

# LUDHIANA & MOGA

## Regional Profile

THE CLOSER YOU LOOK, THE BETTER IT GETS

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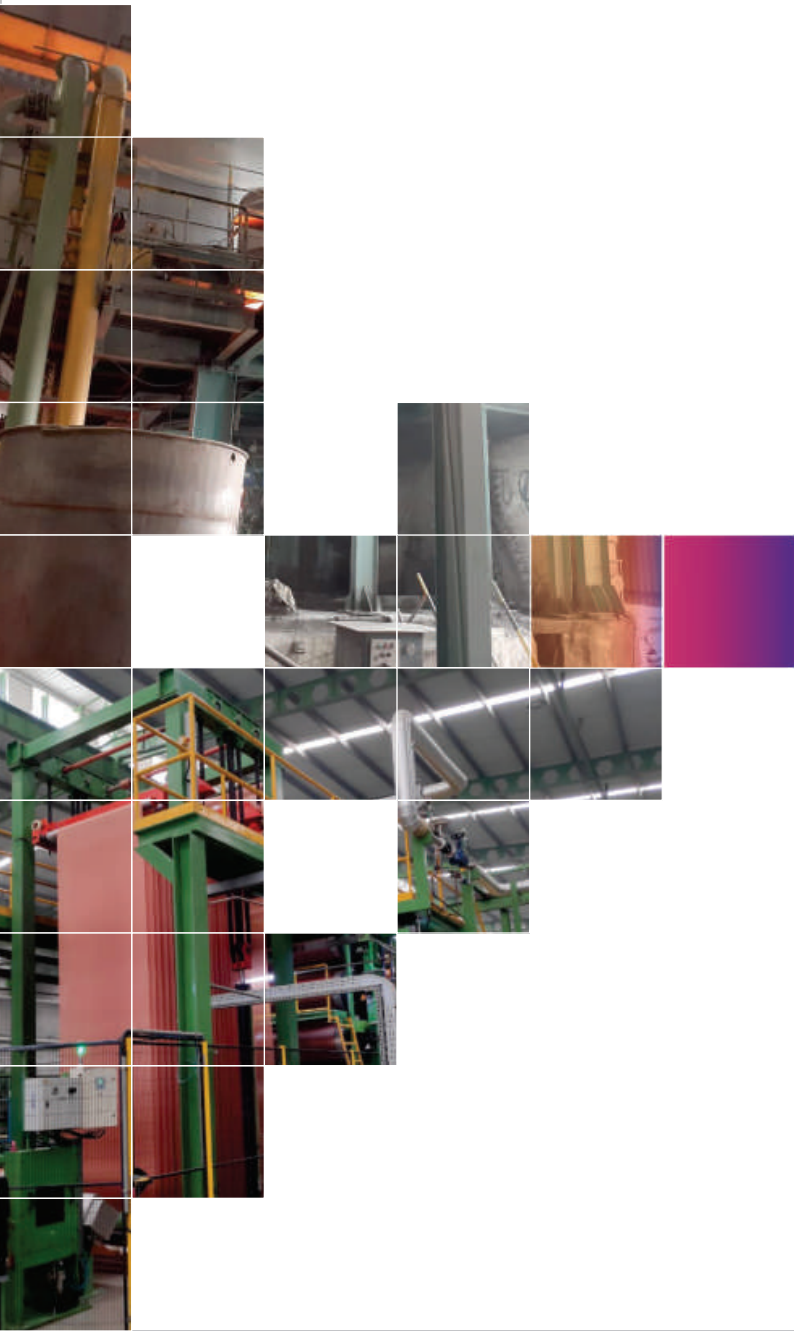
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INVESTMENT PROMOTION AGENCY (IPA) | UNIFIED REGULATOR | AFTERCARE AGENCY

**WE COMMIT. WE DELIVER.**

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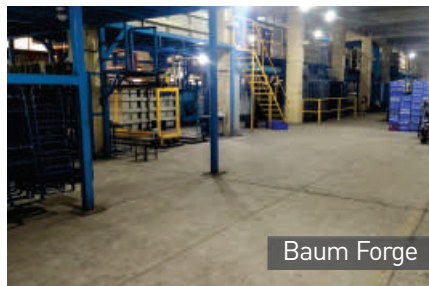
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# Ludhiana & Moga

