



20

REASONS TO INVEST IN PUNJAB



Invest Punjab, 2nd Floor, Udyog Bhawan, Sector -17, Chandigarh, 160017 Punjab, India
Email: info@investpunjab.gov.in | Website: www.investpunjab.gov.in

Follow us on [f](#) [in](#) [t](#)



FAVOURABLE INVESTMENT CLIMATE

1.

EASIEST PLACE TO START & OPERATE BUSINESS

INVESTORS ARE SUPPORTED THROUGHOUT THEIR BUSINESS LIFECYCLE

EXPLORATION

- Project Feasibility Proposal (including cost benefit analysis, analysis of recovery of FCI etc.)
- Land identification facilitation
- Department consultations

STARTING A BUSINESS

- **Invest Punjab – A Unified Regulator** with 23 Depts present at One Office
- 40+ services/clearances across 12+ Departments are provided in a time bound manner online through **Invest Punjab-Business First Portal**
- GIS mapping of 49 Industrial Focal points

SETTING UP A BUSINESS

- Online land allotment
- White & Green category industries exempted from PPCB approvals
- Single Joint site inspection for granting construction permits
- Power connection in 15 days at industrial focal points

OPERATING A BUSINESS

- Central Inspection System – No inspection without intimation
- Joint inspections for Labour, Boilers & Pollution
- Longer validity for licenses & permissions

Dedicated Relationship Manger
Continuous Handholding & Aftercare

2.

PEACEFUL AND YOUTHFUL HUMAN CAPITAL



% of population in the working age group 15-59 years in Punjab is 65 vs India's 62

BOLD REFORMS

24x7 Shifts allowed across **Genders**
in both Manufacturing &
Service sectors

PEACEFUL LABOUR

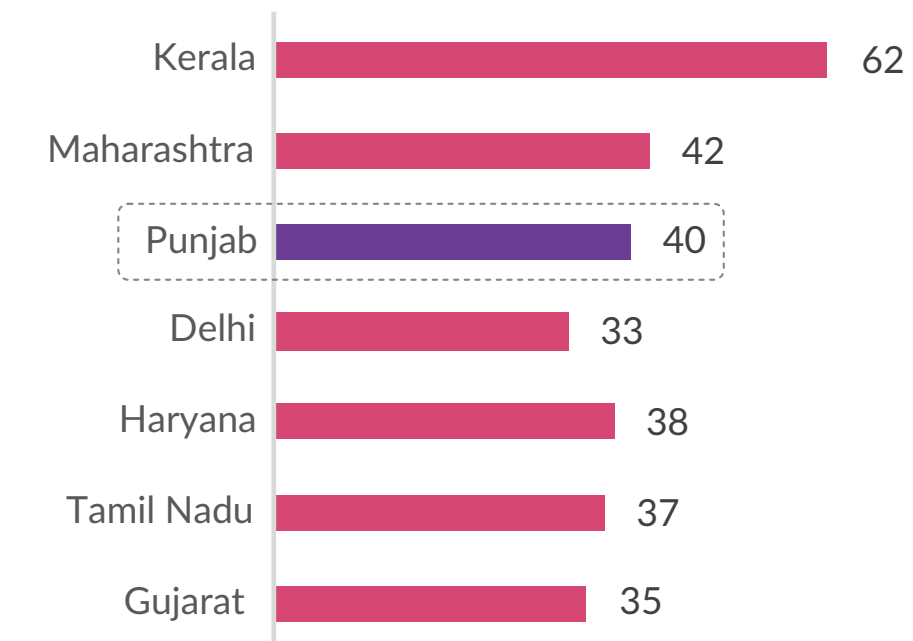
No Lockouts

No Strikes

Flexibility In Hiring

Punjab - Most Peaceful State*

Equitable Policies for Residents and Migrants



■ Interstate Migrant Policy Index 2019 (IMPEX 2019)

Punjab ranks well across all indicators of the index like labour policies, child welfare, housing, social welfare, education, health, sanitation & political participation.

Source: *Crime in India 2017, NCRB; India Migration Now

3.

SUBSIDIZING YOUR COST
OF DOING BUSINESS

Employment Subsidy of up to
₹ 48,000 /employee/year for 5 years



- Irrespective of Domicile
- No Cap on no. of Employees
- Not linked to FCI

Competitive
Wages



₹ 9,232
per month



**Effective
Wages**



₹ 5,232
per month

**MOST INCENTIVES ARE
ON EXEMPTION BASIS**

- 100% Exemption from Electricity Duty for 10 years
- 100% Exemption from Stamp Duty and CLU/EDC charges
- 100% Exemption from Property Tax for 10 years

and many more incentives...

4.

BEST GST INCENTIVE:
RECOVERY OF UP TO 200% of FCI

- Tax Reimbursement (**Net GST**) on pan India sales
(not limited to sales within the State)
- Net GST includes SGST, CGST and IGST
- Recovery up to **15 years**
- Fixed Capital Investment (FCI) includes **cost of land**
- Minimum Annual Incentive Assurance – Policy allows recovery of 2.5%
of FCI even if there is inverted tax structure

5.

