



July 2020

Guidance

Newsletter

Edition II

Message from the MD & CEO

I am pleased to present the second edition of the Guidance Newsletter with an objective to share our activities and initiatives to attract and facilitate investments into Tamil Nadu. Guidance is the nodal agency for investment promotion and facilitation, international engagements, partnerships and facilitate export promotion for Tamil Nadu. Guidance is driven by a young, vibrant, and committed team to accelerate investment promotion and industrial development in Tamil Nadu.

Tamil Nadu is the choice of investors. It ranked 4th in cumulative FDI inflows into Indian states since April 2000. It also ranked 2nd in the N-SIPI index. It is the most urbanized and industrialized state in the country, driven by an entrepreneurial and skilled workforce. The state is a favourite to attract new investments consequent to the realignment of global value chains.




In this issue, we bring to you the highlights of events and initiatives till June 2020. These include the inauguration of Yamaha Music's first factory in India, CEAT Tyres factory and Ford's first R&D Centre which are a testimony to Tamil Nadu's growth story. A special task force was set up to woo investors from 5 major focus countries of Japan, Singapore, the USA, South Korea and Taiwan post-COVID-19. The State has implemented a number of reforms to improve the ease of doing business. These include Direct CTO scheme and deemed approval for land use re-classification in non-plan areas.

The state has participated in various roadshows in foreign countries and hosted international delegations in Tamil Nadu. We have participated in investment promotion activities, outreach at major events like Auto Expo, Defence Expo, CII@125 and conferences and roadshows including the Diplomatic Outreach Event in partnership with the Ministry of External Affairs, Govt of India. Setting up of an exclusive International Relations Team and Regional Outreach Team reflects our efforts to seek new investments in various districts of Tamil Nadu and focus on aftercare.

I commend the stellar efforts of the young frontline team at Guidance in strengthening our domestic and international outreach. I thank our valued stakeholders in supporting Guidance carry out its investment promotion and facilitation activities.

Warm Regards,
Dr Neeraj Mittal IAS
MD & CEO, Guidance



 md@investtn.in
 [@neerajmittalias](https://twitter.com/neerajmittalias)
 [@neerajmittal67](https://www.linkedin.com/in/neerajmittal67)



Guidance 24x7

Open **24x7** | **24 Hours** a day | Response within **24 Hours**

GIM 2015

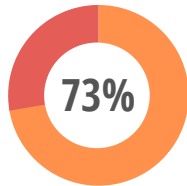
Investments



Employment



MoU's



Conversion %

GIM 2019

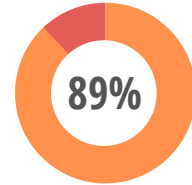
Investments



Employment



MoU's



Conversion %

MOUs SIGNED IN 2019-2020

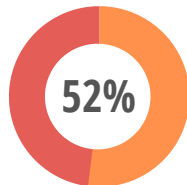
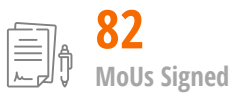
Investments



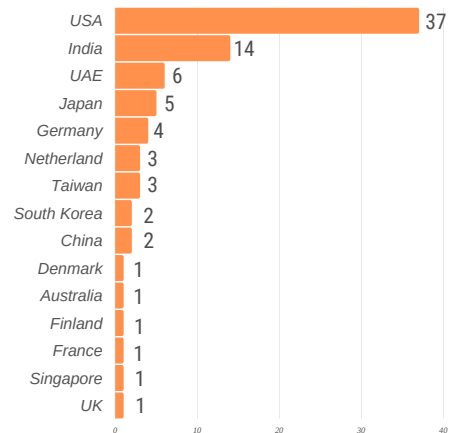
Employment



MoU's



Conversion %



No. of MoUs

Cross-Border Investment Flow into Tamil Nadu



Conversion % - Percentage of projects where production has started or project is in advanced stages of Implementation

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Key Highlights

DEALING WITH COVID-19

Following the declaration of the novel Corona Virus (Covid-19) as a Pandemic by the World Health Organization (WHO) and the subsequent lockdown announced across the country on 24th March, 2020, the team at Guidance swung into action to safeguard and guide industries, and to preserve the vibrant economic climate of the State of Tamil Nadu.

A dedicated help desk has been created to address the queries and issues of industries during the lockdown. To ensure availability of critical medical products in Tamil Nadu, our team in association with Tamil Nadu Medical Services Corporation Ltd., (TNMSC) identified and reached out to medical equipment suppliers and manufacturers (for PPE, N95 Masks, Ventilators etc.).

Guidance team initiated a COVID helpline with Consul-Generals of various countries including Korea, Denmark, Japan, USA, UK, Taiwan and Australia to ensure that issues raised are addressed immediately.

Between March and June, the teams at Guidance worked round the clock and received over 3000 calls from companies (OEMs, Suppliers, Logistics providers, E-commerce, IT, Small Scale Traders etc), and facilitated resolution of issues. These issues encompassed critical aspects of industries, including facilitating movement of goods, employees and shipments.

Guidance continued to undertake its core activities of Investment Promotion through video conferencing, webinar-based roundtables with potential investors and with stakeholders such as Invest India, FICCI, USISPF, PLEXCONCIL etc. to ensure that the State continues to attract investments.

The team also coordinated with the industries that were keen on contributing towards the Chief Minister's Public Relief fund, from those who were able and willing to contribute.