REGIONAL PROFILE

# LUDHIANA & MOGA



## REGION AT A GLANCE

TOTAL AREA

**5,856.44 sq km**

TOTAL POPULATION

**4,494,485**

NO. OF UNITS

**105,230**

EMPLOYMENT

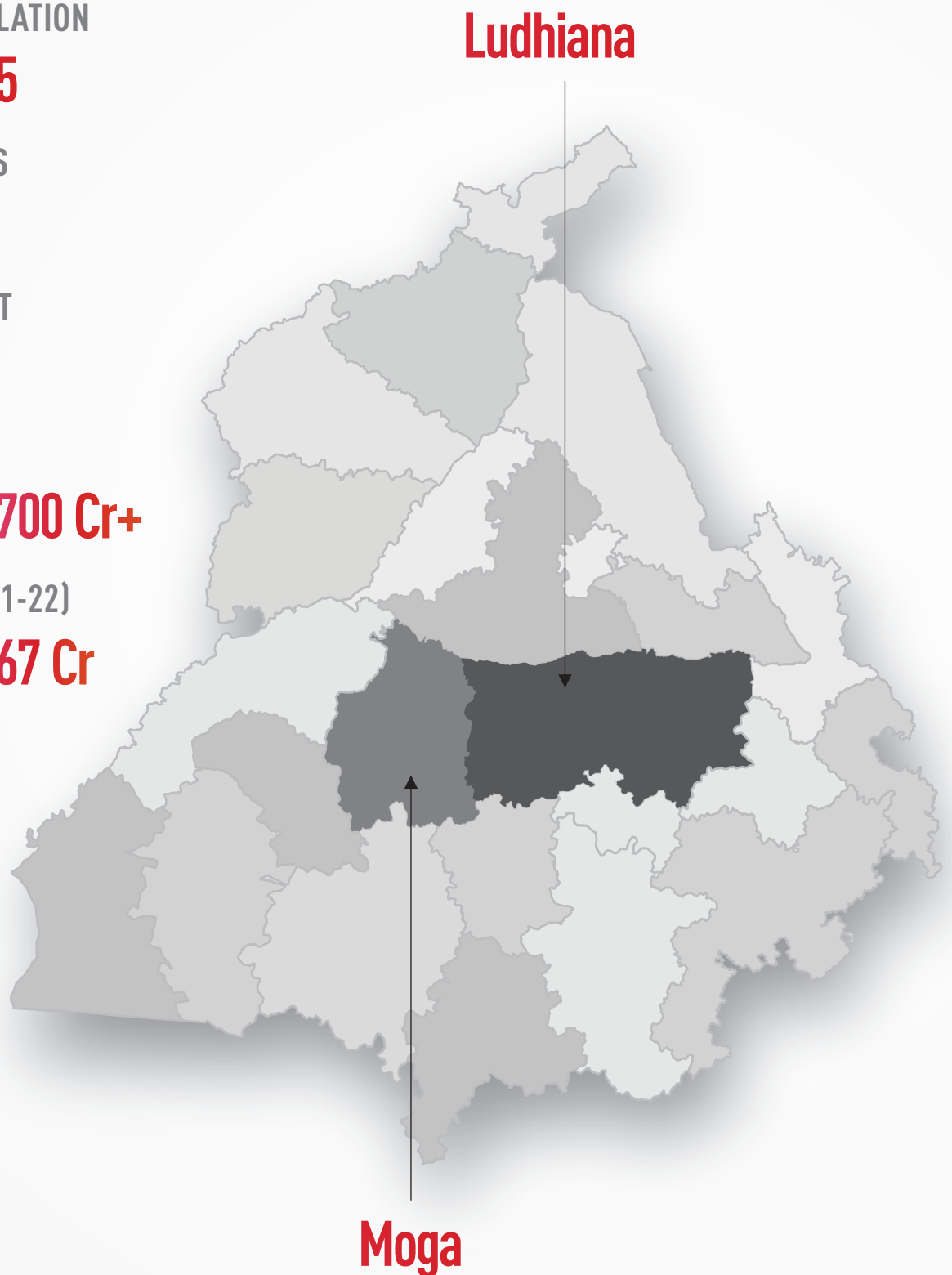
**947,400**

TURNOVER

**INR 106,700 Cr+**

Exports (FY21-22)

