



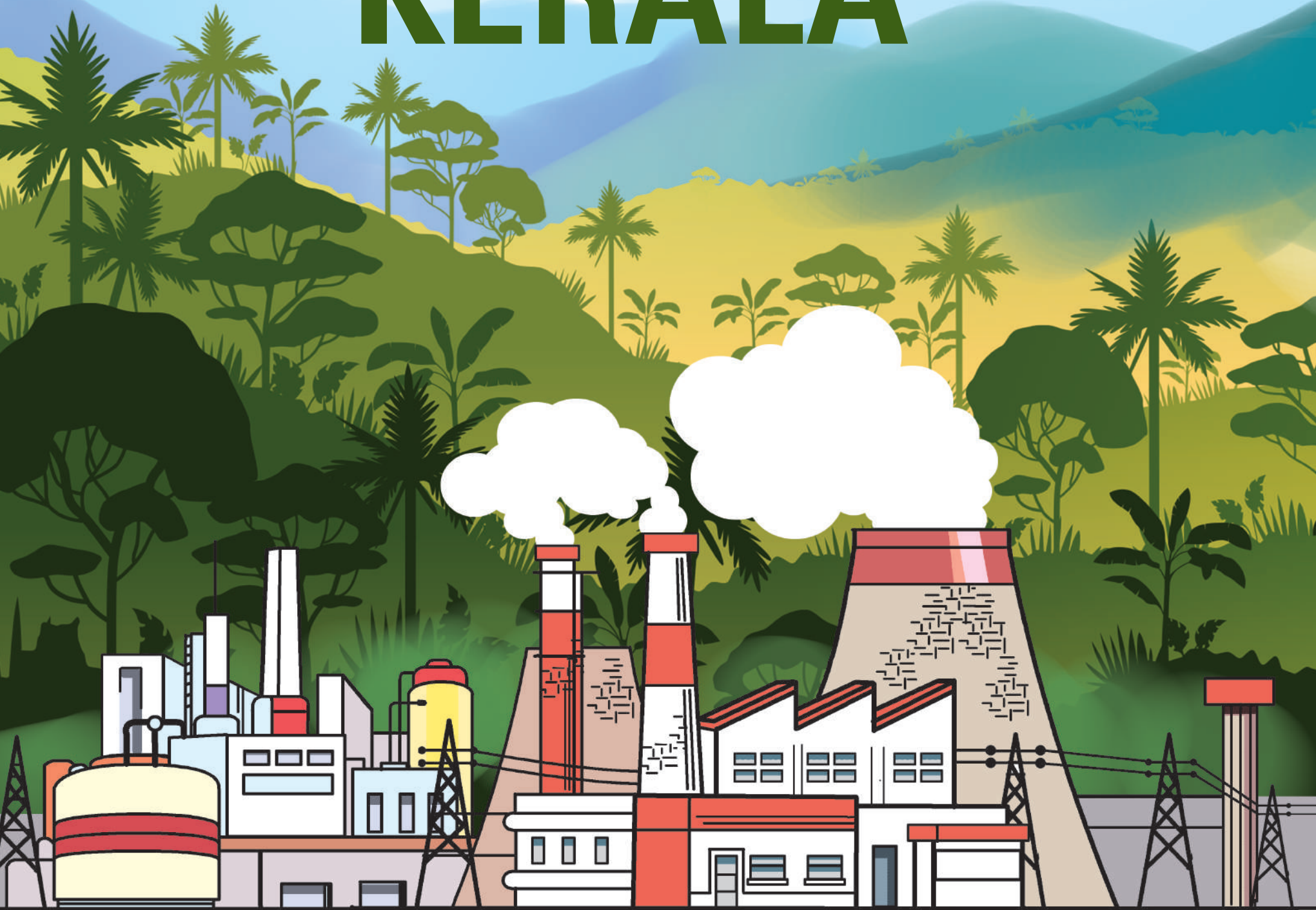
Government of Kerala

THE HINDI **businessline.** www.businessline.com

MAKE IN KERALA



Kerala State Industrial Development Corporation Ltd.



SHOWCASING KERALA



Nov. 1-7, Thiruvananthapuram



KERALA'S SUCCESS STORIES

Within the heart of Kerala, these market leaders have discovered their perfect home. And they are not alone

*K*erala, a thriving hub for innovative ventures, offers an ideal industrial landscape. Productivity soars with a high literacy rate, a skilled labour force and a strong work ethic. Kerala's well-connected infrastructure streamlines the transportation of goods via road and ports. Positioned on India's southwestern coast, Kerala enjoys easy access to global markets. The State government actively supports entrepreneurship with enticing incentives and subsidies, spurring investment. Abundant natural resources such as rubber and spices further bolster various industries. This unique blend of human capital, infrastructure and government backing makes Kerala an enticing destination for trailblazers in the business world.

A MULTITUDE OF THRIVING INDUSTRIES

1

KERALA FIRM CLAIMS 12% OF GLOBAL BLOOD BAG MARKET

Terumo Penpol Pvt. Ltd,
Thiruvananthapuram, established in 1983, is the world's largest blood bag manufacturer, contributing to over 12% of the global production of blood bags.



2

KERALA SHINES AS ASIA'S DENTAL LAB HUB

Dentcare Dental Lab Pvt. Ltd, based in Kochi and established in 1988, is not only the largest dental lab in Asia but also the second largest globally, specialising in dental prosthetics and innovative solutions.

3

KERALA COMPANY PIONEERS OPTRONICS TECHNOLOGY

SFO Technologies, founded in 1990 and located in Kochi, stands as India's first tech company in the Optronics domain. It collaborates with global Fortune 100 businesses and contributes to space missions.



