

Vision



- Create Employment and spur Economic Development
- Brand India's Economy Globally

Make in India

India is one of the world's fastest-growing economies.

The tenth-largest in the world by nominal GDP and the third-largest by purchasing power parity (PPP).

Make in India objective

To build best in class manufacturing infrastructure

Focus on

- Heavy Industries
- Public Enterprises

To facilitate

- Investment
- Foster Innovation
- Enhance skills development
- Protect intellectual property
- To built best-in-class manufacturing infrastructure



Successes of Make in India initiative



Purposes of Make in India



- The Make in India initiative is envisioned to make India a manufacturing hub and thereby usher in an economic transformation by doing away with unnecessary laws, making bureaucratic process easier and faster and ensuring a more transparent, responsive and accountable government.
- The Government of India emphasises upon a framework which enables time bound project clearances through a single online portal. This is further strengthened by an eight-member committee dedicated to answering investor queries within 48 hours answering conundrums on labour laws, skill development and infrastructure.

Make in India - Sectors



AUTOMOBILE



AUTOMOBILE COMPONENTS



AVIATION



BIOTECHNOLOGY



CHEMICALS

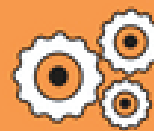
people
matters



CONSTRUCTION



DEFENSE MANUFACTURING



ELECTRICAL MACHINERY



ELECTRONIC SYSTEMS



FOOD PROCESSING



IT & BPM



LEATHER



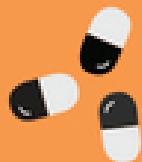
MEDIA & ENTERTAINMENT



MINING



OIL & GAS



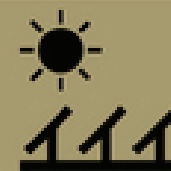
PHARMACEUTICALS



PORTS & SHIPPING



RAILWAYS



RENEWABLE ENERGY



ROADS & HIGHWAYS



SPACE



TEXTILES & GARMENTS



THERMAL POWER



TOURISM & HOSPITALITY



WELLNESS

Make In India

National Manufacturing Policy (NMP):

NMP Objectives:

- Promote investments in the manufacturing sector
- Make India a hub for both domestic and international markets
- Increase the share of manufacturing in **GDP to 25% by 2022**
- To enhance global competitiveness of India's manufacturing sector

- NMP proposes setting up of National Investment and Manufacturing Zones (NIMZs) which are located in areas with contiguous land of 5,000 hectares.
- NIMZs would be a combination of production units, public utilities, logistics, environmental protection mechanism, residential areas and administrative services.

Sectors of Strategic Importance

Defence Equipment

Aerospace

Ship-building & Repair

Capital Goods & Engineering

Sectors of Basic Inputs

Steel

Mineral Exploration and Development

Fertilizer

Cement

Sectors for Depth and Value Addition

Automotive

Electronics

Drugs & Pharma

Chemical

Petrochemicals

Paper

Sectors for Employment Generation

Textiles

Food Processing

Leather & Leather Goods

Germs and Jewellery



CASE STUDY

When Boundless Imagination Meets Relentless Determination...



History is in the Making.

Since 2007, Sri City has been Charting the History of the Tada Region...

- By laying the Foundations of Growth on dry & barren lands.
- By generating Employment and Economic activity in a backward area.
- By spurring the Spirit of Entrepreneurship among local youth.
- By balancing Economic Development and Ecological Sustainability.
- By transforming an Agrarian State into a Modern Industrial State.
- **By enabling a region that once depended on nearby cities for its livelihood, to start writing its own destiny.**

Our Vision



To create a world-class smart business destination that provides Everything a Business Needs by striking a perfect harmony between Industrial Growth, Environment, and Social Responsibility

Highlights



1

Sri City is located in Andhra Pradesh which is ranked as No. 1 State in India by World Bank for ease of doing business

2

Spread over 7,500 acres of land, in close proximity to Chennai.
Land fully acquired and owned by Sri City

3

Integrated Development - Work-Live-Learn-Play model
Multi-Product SEZ + FTWZ + DTZ + EMC + Social Infrastructure

4

Strategic location with excellent connectivity – 55 KMs from Chennai along NH 16 (formerly known as NH5) on the border of Andhra Pradesh and Tamil Nadu

5

Dedicated Social Infrastructure
Residential, Educational, Health Care, Retail and Leisure

6

All statutory approvals in place – Single Window Clearance in 21 days, On-board Customs, IALA (Industrial Area Local Authority) exclusive to Sri City

7

Investment & Employment (Generated + Proposed)
Investment over ₹30,000 Cr & Employment over 50,000

Highlights



8

Units in Sri City have exported over Rs. 5,500 Crores till date and exports in the current year 2019 – 2020 is estimated to be over Rs. 1800 Crores

9

Robust Internal World Class Infrastructure

10

Skills Development Centre

Employability training to local people by Sri City HRD Academy, IL & FS, TVS Training and Siemens

11

Green Initiatives - Progressing towards being 100% Carbon Neutral Zone

12

Home to 185 companies from 27 countries with nearly 50% of them being MNCs

13

Slated to be home to more than 350 Companies With employment potential of 200,000 and with more than 500,000 residents

14

Engaged world-class consultants such as Jurong, JLL, Marc Gilbert & Associates and several others with tremendous expertise in design, planning and construction

Sri City today is a Functional Business City

Development Model



Industrial Zone

- SEZ + DTZ + FTWZ
- Electronics Manufacturing Cluster – EMC
- Food Processing Zone
- Apparel Zone
- Business Parks
- Functional Partnership with Gol & GoAP

Lifestyle & Leisure Zone

- Country Specific Enclaves
- Educational Institutions
- Healthcare
- Commercial and Retail
- Leisure / Recreation / Sports Academy
- Housing
- Service providers & Vendor Network



A true manifestation of 'Make in India' initiative



FACT SHEET



Total No of
Companies

185



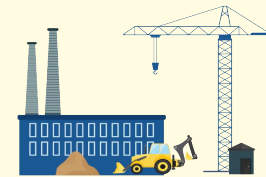
No of
Countries

27



No of companies
Operational

120



No of companies
Under Construction /
Approvals

25/35



Avg Time Frame

9-12
Months



Total
Investment

30,000 Cr



Total
Employment

50,000



Total
Exports

5,500 Cr
(SEZ + DTZ)

