



Kerala

An Emerging destination for Investments

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Smart Investments for a Sustainable future

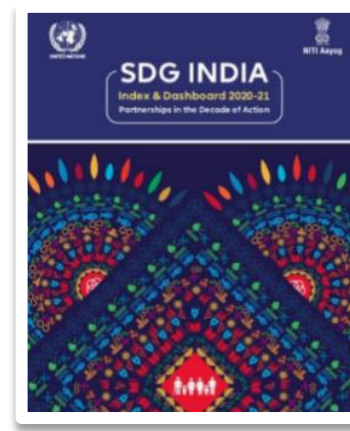
Ranked 1st in the Country



Healthcare



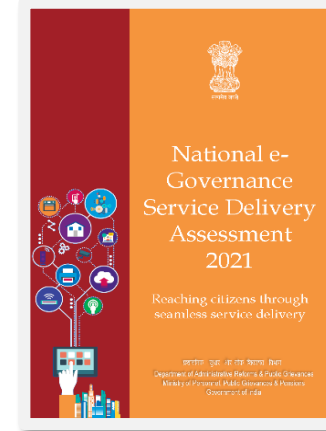
School Education
Quality



Sustainable
Development
Goals



Public
Affairs



e-Governance
Service Delivery

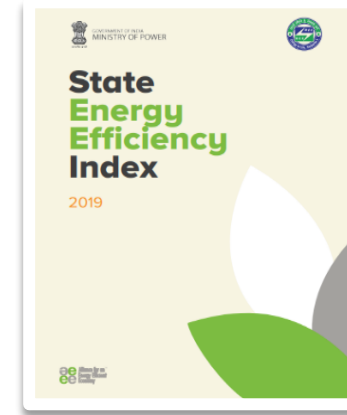
Front Runners



Tourism



Innovation



Energy
Efficiency



Export
Preparedness

Investor Support Ecosystem

Industrial infrastructure



Kerala's top notch Industrial Infrastructure offers cutting edge facilities to catalyse Innovation

130+



Sector-focused industrial parks and areas – Food Processing, Hi-tech, Export, Defense, Textile, etc.

1



Mega Industrial corridor project - **Kochi Bengaluru Industrial Corridor**

03



Development of new Industrial Parks – Medspark, Petrochemical, Rubber

13



Common Facility Centers (CFC) across 13 Industrial clusters

Single window approvals for Industrial licensing



Kerala Single Window Interface for Fast & Transparent Clearance (K-SWIFT) is a fast-track Online System for entrepreneurs for seamless statutory clearances throughout the life-cycle of project

Chief Minister's Innovation Award recipient in Sep 2022

21 Departments integrated offering 89 Services

One Application

Common Application Form for all departments

Digital Approvals

Unique Code based downloadable digital permits

Fee Payment

Online Payment Gateway

Defined timelines and Alerts

30-day timeline with SMS and E-mail Alerts

Instant Acknowledgement Certificate issued basis Self-Certification for non-red category MSMEs

Approval Boards at State, District and Industrial Parks



Investor engagement



State has adopted an agile and flexible approach to remain a compellingly attractive investment destination via number of initiatives including simplification of procedures, seamless investment facilitation and enablement of digital engagement channels