Guidance played a critical role of communicating updates, Government notifications and disseminating critical information, at constant intervals.

Guidance on behalf of Government of Tamil Nadu would like to sincerely thank our patrons that have contributed towards the Tamil Nadu Chief Minister's Public Relief Fund and all other support in our fight against COVID-19.



SPECIAL INVESTMENT PROMOTION TASKFORCE

Black Swan events nudge firms to reengineer supply chains by focusing on resilience and diversification. In the context of the global disruption of supply chains brought about by the current crisis, Covid-19 has introduced a twin shock on the economy with declining demand for goods and services on one hand and supply-side barriers for capital and labour inputs on the other. This has prompted many countries to rethink their existing supply chains and excessive dependence on some countries. Companies are expected to relocate from certain geographies to mitigate such risks. The Post-Covid era will have limited FDI opportunity with heightened competition among different nations. Economies aspiring to attract FDI during this time need to have a focused approach backed with attractive packages - both fiscal and non-fiscal.

In order to capture the opportunity and promote the state of Tamil Nadu as the preferred destination for the companies shifting their bases to new destinations, a Special Investment Taskforce has been created under the chairmanship of the Chief Secretary Thiru. K Shanmugam IAS and senior officials Additional Chief Secretary Thiru. S Krishnan IAS, Principal Secretary Thiru. N Muruganandam IAS and others including senior government officials and industry representatives from the focus countries such as Japan, Korea, USA, Taiwan and Singapore.

The first meeting of the task force was convened on 16.05.2020 with members from USIBC, USISPF, KOTRA, TAITRA, Enterprise Singapore, Hyundai and Mahindra World City and special invitees from IACC, CII, Foxconn, Zoho, Flextronics, Lincoln Electric and Wistron. Guidance and PWC presented the context on global trends in FDI, impact of COVID19 and relocation trends. The task force discussed the potential for relocating investments from various sectors and countries, and agreed to focus on support for existing investors, ramping up plug & play facilities, development of integrated industrial townships, development of R&D centres, branding Tamil Nadu, simplification of processes & e-governance initiatives as a way to accelerate growth in investment. The Taskforce also highlighted that sectors such as automobiles and electronics, component manufacturing, chemicals, pharmaceuticals, petrochemicals, hygiene products, textile machinery that could accelerate relocation investments to Tamil Nadu.

Based on the insights and inputs during the first meeting, the Taskforce is formulating a strategy to attract investment, which includes identification and execution of key infrastructure projects like plug and play facilities, fast-tracking clearances, incentives, outreach and brand building. This will position Tamil Nadu as the most favoured investment destination.



Chief Secretary Thiru. K Shanmugam IAS and Additional Chief Secretary Thiru. S Krishnan IAS with senior government officials, industry representatives and bilateral organizations from the focus countries of Japan, Korea, USA, Taiwan and Singapore

17 MOU'S WORTH ₹15,128 CRORES WITH MARQUEE INVESTORS

Guidance signed MOUs with 17 international institutions with an investment commitment of ₹15,128 crores and employment potential for 47,150 persons on 27th May, 2020.

The Hon'ble Chief Minister in April, 2020 set up the Special Investment Taskforce to attract investments from overseas companies, which were likely to relocate from certain countries post-coronavirus outbreak. The MOU with the international companies was a follow-up of the initiatives of the continuous interest of investors in Tamil Nadu.



Daimler signs MoU with Guidance in the presence of Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K Palaniswami

The MOUs were signed in the presence of Hon'ble Chief Minister, Thiru. Edappadi K. Palaniswami. Keeping in view with the Covid pandemic and the strict social distancing norms, most of the MOUs were signed virtually, a first for Tamil Nadu.

These MoUs include Daimler India Commercial Vehicles that would be expanding its portfolio with an investment of ₹2,277 crores and generate employment to 400 persons. Salcomp, a Finnish charger manufacturer would be investing ₹1,300 crores and reviving the NOKIA SEZ in Sriperumbudur while providing employment to 10,000 persons. A JV between Ashton Shoes Private Limited and Taiwanese footwear manufacturer Chung Jye Shoes has committed an investment of ₹300 crores and employment generation to 25,000 persons. Singapore based ST Tele Media and HDCl Data Centre Holdings will be setting up data centres in Chennai with an investment of ₹1,500 crores and ₹2,800 crores respectively. Polymatech Electronics from Japan will set up a semiconductor chip manufacturing facility employing 600 persons and investing ₹900 crores.

DAIMLER Daimler India Commercial Vehicles (Germany)	₹ 2277 Cr 400 Employment
Salcomp Salcomp Plc (Finland)	₹ 1300 Cr 10000 Employment
Chennai Power Generation (India / England)	₹ 3000 Cr 3000 Employment
BYD BYD India Pvt. Ltd (China)	₹ 50 Cr 130 Employment
HDCl Data Center Holdings Chennai LLP (Colt)(USA)	₹ 2800 Cr 200 Employment
Polymatech Polymatech Electronics (Japan)	₹ 900 Cr 600 Employment
PILLAR Pillar Industries India Pvt. Ltd (Japan)	₹ 15 Cr 20 Employment
DINEX Dinex (Netherlands)	₹ 100 Cr 300 Employment