4

THE HEART OF INDIA'S INDIGENOUS HEART VALVE PROSTHESIS

TTK Healthcare Ltd, Thiruvananthapuram, holds the distinction of being India's first indigenous heart valve prosthesis manufacturer, producing over 20,000 heart valves annually.



5

KERALA FIRM IS THE LARGEST INDIAN EXPORTER OF EXTRUDED RUBBER THREADS

Rubfila International Ltd, based in Palakkad and established in 1993, ranks as the largest manufacturer and exporter of extruded round latex rubber threads in India, claiming an annual production capacity of 27,750 tonnes.



6

KERALA'S SEAFOOD GIANT ACHIEVES \$65 MILLION IN ANNUAL EXPORTS

Mangala Group, with its establishment in 1967 in Kochi, is a prominent leader in the seafood industry. It's the largest seafood exporter in Kerala, annually producing over 17,000 tonnes of frozen seafood worth \$65 million.



7

KERALA FIRM SUPPLIES GLOBAL SPACE MISSION COMPONENTS



Vajra Rubber Products Pvt. Ltd, situated in Thrissur and founded in 1989, holds the unique position of being the sole manufacturer in

India to have developed the directional control unit of a rocket called the 'FLEX SEAL.' The company supplies critical components for space missions.

8

KERALA'S GLOBAL DOMINANCE IN PLANT-DERIVED NATURAL PRODUCTS



Synthite Industries Pvt. Ltd, headquartered in Kochi and in operation since 1972, is a global leader in spice oils, oleoresins, and plant-derived natural

products. It commands over 30% of the global market share, operates in 70+ countries, and generated products worth ₹1,000 Crore in FY 2022.

9

KERALA ENTERPRISE DOMINATES HALF OF INDIA'S NATURAL RUBBER EXPORTS

St Mary's Rubbers Pvt. Ltd, based in Kottayam and established in 2002, is a leading processor and exporter of centrifuged latex in India, responsible for more than 50% of the total natural rubber exports.

10

10 MILLION PLANTS A YEAR FROM KOCHI BIOTECH COMPANY

AVT Biotech, located in Kochi and founded in 1984, is a globally recognised tissue culture production facility with an installed capacity to produce about 10 million plants annually.

11

HEALTHCARE MAJOR HEADQUARTERED IN KERALA

HLL Lifecare Ltd, headquartered in Thiruvananthapuram and established in 1966, is a major healthcare manufacturer specialising in birth control solutions, vaccines, personal hygiene products, diagnostic kits, hospital products and pharmaceuticals. The company supplies its products to several nations.

12

KERALA IVD COMPANY SERVES CUSTOMERS IN 90+ COUNTRIES

Agappe Diagnostics Ltd, Kochi, a rapidly expanding In-Vitro Diagnostic (IVD) company, focusses on the research, design, and production of clinical chemistry, immunochemistry, hematology reagents and equipment. It serves 60,000+ customers globally, spread over 90+ countries"

AND THERE ARE MANY MORE...▶▶▶

A GLOBAL BUSINESS DESTINATION

Kerala is a magnet for global companies, captivated by its ESG-driven business ecosystem

*K*erala's contemporary allure to global corporations echoes a centuries-old tradition of attracting foreigners, just as the Arabs, the Portuguese, the Dutch and others were drawn to its shores in the past. This storied history of maritime trade and cultural exchange has cultivated an international outlook in the State. Today, Kerala continues to be a welcoming gateway for foreign entities seeking new horizons in India. Much like the traders of old, modern global companies are enticed by the State's assets, forging partnerships and investments that promise mutual growth. This seamless connection between Kerala's historical legacy and its modern role as a hub for international business signifies an unchanging spirit of openness and enterprise that defines the region's identity

A WAVE OF NEW INVESTMENTS SWEEPS INTO KERALA

1

dSPACE EXPANDS GLOBAL FOOTPRINT WITH ITS THIRUVANANTHAPURAM CENTRE

dSPACE, Germany, is a global leader in simulation and validation solutions for the automotive industry, headquartered in Germany with R&D centres in Germany and Croatia. They are establishing their third global R&D centre in Thiruvananthapuram.



2

TATA ELXSI: THRIVING FROM TECHNOPARK SINCE 1989

Founded in 1989 at Technopark, Thiruvananthapuram, **Tata Elxsi** is a world-renowned design and technology service provider across various industries, employing over 12,000 people, with over 70% based in Thiruvananthapuram.

SAFRAN EXPANDS AEROSPACE TEST CAPABILITIES IN THIRUVANANTHAPURAM

3

Safran, France, the world's second-largest aircraft equipment manufacturer, outfits over 75% of India's aircraft fleet. Safran Data Systems acquired Captronic Systems in Thiruvananthapuram for aerospace and defence test equipment development, establishing a test centre near Technopark, Thiruvananthapuram.



EXPERION AND TRL SOFTWARE, U.K., COLLABORATE FOR ROAD SAFETY SOLUTIONS

4

Experion Technologies, founded in Thiruvananthapuram in 2006, is a global product engineering services company serving 500+ global customers across 36 countries. They formed a joint venture named **TRL Technologies India Pvt. Ltd.** in Thiruvananthapuram to implement advanced digital solutions for enhanced road safety.



6

U.S. FIRM COMMITS ₹1,500 CR INVESTMENT IN KERALA

Vensure, a U.S.-based company specialising in outsourced payroll, human resources, benefits, risk management and workers' compensation services, is injecting ₹1,500 crore into Kerala.



IBM EXPANDS KOCHI SOFTWARE LAB TO SPEARHEAD DEVELOPMENT



5

IBM is set to transform its Kochi-based Software Lab into a central development hub, a strategic move for the multinational technology corporation. The lab now boasts a workforce of over 1,500 skilled professionals.