International Patronage



Global Clientele



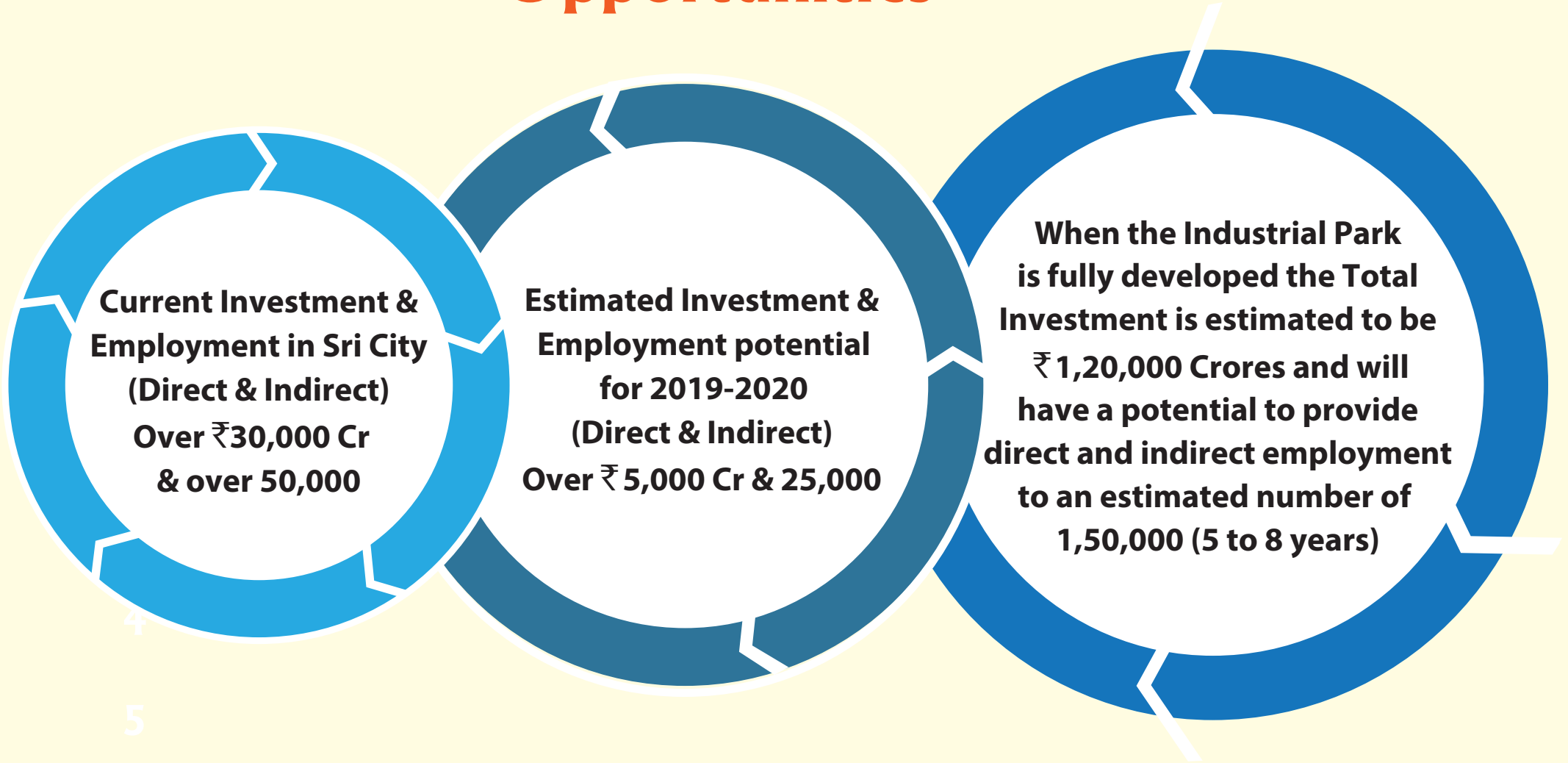
and more...

Made in India. Made in Sri City.



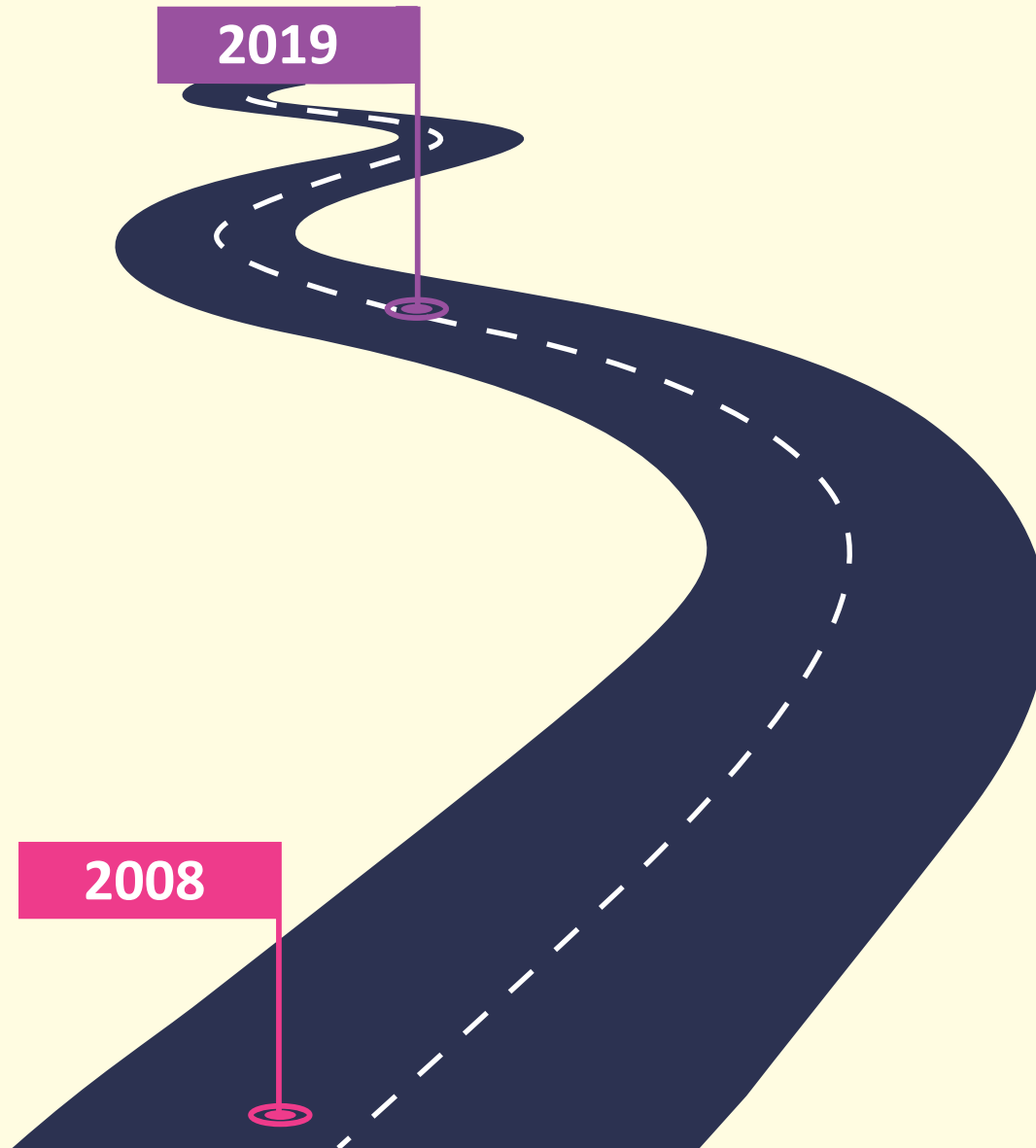
and more...