₹ 150 Cr 250 Employment	Mando Mando Automotive India Pvt. Ltd (Korea)
₹ 12 Cr 200 Employment	LINCOLN ELECTRIC Lincoln Electric (USA)
₹ 18 Cr 30 Employment	IGL India Transplantation Solutions Pvt. Ltd (France)
₹ 1500 Cr 200 Employment	STTelemedia ST Telemedia (Singapore)
₹ 2000 Cr 600 Employment	ENGIE Vivid Solaire Energy Pvt. Ltd (France / SPV in India)
₹ 46 Cr 100 Employment	TJR TJR Precision Technology Co., Ltd (Taiwan)
₹ 350 Cr 25000 Employment	中環鞋業股份有限公司 CHUNG JYE SHOES CO., LTD Aston Shoes Ltd JV with Chung Jye Shoes (Taiwan)
₹ 210 Cr 320 Employment	BAETR Baetr (Germany)
₹ 400 Cr 5800 Employment	LOGOS LAI Investment Manager Pvt. Ltd (LOGOS) (Australia)

MOUS WORTH ₹5,027 CRORES AT THE INVESTMENT & SKILL DEVELOPMENT CONCLAVE

Tamil Nadu Government signed MOUs with 9 companies with an investment commitment of ₹5,027 crores and employment potential for over 20,000 persons on 30th November, 2019.

These MOUs were signed at the Investment and Skill Development Conclave in the presence of Honourable Chief Minister, Thiru. Edappadi K. Palaniswami with companies of investment commitment worth ₹5,027 crores and job creation of 20,351. The event was attended by the Hon'ble Minister for Industries Thiru M.C Sampath, Hon'ble Minister for Labour and Employment Dr. Nilofer Kafeel, Chief Secretary Thiru K Shanmugam IAS, large number of Industrialists, dignitaries of the state and diplomats from investing countries.

BYD India Pvt Ltd would be expanding its portfolio for phone components with an investment of ₹2,800 crores and generate employment to 11,000 persons. Electric vehicle manufacturing company Ather Energy would be setting up a manufacturing facility for E-Vehicles and Lithium-Ion Battery in Hosur with an investment of ₹635.4 crores, providing 4,321 jobs.

ITC Paper Board and Speciality Papers Division Unit would be setting up a paper board manufacturing unit with an investment of ₹515 crores. SNF Components Private Limited and Bull Machines Private Limited would be setting up a manufacturing facility for construction equipment at Coimbatore with an investment of ₹98 crores. The Growth Link Overseas Company Ltd would be expanding its footwear manufacturing facility with an investment of ₹175 crores.



Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K Palaniswami with Hon'ble Minister for Industries Thiru M.C Sampath, Hon'ble Minister for Labour and Employment Dr. Nilofer Kafeel, Chief Secretary Thiru K Shanmugam IAS, large number of Industrialists, dignitaries of the state and diplomats from investing countries

On the Tamil Nadu Defence Industrial Corridor, the government signed MoUs with Defence Research and Development Organisation and IIT Madras for knowledge partnership. An MoU was signed with Data Patterns to invest an additional ₹50 crores in the defence sector for manufacturing radar and communication systems for defence applications. Hon'ble Chief Minister Thiru. Edappadi K. Palaniswami also inaugurated ZL Technologies, Kapisoft and Kloudlearn - for a total investment commitment of ₹112 crores. The MOUs of these projects were signed during his visit to USA in September, 2019.

Re-branding of Guidance

Hon'ble Chief Minister launched the new name and logo for Tamil Nadu Industrial Guidance & Export Promotion Bureau (TNIGEPB). The organization is now called "Guidance" with the tagline: Invest, Innovate and Create. The new name, tagline and logo reflect the evolving needs and ethos of the state.



Launch of Biz Buddy

The Hon'ble Chief Minister, under Rule 110, announced that a Grievance Redressal Portal to help investors and industries would be established. This led to the development of the "Biz Buddy" portal, which was launched by the Hon'ble Chief Minister. The portal will help the companies to file their grievances in a user-friendly interface and will also help the government keep a track of the grievances at the highest level. It is hosted at <https://www.bizbuddy.tn.gov.in>. It is being used effectively by investors to solve their problems in a time bound manner.

PROJECT INAUGURATIONS

CEAT FACTORY INAUGURATION AT SRIPERUMBUDUR

CEAT Limited is one of the leading tyre manufacturers in India. CEAT Limited has expanded its presence in the country with the inauguration of their latest state of the art greenfield plant in South India on February 13, 2020. Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami inaugurated the factory in the presence of Mr Anant Goenka, Managing Director CEAT and Hon'ble Minister for Industries, Thiru. M C Sampath.

The state-of-the-art facility is being set up with an overall investment of ₹4,000 crores and employs over 1,000 people. Located at Kannanthangal Village, Sriperumbudur Taluk, Kancheepuram District, the manufacturing facility is spread across 163 acres and will manufacture Passenger Car Radial (PCR) and Motorcycle Radial tyres.



Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami inaugurated the factory in the presence of Mr Anant Goenka, Managing Director, CEAT and Hon'ble Minister for Industries, Thiru. M C Sampath.

The plant has a manufacturing capacity of 28,500 PCR tyres per day and 2,500 motor-cycle radial tyres per day. CEAT plans to produce 20,000 tyres per day in the first Phase. CEAT Limited signed an MOU with the State Government on 5th July, 2018. The Industries Department facilitated the project across various stages of implementation, including providing infrastructure support, approvals, and clearances through the short period of 9 months with its Single Window mechanism.