EASE OF LIVING:
3rd ON HUMAN DEVELOPMENT INDEX

Average life expectancy at birth

72 > 68
PUNJAB NATIONAL AVERAGE

In **Top 5** States in density of colleges & universities in India.
Punjab Ranks **3rd highest** in no. of students from foreign countries.
Ranked **2nd** on Health Index by GoI.

BEST EDUCATION INSTITUTES



BEST HEALTHCARE FACILITIES



BEST HOSPITALITY BRANDS



BEST RECREATIONAL FACILITIES



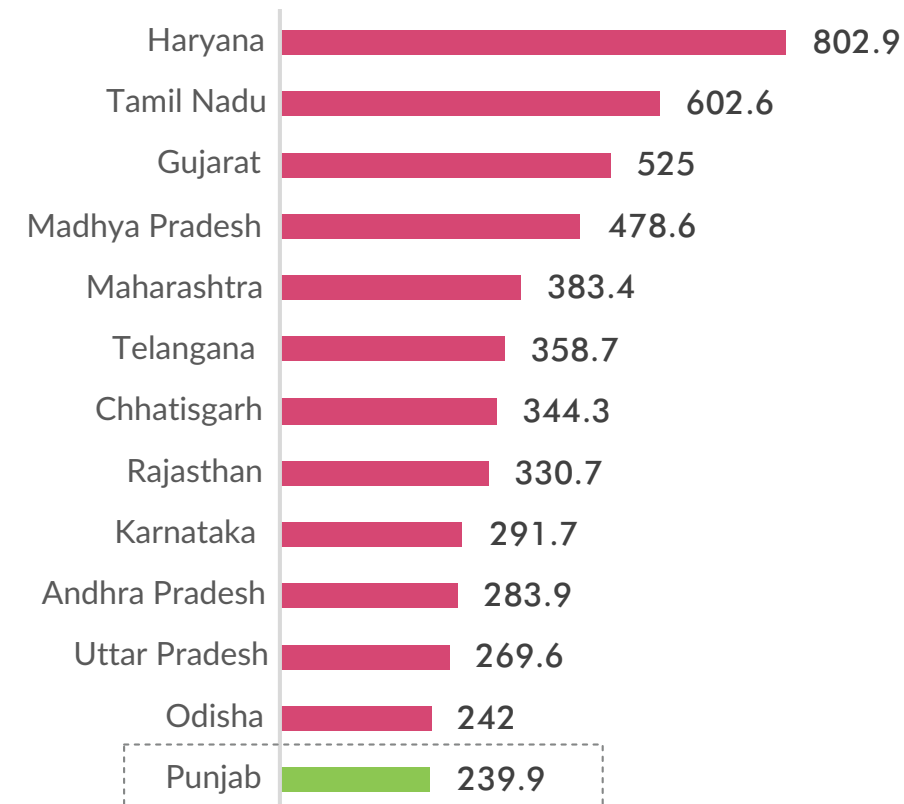
*Source: Census 2011; SBI on HDI 2017; AISHE 2018-19 Report & ESAG 2018, MHRD, GoI

6.

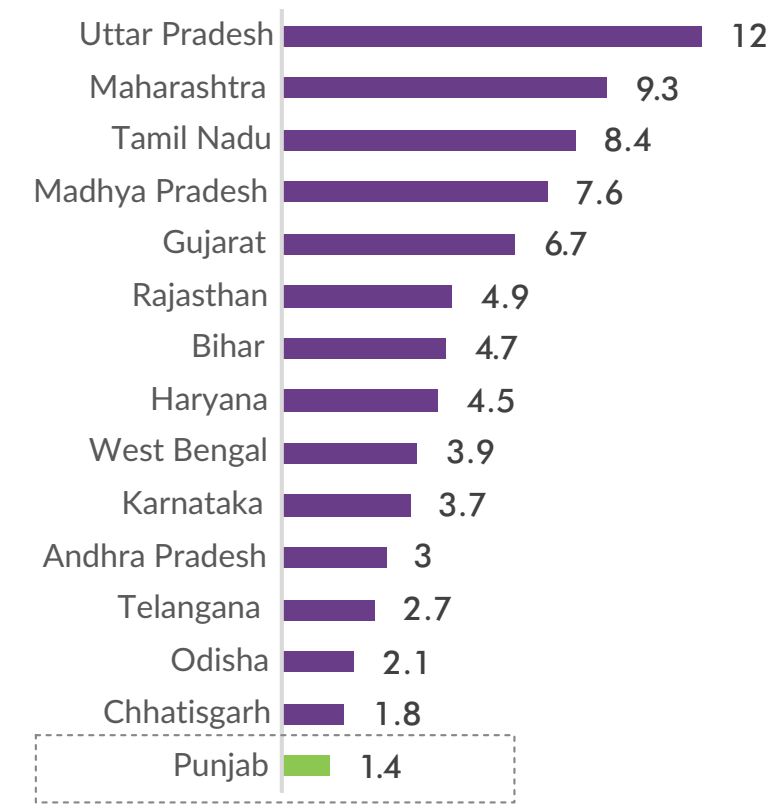
SAFEST PLACE TO DO BUSINESS



Rate of Cognizable Crimes (2017)



Percentage Share of State for Cognizable Crime in India (2017)



RECORDED LOWEST SHARE OF COGNIZABLE CRIME AMONGST
MAJOR INDUSTRIALIZED STATES OF INDIA



*Source: As per NCRB 2017

7.