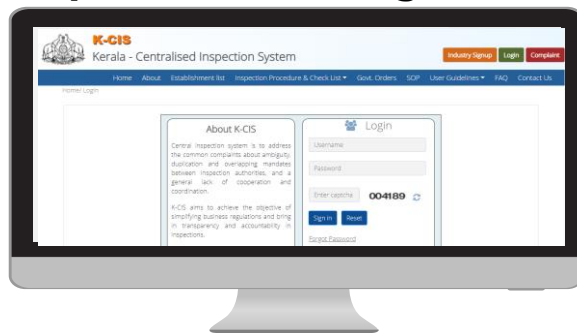
KSWIFT

<https://www.kswift.kerala.gov.in/>



K-CIS: Centralized Inspection System

<https://kcis.kerala.gov.in/>



Investment Facilitation Center and Invest Kerala Helpdesk

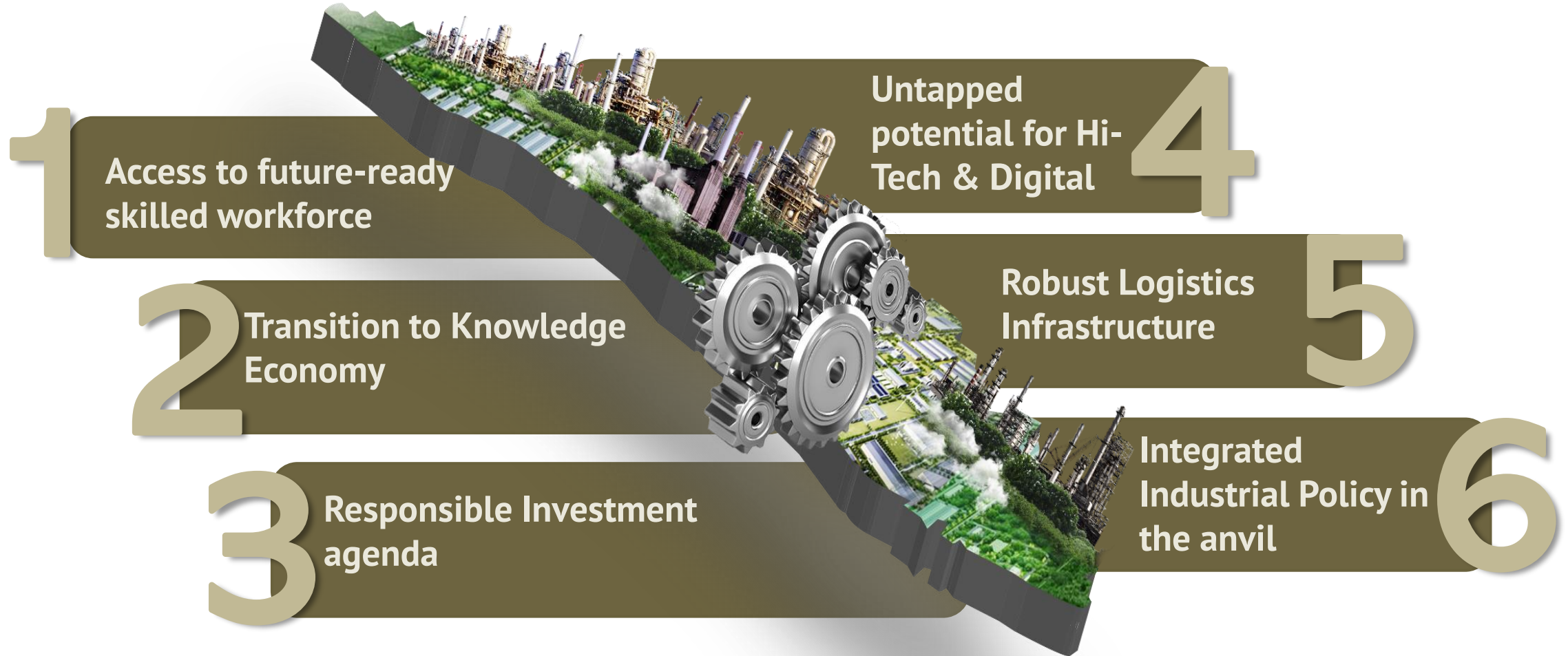
1800 890 1030

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Invest Kerala Value Proposition

Key enablers to choose Kerala



Invest now for a sustainable tomorrow

Access to future-ready skilled workforce



Kerala has a massive talent pool and holds some very good universities aligned to industry standards

Skills in healthcare

Well recognized

Large diaspora - 138 countries

access to global markets / knowledge / resources

Maker Village

most advanced incubation centre for hardware startups in India

Women Empowerment

Higher women participation in work

Rural-Urban Continuum

Integrated development

Industry-Academia collaboration

Unique model of connecting Academics, Industries, R&D institutions and Startups

Rapid migration to knowledge economy



State's human resource excels in every field, and they have grabbed opportunities in several countries of the world, because of the competent higher education facilities in the state and also because of their zeal to explore new avenues of the knowledge economy.

01



Country's first Centre of Excellence in Intelligent Internet of Things (IIoT) at Kochi

02



Kerala Blockchain Academy has set ambitious target for offering blockchain training across multiple domains.