7

DP WORLD, COCHIN PORT AUTHORITY SIGN MOU

DP World and



the **Cochin Port Authority** have inked two pivotal Memorandums of Understanding (MoUs) poised to catalyse the subsequent stage of growth in capacity and capability at the port. The initial MoU entails DP World's execution of Phase I for establishing a Free Trade Warehousing Zone (FTWZ) at Cochin Port. In the second MoU, the logistics heavyweight is set to elevate its cargo handling capabilities at the International Container Shipment Terminal/India Gateway Terminal Pvt. Ltd.

LULU GROUP INVESTS ₹150 CR IN KOCHI FOOD PROCESSING UNIT

LuLu Group International

has recently embarked on a significant endeavour by launching a ₹150 crore food processing and export unit in Kochi.



8



THE LIST GOES ON... ▶▶▶

ECOSYSTEMS

KERALA'S DIVERSE ECOSYSTEMS: A HUB OF INNOVATION AND EXCELLENCE



Kerala's thriving and interconnected business ecosystems, ranging from start-ups to aerospace, information technology, renewable energy and more, offer a dynamic and sustainable landscape for innovation and investment

The business concept of an ecosystem draws parallels with the ecological notion of interconnected environments, where diverse entities coexist, interact and rely on each other for sustenance. In the business realm, these interactions can encompass both competition and collaboration, collectively contributing to the vitality, adaptability and endurance of a specific industry or market. Kerala has cultivated thriving ecosystems across various sectors. From a burgeoning start-up landscape that competes on a global scale to robust industries in aerospace, information technology and renewable energy, Kerala's business ecosystems exemplify its unwavering dedication to progress and sustainability.

FLOURISHING ECOSYSTEMS: AN INVESTOR'S DELIGHT

START-UP ECOSYSTEM

- ◆ Kerala features a thriving start-up and innovation ecosystem with over 63 incubators, 375+ innovation and entrepreneurship development centres/mini-incubators.
- ◆ Kerala Start-up Mission has been recognised as the world's No.1 public business incubator by UBI Global.
- ◆ It is ranked fourth globally and first in Asia for the procurement of affordable talent, as per the Global Start-up Ecosystem Report (GSER) 2022.
- ◆ In FY22, the State witnessed the emergence of over 3,650 tech startups.

GRAPHENE ECOSYSTEM

- ◆ The State houses a Graphene Incubation Centre in Palakkad.
- ◆ ₹ 200 crore graphene production facility to be set up by the government.
- ◆ Digital University, Kerala, has partnered with the University of Manchester to establish India's first graphene innovation centre in Kochi.

RUBBER ECOSYSTEM

- ◆ Kerala accounts for over 70% of India's natural rubber production.
- ◆ The State hosts more than 900 rubber products manufacturing units.
- ◆ Kerala has dedicated industrial parks in Ernakulam and Kollam.
- ◆ Research institutions such as the Rubber Board and the Rubber Technology Centre (RTC) contribute to advancements in the rubber industry.
- ◆ Kerala Rubber Ltd, located at property owned by Hindustan Newsprint Ltd (HNL) in Vellur, promotes natural rubber-based industries.

AEROSPACE AND DEFENCE ECOSYSTEM

- ◆ Kerala benefits from a pool of skilled and qualified human resources.
- ◆ Research institutions such as IISST, IISER, NIT and RGAAT contribute to R&D.
- ◆ The State has infrastructure in the form of the Kerala Aerospace Park.
- ◆ Collaborations and investments from global aerospace and defence giants such as Airbus, Boeing, Lockheed Martin and Safran enhance the ecosystem.
- ◆ Kerala played a significant role in the Chandrayaan-3 Mission through contributions from PSUs like Keltron and MSMEs in spacecraft and payload development.
- ◆ Key PSUs in the sector are VSSC, LPSC, IISU and IIST, with several private companies actively participating.

MARITIME ECOSYSTEM

- ◆ The major player is Cochin Shipyard Ltd. (CSL), established in 1972, which is the largest shipbuilding and ship repair company in India and employs more than 10,000 people. CSL built INS Vikrant, India's first indigenously-built aircraft carrier, with contributions from more than 98 MSMEs operating in the State.
- ◆ Kochi is one of the largest ports in India and is complemented by a strong shipbuilding industry, handling 80% of the State's maritime cargo.
- ◆ The Cochin Maritime Cluster (CMC) fosters collaboration, innovation and excellence in the maritime sector.

FOOD PROCESSING ECOSYSTEM

- ◆ Kerala's diverse range of crops offers ample opportunities for value addition.
- ◆ It is ranked second in India in marine exports, amounting to \$1 billion annually.
- ◆ Kerala is home to 75% of India's EU Certified Sea Food Units.
- ◆ Kerala is the largest producer of Cardamom, Vanilla and Nutmeg, and the second-largest producer of Jackfruit, Tapioca, Cocoa, Coconut, Black Pepper and Coffee in India.

AYURVEDA ECOSYSTEM

- ◆ Kerala offers a wide range of Ayurvedic treatments, therapies, massages, and wellness programs catering to various health conditions.
- ◆ The Global Ayurveda Village Project aims to benchmark the project with the Global Centres of traditional medicine and develop it as an Integrated Centre of Excellence in Ayurveda.
- ◆ Kerala is home to three Government Ayurveda colleges, two aided Ayurveda colleges, 12 self-financing Ayurveda colleges and six paramedical self-financing colleges.



MEDICAL DEVICES ECOSYSTEM

- ◆ The Government of Kerala initiated the Kerala Medical Technology Consortium (KMTC) to foster medical innovation, R&D, technology development, entrepreneurship and manufacturing.
- ◆ Kerala's medical devices sector features the presence of over 30 MSME units.
- ◆ The State hosts KSIDC's Bio360 Life Sciences Park and Medical Devices Park in Thiruvananthapuram.