EFFECTIVE GOVERNANCE
BACKED BY POLITICAL STABILITY



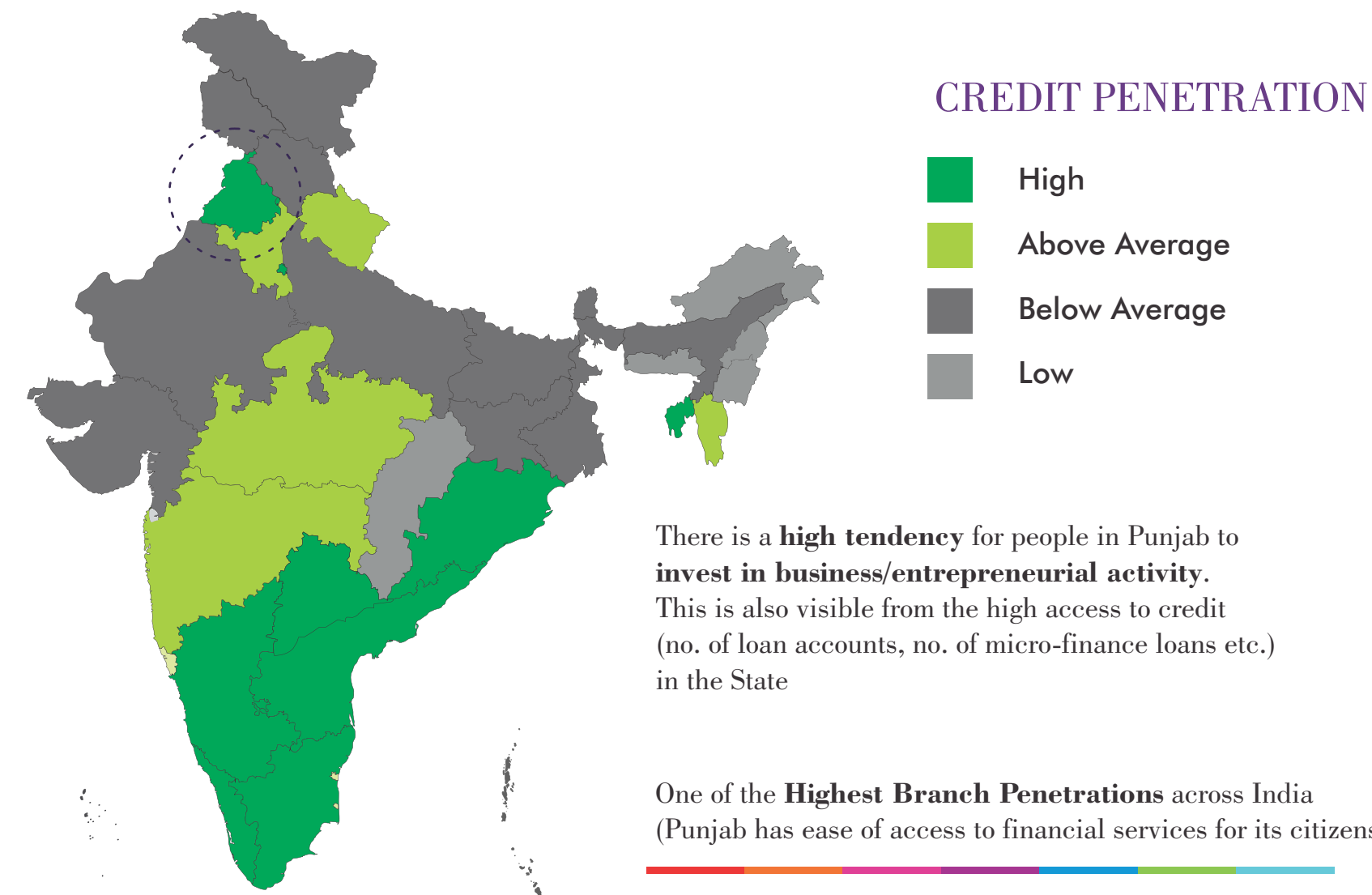
Ranked 3rd on Governance &
Political Stability in India by NCAER in 2018

Overall Rank	Rank based on % share of environment clearance related stalled projects	Rank based on No. of Political leaders with serious criminal charges
1. Tamil Nadu	1. Assam & Delhi	1. Haryana
2. Haryana	2. Telangana	2. Chhattisgarh
3. PUNJAB 	3. Haryana	3. Rajasthan
4. Gujarat	4. PUNJAB 	4. PUNJAB 
5. Madhya Pradesh	5. Kerala	5. Uttarakhand

*Source: NCAER State Investment Potential Index 2018

8.