Tamil Nadu is among the top 10 automotive hubs in the world. It accounts for over 35% of total auto and auto-components manufactured in India and over 45% of the total automobile exports from India. This factory will supply tyres to the large number of automobile companies located in and around Chennai and add to the bustling automobile ecosystem in Tamil Nadu. CEAT Tyres employs over 40% women in its workforce.



"Tamil Nadu offers the company access to many automotive manufacturers, proximity to port and a favorable labor environment"

Mr Anant Goenka,
Managing Director, CEAT Tyres



**MADE IN CHENNAI.
MADE FOR CHENNAI.**
Our plant in Sriperumbudur is now operational.

YAMAHA MUSIC'S FIRST FACTORY IN INDIA

World's largest manufacturer of musical instruments, Yamaha Corporation launched its first Indian manufacturing unit at 'OneHub Chennai', a Japanese Industrial Township. Principal Secretary of Industries, Mr N Muruganandam IAS, Mr Takuya Nakata, Director, President and Representative Executive Officer, Yamaha Corporation, His Excellency Mr Kojiro Uchiyama, Consul General of Japan, Mr Shinobu Kawase, Managing Executive Officer, Mr Seiichi Yamaguchi, Executive Officer, Mr Takashi Haga, Managing Director – Yamaha Music India Pvt Ltd were present at the inauguration.

The facility is spread across 20,000 sq metres with an investment of ₹380 crores. It further plans to expand to 120,000 sq metres in the next phase. The company currently plans to produce 1.5 lakh keyboards and 2 lakh guitars annually. It will scale its production to 4 lakh guitars and 3 lakh portable keyboards per year eventually.



Principal Secretary of Industries, Mr N Muruganandam IAS at the lounge meeting with Mr Takuya Nakata, Director, President and Representative Executive Officer, Yamaha Corporation, His Excellency Mr Kojiro Uchiyama, Consul General of Japan, Mr Shinobu Kawase, Managing Executive Officer, Mr Seiichi Yamaguchi, Executive Officer, Mr Takashi Haga, Managing Director – Yamaha Music India Pvt Ltd and the team from Guidance

Speaking at the event, Mr Takashi Haga, Managing Director, Yamaha Music informed that over 50 percent of their products would be for the Indian market and the rest would be exported.

Tamil Nadu has always been a preferred destination for Japanese investment in India. Chennai is home to 3 of the 12 Japanese Industrial Townships in India. It has the most significant Japanese expat community and the second largest number of Japanese institutions operating in India.



“

"I strongly believe that Tamil Nadu is the most attractive state in starting business in India and recommend the state to prospective investors from Japan and other countries"

Mr Rivji Kawashima,
Deputy Managing Director,
Business Expansion Group, Yamaha



FORD'S FIRST R&D CENTRE IN INDIA

The Ford R&D Centre at the Ford's Global Technology and Business Centre in ELCOT, Sholinganallur in Chennai was inaugurated by Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami in the presence of Mr Michael Brielmaier, President and Managing Director, Ford India and Thiru. MC Sampath, Minister for Industries. This research and development centre is Ford Motor's third in the Asia-Pacific region and the first in India.

The R&D centre has simulation labs for testing new technology, virtual reality labs to encourage advanced manufacturing simulations, artificial intelligence, and machine learning capabilities. The centre also has a component and a vehicle lab for design, development and testing.



Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami inaugurated the Ford R&D Centre in the presence of Mr Michael Brielmaier, President and Managing Director, Ford India and Hon'ble Minister for Industries Thiru. M C Sampath

This R&D centre highlights the importance of Tamil Nadu to Ford and also reaffirms the company's commitment to Tamil Nadu and India by creating high skilled job opportunities.

Ford Motors set up their first automobile manufacturing centre in Tamil Nadu in 1995, and this investment by Ford gave Tamil Nadu the sobriquet of 'Detroit of Asia'. Tamil Nadu is among the top 10 automobile hubs in the world and accounts for over 70% of passenger vehicle exports from India. The state has an installed capacity of one car per 20 seconds and one commercial vehicle every 90 seconds.



"Tamil Nadu State Government has always taken proactive industrial policy approach in line with industrial growth"

Mr Anurag Mehrotra,
President and MD,
Ford Motor Company



EVENT HIGHLIGHTS

125 YEARS OF CONFEDERATION OF INDIAN INDUSTRY

At the 125th year celebrations of the Confederation of Indian Industry held in Chennai, Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami addressed the industrialists and highlighted the contributions made by CII in promoting industries in India and Tamil Nadu in particular. He also highlighted the various initiatives taken by the government in improving the Ease of Business in the state.

The Confederation of Indian Industry (CII) is a 125-year-old industry association in India.

CII is a non-government, not-for-profit, industry-led and industry-managed organization. Founded in 1895, it has over 9,000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from around 265 national and regional sectoral industry bodies.

The Hon'ble Chief Minister announced the Direct CTO (Consent to Operate) initiative for Green Industries so that they will not be required to apply for Consent to Establish prior to commencing construction activities. He also announced the approval of land use re-classification in non-plan areas as a deemed service.



Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami and Hon'ble Governor of Tamil Nadu, Thiru. Banwarilal Purohit, Thiru. S Chandramohan, Chairman, CII Tamil Nadu with past Presidents and Chairmen of CII at the CII@125 Years Launch Celebrations held in Chennai on 30th January, 2020.

Amendments to Tamil Nadu Business Facilitation Rules

Permission for Development of Land in Non-Planned Areas (DTCP) - **Now a Deemed Clearance**

Timelines reduced

	Slashed By
Clearances given at Field Office level	1 Week
Clearances given at Head Office level	2 Weeks
Multi-Storied Buildings	2 Weeks
Industry in Hilly Areas (HACA)	2 Weeks



Key new timelines

- In case of Dry land, Agriculture department to submit a report to DTCP in 20 days
- In case of Wet Land, District Collector to provide prior-concurrence to DTCP in 30 days

LUMINOUS TAMIL NADU – A DIGITAL CONCLAVE ON 'BECOMING THE NUMERO UNO STATE UNDER THE NEW NORMAL'

CII Tamil Nadu organised a Digital Conference on Luminous Tamil Nadu – A Digital Conclave on 'Becoming the Numero Uno State under the New Normal' on 06th June, 2020. The conference was inaugurated by Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami and he spoke about impact of Covid-19 on the economy of Tamil Nadu, the steps taken by the government to contain the spread of COVID and strategies and measures being undertaken for the State to become Numero Uno in the new normal.

The session had speakers and experts across industries and government and discussed various measures and suggestions to revive the economy in the current situation and identify strategies to make Tamil Nadu the best performing state in India.

The event was attended by members of CII, representatives from the diplomatic community and international organizations.



The Chief Minister, Thiru. Edappadi K. Palaniswami speaking after inaugurating the Luminous Tamil Nadu, a digital conclave organized by the Confederation of Indian Industry (CII) through the video-conferencing facility at the secretariat

Speaking at the conference, Hon'ble Minister for Industries, Thiru. M C Sampath, highlighted on the various initiatives to revive the economy and Special Investment Taskforce created by the Honorable Chief Minister.

Highlighting measures to retain employees especially migrant labourers, he informed that the Tamil Nadu government is planning to have two mega housing projects in Sriperumbudur with the help of Tamil Nadu Infrastructure Fund Management Corporation Limited.



Hon'ble Minister for Industries, Thiru. M C Sampath and Mr N Muruganandam IAS, Principal Secretary – Industries, Government of Tamil Nadu speaking at the conference on Luminous Tamil Nadu – A Digital Conclave on 'Becoming the Numero Uno State under the New Normal'

Mr N Muruganandam IAS, Principal Secretary – Industries & Chairman, Guidance spoke about the four areas that the government is working on to boost industrial growth in the state. First is to support existing industries to get back to normalcy by facilitating their reopening and ease their problems. Second is to improve the Ease of Doing Business (EoDB) by simplifying procedures and focus on post-approval clearances. Third is to attract new investment with Guidance and the Special Investment Task Force taking the lead. Fourth is to develop industrial infrastructure, which is very important in the medium term. He also spoke about the launch of the new industrial policy and the new export promotion policy.

DIPLOMATIC OUTREACH EVENT

The Ministry of External Affairs, Government of India and the Government of Tamil Nadu organized the 'Diplomatic Outreach' event focused on 'Economic and Investment Opportunities in Tamil Nadu' on 21-22 February, 2020 in Chennai.

Hon'ble Chief Minister Thiru. Edappadi K. Palaniswami inaugurated the event amidst senior government officials of the state of Tamil Nadu and senior officials from the Ministry of External Affairs, Government of India. On the first day of the conference, diplomats and the State government discussed strengthening trade relations between Tamil Nadu and the participating countries.

Tamil Nadu Signs & Inaugurates projects worth ₹1254 crores with foreign companies

At the Diplomatic Outreach event, the Tamil Nadu Government signed an MoU with an investment of ₹800 crores and an employment potential for 2500 persons.

Three projects were also inaugurated during the event. These included investment commitment by Japan-based Mitsuba Sical for ₹504 crores and employment potential for 330 persons, South Korea-based Hanon Automotive with an investment commitment of ₹500 crores and employment potential for 229 persons and US-based Jogo Health with an investment commitment of ₹250 crores and employment commitment for 9000 direct and indirect employees.

State MOU between TIDCO and NICDIT

Tamil Nadu Industrial Development Corporation (TIDCO) and the National Industrial Corridor Development and Implementation Trust (NICDIT) signed an MOU to develop the Ponneri Node of the Chennai-Bengaluru Industrial Corridor. Mr Sanjay Murthy IAS, CEO & MD, DMICDC and Tmt. Kakarla Usha IAS, Chairman and Managing Director of TIDCO, exchanged the agreement.

Guidance Investor's Guide

Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami launched the Tamil Nadu Investors' Guide at the Diplomatic Outreach event. The Investors' Guide is a comprehensive document on the investment opportunities, processes and procedures companies keen on investing in the state of Tamil Nadu.



[Click to view the Investors' Guide](#)

International Relations Team

Guidance unveiled the International Relations team during the Diplomatic Outreach event. The International Relations team along with the Country Desks in Guidance is responsible for engaging and coordinating with Foreign Governments and investors, Multilateral and Bilateral Agencies, Development Banks, Overseas Trade associations etc to promote Tamil Nadu as an investment destination for the global community in International forums. This team is a one-stop interface for all international engagements that will handle all overseas investment-related queries with the Government of Tamil Nadu.