Increased Investment & Employment Opportunities





THE JOURNEY



2019

2008

2008

Sri City Breaks Ground



Groundbreaking ceremony of Sri City graced by the then Hon'ble Chief Minister of Andhra Pradesh, (late) Shri. Y.S. Rajasekhara Reddy and his ministerial colleagues

2008

Sri City HR Academy: Enabling better Livelihoods





2008



- Infrastructure development continues unabated
- Venture from South Africa signs up as first client
- BFG, VRV Group, & Saakar also come on board to set up their facilities at Sri City



2009-10



- Downturn hits global economy & pace of new investments slow down
- Sri City continues with infrastructure development in order to be ready when economy gathers pace again
- 50 Km of internal roads laid



2011



- Despite difficult macro-economic conditions, 20 new units start operations in Sri City
- Alstom Transport of France signs up to manufacture Metro Rail coaches for Chennai Metro & Kochi Metro projects
- Sri City signs with Chinmaya Vidyalaya to start a CBSE school

2012



PEPSICO

Cadbury



COLGATE-PALMOLIVE

ISUZU

- FMCG & Food majors like Pepsico, Cadbury, and Colgate Palmolive sign up with Sri City
- Isuzu Motors signs up with Sri City to build a commercial vehicle manufacturing facility with investment of INR. 3000 crores

2013

The Chinmaya Vidyalaya School and Sankara Nethralaya commence operations



2014



Hon'ble Chief Minister of Andhra Pradesh, Shri Chandrababu Naidu, and Hon'ble Union Ministers Smt. Smriti Irani, and Shri Venkaiah Naidu grace the occasion of the Foundation Stone laying of **Indian Institute of Information Technology** at Sri City

2015



**Signing of MoU Between
Sri City & LONGi**



**World's No. 1 Electronics Manufacturer,
Foxconn begins operations at Sri City.
The popular Xiaomi Redmi was the
first smart phone to be rolled out from its plant.**