EASE OF ACCESS TO FINANCE



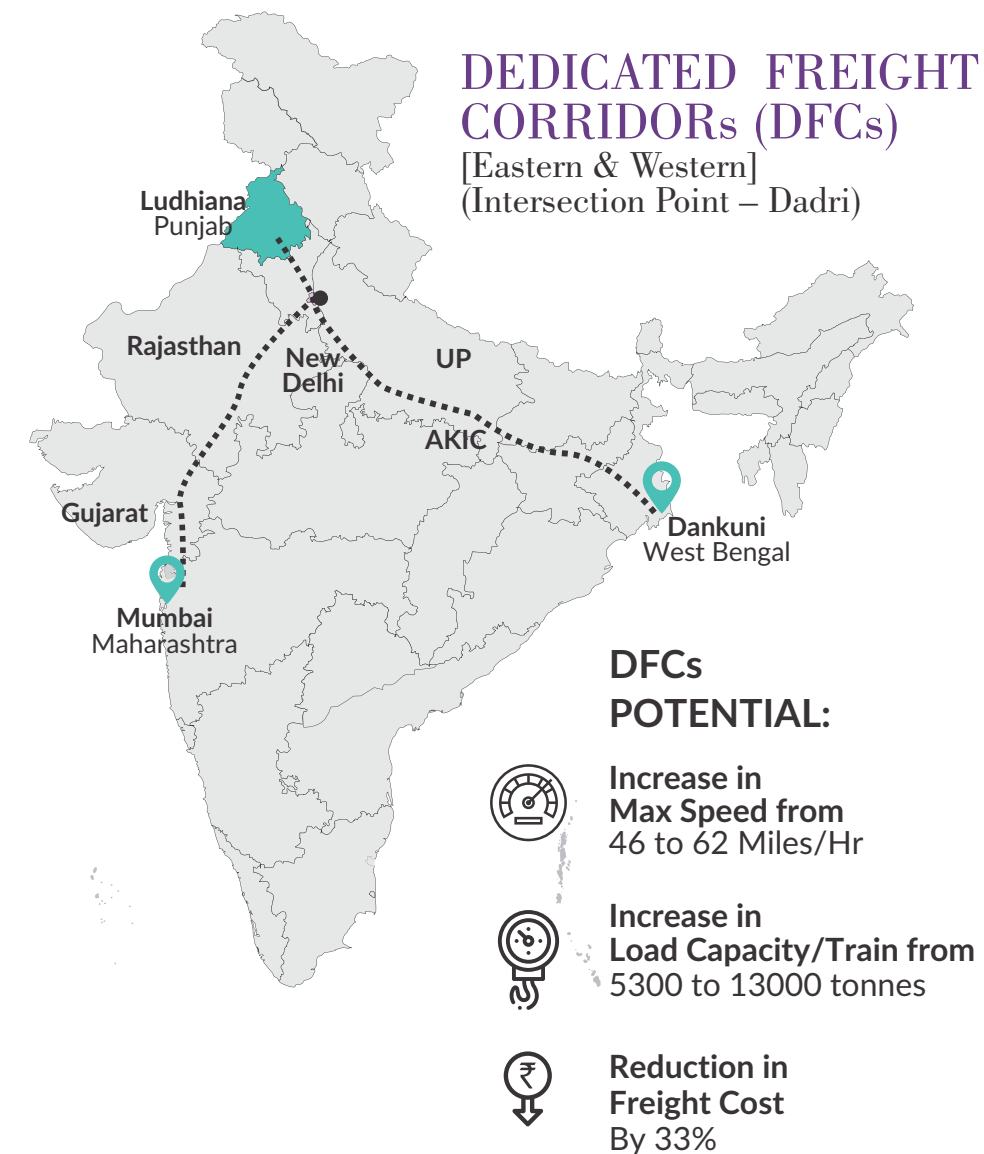
*Source: As per CRISIL Inclusix 2018



SMART ENABLING INDUSTRIAL INFRASTRUCTURE

9.

