



# PUNJAB@4.0



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A Quarterly Newsletter by Invest Punjab

## ●●● From the Desk of CEO - Punjab Bureau of Investment Promotion (Invest Punjab)

**"REMEMBER TO CELEBRATE MILESTONES AS YOU PREPARE FOR THE ROAD AHEAD"**

As I sit to write my message for the 5th edition of our quarterly newsletter, a couple of milestones which we celebrated during the last quarter, make me cherish the above quote of the former South African President - late Mr. Nelson Mandela.



Rajat Agarwal, IAS

To start off, I am excited to share that as an organisation, we turned '6' - what a fantastic journey it has been all through these years! From a humble beginning vide a Punjab Government Gazetted Notification in Dec 2013 and with a team of less than 10 members, today, we have organically grown to a strong 70-member team. With professionals having Public & Private sector experience, our team is diverse (comprising of Engineers, Management Graduates, Chartered Accountants, Economists etc.), but, with a common commitment and a relentless zeal to make every investor's journey in the State of Punjab memorable.

Another significant milestone from the last quarter was attending the 50th edition of the World Economic Forum (WEF) at Davos. WEF is the world's most coveted platform which engages the foremost political, business, cultural and other leaders of society to shape global, regional and industry agendas, and it was gratifying to present the opportunities which Punjab offers at WEF for the second consecutive year.

Finally, the third milestone which we celebrated was with one of our international investors - M/s CLAAS India. From its Morinda plant, which became operational 12 years back in 2008, the company rolled out its 10,000th combine machine. In fact, this is just one of the numerous success stories of international and domestic investors who have put their faith in Punjab for their investment and have achieved excellence. All such examples are testament to the fact that Punjab offers multiple avenues which enable businesses to become competitive - abundant and quality power, access to domestic and international markets, excellent logistics support, peaceful and skilled labour, and attractive fiscal incentives, to name a few.

If you are still hesitant about investing in the State of Punjab, let Invest Punjab be a reliable partner in your journey. We assure our support from the day you initiate planning your investment to the day you celebrate key milestones.

**-CEO, Invest Punjab**

### In this Edition



## ●●● Investment Highlights



### Key Projects

- Setia Industries (Paper Manufacturing) **INR 500 Cr**
- Curo India Pvt. Ltd. (Group Housing) **INR 458 Cr**
- SIEL Industrial Estate Ltd (Industrial Estate) **INR 377 Cr**



**Total Investments  
INR 4,609 Cr**

(Jan 2020 - Mar 2020)

### Other Projects

- Jubilee Joy Homes - Real Estate & Housing **(INR 300+ Cr)**
- Wave Beverages - Manufacturing & Bottling of Water, Juices etc. **(INR 169 cr)**
- Tynor Orthotics - Manufacturing of Medical Devices **(INR 169 Cr)**
- Landchester Infrastructure Associates - Real Estate and Housing **(INR 132 Cr)**

## ●●● Key Budget & Policy Highlights

### Pro-Industry State Budget

- INR 2267 Cr for industrial Power subsidy.
- INR 447 Cr boost for Tourism sector.
- INR 131 Cr for infrastructure renovation at Industrial Focal Points.

### Amendments for Industries

- Increase in max. height allowed for buildings for Textile & Knitwear and IT industries from 15 to 21 m
- In Mohali, charges for leasehold to freehold conversion for industrial properties reduced from INR 825/sq. m to INR 20/sq. m

### New Industrial Infrastructure

- 3 new Mega Industrial Parks of 1000 acres each to be set up at Mattewara, Bathinda and Rajpura
- 125 acres pharmaceutical park to be set up Wazirabad in Fatehgarh Sahib

## ●●● Punjab @ WEF 2020



This year marked the 50th anniversary of the World Economic Forum (WEF) which was attended by around 2800 participants from over 118 countries. The theme of the 2020 Annual Meeting was 'Stakeholders for a Cohesive and Sustainable World.' Following the State's maiden visit to Davos in January 2019, the Invest Punjab team acted on the key learnings from the experience to prepare for WEF 2020. A high-level Punjab delegation, led by Manpreet Singh Badal, Finance Minister (FM) Punjab, and comprising of Major B.S. Kohli, Advisor Invest Punjab, and Rajat Agarwal, CEO Invest Punjab participated in WEF 2020.

Punjab played a significant role in Agri focused sessions at Davos which displayed Punjab's readiness for becoming a global leader in food. The FM represented Punjab at the Food Steward Board Meeting which saw an influential group of 40 stakeholders (agri-sector businesses, heads of state, heads of UN bodies, farmer organizations etc.) deliberate on agenda of food systems transformation worldwide. FM also spoke at a session on sustainable urban water management. The delegation participated in a roundtable discussion on Trade and Logistics organized by Dubai Civil Aviation and Emirates Group. Additionally, Advisor, Invest Punjab was invited to be a keynote speaker in a session focused on Smart cities.