2016



**Inauguration of
Colgate Palmolive Plant**



**Inauguration of
ISUZU Plant**



**Inauguration of
Pepsi Plant**



**Inauguration of
Mondelez Plant**

2017



**Inauguration of
TATA Toyo Radiator Plant**



**Inauguration of
Nittsu Logistics Plant**



**Inauguration of
Parksons Packaging Plant**



**Inauguration of
Kanchi Kamakoti Childs Trust
Hospital**

2018



**Ground Breaking of
Toray Industries**



**Inauguration of
Redstar Plastick Plant**



**Inauguration of
MCNS Plant**

2019

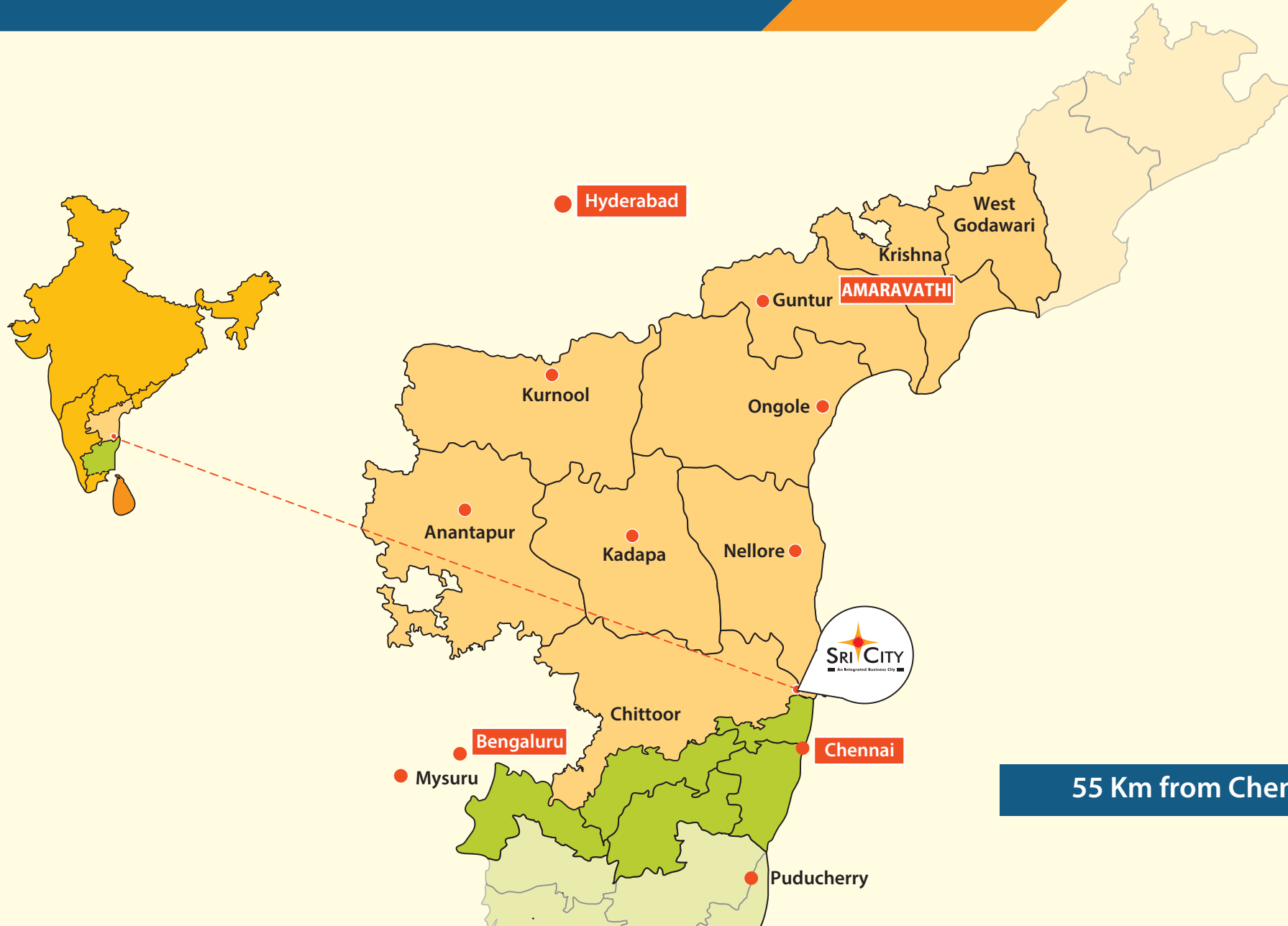


**Inauguration of
Tohoku Steel's Plant**



**Inauguration of
Thermax Plant**

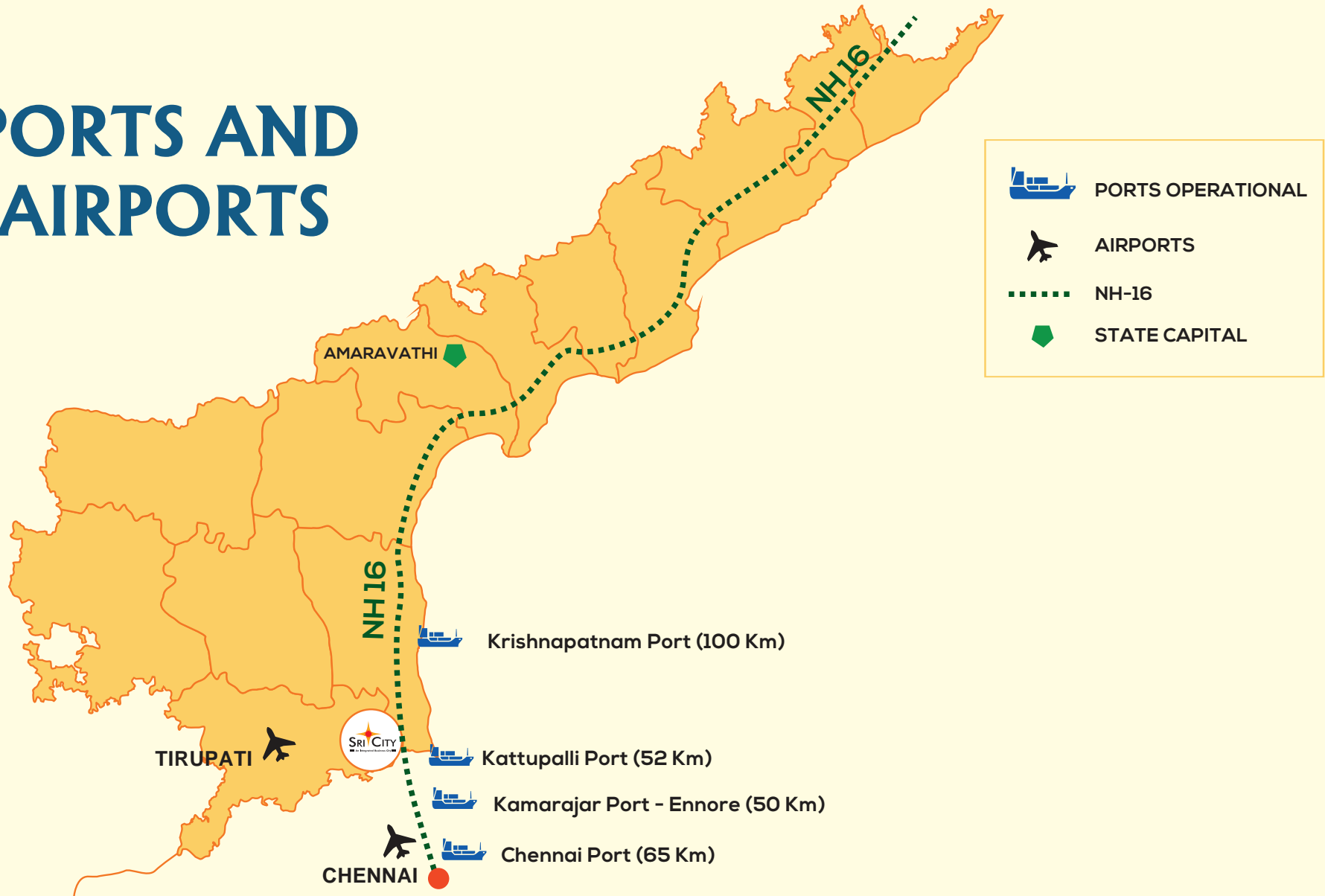
Strategic Location



55 Km from Chennai on NH-16

Multi Modal Connectivity

PORTS AND AIRPORTS



Multi-Modal Connectivity

Airports

- Chennai International Airport (75km)
- Tirupati International Airport (75km)

National Highway – NH-16

55 Kms from Chennai located on NH-16
Golden Quadrilateral Corridor

Broad Gauge Rail

Broad Gauge line runs alongside NH-16
Highway

Sea Ports

Ennore Port	- 50 km
Kattupalli	- 52 km
Chennai Port	- 65 km
Krishnapatnam Port	- 100 km
Dugarajapatnam	- 60 km (Proposed)