RANKED 2nd IN EASE OF LOGISTICS IN INDIA

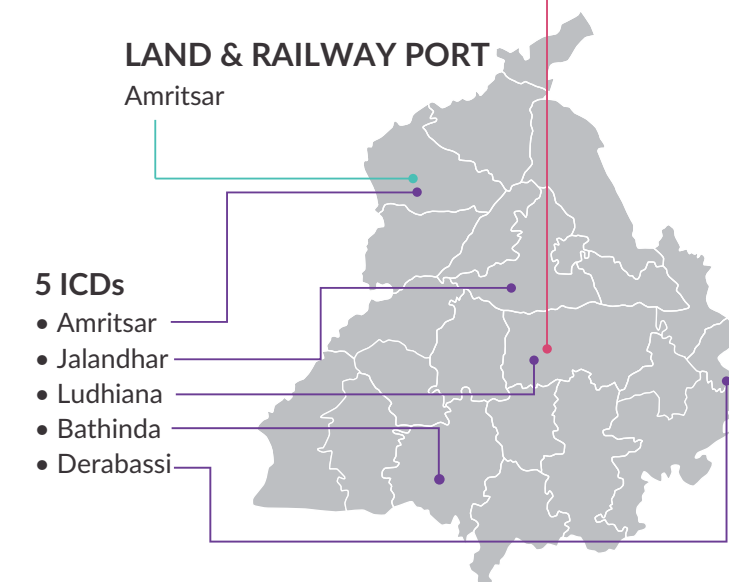


Ranked 1st in India on Safety & Security of Cargo Movement

LOGISTICS INFRASTRUCTURE

MULTIMODAL LOGISTICS PARKS,
Ludhiana

- Adani Logistics Ltd.
- Hind Terminal Pvt. Ltd. (Sharaf Group, UAE)
- Punjab Logistics Infrastructure Ltd (PLIL)



Total of 13 Container Freight Stations/
Inland Container Depots

*Source: LEADS (Logistics Ease Across Different States) Report by Ministry of Commerce & Industry, Govt 2019

10.

ROBUST TRANSPORT INFRASTRUCTURE
ENABLING SEAMLESS CONNECTIVITY

DIRECT FLIGHTS FROM AMRITSAR & MOHALI

Sharjah (4 hours) | London (9 hours) | Tashkent (2.5 hours)
Dubai (4 hours) | Birmingham (9 hours) | Doha (4.5 hours)
Kuala Lumpur (6 hours) | Singapore (6 hours)



Coming Soon : International Airport @ Ludhiana



- **2nd Highest** Rail Density in India



- **100%** Road Connectivity
- All Major Towns Connected with **4/6 Lane Highways**
- Road Density **2 times Higher** than National Average

*Source: CMIE & RBI

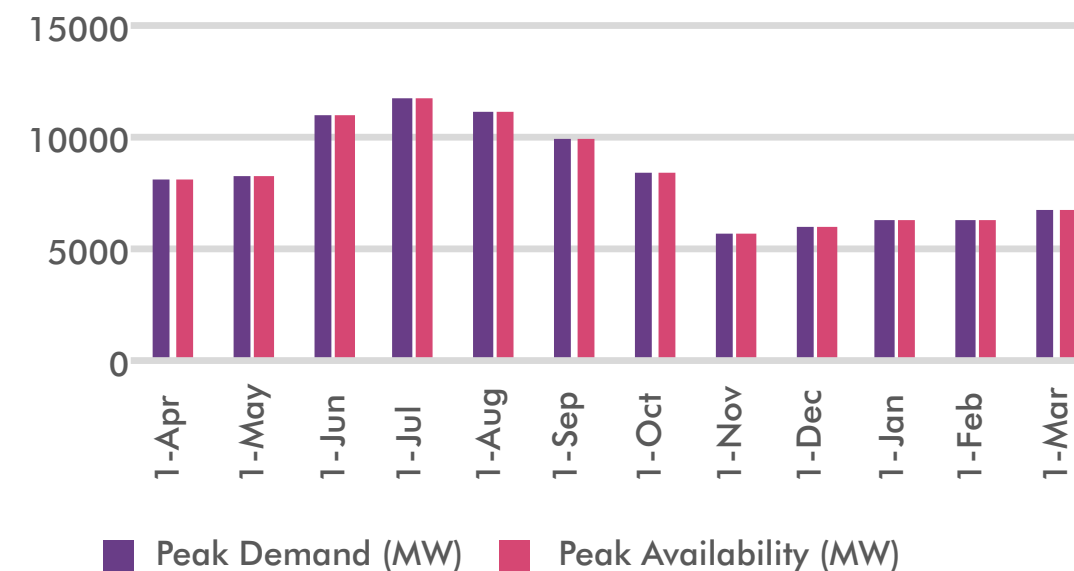
11.

HIGH QUALITY POWER AT
MOST COMPETITIVE RATES

Total installed capacity of **13,432 MW**

Solar Energy **944 MW**

22% surplus
in energy availability during FY 2018-19



Month-wise power supply 2017-18
(in terms of peak)

No Shortage even during peak demand

Low T&D losses
due to state-of-the-art
distribution system

Punjab	14%
India	21%

**Lowest Pendency of
Customer Complaints**

INR 5 per unit (variable cost)
To all industries
Lowest Across India

Punjab has the **2nd highest**
per capita availability of power
amongst all industrialized states
of India at 1978.50 (KWh)

*Source: Central Electricity Authority, Ministry of Power, Government of India; URJA (July 2019)

12.