**INR 21,067 Cr**

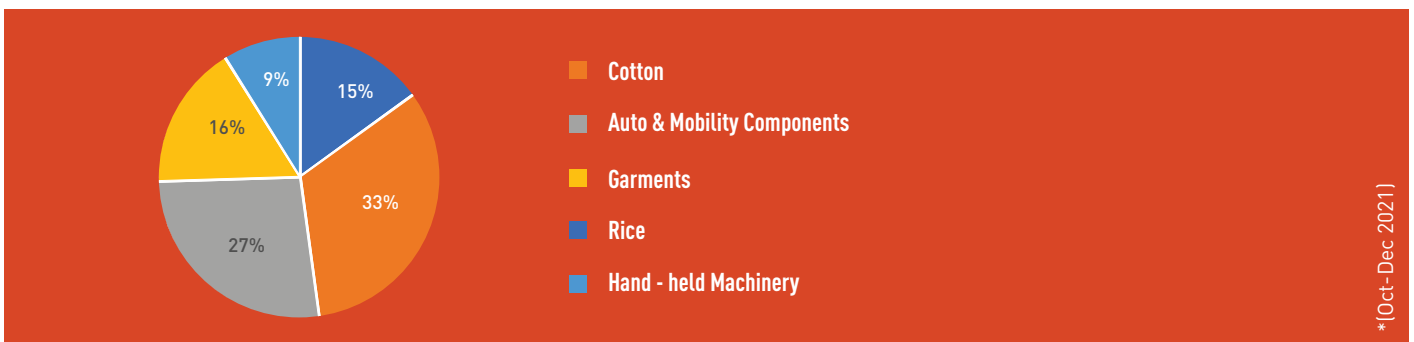


# INDUSTRIAL ECO SYSTEM

## MAJOR SECTORS



## MAJOR EXPORTS FROM THE REGION



## RECENT MAJOR INVESTMENTS

Sector	Organization
Bicycle and Bicycle Components	Hero E-Cycles
	Avon Neelon Cycles
	Ralson India
Alloy and Steel	Vardhaman Special Steels
	Arora Iron & Steel Rolling Mills
Manufacturing	Grasim Industries
	JK Paper
Agri and Food Processing	Nestle India
	Adani Agri Logistics
	Fieldfresh Foods
Textiles	Aarti International
	Sharmanji Yarns
Chemical and Petrochemicals	Linde India
	NRSE
	Think Gas

...And Many Others!!!

# INDUSTRY PLAYERS



# SECTORAL HIGHLIGHTS



## Agriculture & Food Processing

### ● ● ● MAJOR PRODUCTS

Rice Milling | Milk and Milk Products |  
Frozen Vegetarian and Non-vegetarian  
Snacks | Processed and Dehydrated Foods  
Jams and Sauces | Cooking Oils |  
Cattle Feed |

### ● ● ● MAJOR BRANDS

Nestle | Godrej Tyson | Cremica Foods |  
Del Monte | Meat Master | NLT Agro |  
SAM Foods | Napro | Roseberg |  
Iscon Balaji | Paras Spices |  
Rishika Foods | Sharman Jain Sweets |  
Shree Sank Ji |

- Well established value chain for food processing with facilities for agricultural production, manufacturing, processing, distribution and consumption
- Abundant availability of raw material for food processing in the region, which include:
  - Paddy, Wheat, Mandarin (Kinnow), Guava, Pear, Peach, Potato, Onion, Cauliflower
  - Buffalos, Goats, Pigs, Poultry
- Has 5,500+ Food Processing Units
- Agriculture & Food Processing Exports from the region in FY2021-22 amounted to almost INR 600+ Cr
- Hub for non-vegetarian food processing like poultry and fish, has 700+ fisheries
- Well established sales and procurement network for agriculture and processed foods with 140+ markets, 250+ sub-market yards and 1300+ purchase centers
- Ladhawal Mega Food Park in Ludhiana, offers 100 Acres of pre-cleared modular plug & play plots to companies for setting up of units
  - Food Incubation and Testing Centers have been established within the park
  - Provides direct and indirect employment to about 6000+ people and benefit about 30,000+ farmers within its serviceable area
- Houses the Punjab Agricultural University, which is one of the largest agricultural universities in the country
  - Has the Food Industry Business Incubation Centre, which conducts research on scaling up the agricultural and food processing technologies
  - Houses the GS Khush Institute of Genetics, Plant Breeding and Biotechnology, conducting research on crop diversification and advanced genomic technologies
- For Moga, food and rice processing encompasses almost 20% to 30% of the