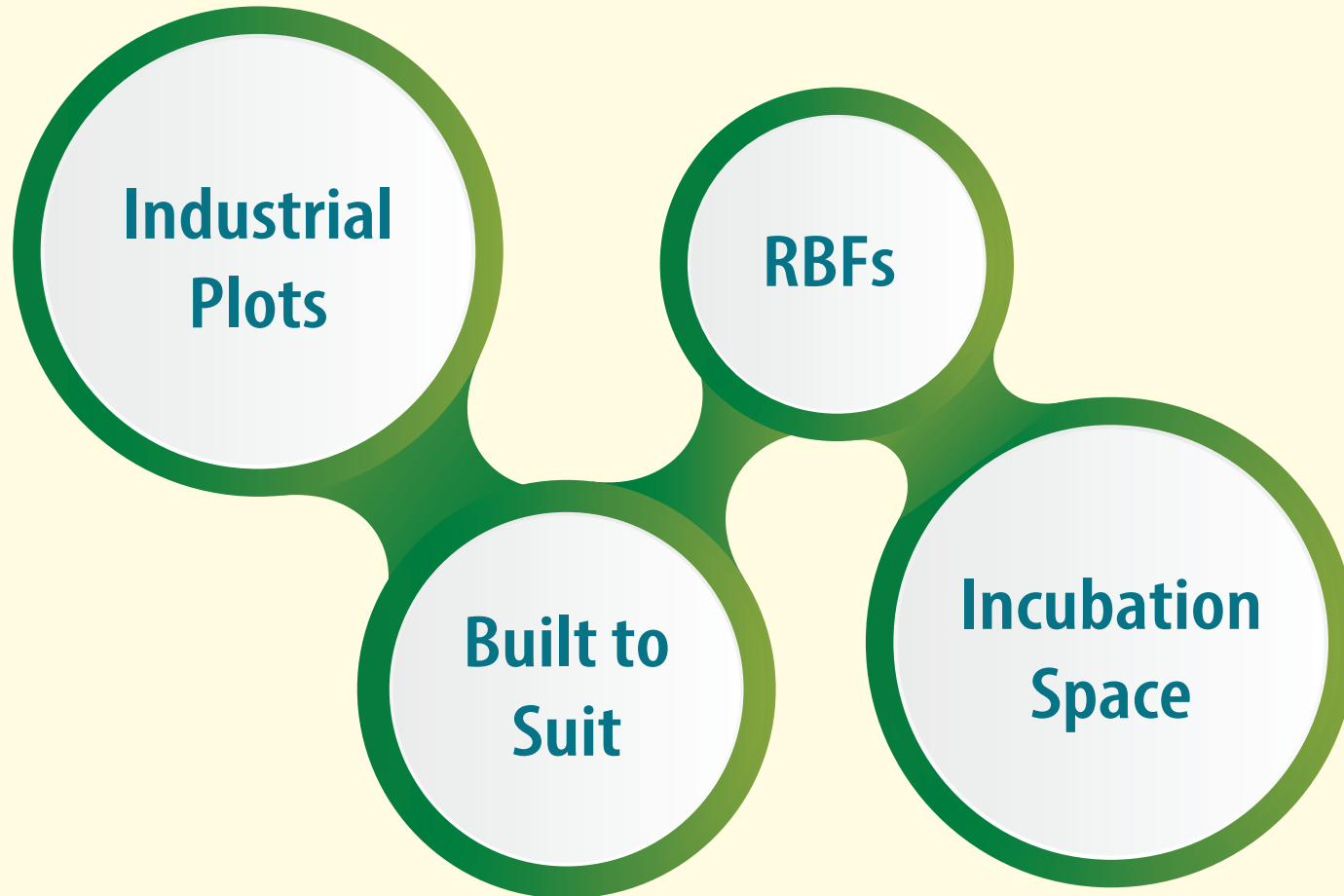
Heli-Cab

- Two operational helipads in Sri City
- Helicopter service from Chennai (On Demand)

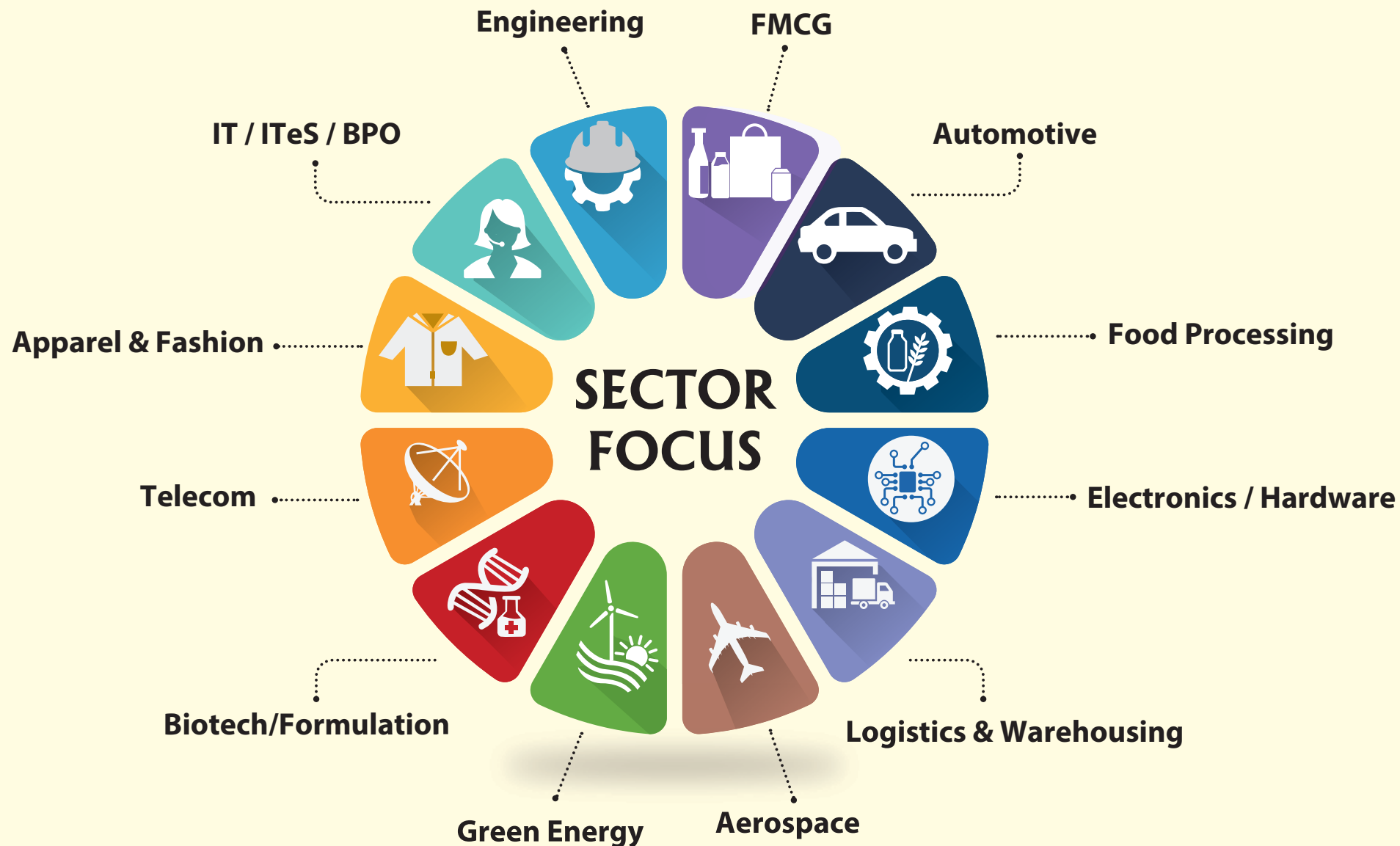
Sri-Shuttle Transit

- Smart, Technology enabled bus shuttle system for in-city transit
- External shuttle service from select locations including Chennai

Product Offerings



Multi Product SEZ, FTWZ & DTZ



Sri City Infrastructure

Road



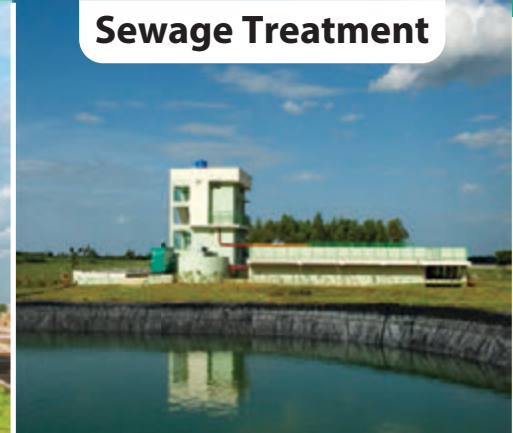
Power



Customs



Sewage Treatment



Inn



Business Centre



Food Court



Medical Centre



School



Solar Power









Apartment



College



The Development format

Residential Options 	Educational Facilities 	Hospitals / Emergency Care 
<ul style="list-style-type: none">• Studio Apartments• 1 BR Apartments• 2 /3 BR Apartments• Town Homes & Independent Villas• Golf Course Villas	<ul style="list-style-type: none">• Schools K-12• Colleges and Universities• Vocation Training & Industrial Training• Skill Development Centres	<ul style="list-style-type: none">• Emergency Care Center• 50-Bed Hospital• Ambulance Services• Pharmacies
Integrated Development		
Hospitality 	Lifestyle 	Leisure 
<ul style="list-style-type: none">• Business Hotel• Resort• Serviced Apartments• Guest Houses	<ul style="list-style-type: none">• Multi cuisine / Specialty restaurants & bars• Multiplexes• Shopping Malls• Convenience stores	<ul style="list-style-type: none">• 18-hole Golf course with club house & training academy• Swimming pools• Fitness Centers• Sports Academy

