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Press release →

Reliable support for German companies in India

LBBW celebrates the 25th anniversary of its representative office in Mumbai

For a quarter of a century, LBBW has been supporting companies in their entry into the Indian market and in their local business activities. The LBBW representative office in Mumbai, formerly Bombay, has now celebrated its 25th anniversary.

"India has been an important economic region and attractive market for German companies for decades - not least for SMEs from Baden-Württemberg. In order to offer them a point of contact and support with both global and local expertise, LBBW has had a representative office there for 25 years," said Jens Rübbert, Head of LBBW's Asia/Pacific region, at the anniversary celebrations.

Mumbai was deliberately chosen as the location in 1999 because the metropolis offers the best conditions for maintaining and expanding contacts with German companies as well as local banks and institutions. The representative office's new premises were also inaugurated as part of the 25th anniversary celebrations. With twice as much space as before and a modern concept, this also symbolizes the further expansion and steady growth of LBBW's business in India, one of the largest growth markets in the world.

The LBBW representative office in Mumbai has been managed by Sandeep Babbar since 2019. The chartered accountant completed his MBA at the University of Nottingham (UK) and subsequently worked in the banking and finance sector for more than 20 years. "Our services primarily include advising and supporting German companies entering the Indian market. Our clients particularly appreciate our ability to put them in touch with Indian companies, authorities and banks, with whom we have been working for many years. Advice on export financing is also an important part of our activities," says Babbar. In the last 25 years, LBBW has successfully supported over 150 export financing transactions in India and has established itself as the market leader in the Indian market, particularly in financing transactions covered by Euler Hermes.

However, the LBBW representative office not only serves German customers, but also companies from the entire D-A-CH region that have a presence in India. Another customer group are banks and financial institutions, for whom LBBW provides access to capital markets and trade finance. "The fact that LBBW has really made a home here with its representative office is demonstrated not least by the fact that Indian companies that want to operate globally and are looking for a reliable long-term partner are now also approaching us to join us on this path," adds Babbar.

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