During the visit, the delegation met global leaders from VPS Healthcare (UAE), Fullerton Group (Singapore), UPL Group (India), Gemini Corporation (Belgium), Nestle (Switzerland), Sun Pharma (Israel), Lulu Group International (UAE), Emirates (UAE), Pepsi (USA), Tristar (UAE), Aster DM Healthcare (UAE) and Procter and Gamble (USA). Discussions were held on the investment opportunities available in the State of Punjab along with the bold initiatives undertaken by the State to ensure a conducive business ecosystem. Further, the delegation also engaged in investment and trade discussions with prominent Indian businessmen including Mr. Pawan Goenka, MD, Mahindra & Mahindra, Mr. Baba N. Kalyani, Chairman and MD, Bharat Forge, Mr. Vikram Khemka, Vice Chairman, Sun Group, Mr. Neeraj Kanwar, Vice Chair and MD, Apollo Tyres, Mr. A. Gururaj, MD, Wistron, among others.

### DID YOU KNOW ?

Punjab Contributes 41% of Total Tractor Production of India



### ●●● Investor Speaks

“ In 48 months we built a refinery. Our turnover is now INR 60,000 cr. Not a single day has gone where we had to stop work due to labour issues or any other issues. We have chosen Punjab again for HPCL's new investment ”



Mr. Prabh Das  
MD & CEO



## ●●● Events Update



CEO (IP) discussed potential areas of collaboration with Ambassador of Ecuador.



Visit of High Commissioner Designate of India to Invest Punjab to leverage diaspora connect between Canada & Punjab for investment & growth.



Meeting of Germany based Freudenberg Group with CM Punjab and CEO (IP)



Meeting between FM Punjab and CXOs of German companies operating in Punjab



Brainstorming Session at Invest Punjab with Chandler Institute of Governance (CIG), Singapore. CIG also signed an MoU with GoP for enhancing investment promotion in Punjab

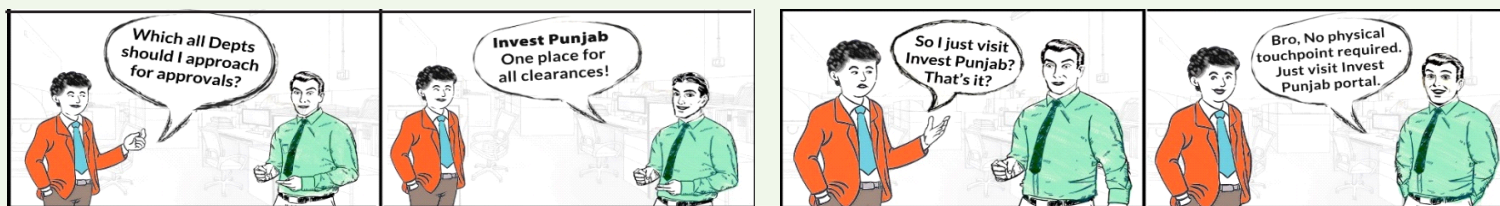
## ➔ Startup Events



- **TAN Investors Summit** (1st Feb) facilitated interaction of startups investors with HNIs to provide insight into angel funding
- **Punjab Agri Business Incubators Conclave 2020** (6th Feb) was a platform for agripreneurs to discuss opportunities
- **Indian Start-Up Summit 2020** (10th Feb) organized by Lovely Professional University to inspire students in their entrepreneurial journey
- **TIECON 2020** (29th Feb) was North India's largest Startup Conference geared at strengthening the startup ecosystem in the region

## ●●● Investing in Punjab - Business As Usual

How can I obtain all the necessary clearances for my business which I am planning to set up in Punjab?





## DISTRICT IN FOCUS : KAPURTHALA

### → Robust Infrastructure



Situated on National Highway 703AA, also referred to as "Shri Guru Nanak Dev Ji Marg"



Amritsar International Airport: 82 km (1 hr 30 min)  
Jalandhar Domestic Airport: 42 km (1 hr 7 min)



Nearest Inland Container Depot (ICD) less than an hour away

### → Strengths

#### A Promising Industrial Hub

Phagwara in Kapurthala is rapidly transforming into a big industrial area with the presence of multiple Cotton & Sugar mills.



#### Railway Coach Factory (RCF)

RCF has manufactured more than 37000 passenger coaches, constituting over 50% of the total population of coaches with Indian Railways.



#### Prominent Educational Hub

- Main campus of Punjab Technical University situated in the district
- World Renowned Lovely Professional University at Phagwara
- State-of-the-art educational facilities like Sainik School available



### → Opportunities

**Vendor Development Opportunity for RCF** where procurement volume will increase to INR 3,000 Cr in the next financial year. Punjab vendors to supply 1/3rd of the projected value.

**Promising Heritage Tourism Hub** with Sultanpur Lodhi that is being developed as a 'Heritage City' under the Smart City project

**Sukhjit Mega Food Park** situated over an area of 50+ acres, offers opportunities for new investments in the Food Processing sector

#### Home to several industries



The Sukhjit Starch & Chemicals Limited



Wahid Sandhar ugars

### ●●● HR Highlights



- **Campus recruitment** of 2nd cohort of Senior Consultants & Consultants from distinguished Indian B-Schools (IIM-A, IIM-B, IIM-C and ISB) has been concluded.
- **Capacity building** workshop for Invest Punjab with Government Communication Service, UK Government on 'Campaigning Excellence' for investment promotion.

