capital goods for the production of magnetic tapes are requested to submit quotations for the establishment of a plant for the production of 13 million metres p.a. of magnetic tapes.

V. Other Relevant Information

The proponent of the project is Managing Director of Murphy, India Ltd., a large radio and electronic company in India.

Address: Shri D.D. Lakhapal
29 New Queen's Road
Bombay 4
India.



G - 345



80.11.20