# SECTORAL HIGHLIGHTS



Vital Steel Bars

## Light Engineering

### MAJOR PRODUCTS

Hand Tools (Hammers, Hand Drills, Pullers, Vices etc.)

Power Tools (Electric Drills, Marble Cutters)

Electric Screw-Drivers | Angle Grinders etc.

Machine Components (Chucks, Bolts, Drill-Bits,

Spokes etc.) | Agri-Implements (Reapers, Scythes, Shapers)

Milling Machines | Thrashers

Sewing Machines and Components

### MAJOR BRANDS

Fitex Industries | Excellent Forge

Eastman Cast & Forge | Deep Tools

Shiv Forgings | Rekofa Small Tools

Milton Industries | Em-Kay Industries

Micro-Spark India | Zebra Tools

Summan Forging

- Has one of the largest forging & machining units in India
- Has 6000+ Machinery & Equipment Production Units
- Leads the country in hand-held tools & machine production in India with an annual export of INR 2600+ Cr, consisting of almost 35% of India's total exports in the sector (FY2021-22)
- Largest hub of sewing machine production, contributing 85% of India's production. Has an annual production of 4 Lakh+ machines, including modern embroidery machines
- Has 900+ units operating under the Zero Defect Zero Effect (ZED) Scheme, which is parallel to global best practices like the EU-Good Manufacturing Practices (EU-GMP) and International Organization for Standardization (ISO)
- Has Common Facility Centers (CFC) for the Manufacturing Sector with integrated modern machinery, testing labs, R&D center and other requisite infrastructure
- Specializing in Rapid Prototyping, the region houses the Central Tool Room (CTR), Ludhiana, which is an Indo-German project setup under bilateral agreement on technical cooperation between India and Germany
- Established goods and technology export agreements with CIS countries, the Middle East and Africa

# SECTORAL HIGHLIGHTS



## Mobility

### MAJOR PRODUCTS

Bicycle and Bicycle Components  
Tractor and Tractor Components  
Auto and Auto Components  
Heavy Castings | Threaded Parts  
Precision Machined Components

### MAJOR BRANDS

Hero | Avon | Hi-Bird | Nova | New Swan  
Emson | Rockman Industries | Highway  
Industries | Preet | GNA | Metalman  
Federal Mogul

- Has 6500+ Mobility Equipment Production Units
- Has annual export of INR 3200+ Cr within the sector
- Houses India's 1st Auto-Shredding Plant
- Contributes 80% of total Bicycle production and 92% of total production of Bicycle parts in India
- Contributes significantly to Punjab being 1st in exports of bicycles from India, totaling almost 80% of the country's export in the sector
- Has the Single Largest Bicycle Manufacturing unit in the country
- Produces more than 60% of India's Tractor parts and a major chunk of auto and two-wheeler parts
- Contributes heavily to Punjab being the largest tractor manufacturer in India with 29% of the country's total tractor production
- Ranks 2<sup>nd</sup> in exports of tractors from India with share of 22% (FY19-20)
- Auto-components globally exported to major players such as Honda, BMW, Mercedes, Harley Davidson etc. across USA, Europe and the Middle East
- Coming up as a hub of electric vehicle manufacturing with 29% market share of Electric two-wheelers
- Major companies like Hero have already committed to the ramp-up of production of EVs from the region
- Technical Assistance Agreements with Japan for the manufacturing of Cold Forged steel and parts for Automotive and general industry
- Integrated production plants for Aluminium Die Casting, Alloy Wheels, Auto Chains and Carbon Composites

# SECTORAL HIGHLIGHTS



## Textile & Apparel

### MAJOR PRODUCTS

Formal Wear (Shirts, Trousers, Suits, Ties etc.) |  
Informal / Evening Wear (T-shirts, Jackets, Sweatshirts,  
Denims etc.) | Hosiery and Footwear  
(Inner wear, Shorts, Socks & Slippers, Shoes)  
Sports Wear (Tracksuits, Thermals, Jogging Suits, Lowers etc.)  
Technical Textiles (Nomex, Spandex, Twaron etc.)