HIGHLIGHTS FROM THE DIPLOMATIC OUTREACH EVENT

Over 50 diplomats from more than 25 countries, including Denmark, USA, UK, Taiwan, Japan, Korea participated in the event. Hon'ble Chief Minister Thiru. Edappadi K. Palaniswami inaugurated the event amidst senior government officials of the state of Tamil Nadu and senior officials from the Ministry of External Affairs, Government of India.



Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami, Hon'ble Minister for Industries, Thiru. M C Sampath, Chief Secretary Mr K Shanmugam IAS and Mr N Muruganandam, IAS, Principal Secretary – Industries, Dr Neeraj Mittal IAS, MD & CEO, Guidance with High Commissioners and Ambassadors at the 'Diplomatic Outreach' programme



High Commissioners, Ambassadors and members of the diplomatic community made a visit to Mahindra City and UNESCO heritage site, Mamallapuram



Hon'ble Chief Minister of Tamil Nadu, Thiru Edappadi K Palaniswami, Hon'ble Minister of Industries, Thiru M C Sampath, External Affairs Ministry (Economic Relations) Secretary, Mr T S Tirumurti IFS and Mr P Harish IFS, Additional Secretary (ED and States), Chief Secretary, Mr K Shanmugam IAS, Mr N Muruganandam IAS, Principal Secretary – Industries and Dr Neeraj Mittal IAS, MD & CEO, Guidance releasing the Guidance Investors' Guide



Mr Sanjay Murthy IAS, CEO & MD, DMICDC and Tmt. Kakarla Usha IAS, Chairman and Managing Director of TIDCO exchanging the MOU to develop the Ponneri Node of the Chennai-Bengaluru Industrial Corridor



Hon'ble Chief Minister of Tamil Nadu Thiru. Edappadi K. Palaniswami with MOU Signatories from MITSUBA India Private Limited

AUTO EXPO 2020 - NEW DELHI

The 15th edition of the Auto Expo 2020 was held on 8th to 12th February, 2020 in Pragati Maidan, New Delhi and Noida Uttar Pradesh. The Auto Expo is a biennial automotive show held in NCR, India. A delegation from the Government of Tamil Nadu participated in Auto Expo 2020 to present to the various national and international automobile agencies the automobile ecosystem and emerging Electric Vehicle ecosystem in the state and to evaluate investing in the state.

The team met and interacted with automobile majors including Skoda Auto, Volkswagen India, Maruti Suzuki India, Tata Motors, Mahindra Electric, BYD, Great Wall Motors. On the side-lines of the expo the team also discussed areas of potential collaboration between agencies such as VDMA (German Engineering Federation), Automotive Component Manufacturers Association of India (ACMA) and Japan India Industry Promotion Association (JIIPA).

Indian States Panel on E-mobility policy on States

To highlight the commitment towards sustainability and the support by the government towards promoting Electric Vehicles in Tamil Nadu, Ms Ambrin, Vice President - Policy from Guidance presented Tamil Nadu's EV Policy and the incentives offered by the state to potential stakeholders participating in the Auto Expo 2020.



Ms Ambrin, Vice President - Policy, Guidance, at the panel discussion on the TN e-mobility policy



Dr. Neeraj Mittal IAS, MD and CEO, Guidance, taking a tour of the Maruti stall at the Auto Expo Show in Noida

Modern Automotive Technologies for future of mobility in India

Coinciding with Auto Expo 2020, Guidance also represented Tamil Nadu in a conference on the future of mobility organized by CII and SIAM. This event was held on 8th February, 2020 at Hotel The Lalit, New Delhi.

Dr. Neeraj Mittal IAS, MD & CEO, Guidance, Govt of Tamil Nadu delivered a special address at the inaugural session of the conference on 'Modern Automotive Technologies for future of mobility in India' organized by CII on the transformation of the mobility ecosystem of Tamil Nadu. He spoke about the automotive ecosystem of Tamil Nadu and explained the various incentives and support which GoTN provides to EV manufacturers. He also presented the Government of Tamil Nadu's vision on the smart and electric mobility for the state and how the state is strengthening its infrastructure to accommodate electric vehicles in a market dominated by ICE.



Dr. Neeraj Mittal IAS, MD & CEO, Guidance, Industries Department, Govt of Tamil Nadu delivered a special address at the Conference on 'Modern Automotive Technologies for future of mobility in India'

DEFENCE EXPO 2020 - LUCKNOW

Defence Expo 2020 was held in Lucknow, Uttar Pradesh between 5th and 8th February, 2020. The previous Defence Expo 2018 was held in Chennai Tamil Nadu. The event participants included Defence Ministers and defence officials of 40 countries and over 3,000 delegates from 70 nations representing manufacturers, suppliers and buyers of defence-related equipment. The 3-day exhibition featured pavilions and displays of various defence companies, state and central government departments and PSUs for Defence Manufacturing.

A high-level delegation from the Government of Tamil Nadu represented the state at the expo. The delegation was led by Tmt. Kakarla Usha IAS, Chairman and Managing Director of TIDCO, Dr Aneesh Sekhar IAS, Executive Director, Guidance and officials from TIDCO and Guidance. The Government of Tamil Nadu set up a dedicated Tamil Nadu pavilion at the expo to showcase the aerospace and defence ecosystem in Tamil Nadu and the Defence Corridor, which drew attention of defence manufacturers and global players.

