



Accelerating Industrialization in South Tamil Nadu

AMRL SEZ and Government of Tamil Nadu join hands to highlight ease-of-doing-business opportunities

Chennai, 12th May 2017: AMRL SEZ a multi-product SEZ, financed by Srei and marketed by Attivo, conducted a roadshow to highlight the potential of south Tamil Nadu in becoming one of India's largest industrial zones, at a Confederation of Indian Industry (CII) event in Chennai. Senior IAS officials of the state including Ms Shilpa Satish IAS, Executive Vice-Chairperson, Industrial Guidance Bureau, Government of Tamil Nadu, Government of Tamil Nadu and Mr. D Anandan IAS, Joint Development Commissioner, MEPZ Special Economic Zone graced the occasion as guests.

Spread over 2,518 acres in Nanguneri, Tirunelveli district of Tamil Nadu, AMRL SEZ has the capacity to house a diverse set of industries, including textiles, electronics, general engineering, aerospace, auto and components, solar, renewable energy, food processing, and many more. It offers a plethora of choices for businesses from land lease to ready to move in factories and warehousing facility. Alongside easy access to the Tuticorin port and airport, the SEZ is also well-connected with road and railway networks, allowing industries to connect and communicate with both global and national markets with ease. This is complemented with assured water supply, telecommunication infrastructure, and availability of skilled, employable and inexpensive human resources.

Highlighting the unique features of the special economic zone and how it will play a part in the growth of Tamil Nadu, **Mr Indranil Dasgupta, CEO, Attivo Economic Zones** said, "A unique feature of our development is our promise of a comfortable and easy start of operations through our offer of ready to move in factories to our customers. Thus, reducing initial capital costs and making it suitable for immediate start at minimum risk."

AMRL SEZ has strategically focused on the MSME sector and local industry. Businesses have been invited to form clusters and take advantage of cluster benefits. This will allow establishment of industry-specific enablers. Alongside the support of training programmes that have been launched in collaboration with Infrastructure Leasing & Financial Services Limited (IL&FS), this will give impetus to the pace of development in the area. Also, being located in the less developed part of the state, the government has set up incentives to encourage industry to set up facilities in this part of the state. Upon approval, the SEZ can also offer an adjacent domestic tariff area (DTA), to accelerate industrialization in the region.

He further added, "The estimated total turnover of AMRL SEZ is about Rs. 10000 crores, with direct employment opportunities for over 30,000 people in the next 3-5 years. In the long term it has the potential to generate direct employment for over 1,00,000 people making it one of India's largest industrial zones. Tamil Nadu is the second largest contributor to India's GDP and we believe that through AMRL SEZ we will be able to participate in the growth story of the state and be the engine for Tamil Nadu's economic growth and development in the southern region"

On this occasion, further strengthening its commitment to the development of the local industry, AMRL SEZ also signed MOU with IL&FS, for skill development and training programmes.

Mr. P Ravichandran, CII Tamil Nadu, said "One of the long term visions of CII Tamil Nadu is to have a joint taskforce with the Government of Tamil Nadu to drive the growth of Madurai – Tuticorin Industrial Corridor development. We are working with the state government on kick-starting this taskforce soon."

Ms Shilpa Prabhakar Satish, IAS, Executive Vice-Chairperson, Industrial Guidance Bureau, Government of Tamil Nadu said "Tamil Nadu has been a preferred destination over decades for industry and is in the forefront of industrialization of the country. Ease of doing business is our priority and we are working on bringing out an effective online single window clearance system. AMRL SEZ in south Tamil Nadu has great potential in driving the industrialization of the southern districts".

Mr D Anandan IAS, Joint Development Commissioner, MEPZ Special Economic Zone spoke about the facilities and incentives available in the economic zones, and highlighted AMRL SEZ as the largest multiproduct SEZ in Tamil Nadu with ready infrastructure.

About AMRL SEZ:

AMRL SEZ is a multi-product SEZ, which is financed by Srei and marketed by Attivo. Spread over 2,518 acres in Nanguneri in southern part of Tamil Nadu, AMRL SEZ is set to house a diverse set of industries – electronics, general engineering, auto ancillaries and components, solar and many more. The SEZ is strategically located and offers easy access to Tuticorin Port (80 kilometres), Tuticorin Airport (75 kilometres), Thiruvananthapuram International Airport (110 kilometres) and Chennai International Airport (650 kilometres). The SEZ is also well-connected with road and rail networks. This is complemented with assured water supply, world-class telecommunication infrastructure and availability of skilled, employable and inexpensive human resources.

About Attivo Economic Zones Private Limited:

Attivo Economic Zones Private Limited, a Srei initiative, is in the business of developing, managing and marketing industrial parks, economic zones, SEZs and smart cities. The company is responsible for marketing AMRL SEZ – a multi-product SEZ financed by Srei, and is actively exploring opportunities to develop, acquire and market similar projects in states like Gujarat, Maharashtra, West Bengal, Andhra Pradesh, Madhya Pradesh and Rajasthan.

Profiles Of the companies that signed with AMRL Special Economic Zone

1. Yalamanchili Manufacturing

Yalamanchili has acquired land in the AMRL Special Economic Zone towards the development of its Product Assembly Centre for the manufacturing & assembly of the AVATAR range of self-service terminals. The terminals are built to specification, tested to maintain highest levels of quality and packaged & shipped to clients globally. AMRL SEZ will serve as the primary location for the assembly of the electronics module - MAGIC, the core constituent of AVATAR self-service terminals. The unit is estimated to employ about over 50-100 people and export goods worth of 10 crores within the first 5 years of operation.

2. Nalman & Radha

Nalman & Radha is a partnership firm, focussed in manufacturing of Stainless Steel household Articles like Vacuum flask and other allied products. They ship their products to US and European Market. The company has a planned Investment of about Rs 30 crore for their unit in AMRL Special Economic Zone. It will employ over 300 people from the region and Export products worth US\$ 1.5 Million within the first 5 years of operation.

3. Nissi Engineering

NISSI Engineering solution is a technology company providing services and solutions in the integrated domains of control and computing for Energy and Automation. Nissi plans a total investment of over 10 crores over a period of 2-3 years and generate employment to about 200 Engineers and generate service exports worth Rs 60 crores in 5 years.

4. Shine Cables

Shine cables are manufacturers of Cable, Panel, and other solar related products. Shine cables plans to setup its manufacturing Plant in AMRL SEZ with investment of over Rs 10 crores. The unit is estimated to generate employment to about 100 people over a period 2 years people and exports goods worth Rs 40 crores in 5 years.

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