### MAJOR BRANDS

Trident | Vardhman | Shingora | Nahar  
(Oswal Woolens & Monte Carlo) | Duke & Madame  
Youngman Blankets

- One of the largest textile manufacturing cluster in North India with 13,000+ units
- Contributes 30% towards the total domestic apparel demand in India and 10% in textile exports. Annual exports stand at almost INR 7000+ Cr
- Integrated capabilities in the production of yarn, greige, processed fabric, sewing thread, acrylic and other manmade fibre
- Considered as the capital of woolen yarn, knitwear & hosiery in India accounting for 90% of the country's woolen hosiery industry
- Largest supplier of hobby yarn (Europe) and terry towels (globally)
- Multiple Textile Parks are being operationalized across the region with major ones being the Ludhiana Integrated Textile Park Project and the Punjab Apparel Park Project, Ludhiana
- Houses the Govt. Institute of Textile Chemistry & Knitting Technology, conducting research on Textile Processing and Textile Technology (Knitting)
- The Northern India Institute of Fashion Technology, Ludhiana is currently being operationalized
- Home to 50+ PPE manufacturers and 2 DRDO certified N-95/N-99 Mask manufacturers, against none in the beginning of the pandemic

# SKILLED MANPOWER

## PREMIER INSTITUTES



## SPECIALIZED SKILL DEVELOPMENT CENTERS



- The Institute for Auto-parts & Hand-Tools Technology (IAHT), developed in association with the United Nations Industrial Development Organization (UNIDO) and the MSME-Development Institute, Government of India
  - Research on development of Kaizen (lean manufacturing) methods
  - Regular workshops and capacity building expos

## CENTRE OF EXCELLENCE



# LOGISTICS



- India's largest export related infrastructure project, the Eastern Dedicated Freight Corridor, starts from Ludhiana
  - Between Ludhiana & Dankuni (near Kolkata)
  - Eastern - Western Dedicated Freight Corridor intersect at Dadri (67 km from Delhi)
- The Amritsar Kolkata Industrial Corridor (AKIC), being developed at an initial cost of INR 5,749 Cr will start from Ludhiana and end near Dankuni, Kolkata
  - 1,839 km Economic Corridor between Amritsar, Delhi & Kolkata
  - Proposed access to 20 Industrial Zones across 7 states to provide a boost to internal trade
- Ludhiana currently has 5 Inland Container Depots (ICDs) and 4 Container Freight Stations (CFS), highest in Punjab. The cumulative capacity of the ICDs are 444,000 Twenty Foot Equivalent Unit (TEUs)
  - **ICDs:** Gateway Rail Freight, Container Corporation of India Ltd, Pristine Mega Logistics Park
  - **CFS:** Punjab State Warehousing, Krishna Cargo Movers, Overseas Warehousing
- The region houses 3 Multi-Modal Logistics Parks (MMLP), providing end-to-end logistics capabilities for all export/import/storage necessities for movement of goods, nationally and internationally. These are:
  - **Hind Terminals** - Provides comprehensive logistic solutions including warehousing, handling and transportation including rail, road and allied activities to/from CFS and ICDs
  - **Punjab Logistics Infrastructure** – Run by the State Government, this MMLP provides transportation and storage activities to and from CFS and ICDs

# CONNECTIVITY



## NATIONAL HIGHWAYS



- Ludhiana connected to NH 5 & NH 44
- Moga connected to NH 71

## RAILWAY STATIONS



- Guru Teg Bahadur Railway Station - 1.6 kms
- Moga Railway Station – Serves the Ludhiana–Fazilka line

## AIRPORTS



- Sahnewal Airport, Ludhiana
  - Spread over an area of 130 acres
  - Situated 12 Kms away from the center of Ludhiana City