PUNJAB:
A DIGITAL ECONOMY

Punjab is **1st** in all states in terms of
number of Internet Subscribers per 100 population.
70% of population uses Internet on phone

Average Internet Download Speed (4G)

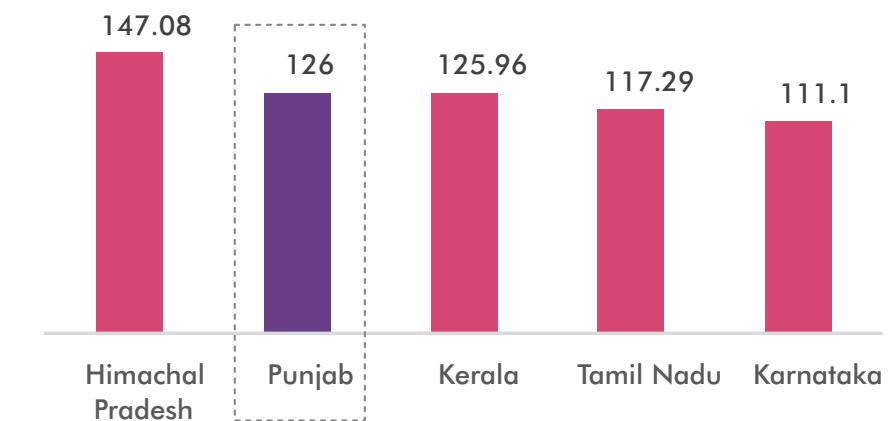
12Mbps
PUNJAB

>

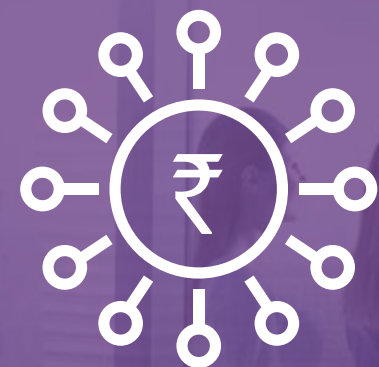
11Mbps
NATIONAL AVERAGE

Punjab Ranks amongst the **Top 5** states in terms of
connectivity of all villages to **optical fiber net**

Tele-density (%) for Top 5 States in India



*Source: Department of Telecommunications, Ministry of Communications, GoI



COMPETITIVE ECONOMIC ENVIRONMENT

13.

HIGH CONSUMPTION POWER



Per Capita Income of Punjab (INR 1,42,644 for 2017-18)
is **24% higher** than that of the national average
(INR 1,14,958 for 2017-18)

STRONG RURAL ECONOMY

Punjab **Ranks 1st in India**
in terms of Average Monthly Income for Agricultural Households
(INR 23,133 per month per household)

Punjab **Ranks 1st** for
Average Monthly Consumption Expenditure per Household
(INR 11,707 per month per household)

% Population below Poverty Line (as per 2011 census)
Punjab: 8.3% versus India: 21.9%

*Source: MOSPI & Punjab Economic Survey 2018-19; NABARD; PRS India

14.

“MADE IN PUNJAB”
A GLOBALLY COMPETITIVE BRAND

Punjab has the **2nd Highest** Export to GSDP Ratio in Northern India

Competitiveness of Punjab Goods recognized worldwide



EXPORTS TO
100+ Countries

Wide Variety of Goods Exported across Continents

Aarti International (Steel Products for Tesla Components)
Vibracoustic (auto components to German Luxury Auto brands)
Savi International (Rugby balls to Rugby World Cup 2019 in Japan)
Hero Cycles (E-Bikes to Europe) | Trident Group (Home Textiles to USA)
IOL Chemicals (Pharma products to South America) | Sonalika Tractors (Agri Machinery to Africa)

*Source: DGCIS



SECTORAL STRENGTHS

15.

LEADER IN AGRI & FOOD PROCESSING SECTOR

- Punjab has the **highest Cropping Intensity** amongst all states in India
- State wise **Storage Capacity** is **2nd highest** at 201.43 Lakh Metric Tonnes
- **3rd highest** in terms of **Cold Storage** capacity with 660 facilities with 2155704 MT capacity
- Punjab's **Wheat Yield** is **higher** than global wheat yield by **44%** and Indian wheat yield by **58%**
- Punjab **ranked 1st** in **Rice Yield** in India
- **6th** in India in export of **Buffalo Meat**
- Share of Agri & Food Processing sector in Manufacturing is **21%** (against India- 8.8%)

Food Bowl of India

1ST

- Contribution to Central Grain Pool
- Per Capita Milk Availability

2ND

- Wheat Production
- Rice Production
- Mandarin Orange (Kinnow) Production

3RD

- Honey Production
- Food Grain Production

Punjab is among the largest producers of Guava, Musk Melon, Peach, Pear, Cabbage, Carrot, Cauliflower, Onion, Peas & Potato