Walk to Work. Shop. Study



- Workspaces and living areas just a pleasant walk or short ride away
- Concept of Home-away-from-home with Country Specific Enclaves
- Multiple Housing Options for all budgets and lifestyles
- Central Business District with business support facilities
- Retail Outlets & Malls





Operational

CBSE - Chinmaya Vidyalaya School

IIT - Indian Institute of Information Technology by GoI & GoAP

IFMR Graduate School of Business **KREA University**

Planned Institutional Area

Residential School - Internationally recognized school of repute with Full boarding, Weekly boarding and Day Scholar facilities

Institutional Zone - Foreign Universities, Domestic, Vocational Colleges and Corporate Training Centers

Healthcare





Police Outpost



Post Office
Sri City postal Pin : 517 646



Fire Station

On-campus Banking Facilities



Success Stories that champion the Make in India initiative



Foxconn – A Game Changer



FOXCONN

Foxconn is a Fortune Global 24 ranked organization principally engaged in providing integrated smart manufacturing services to world's leading electronics companies.

Foxconn is a leading Electronics Manufacturing Services (EMS) company in India and started its Indian operations from Sri City campus in April 2015. So far, it has produced more than 93 million smart-phones from there and is currently the largest employer in the region where majority of the workers are women coming from all 13 districts of Andhra Pradesh.

FoxConn facility in Sri City consists of 100m assembly line for Xiaomi that assemble phones with components imported from China. The production facility employs 15000 employees, mostly women. revolution with affordable mobiles. Furthermore, Foxconn has also invested more than \$1 billion in Indian start-ups to encourage local ideas and innovations.



The company looks after their complete welfare while also enrolling them in special skill development programs and offering them opportunities to pursue higher studies. Further, it has engaged several specially-abled individuals in key departments thus helping them fulfil their aspirations.

Foxconn is ranked among India's top 45 companies in terms of size and scale, a feat which was achieved in a brief span of 3 years.

Foxconn won the "Best Management Award" from AP Government in 2017 and has been recognized for being the highest contributor in Central Excise Duty by Tirupati Commissionerate. Besides "Make in India", Foxconn has delivered on "Digital India" and "Skill India" initiatives by ushering in a digital

Alstom, a bright spot for 'Make in India'



Alstom has been a strong supporter of the initiative and promotes manufacturing and job creation at the local level. It has synchronised its business goals with the government's outcome-focused initiatives. As a result - from manufacturing to localisation to employment—it has been able to contribute significantly to 'Make in India'.

Sri City plant is Alstom's first global manufacturing centre for rolling stock in the Asia-Pacific region. Established in 2012, the facility currently employs 600+ workforce and has a production capacity of 240 cars per year.

The factory is currently scaling up to double production capacity and also introducing the latest industrial technologies.

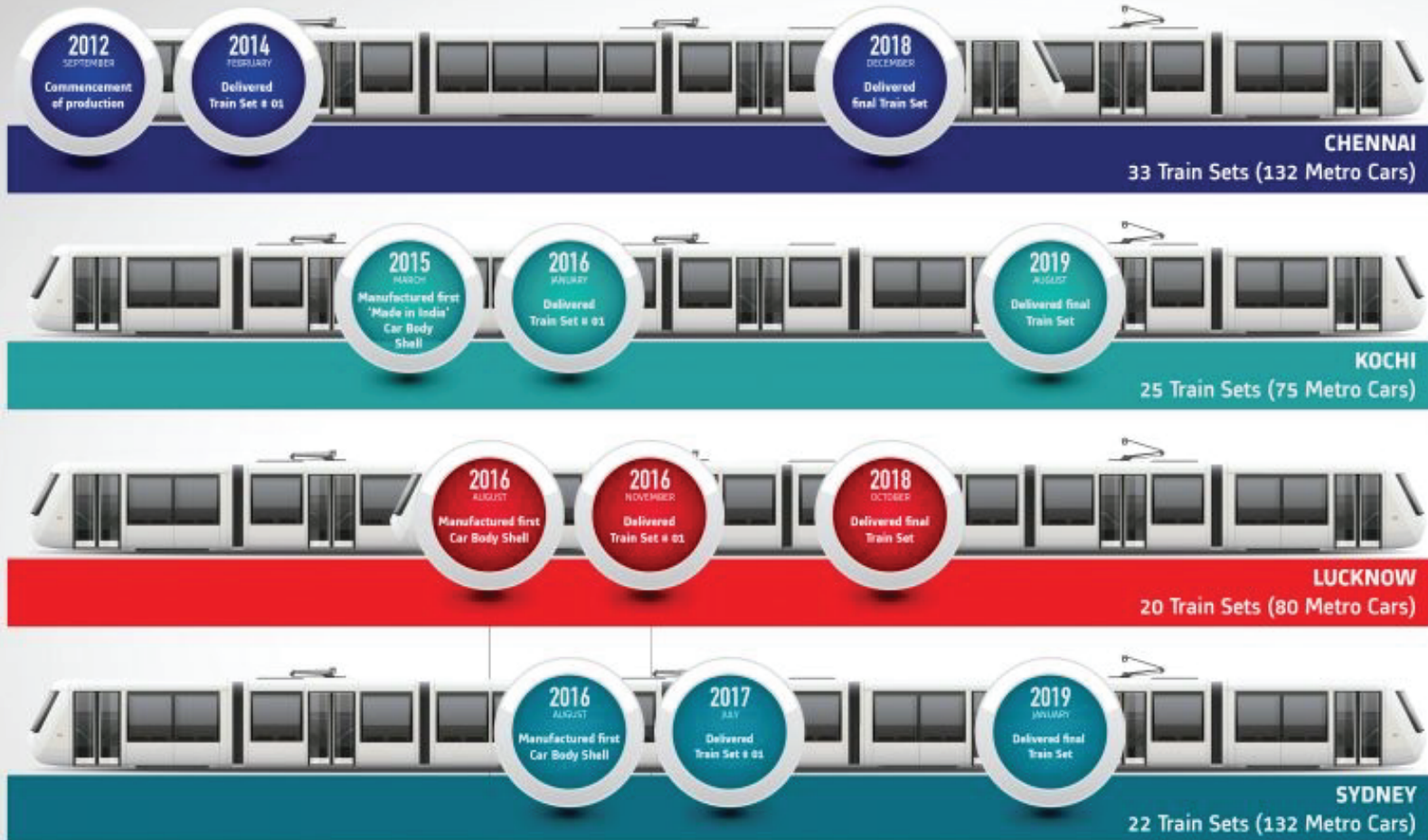
As far as international orders are concerned, it completed the order of delivering 22 Metropolis trains, each with 6 coaches, for Sydney Metro in December 2018.

The Sri City facility is also gearing up to commence production of its second international order – Montreal metro—for which it will supply 106 trains comprising 212 coaches.