International Airport at Halwara is **coming up soon**

## MAJOR NEIGHBOURING CITIES



- Chandigarh (100 km)
- Amritsar (100 km)
- Jalandhar (61 km)

# INDUSTRIAL INFRASTRUCTURE

## MAJOR INDUSTRIAL AREAS

<p>Hi Tech Valley, Dhanansu</p> <p>Area: 380 acres</p> <p>Key Features:</p> <ul style="list-style-type: none"> <li>Dedicated to manufacturing of cycles, electric vehicle, Li-ion batteries etc.,</li> <li>100 acres Hero Industrial Park (Operational)</li> <li>23 km from NH44</li> <li>18 km from Ludhiana Railway Station</li> <li>14 km from Ludhiana Airport (Domestic)</li> <li>ICD Concor (20 km)</li> </ul>
<p>Integrated Manufacturing Cluster, Kum – Kalan</p> <p>Area: 1000 acres</p> <p>Key Features:</p> <ul style="list-style-type: none"> <li>Land in possession of PUDA for park development</li> <li>19 km from NH44</li> <li>16 km from Ludhiana Railway Station</li> <li>21 km from Ludhiana Airport (Domestic)</li> <li>ICD Concor (20 km)</li> </ul>
<p>Ladhowal Mega Food Park, Ludhiana</p> <p>Area: 100 acres</p> <p>Key Features:</p> <ul style="list-style-type: none"> <li>Modular plug &amp; play plots</li> <li>Food Incubation and Testing Centers</li> <li>Provides direct and indirect employment to about 6000+ people</li> <li>14 Km from Ludhiana Railway Station</li> <li>30 Km from Ludhiana Airport (Domestic)</li> <li>ICD Concor (24 Km)</li> </ul>

## KEY PLAYERS WITH AREA OCCUPIED

 <p>115 Acres</p>	 <p>100 Acres</p>	 <p>61 Acres</p>	 <p>17 Acres</p>	 <p>5 Acres</p>
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## CLUSTERS UNDER MICRO & SMALL ENTERPRISES - CLUSTER DEVELOPMENT PROGRAMME SCHEME

- Oil Expeller & Parts Cluster
- Garment Cluster
- Auto Tech Cluster
- Sewing Machine Cluster

## ● ● ● INDUSTRIAL FOCAL POINTS (IFPs)

IFP	Total Area (Acres)	No. of Companies in the IFP	Major Companies	Major Products
Khanna Industrial Focal Point (Ludhiana)	70.27	114	Avinash Industries, Sanjay Solves, Vikas Industries, Jeet Rai and Sons, Satluj Industries	Cattle Feed, Solvent manufacturing
Phase-IV & IV-A Industrial Focal Point (Ludhiana)	128.55	Phase IV – 201 Phase IV-A - 170	Kangaroo Industries, Rajnish INDIA, National Industries, Nicks INDIA tools, Shree Tools Industries, Nishant Steel Industries, Aggarwal Cycle Industries, Highway Industrial Corp., Shri Ambey Metals INDIA Pvt. Ltd.	Hosiery, cycle parts, Light Engineering, metal products etc. Most of the units present in the Focal Point are micro and small enterprises
Phase-V, Industrial Focal Point (Ludhiana)	500	318	Rockman Industries, Marshal Machines, Eastman Industries, Akal Spring, King Exports	Auto Parts, Textile, Hosiery, Paper, Tools, Cycle Parts, Dyeing and Light Engineering
Phase-VI, Industrial Focal Point (Ludhiana)	133.36	350	Hindon Metaforms, Turbo Tools, Supreme Agro Foods, Navyug Namdhari Enterprises, Paramount Agro Parts	Cycle Components, Garment Industry, Chemical, Steel, Engineering, Auto parts, Textile, Hosiery, Paper, Tools and Dyeing.
Phase-VII, Industrial Focal Point (Ludhiana)	166.11	418	S.K. Bikes, Sharu Steels, Mishra Boilers, Citizen Products, Excellent Forge	Cycle Components, Heavy Engineering, Gears, Plastic, Garment Industry, Chemical, Steel, Light Engineering, Auto, Textile, Hosiery, Paper, Tools and Dyeing
Phase-VIII, Industrial Focal Point (Ludhiana)	282.94	575	New Swan Enterprises, Gold Star Industries, Davinder Sandhu Impex, Punjab Kesari, Versatile Enterprises	Cycle Components, Heavy Engineering, Gears, Plastic, Garment Industry, Chemical, Steel, Light Engineering, Auto, Textile, Hosiery, Paper, Tools and Dyeing
Tajpur Road Industrial Focal Point (Ludhiana)	15	1	Onkar Industries	Dyeing Industry
Mini Industrial Growth Centre, Raikot (Ludhiana)	70.13	6	Viva Chem Intermediates, Pidilite Industries (Physical work yet to be started), T S Rattan, Spreco Recycling	Soda /Water Bottle, Recycling, Assembling of Electronics Media, Flour Mill, Work of Refractory Material, Pharmaceuticals
Industrial Growth Centre (Moga)	108.29	186	Sunny Agro Industries, Jai Bajrang Steel Tubes, Madho Engg. Works, Rattan Soap & Chemical, G.S. Agro Industries	Agriculture Implements and Spare Parts, Cattle Feed , Plastic Moulding, Machine Parts, Fabricated Metal Products, Industrial Goods, (Pharma/ Medicine Units Etc.