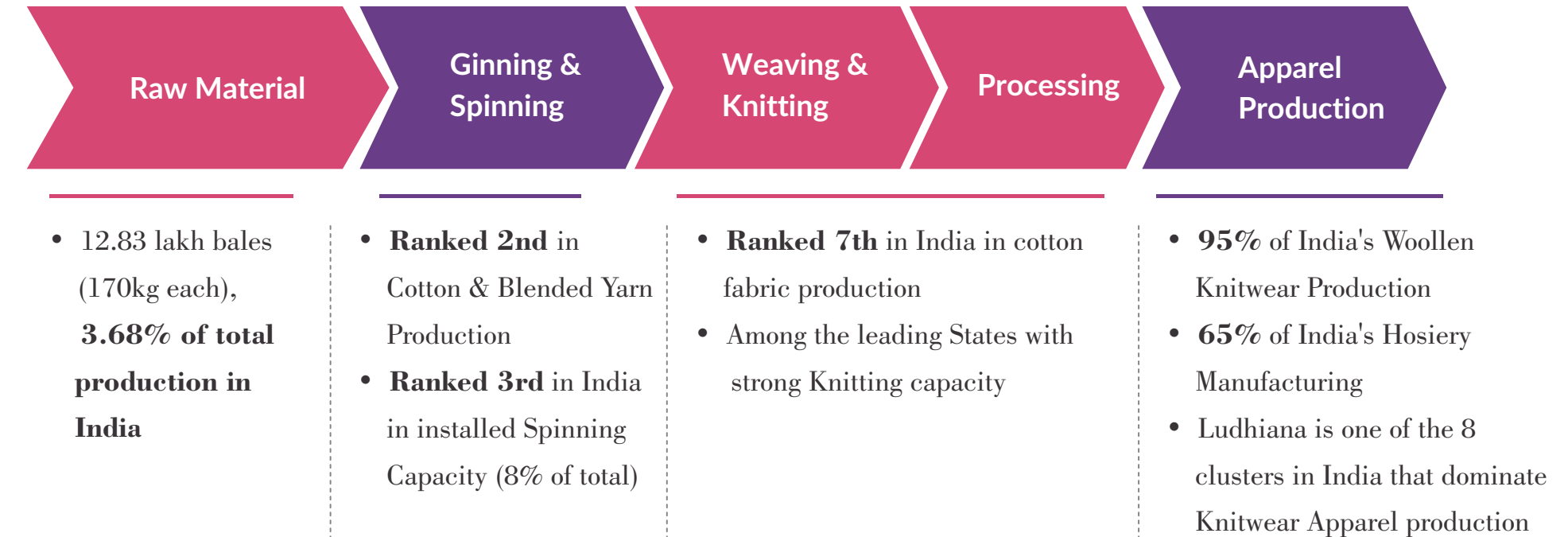
TOP BRANDS HAVE MADE PUNJAB THEIR HOME



Source: Directorate of Economics & Statistics, Ministry of Agriculture and Farmers Welfare, GoI, *KPMG analysis, MoFPI

16.

EXISTENCE OF COMPLETE TEXTILE VALUE CHAIN



Largest Textile Cluster in North India: Ludhiana

PRESENCE OF LEADING TEXTILE INDUSTRIES



INTERNATIONAL CUSTOMERS (BRANDS) ACROSS VALUE CHAIN



*Source: PIB; MOSPI; Invest India

17.

ENGINEERING IN OUR DNA



Asia's Bicycle Hub

- Accounts for **92%** of India's total production of bicycle parts & **75%** of bicycle production
- Home to **largest bicycle manufacturer**



Home to Precision Engineering

- **2nd** biggest forging company in India
- **No. 1** in country in machine & hand tools production
- Production of Hi-Tech engineering products: Special Alloy Steel with 1 PPM, 4K Linear Imager, Microvalve for Electric Propulsion Systems etc.



Leader in Agri Machinery Manufacturing

- North India accounts 52% of total India's tractor production out of which Punjab's contribution is **41%**
- Punjab serves **2/3rd** of total OEMs in farm equipment segment

- SCL developed two kinds of **Low Drop Out Regulators** for use in fabrication of equipment on-board spacecraft rocket **Chandrayaan - 2**
- SCL supplied > 100,000 units of Multiplexed Analog Signal Processor (**MANAS**) ASIC for use in high energy physics experiments (ALICE) at Large Hadron Collider (**CERN- Geneva**)

TOP BRANDS HAVE MADE PUNJAB THEIR HOME



18.

STRONG ECOSYSTEM OF
200,000 MSMEs

State Govt. is facilitating MSMEs across sectors for reduction in cost of doing business and increase in efficiency of production

(i) Reducing Cost of Business

- Numerous **attractive incentives** for MSMEs are available under Punjab Industrial & Business Development Policy 2017.
- Govt. is working with **financial institutions** to facilitate easy **access to finance**
- For development of **Common Facility Centre (CFC)** (assistance of up to INR 15 crore), 23 clusters identified by GoP under the MSE-CDP Programme of GoI. Currently, **4 CFCs** are under various stages of **implementation** in Punjab.