RENEWABLE ENERGY ECOSYSTEM

- ◆ Kerala enjoys abundant availability of renewable energy resources and strong commitment from both government and the public.
- ◆ The State aims for 100% renewable energy adoption by 2040 and net carbon neutrality by 2050.
- ◆ The Soura project, which installed solar panels on 75,000 homes, contributes 350 MW to the grid.
- ◆ Kerala's Hydrogen Economy Mission focusses on green hydrogen production.

INFORMATION TECHNOLOGY ECOSYSTEM

- ◆ Kerala boasts a rich talent pool and excellent IT infrastructure.
- ◆ Technopark, Thiruvananthapuram, is India's largest IT park and one of the world's greenest technoparks, housing over 486 companies employing more than 72,000 professionals.
- ◆ World-class IT parks and incubators like Infopark Kochi and Cyberpark Kozhikode drive IT innovation.
- ◆ The State has established a State-wide fibre optic network (KFON) and the Skill Development Platform of Kerala (SDPK) for upskilling IT engineering students, the first of its kind in the country

TOURISM ECOSYSTEM

- ◆ Kerala is one of the most sought-after tourist destinations in Asia, renowned for its vibrant culture and exotic cuisine.
- ◆ The State promotes responsible and sustainable tourism through initiatives like Green carpet, Medical Tourism and Caravan Tourism.
- ◆ Kerala ranks fifth in terms of foreign tourist visits in India.
- ◆ Well-connected cities and airports make it a prime destination for tourists, business travellers, nature lovers, adventure seekers and wellness enthusiasts.

WHERE OPPORTUNITIES ABOUND...

ELECTRIC VEHICLE ECOSYSTEM

- ◆ Kerala's Electric Vehicle (EV) policy offers incentives and concessions to attract investments in EV manufacturing and infrastructure.
- ◆ The State has partnered with NTPC and Energy Efficient Services Ltd (EESL) to develop the charging infrastructure for EVs.
- ◆ Kerala State Electricity Board (KSEB) is setting up charging infrastructure, offering special electricity rates and integrating solar power to promote EV adoption.

MSME ECOSYSTEM

- ◆ Kerala hosts more than 23 lakh estimated MSMEs, making it the 12th highest in the country.
- ◆ The Government of Kerala celebrated FY 2022-23 as the 'Year of Enterprises'.
- ◆ During FY 2023, around 1.4 lakh enterprises were established with a total investment of ₹8,422 crore, creating more than 3 lakh jobs.
- ◆ Kerala's approach to promoting MSMEs has been recognised as a 'best practice model' by the Government of India.

WHY CHOOSE KERALA?

Choose Kerala for a thriving business environment with competitive financing, streamlined licensing, land development support, efficient grievance redressal, accessible help desks and business-friendly policies



*K*erala's strategic framework encompasses a suite of dynamic initiatives and policies primed to propel industries into the future. From offering enticing financial packages to simplifying licensing procedures, Kerala's commitment to business expansion is palpable. Innovative support mechanisms, like online grievance resolution and specialised consultancy services for entrepreneurs, contribute to a favourable environment.



Loans

◆ Loans @ 4%

▶ Loans @ 4% interest subject to a maximum of **₹10 lakh** (via interest subvention upto 6%)

◆ Loans upto ₹5 crore at 5% interest

▶ Loan assistance of up to 80% of project cost, max. **₹5 crore**, at 5.50% interest (floating, after 3% interest subvention from Government) through CM's scheme in KSIDC and 0.5% rebate on prompt repayment

Licences

◆ K-SWIFT License

▶ Single online portal for various license applications

◆ K-SWIFT acknowledgment

▶ Start an enterprise (upto **₹50 crore** investment), with only an acknowledgement certificate for upto three years (non-red category)

◆ **Single window clearance system**

- ▶ Speedy issuance (within 30 working days) of licenses, clearances, permits and NOCs required for setting up, expansion, diversification modernisation of enterprises

Land

◆ **Private Industrial Parks**

- ▶ Entities having a minimum of 10 acres or more are eligible to apply for PIE Developer permit
- ▶ Assistance of up to **₹3 crores** (₹30 lakhs/ acre) for development of land

◆ **Campus Industrial Parks**

- ▶ Proposal to start Industrial Parks on campuses of government and private educational institutions having vacant land
- ▶ To offer financial assistance for setting up the park

Support System

◆ **Online grievance redressal system**



- ▶ Online portal for all kinds of grievance redressals related to industries in place with the convergence of all departments

◆ **MSME Clinics**

- ▶ Free consultancy services for entrepreneurs by experts in Law, Marketing, DPR preparation, Export, GST, Technology, Consents, Licenses and Banking

Facilitation

◆ **Help desks in all local bodies**

- ▶ Help desk services provided at all 1,034 local bodies through Enterprise Development Executives (EDEs)
- ▶ Help desk services provided at all Taluk Industries Centres through Taluk Resource Persons (TRPs)