During August 2019 Alstom hit a century by delivering the 100th 'Make-in- India' metro train-set, which marks completion of the Kochi Metro order for 25 train-sets by the company. This milestone signifies many things, but most importantly, the success of the 'Make in India' initiative.

Sri City Factory

Manufacturing for India and the world



ALSTOM

Recognition



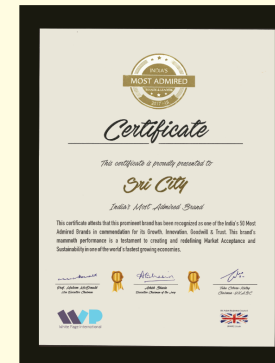
India's Most Admirable Brand
by The Brand Story 2019



Sri City is selected as
"Iconic Brand Rising Star 2018"
by WCRC international



Sri City wins prestigious
'Golden Globe Tigers Award for
Excellence'
in Malaysia



"Asia's Most Admired Brand"
award 2018



'Prestigious Brands
Asia 2017-18' Award
'Infrastructure' category
from Herald Global and BARC Asia



Sri City was conferred with
prestigious "GOLD" rating by
IGBC and bagged the Green
Building Award - 2017



Sri City Foundation bagged
National Award for
Excellence in CSR - 2017



ASSOCHAM Excellence Award
"Vibrant and Fastest Growing
Industrial Park in India" 2017



Sri City bagged "Most Sustainable
Integrated Business City" award
from Times Network in 2017.



"Best Multiproduct SEZ
in South India Award"
SECC by EXIM India 2014



REVATHI

"I am very much a satisfied woman. Earlier, I had to work for a meagre wage in the fields. It was very difficult then". Revathi is a very confident woman now. SRI CITY is certainly a ray of hope in her life.



SUNEETHA

Suneetha smiles and says "I am happily employed and have earned some respect. My husband Sekhar works as driver here in SRI CITY. With our income we are able to send our children to school". She is a happy woman and she thanks SRI CITY for everything they have done.



NANDAYYA

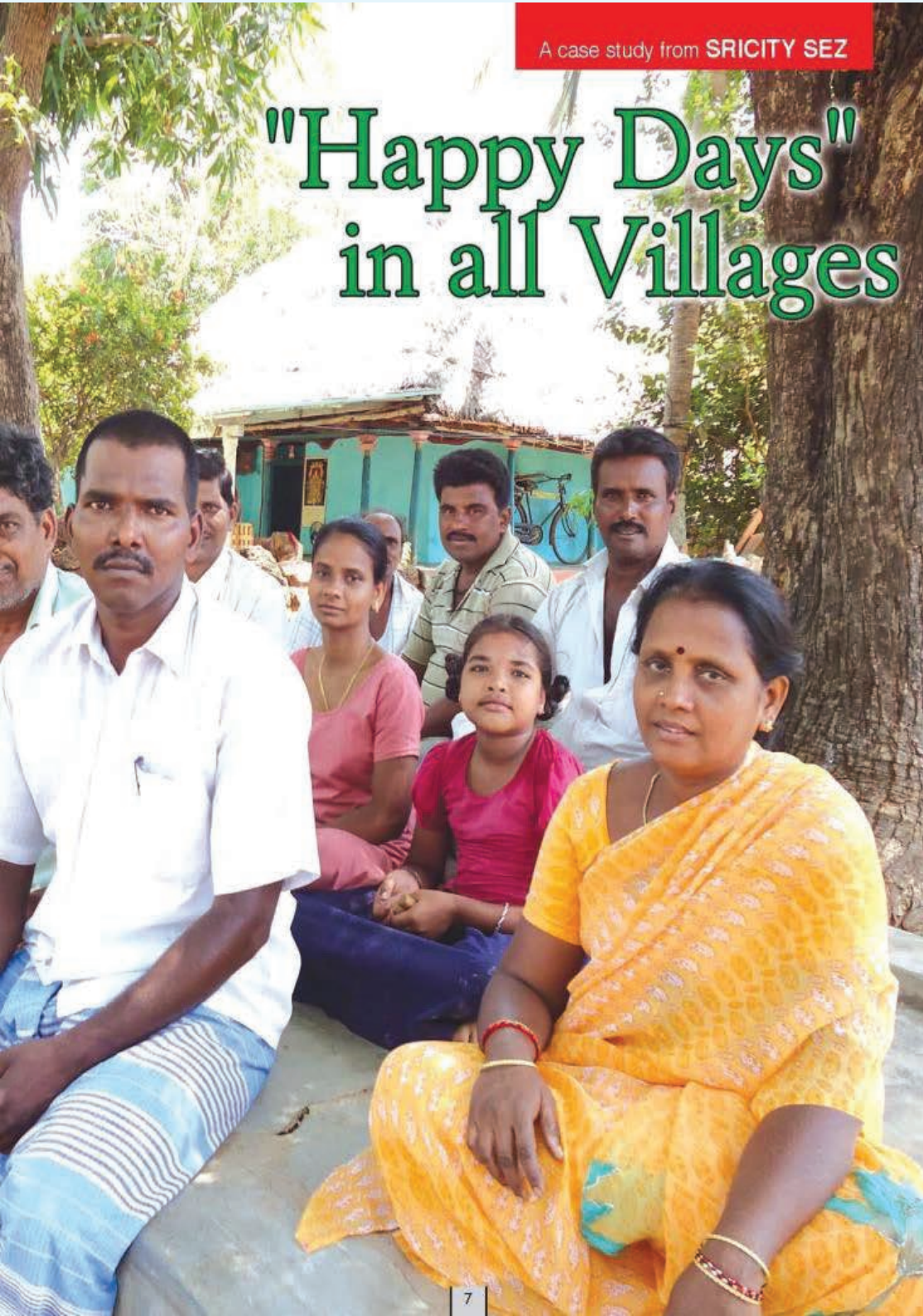
Nandayya of Tondoor village works as an electrician in SRI CITY. His children are studying in school and are leading a happy life.

- Household incomes increased by 80% and average wages by 30%
- Families now have multiple earners leading to increase in family earning
- Earnings are being used for education, marriages, clearing debts, purchase of assets and consumer durables, house improvements etc
- A Large number of local people have been employed in Sri City SEZ in various positions like Security guards, Supervisors, Workers in HRD Academy, Nursery, BPO and Road works
- HRD training has also helped people, particularly women in generating self employment
- The human resources so far trained at HRD Academy will have a great potential in changing the present structure of work force

THE SEZ VILLAGES ARE DEBT-FREE

Highlights from Summary of Socio-Economic Study VI – by Sri Venkateswara University, Tirupati

"Happy Days" in all Villages



If SRI CITY was not established, our life would have terrible



B. Ramesh

SRI CITY has certainly changed the life of much landless labour in tondur village society. Ramesh is one of them. Ramesh doesn't own a piece of land in village. Traditionally his family members worked as agricultural labour. They worked under the landlords and were leading a difficult life. After heavy work in the fields Ramesh was allowed to study. Ramesh successfully finished intermediate course but all he could find is work as agricultural labour. SRI CITY changed his life completely. In 2008 SRI CITY trained him as a supervisor in HRD civil works and placed him. Today he works in chinmayee vidhayalaya earns Rs. 5000 a month.