During the expo, the delegation met representatives from Lockheed Martin, Airbus, Boeing, Thales, Rafael, Tata Advance Systems, ELBIT Systems to present to them the Defence Corridor in Tamil Nadu and explore the opportunity to invest in setting up R&D and manufacturing facilities. The delegation also had detailed interaction with associations including US- India Business Council (USIBC), DFIT UK, ATLA - Ministry of Defence, Japan to facilitate investments into the state and evaluate areas of mutual collaboration.

Tamil Nadu State Seminar

A dedicated seminar on Tamil Nadu to showcase defence and manufacturing ecosystem was also organized. Hon'ble Minister for Rural Industries including Cottage Industries, Small Industries, Thiru P. Benjamin addressed the Defence manufacturers at the state seminar of Government of Tamil Nadu and presented Tamil Nadu's Defence corridor and the vibrant supplier ecosystem in the Aerospace and Defence Sector. The Government of Tamil Nadu has introduced the Aerospace and Defence policy 2019 that aims to position Tamil Nadu as the preferred hub for Aerospace and Defence industries in India in the areas of engineering, design, manufacturing and allied activities by harnessing its industrial base and skilled human capital.



Union Minister of Defence, Shri Rajnath Singh visiting the Tamil Nadu Pavilion



Hon'ble Minister for Rural Industries, Thiru P. Benjamin addressed the Defence manufacturers at the state seminar



Tmt. Kakarla Usha IAS, Principal Secretary / Chairperson & Managing Director TIDCO and Dr Aneesh Shekhar IAS, Executive Director, Guidance in a meeting with potential investors

WINGS 2020 EXPO - HYDERABAD

Wings India is an annual event organized by the Ministry of Civil Aviation, Government of India, Airport Authority of India (AAI) and the Federation of Indian Chambers of Commerce and Industry (FICCI) focusing on the India civil aviation sector. Wings India 2020 was held at Begumpet Airport, Hyderabad from 12th to 15th March, 2020.

Mr Pradeep R, Associate Vice President, Guidance participated in the event and met with representatives from Airbus, Boeing, Thales, MAK controls and Systems, Tentacles and Pratt's & Whitney. He led discussions on aerospace manufacturing ecosystem and the benefits of setting up operations in India's Defence Corridor located in Tamil Nadu.

Tamil Nadu is home to one of the two Defence Corridors announced by the Ministry of Defence and has also developed the Aerospace & Defence Park in Sriperumbudur (Vallam-Vadagal).



Dr Mahendra Nath Pandey, Hon'ble Minister of Skill Development & Entrepreneurship, Government of India inaugurated India International Leather Fair in the presence of Hon'ble Minister for Industries Thiru. M C Sampath, Government of Tamil Nadu at Chennai Trade Center



Shri Hardeep Singh Puri, Union Minister of Civil Aviation, Government of India at the inaugural ceremony of Wings 2020

INDIA INTERNATIONAL LEATHER FAIR - CHENNAI

The 35th edition of India International Leather Fair (IILF) Chennai, was held between 1st and 3rd February, 2020 at Chennai Trade Centre, Nandambakkam, Chennai. Dr. Mahendra Nath Pandey, Hon'ble Minister of Skill Development & Entrepreneurship, Government of India inaugurated this event in the presence of Hon'ble Minister for Industries Thiru. M C Sampath, Government of Tamil Nadu.

Leather exporters and manufacturers from Tamil Nadu displayed the entire range of products relating to leather industry from raw material to finished products and auxiliary products such as finished leather; shoe and shoe components, leather garments, fashion accessories, leather goods, machinery and equipment and chemicals. The exhibition also displayed the latest trends, styles, designs, and colours. Major companies such as Lanxess India, India Sewing Machine Company, A&E Gütermann participated in the event.

Tamil Nadu accounts for 60 percent of leather tanning capacity and 38 percent of all leather footwear, garments and components in India. The state also accounts for 50 percent of leather exports from India, valued at around USD 3.3 billion per annum.

INTERNATIONAL ENGINEERING SOURCING SHOW - COIMBATORE

Engineering Export Promotion Council of India (EEPC) in association with the Government of Tamil Nadu organized the ninth edition of International Engineering Sourcing Show (IESS) between 4th and 6th March, 2020 in Coimbatore, Tamil Nadu.

Hon'ble Minister for Industries Thiru. M C Sampath inaugurated the event in the presence of Hon'ble Minister for Municipal Administration, Thiru. S.P. Velumani, and Hon'ble Minister for Rural Industries, Thiru P. Benjamin.



Hon'ble Minister for Industries, Thiru. M C Sampath inaugurated the event in the presence of Hon'ble Minister for Municipal Administration, Thiru. S.P. Velumani, and Hon'ble Minister for Rural Industries, Thiru P. Benjamin

Over 2000 industrial participants, including 400 international delegates from over 50 countries, were present in the event. The three-day exhibition promoted India as an export hub for engineering products while providing a platform to Indian exporters to showcase their strengths and capabilities in emerging markets. Exhibitors from Tamil Nadu were present at the event displaying a wide range of products to international delegates.