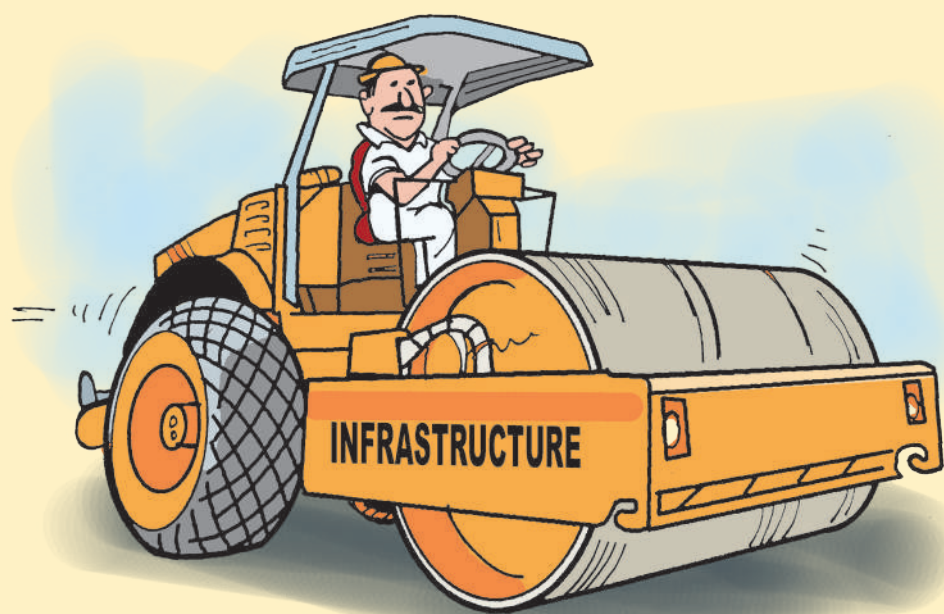
◆ **Attractive schemes**

- ▶ Various subsidy schemes and other incentives, namely Capital investment subsidies and term loan assistance

Policy

◆ **Industrial Policy 2023**

- ▶ Industrial Policy 2023 focusses on traditional and sunrise sectors IR4.0 ready
- ▶ Seven focus pillars
- ▶ 22 priority sectors and 18 fiscal incentives for investment promotion and job creation
- ▶ To increase the number of manufacturing units and market development opportunities for MSMEs.



KERALA'S IRRESISTIBLE CALL

Connectivity

- ▶ 2.38 lakh km of roads (548 km per 100 sq. km, 3x national average)
- ▶ 1,745 km of railway tracks
- ▶ 1,700 km of inland waterways
- ▶ Four international airports
- ▶ Two major seaports
- ▶ 17 minor/intermediate ports
- ▶ One container transshipment terminal
- ▶ Upcoming projects: Sabarimala Airport, Light Metro Rail and more
- ▶ Proximity to international sea routes

Industrial Infrastructure

- ▶ Single Window Clearance Boards for speedy approvals
- ▶ 56% Internet penetration (the second highest in India)
- ▶ 35,000 km of Optical Fiber Network planned
- ▶ Kochi-Bangalore industrial corridor
- ▶ Gas and LPG pipelines, CGD network
- ▶ 140+ industrial parks
- ▶ New industrial parks (Medspark, Petrochemical Park, Rubber Park)
- ▶ 13 Common Facility Centres in 15 industrial clusters
- ▶ Best law-and-order system
- ▶ Clean air and water

Social Indicators

- ▶ Inclusive development focus
- ▶ High-quality education, women empowerment, and healthcare
- ▶ Social and Human Development indicators on a par with developed countries
- ▶ No. 1 in Physical Quality of Life Index, Human Development Index, Public Affairs Index (2021), School Education Quality Index
- ▶ Highest literacy rate
- ▶ Lowest Maternal Mortality Rate and Infant Mortality Rate



Kerala is set to spearhead knowledge-driven industries, focussing on innovation, overcoming land constraints, promoting MSMEs, streamlining coordination and positioning itself competitively in the modern industrial landscape

DIALOGUE

KERALA: KNOWLEDGE-DRIVEN INDUSTRIAL EVOLUTION

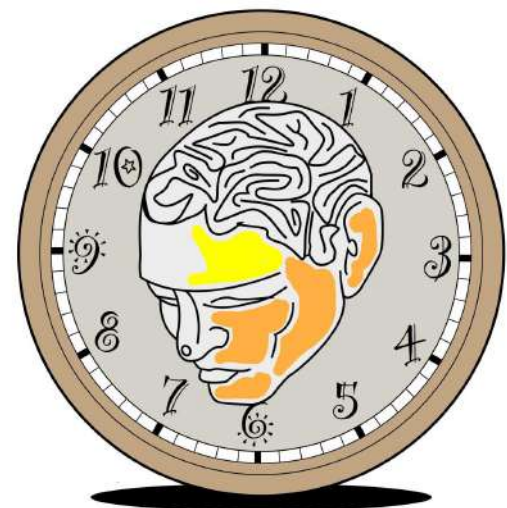
With a focus on emerging sectors and innovation, Kerala aims to carve a prominent space for itself in the modern industrial landscape.

Kerala Industries Minister P Rajeev sheds light on the challenges and successes in promoting MSMEs, the strides made in inter-departmental coordination and the exciting prospects for Kerala as it transitions into a knowledge-based economy.

Excerpts from an interview:

What major obstacles does Kerala face in its industrial development journey?

Kerala faces several key challenges with one of the foremost being the scarcity of available land for industrial purposes, setting it apart from many other States. Moreover, the State's focus on ESG (environmental, social and governance)-oriented development adds complexity to its growth strategy. However, Kerala



has a rich history of innovation and resilience. While South Korea was taking its initial steps into the electronics industry, Kerala had already launched Keltron (Kerala State Electronics Development Corporation Limited). For industrial growth to thrive, a comprehensive shift in the mindset of political leaders, bureaucrats, citizens and the media is essential. The LDF government has meticulously evaluated the State's strengths and weaknesses, resulting in a new industrial policy aimed at facilitating growth. Investors exploring opportunities in Kerala can tap into a range of advantages, including access to a future-ready skilled workforce, a clean environment without extreme weather conditions, impressive social indicators, a well-established logistics infrastructure, untapped potential in high-tech and digital development, a responsible investment agenda and a rapidly evolving ecosystem transitioning into a knowledge-based economy.