03



Non-affiliating research and teaching university in Kerala (Kerala University of Digital Sciences, Innovation and Technology Act, 2021)

04



Kerala Knowledge Economy Mission aimed to transform the State into a Knowledge Society

Responsible investment agenda











The State's renewed investment promotion agenda is to showcase Kerala on the global stage as one of the prime destinations for sustainable investing in the world

- 01   Focus on new emerging sectors - Industry 4.0, AI, VR etc.
- 02   New ESG-focused Industrial Policy
- 03   Promoting innovations in sustainable methods of production and value-creation
- 04   Incentives for ESG Investments

Untapped potential for hi-tech & digital



The State has also created the base for attracting investments in newly emerging sectors by creating a robust IT sector in the State along with a robust Kerala Fibre Optic Network

- 01**   Highest mobile network and optic fiber penetration in India
- 02**   Country's first state to make access to Internet a basic right
- 03**   Pioneer in making investments towards building core digital infrastructure to deliver e-Governance services
- 04**   Houses India's first digital university

Robust logistics infrastructure



Kerala has large base of Multi-modal Transport Infrastructure for logistics

01



Long shoreline & inland waterways present an untapped investment opportunity for Logistics and Tourism sector

02



Transforming West Coast Canal into an economic and trade corridor of Kerala with multi-modal connectivity

03



Upcoming Semi High-Speed Rail (SilverLine) corridor to significantly reduce travel time between districts

The background of the slide is a dark green industrial scene with various gears and machinery. A large, semi-transparent green silhouette of the state of Kerala is overlaid on the left side of the image.

Kerala Draft Industrial Policy

ENVIRONMENTAL, SOCIAL AND GOVERNANCE(ESG)



1. Kerala-A Haven for ESG Investments

2. Promoting innovations in sustainable methods of production and value-creation

3. New ESG-focused Industrial Policy

4. Incentives for ESG Investments

16

Futuristic sunrise sectors of the state

1. 3D printing
2. Artificial intelligence
3. Ayurveda
- 4. Biotechnology & Life Science**
5. Design
6. Electronics
7. Electric Vehicles
8. Engineering and R&D
9. Food tech
10. Graphene
- 11. Pharmaceuticals**
12. Hi-tech farming
13. Maritime
14. High value-added rubber products
15. Logistics
- 16. Medical equipment**
17. Nano technology
18. Renewable energy
19. Retail
20. Robotics
21. Aerospace & Defence
22. Tourism & Hospitality

Incentive Schemes Proposed

➤ **Low interest loans: MSME**

➤ **Capital subsidy incentive** for MSMEs

➤ **Electricity Duty Exemption** for MSMEs

➤ **Access to Finance through IPO route** for MSMEs

➤ **Investment Subsidy** for Mega and Large

➤ **SGST Reimbursement** for Mega and Large

➤ **Waiver of Land category conversion charges** for Mega and Large

➤ **Waiver of Stamp Duty & Registration charges for manufacturing units** for General

➤ **Private Industrial Estates** for General

➤ **Incentive for participation in trade fairs** for General

➤ **Intellectual Property creation** for General

➤ **Quality certification incentive** for General

➤ **Incentives for sustainability and responsible industrialization** for General

➤ **IR 4.0 initiatives in manufacturing** for General

➤ **R&D Incentive** for General

➤ **Scale up incentive for Startups** for General

➤ **Made in Kerala (Branding & Marketing)** for General

Strengthening the Ecosystem

- **Idea is to strengthen the Ecosystem in each sector**
- **Robust Logistics Infrastructure**
- **Develop Specific Policies**
- **Facilitating Trade**
- **Identify the Potential Market**



MSME Ecosystem



A sustainable livelihood programme to boost local economic activity through employment creation & by improving the Industrial ecosystem in the State

1

2022-2023
as Year of
Enterprises

2

Help Desks
established
at all local
bodies

3

7728.85
Investment
(Rs in Crore)

4

No of Units
Started
127700

5

Employment
Generated
274861



Possible Products

- **Medical rubber products**
- **Foley balloon Catheters**
- **Condoms (male and female)**
- **Medical Gloves**
- **Micro Cellular Sheets for medical care**
- **Exercise Bands**
- **Anesthesia bags and Ambu bags**
- **Medical Tubes and Connectors**





Thank you