(ii) Ease of Doing Business

- **Invest Punjab model** has been extended to **district level** for MSMEs
- **Make in Punjab Policy:** Goods manufactured in Punjab are preferred in **Govt. Procurement**
- **MSE Facilitation Councils:** Support for **Resolution of Payment** issues with Pan India Buyers. Constituted in 7 districts. 105 claims Worth INR 233 crore disposed off (since Nov 2018)

(iii) Increasing Efficiency with Access to Technology

- **R&D Centers**
For **Capacity Building** of MSMEs
 - R&D Centre for Bicycle and Sewing Machine (Ludhiana)
 - Auto Part and Hand Tool Institute (Ludhiana)
 - Machine Tools Institute (Batala)
 - AI-focused Centre of Excellence at IIT Ropar in partnership with National Chung Cheng University of Taiwan

MSMEs in Punjab Growing to become
Suppliers in Global Value Chain



JAGDEV
ENGINEERING SOLUTION PVT. LTD.



Coming Soon

PUNJAB RIGHT TO BUSINESS ACT 2019
Starting a Business on Day 1





WE COMMIT. WE DELIVER...
& WE GROW TOGETHER

19.

PUNJAB:
INVESTMENT DESTINATION OF GLOBAL INC.

SELECT INTERNATIONAL PLAYERS PRESENT IN PUNJAB



AMERICAS

- Amazon
- Coca Cola
- Honeywell
- Pepsi
- Schreiber
- Tyson
- Walmart



ASIA & MIDDLE EAST

- Emaar
- Fushida
- Isuzu
- Lulu
- Sharaf
- Think Gas
- Yanmar



EUROPE

- Congelados de Navarra
- CLAAS
- Danone
- Graepel
- Freudenberg
- Hella
- Nestle
- Vibracoustic

SELECT INTERNATIONAL FUNDS PRESENT IN PUNJAB



20.

COMMITMENT TO PROGRESS:
NOT JUST A STATEMENT

₹50,000 Cr.

INVESTMENT GROUNDED UNDER CURRENT REGIME (2.5 yrs)

13%

LAND PURCHASED/
PROVISION MADE

19%

SITE PERMISSIONS
UNDER PROCESS

68%

CONSTRUCTION/
PRODUCTION STAGE



Agro & Food
Processing

₹3,523 Cr.



Manufacturing &
Light Engineering

₹8,300 Cr.



Chemicals,
Petrochemicals &
Pharmaceuticals

₹22,711 Cr.



Education

₹5,727 Cr.



New & Renewable
Sources of Energy

₹2,116 Cr.



Others

₹8,027 Cr.

26% increase in Industrial Electricity Consumption in last 2 years



INVEST PUNJAB STANDS COMMITTED TO
AN EXPEDITED GROUNDING OF INVESTMENT:
CASE ILLUSTRATION ‘Varun Beverages’ -
A FRANCHISE OF PepsiCo

● Investment: INR 800 cr ● Employment: 1850

Line of Activity: Dairy Beverages, Drinking Water, Carbonated Soft Drinks & Fruit Juices

USP: Asia’s 1st plant producing Carbonated Soft Drinks,
Fruit Juice based Beverages & Milk based Beverages under one roof

Site Clearances

- 2nd Apr 2018 ➡ Proposal submitted at Invest Punjab
- 3rd Apr 2018 ➡ Forest NOC issued
- 6th Apr 2018 ➡ Consent To Establish issued
- 12th Apr 2018 ➡ Change of Land Use NOC issued

Construction Permits

- 17th Apr 2018 ➡ Temporary Power Connection granted
- 9th May 2018 ➡ Certificate of Registration (Contract Labour) issued
- 22nd May 2018 ➡ Boiler Permission granted
- 22nd May 2018 ➡ Building Plan approved

Operational Clearances / Construction of Factory

- 14th Feb 2019 ➡ Fire NOC issued
- 26th Feb 2019 ➡ Regular Electricity load released

Feb 2019

... and within 10 months - PLANT READY FOR PRODUCTION!!

The background image is a composite. A large, semi-transparent hand is shown holding a cityscape, which appears to be a dense urban area with many high-rise buildings. In the foreground, there is a group of business professionals, including men and women in business attire, some of whom are looking at a large screen or display. The overall color scheme is dominated by purple and blue tones, with a rainbow-colored horizontal line separating the 'THANK YOU' text from the bottom section.

THANK YOU

*Though all efforts have been made to ensure the accuracy and currency of the content of this collateral the Government of Punjab (along with the Knowledge Partner) does not assume any legal liability, whether direct or indirect or responsibility for the accuracy, completeness or usefulness of this information.