Kerala's sunrise sectors encompass diverse fields such as 3D printing, Artificial Intelligence, Ayurveda, Biotechnology, Electric Vehicles, Graphene, Pharmaceuticals, Maritime, Medical Equipment, Nanotechnology, Robotics, Aerospace and Defence, Logistics, Tourism and Hospitality, Retail and Food Technology.

To what extent have the initiatives aimed at promoting MSMEs been successful?

MSMEs perfectly align with Kerala's unique economic, social and environmental landscape, thanks to their resource efficiency and adaptability to the State's land constraints. They drive local employment, encourage skill development, promote innovation and entrepreneurship, and span diverse sectors, including technology, manufacturing, agriculture and services.

The Kerala government's Industries Department received national recognition for its 'Year of Enterprises (2022-23)' project, acknowledged as a best practice in the 'Thrust on Micro, Small, and Medium Enterprises (MSMEs)' category by the Union government. To address the challenges faced by MSMEs, the State has launched MSME clinics in all districts, with 168 experts appointed for this purpose.

An ambitious initiative aims to elevate 1,000 selected MSMEs in Kerala to ₹100 crore turnover units within four years. Efforts are underway to ensure the long-term success and sustainability of the 1,39,840 enterprises initiated as part of the Year of Enterprises project, with a focus on reducing closure rates and achieving a 5 percent growth rate in their turnovers.

Is the inter-departmental coordination effective in addressing citizen concerns? There have been significant complaints from the public

regarding delays in processes, particularly within the Revenue Department.

The Single Window Clearance system streamlines approvals, ensuring licenses, clearances, permits, NOCs and renewals within 30 working days. Kerala's State Single Window Clearance Board (KSSWCB) has approved projects worth ₹4,000 crore in 33 meetings, generating 40,000 jobs. The Kerala Centralised Inspection System (K-CIS) ensures fairness with random inspections and rapid report accessibility, presently involving five departments with more planned for future integration. Efforts to streamline the coordination with the Revenue Department are ongoing, with productive discussions held with the Revenue Minister to address long-standing system challenges.

How do you foresee Kerala's development in the next 10 years?

Kerala is poised to become a leading hub for knowledge-based industries, leveraging its skilled workforce and with a focus on emerging sectors such as Industry 4.0, Artificial Intelligence and Virtual Reality, all while overcoming land constraints. The State's commitment to education has led to global opportunities for its talented people, supported by institutions such as the Kerala Knowledge Economy Mission, the first Centre of Excellence in Intelligent Internet of Things (IIoT) in Kochi and the Kerala Blockchain Academy (KBA), which offers extensive blockchain training and research. Kerala is firmly on the path to becoming a major player in the industries of the future.



**Kerala
Industries,
Law and Coir
Minister
P Rajeev**

PRINCIPAL SECRETARY'S MESSAGE ▶▶▶

KERALA'S ESG-DRIVEN INDUSTRIAL SHIFT

Suman Billa, IAS

Principal Secretary,
Industries and NORKA, Kerala

Kerala is strategically shifting its industrial focus towards smart, sustainable sectors, acknowledging its unique strengths and environmental considerations. The State's new industrial policy prioritises industries that value Environmental Social Governance (ESG) principles and technological skills.

Kerala's strength lies in its educated population, offering highly skilled workforce at competitive rates. The State aims to become a global hub for ESG-oriented industries, leveraging its strong compliance record in areas such as pollution control, sustainable methods and ethical practices such as gender balance in the workforce and no child labour. This positions Kerala as an ideal destination for industries such as deep tech, medical devices, 3D printing, green energy and nanotechnology.



The State capital, Thiruvananthapuram, is home to prestigious institutions such as Vikram Sarabhai Space Centre (VSSC), Liquid Propulsion System Centre (LPSC) of the Indian Space Research Organisation (ISRO) and BrahMos Aerospace. These institutions enable specialised manufacturers and space-tech startups to thrive.

Kerala's identified sectors, including food technologies, maritime, recycling and 3D printing, capitalise on its skilled

Kerala's shift towards sustainable industries, driven by ESG principles and bolstered by its skilled workforce and research institutions, seeks to lead by example through effective policy implementation

workforce, environmental awareness, and access to new talent. However, an essential component of this shift is revamping the education sector to prepare students for practical skills required in the industry.

The State plans to encourage academia-industry partnerships by establishing R&D facilities on university campuses and creating campus industrial parks. This collaboration aims to facilitate research information exchange.

Kerala also aims to revitalise traditional sectors such as Ayurveda and rubber-based industries by producing premium-quality goods. The success of this transformative policy relies on its effective implementation, with the goal of setting an example for others to follow.

MANAGING DIRECTOR'S NOTE ▶▶▶

KERALA'S INVITING INVESTMENT LANDSCAPE

Kerala's investment landscape showcases cutting-edge industrial infrastructure, seamless approval processes and a commitment to sustainable innovation across diverse sectors, making it an attractive destination for forward-looking investors

S Harikishore, IAS

Managing Director, KSIDC
Director, Directorate of Industries and Commerce

Kerala is a vibrant hub of industrial innovation with cutting-edge facilities across 140+ industrial parks, spanning sectors from Food Processing and Hi-tech to Export, Defence and Textiles. The game-changing Kochi-Bengaluru Industrial

Corridor and Industrial Parks such as Medspark, Petrochemical, and Rubber are set to revolutionise industries. Supported by 13 Common Facility Centres (CFCs), seamless progress is assured.

Experience business ease with K-SWIFT, Kerala's award-winning Single Window Interface for Fast and Transparent Clearance. It integrates 21 departments, offering 89 services under one digital platform, with instant approvals and defined timelines. Kerala's workforce is future-ready, backed by top universities, healthcare prowess, and Maker Village, a leading hardware startup incubator. We're transitioning into a knowledge



economy, leading in fields like IIoT and blockchain. Our focus on ESG investments and sustainability aligns with Industry 4.0, Artificial Intelligence and Virtual Reality. We offer robust IT infrastructure, widespread internet access and top-notch logistics.