Ramesh says "I had no idea where i was heading in my life, working as unorganised agricultural labour. SRI CITY sez changed my life. Today i earn fixed salary every month for my work. My mother works in SRI CITY canteen and she is paid rupees three thousand a month. My daughter is studying in SRI CITY Chinmaya vidhayalaya. This is a special change in our life. If SRI CITY was not established, our life would have terrible" recalls Ramesh of Tondur society.





Sri City HRD Academy

- Initiatives to develop and integrate the skill set of the local people to suit the needs of the industries
- Sri City HRD Academy, started even before project launch (Operational since June 2006)
- People from 14 local villages benefitted
- Academy provides free of cost training to the local people in vocational skills
- Free meals and transportation provided to trainees
- Sri City also strives to find suitable jobs for these candidates through internal and external placements
- Over 5600 people trained and 3500 placed in different jobs with salaries ranging from Rs. 3500 to Rs. 5000 PM, depending on skills

Sri City HRD Academy – Training Details



	Name of Trade	Number Trained*
1	Computers Course	798
2	English Communication	660
3	AUTOCAD	490
4	Electrical	473
5	Plumbing	440
6	Driving	412
7	Security	946
8	House keeping	869
9	Masonry	446
10	Tailoring	616
11	Embroidery	450
	Total	6600

Sri City HRD Academy – Placement Details



	Name of Trade	Number Placed*
1	Computers Course	507
2	AUTOCAD	275
3	House keeping	693
4	Masonry	352
5	Embroidery	303
6	Driving	253
7	Security	715
8	Electrical	352
9	Plumbing	375
10	Tailoring	375
	Total	4200

Skill Development Institute



Sri City has signed a MoU with IL&FS Cluster Development in October 2010 to establish a Skill Development Institute (SDI). They provide electrical, leather and apparel trainings.

With investment of Rs 3.5 Cr Sri City has setup a modern skill development centre for new industries in collaboration with Siemens & AP Govt. This will provide employment to 1000 people every year.

Training will focus on IT/ITES, CNC machines and 2 & 4 wheelers.

Sri City Foundation will assist trainees to seek placement in Sri City units.

Additionally, TVS has been conducting Skill development sessions in welding, carpentry, plumbing, electrical. On an average 600 people are trained every year.



SIEMENS

 **TVS TRAINING
& SERVICES**



SAGA

THEN...

NOW...

Then...



Now...

Then...



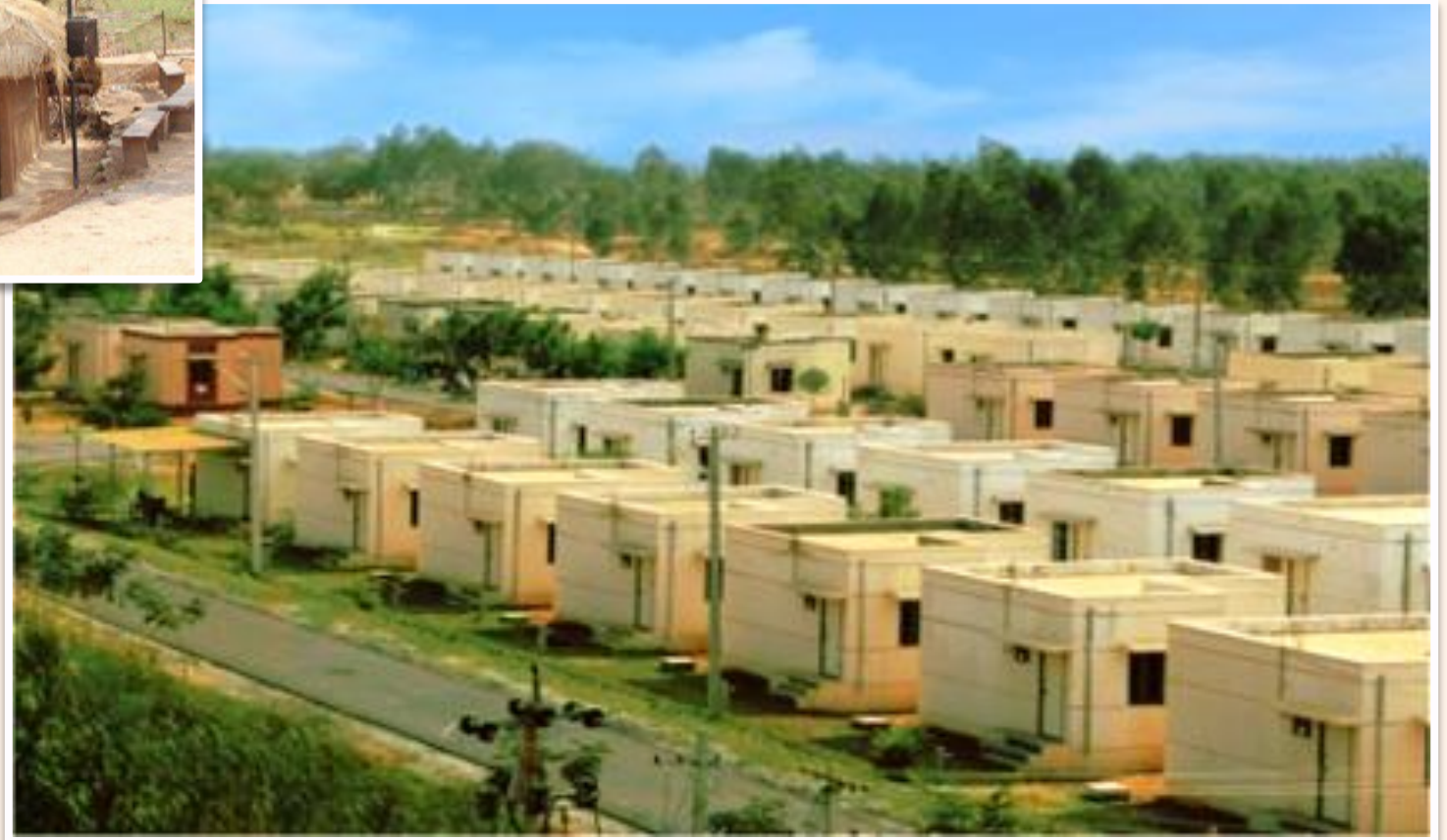
Now...

Then...



Now...

Then...



Now...

Then...



Now...

Then...

No degree colleges

No Hospitals

High Child mortality rate, due to lack of facility and knowledge

No industries, therefore jobs were only available in the agrarian sector

Now...

**Home to 3 universities
Full-fledged English medium CBSE School**

**Fully Equipped Medical Center
24/7 Ambulance Service**

Child mortality rate is nil in over 14 villages in and around Sri City

50,000 jobs created of which nearly half are woman

THANK YOU

SRI CITY