# QUALITY OF LIFE

## HOSPITALS



## SCHOOLS



## HOTELS



## MAJOR TOURIST DESTINATIONS



Maharaja Ranjit Singh War Museum

Maharaja Ranjit Singh Fort

Lodhi Fort (Purana Qila)

Ludhiana Zoo Tiger Safari

Nehru Rose Garden

Gurudwara Dukh Niwaran Sahib



Clock Tower

Shahidi Park

Geeta Bhawan Temple

## WEEKEND GETAWAYS



Amritsar

Fatehgarh Sahib

Jalandhar

Patiala

Wagah Border

Pathankot

# SECTORAL OPPORTUNITIES



## ●●● AGRO & FOOD PROCESSING

- Export of Agri Produce
- Organic Products
- Processing of Fruits, Meat & Poultry
- Agri-Logistics



## ●●● MOBILITY

- Tractors
- Agri Machinery
- Bicycles & Bicycles components
- Electric Vehicles
- Auto & Auto components



## ●●● LIGHT ENGINEERING

- Precision Instruments
- Hand & Machine Tools
- Agricultural equipment
- Boilers
- Industrial Machinery



## ●●● TEXTILES & APPAREL

- High-Value Garments
- Home Textiles
- Footwear manufacturing and exports
- Accessories
- Technical Textiles

# GET AMAZED!



- An important industrial town, Ludhiana is regarded as the Textile and Light Engineering Hub of India
- Manufacturing sector contributed 54.8 % to economy of Punjab in year 2019, which is over half of State's economy. In job creation segment manufacturing sector again stands highest with 54.8% job creation and construction being second with 41%.
- Christian Medical College Hospital, established in 1895, in Ludhiana was the first school of medicine in Asia
- Ludhiana is also home to the Ludhiana Stock Exchange Association. LSC is situated on NH95 (Chandigarh-Ferozepur Highway) in Feroze Gandhi market near Mini Secretariat Ludhiana
- Since 2019, 19 Mega job fairs and 11 Monthly job placement camps have been conducted in Ludhiana, and 6304 applicants were placed collectively during these Job fairs & Placement camps
- Ludhiana is Punjab's and North India's largest city (after Delhi)
- The region played a major role in advancing the White Revolution (Operation Flood) in Punjab
- Ludhiana district achieved the national agricultural productivity award for the year 2004-05
- Moga has been awarded under the Aspirational Districts Program of the NITI Aayog
- Moga has received the SKOCH Award for Renovation of Traditional Water Bodies for reuse of treated water
- Moga has received the World Toilet Day Award from the Ministry of Jal Shakti in 2019
- Moga has received the SKOCH Award for Swachh Bharat in 2020
- Hero Eco is the largest E-bike manufacturer in India, situated out of Ludhiana
- Ludhiana has the highest power consumption in the state
- Women employment is highest in Ludhiana, in Punjab
- A major manufacturing powerhouse of Punjab, contributing 1 out of every 3 registered manufacturing units in the state

# INVESTORS VOICE



The State of Punjab provides an Excellent Platform for the growth of industries in automobile sector. Surplus & affordable power, strong base for ancillary units, skilled Manpower and excellent connectivity have contributed to our success. We have planned expansion at the current electric 2W facility at Ludhiana to ramp up production to 5 lakhs units annually.