Explore promising sectors such as AI, Biotechnology, Electric Vehicles and Renewable Energy. Kerala provides incentives, including low-interest loans, R&D support and trade fair participation. Electricity duty exemptions, access to finance, and sustainability incentives make it a lucrative destination. Building the MSME ecosystem promotes local economic growth.

Kerala's future is brimming with innovation, sustainability and endless possibilities.

GROWTH JOURNEY ▶▶▶

KERALA'S INDUSTRIAL RENAISSANCE

Kerala has witnessed substantial industrial growth in recent years, driven by entrepreneurship, Ease of Doing Business, innovation, infrastructure development, public sector revitalisation and sustainability initiatives



Over the past few years, Kerala has witnessed a significant transformation in its industrial sector, marked by remarkable progress and innovative initiatives.

At the forefront of this transformation is the Year of Enterprises (2022-23) initiative, which has seen the launch of an impressive 1,39,840 ventures. These ventures have not only injected a staggering investment of ₹8,422 crore into the State's economy but have also generated employment for over 3,00,051 people.

This entrepreneurial surge is not limited to any specific demographic. Women entrepreneurs have played a crucial role in this growth, with 45,107 enterprises initiated by women. Kerala has also demonstrated a commitment to inclusivity, as 14 persons from the transgender community have ventured into entrepreneurship.

Kerala's 'Year of Enterprises' received national recognition as a best

practice in the MSME sector. The State introduced measures including MSME Clinics in all districts, offering low-interest loans with government interest coverage and launching the 'Mission 1000' project aimed at elevating 1,000 MSMEs to ₹100 crore turnover units in four years.

Promoting entrepreneurship

The ₹1,000 crore 'Make in Kerala' initiative promotes domestic production, entrepreneurship and investment opportunities for high-potential products. The revamped industrial policy emphasises 22 sectors, including aerospace-defence, AI-robotics, biotech, electric vehicles, nanotechnology, pharma and logistics, offering 18 incentives.

Kerala has significantly improved its Ease of Doing Business ranking from the 28th to the 15th place, implementing 94 per cent of the required reforms. The introduction of the Kerala Centralised Inspection System (K-CIS) provides inspection reports within 48 hours. A Grievance Redressal System resolves entrepreneur concerns in 30 days, imposing fines on defaulting officials. The 'Meet the Investor' project attracted ₹11,000 crore in investment. The K-SWIFT system streamlines licensing, enabling businesses worth up to ₹50 crore to be set up without delay. Infrastructure development includes private industrial parks, Industrial Facilitation Parks, Mega Food Parks and Petrochemical Parks. The MSME Facilitation Act, Investment Bureaus, the Draft Kerala Export Promotion Policy and the ESG Policy have significantly advanced the promotion of responsible industries.

Growth of public sector

Kerala's public sector transformation includes Kerala Paper Products Limited targeting 5 lakh metric tonnes production and ₹3,000 crore turnover, and the Kerala Minerals and Metals Limited and Kerala Rubber Limited focussing on latex-based products with a ₹1,050 crore investment. A Public Sector Recruitment Board enhances transparency and a master plan for public sector institutions promises investments and turnover growth by 2030. The State's sustainability commitment involves a plantation directorate, plantation tourism projects, and efforts to improve dilapidated plantation areas.

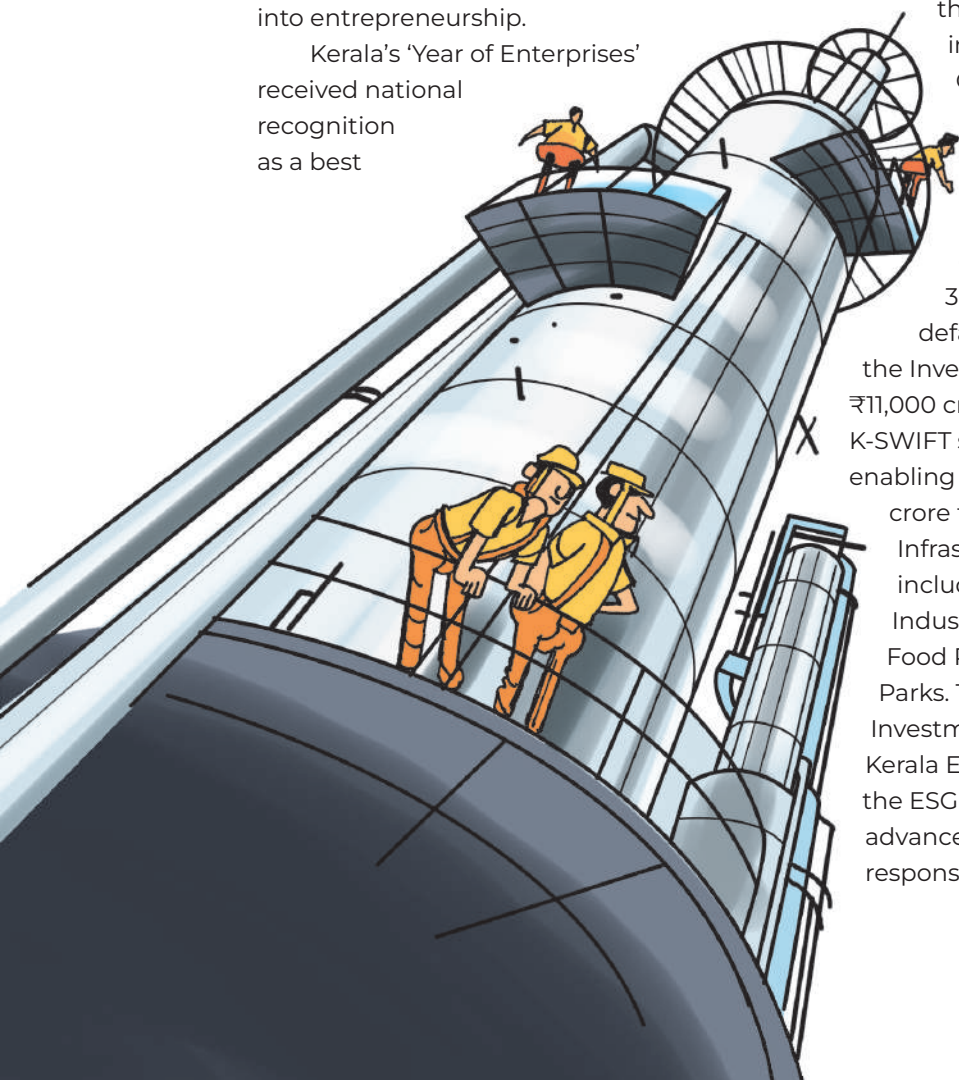
Innovation is at the heart of Kerala's progress, with the India Innovation Centre for Graphene, logistics policy and bamboo bazaars showcasing the State's forward-thinking approach.

Number one State in:

- ▶ Overall Health Performance Index of NITI Aayog
- ▶ Sustainable Development Index of NITI Aayog
- ▶ National e-Governance Service Delivery Assessment of DARPG
- ▶ School Education Quality Index of NITI Aayog

The First Digital State

- ▶ The Second Best in State Energy and Climate Index of NITI Aayog
- ▶ High-income State with an average income per person 1.5 times the national average
- ▶ Ranked among the top three States in youth employability in India Skills Report





NEXT-GEN INITIATIVES ▶▶▶

FUTURE PERFECT

Kerala's multifaceted initiatives boost growth, attract responsible industries and investments, unlock export potential and optimise logistics efficiency

*K*erala's visionary initiatives underscore its commitment to transformation. With a goal to elevate 1,000 enterprises into ₹100 crore businesses within a mere three years, the State is paving the way for economic prosperity. These initiatives span diverse areas, from capital investment and quality standards to environmental, social and corporate governance, solidifying Kerala's position as a dynamic, future-ready destination. Kerala's unwavering commitment to self-reliance, sustainability and global competitiveness is a testament to its determination to thrive in the evolving landscape of tomorrow.



Mission 1000

- ▶ Goal to scale up 1,000 enterprises to ₹100 crore businesses within 3 years
- ▶ Capital Investment Subsidy up to 40% (maximum ₹2 crore)
- ▶ Interest subvention for working capital loans up to 50% of the interest rate (limited to ₹50 lakh)
- ▶ Reimbursement of cost for scaling up DPR preparation up to ₹1 lakh

Kerala Brand

- ▶ Set quality standards for products/services in Kerala
- ▶ Enhance the acceptability of Kerala's MSME products/services in international markets
- ▶ Encourage entrepreneurs to meet these standards
- ▶ Award Kerala Brand to Coconut Oil Manufacturing Units initially and then to other products

Make in Kerala

- ▶ Promote domestic production, reduce imports, and create job opportunities
- ▶ Build a self-reliant and sustainable economy with a budget provision of ₹1,000 crore

- ▶ Key activities include perception change, access to finance, sector-wise approach, land availability and cost, marketing and promotion, and technology and innovation

ESG Policy

- ▶ Develop Kerala as an ESG (Environment Social and Corporate Governance) investment destination in India
- ▶ Emphasise incentives for ESG-driven



responsible investments

- ▶ Create ESG-compliant brands with global recognition
- ▶ Offer various incentives for businesses/MSMEs adopting ESG practices

Export Policy

- ▶ Draft policy published, final version to be released by January 2024
- ▶ Aim to unlock the state's export potential and position Kerala as a preferred destination for international business partnerships
- ▶ Empower State's exporters to seize opportunities, forge new partnerships, open new trade avenues and make a mark on the global stage

Logistics Policy

- ▶ Draft State Logistics Action Plan developed in consultation with the State Logistics Coordination Committee
- ▶ Envisage to reduce logistics cost by 23%, modernise the State's logistics sector and increase trade volume by 15-20%
- ▶ Detailed mapping of State-level initiatives with the National Logistics Policy 2022 being undertaken.

KERALA INVESTMENTS: REAL VOICES, REAL RESULTS

Discover what investors have to say about their remarkable experiences in Kerala, as they share their stories of success and growth within the State's thriving business landscape



By starting the operations of my company in Kerala, I wanted to prove to the world the State's business potential.

M. A. Yusuff Ali

Chairman and Managing Director, LuLu Group International



2023 marks our 60th year in Kerala. Our company has innovated and grown multi-fold in Kerala's business landscape.

M. M. Murugappan

Executive Chairman, Murugappa Group



Kerala has extended all support to our ventures. It has been a great experience for us.

Dinesh Nirmal

Senior Vice-President, IBM



Thiruvananthapuram is on a growth trajectory. It's exciting to think what Thiruvananthapuram and Vizhinjam Port can achieve if they work together.

Rajesh Jha

Chief Executive Officer, Adani Vizhinjam Port Pvt Ltd



Our fastest growing centre has been the one in the Kerala capital. It affirms our faith in Kerala and its people.

M. Thangarajan,

Chief Operating Officer, Tata Elxsi Limited



I, as an NRI, can attest that the various departments of the Kerala government have been instrumental in aiding me to overcome challenges and successfully establish my enterprise in Kerala.

Abdul Azeez Chovanchery

Chairman, Craze Biscuits, AZCCO Global

CONTACT US

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