**Mr. Naveen Munjal**  
MD, Hero Electric Vehicles Pvt.  
Electric Vehicles



The atmosphere of the industry in Punjab is unique and we can't get it anywhere else. The industrial atmosphere in Punjab has enabled us to grow from a Micro sector unit to an Indian MNC with operations in Eastern Europe. I am very thankful to the Government of Punjab for all the support.

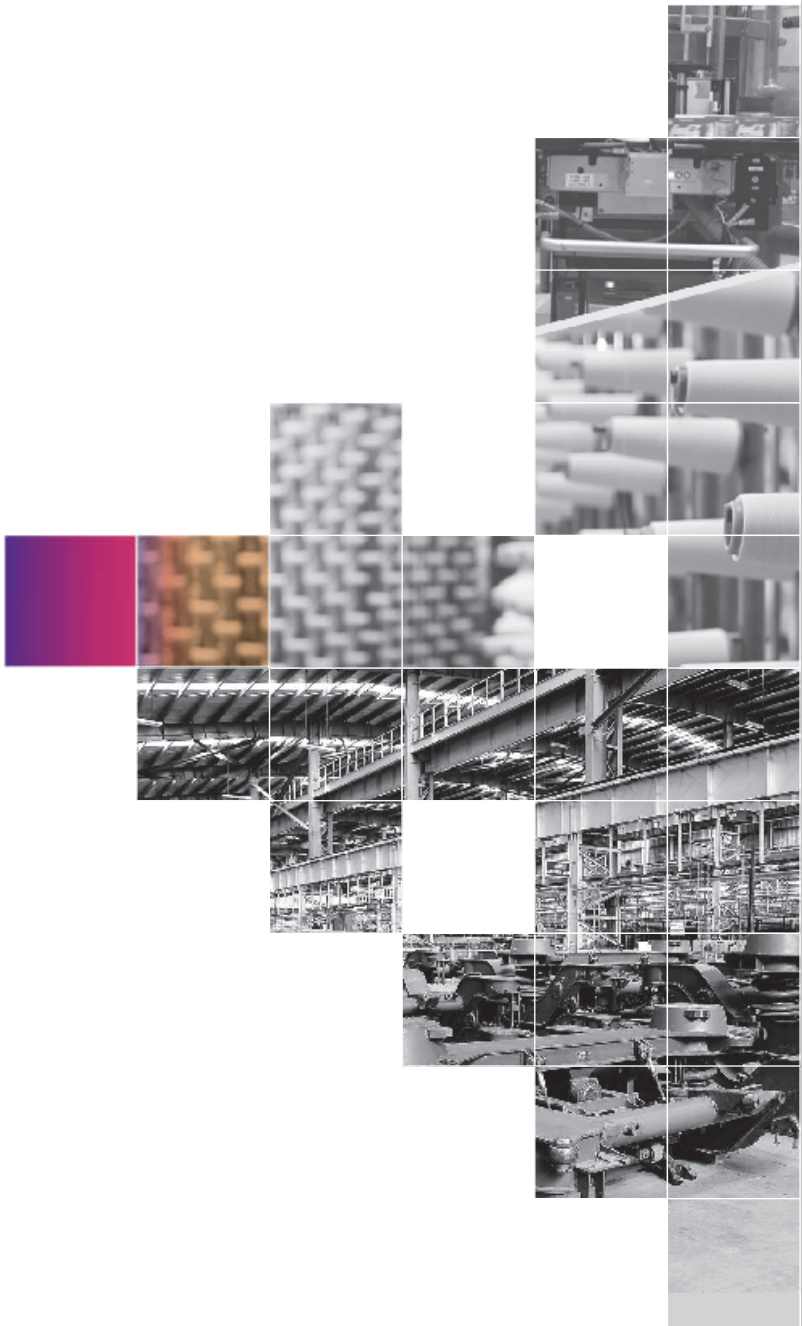
**Mr. Upkar Singh Ahuja**  
Chairman & Managing Director  
New Swan Group











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