MAKE IN INDIA - MANUFACTURING FOR THE WORLD - AMCHAM - NEW DELHI

The American Chamber of Commerce in India (AMCHAM – India) and Invest India organised the Make in India - Manufacturing for the World in New Delhi on 14th December 2019. The event was inaugurated by Hon'ble Minister Sri Hardeep Singh Puri, Minister of State (Independent Charge) of Civil Aviation, Housing and Urban Affairs, Minister of State for Commerce and Industry, Government of India who also delivered the keynote address.



Mr. Gaurav Daga, Associate Vice President and Ms. Shefali Rai, Policy Specialist from Guidance participated in the session 'Smart Infrastructure and Electric Vehicles' and presented the Tamil Nadu EV Policy, incentives offered and the proposed ecosystem.

The conference provided an opportunity for American companies interested to invest in India to interact with the industry and government representatives from India. Mr Deepak Bagla, CEO, Invest India, highlighted various opportunities for India-US trade relationship during the session.



Gaurav Daga, Associate Vice President and Shefali Rai, Policy Specialist from Guidance participated in the Smart Infrastructure and Electric Vehicles session

VESTAS GLOBAL SUPPLIERS MEET - CHENNAI

Vestas Wind Systems & Invest India co-hosted the first Wind Supplier Meet in Chennai, Tamil Nadu on 27th February, 2020 and over 15 global wind suppliers were present for the interactive session.

Dr Neeraj Mittal IAS, MD & CEO, Guidance introduced the opportunity for renewable energy in India and Tamil Nadu. Given the demand for sustainable sources of energy in India, he briefed the delegates on the opportunities of manufacturing and the ecosystem that Tamil Nadu provides. He also highlighted the state's network of ports and airports to facilitate import and export of supplies.

The team from Guidance Mr. Gaurav Daga, Associate Vice President (Renewable Energy) and Mr R Pradeep, Associate Vice President (General Manufacturing) held meetings with the suppliers present.

A detailed presentation on handholding support offered by Guidance on investment promotion and facilitation and single window assistance for approvals and clearances was also presented to the potential investors. Tamil Nadu has the highest installed capacity of grid-connected renewable power. Queries on taxation, potential facility sites, incentives, single window system were addressed.

Vestas is a Danish manufacturer, seller, installer, and servicer of wind turbines. Vestas India currently has a nacelles production and a Research and Development facility in Chennai.



Dr Neeraj Mittal IAS, MD & CEO, Guidance addressing the global suppliers of wind energy

BIOASIA - HYDERABAD

The Bioasia 2020 was held in Hyderabad between 17th and 19th February, 2020. BioAsia focuses on biotechnology and bio-industries all across the world. Biotechnology is considered one among the most emerging industries today. The event is organised by the Genome Valley. Mr Gaurav Daga, Associate Vice President and Mr Zachariah, Associate Vice President (Pharma) from Guidance represented Tamil Nadu at the event and held meetings and roundtable with experts and CXOs from pharmaceuticals and biotechnology sector.



Mr Gaurav Daga, Associate Vice President and Mr Zachariah, Associate Vice President (Pharma) from Guidance at Bioasia 2020

INCREASING OUR DIGITAL FOOTPRINT

Guidance international desk focusses on activities to connect international businesses to partner with Tamil Nadu. Key activities of the Country Desk at Guidance include meeting the Heads of State and Government, decision-makers, networking with counterpart organisations, multilateral and academic institutions and other policy-making bodies. To supplement the efforts taken by the Government of Tamil Nadu during the Covid-19 outbreak, Guidance organized a virtual meeting of the Principal Secretary of Industries, Mr N Muruganandam IAS, with the Consul-Generals of Consulates in Chennai including Korea, Denmark, Japan, USA, UK as a part of its global business networking initiatives.

A webinar on 'Kick start of Industrial activities in new times ahead' was organized by Indo-France Chamber of Commerce and Industry (IFCCI) and Guidance on 1st June, 2020. This webinar was focussed on the various initiatives taken by the Government of Tamil Nadu to continue manufacturing during the Covid-19 situation.

In an online webinar organized by Invest India 'Exclusive Investment Forum' on 2nd June, 2020, Hon'ble Minister of Industries, Thiru. MC Sampath and the Principal Secretary of the Industries, Thiru. N Muruganandam IAS presented the unprecedented opportunities for investment in the Electronics System Designing and Manufacturing (ESDM) sector in the state. They also highlighted the favorable ecosystem and availability of skilled resources in the state making Tamil Nadu the second ranked in ESDM in India.

As a resurgent and ambitious Tamil Nadu reopened for business after the COVID-19 lockdown, Government of Tamil Nadu, Guidance and American Chamber of Commerce (AMCHAM) in India organized a discussion with American companies on 3rd June, 2020 to help and position Tamil Nadu as an alternate to existing global manufacturing hubs.

Enterprise Singapore **Guidance Tamil Nadu**

Healthcare Manufacturing & Research Collaboration Opportunities in Tamil Nadu

Date: June 26, 2020 (Friday)
Time: 2:30 PM SGT / 12:00 PM IST
Duration: 60 Minutes

Dr S Aneesh Sekhar, IAS
Executive Director, Guidance Tamil Nadu
Healthcare Manufacturing Ecosystem of Tamil Nadu

Mr Sameer Mehta
Director, Mehta Hospitals
Evolving Healthcare Trends in India - Industry Perspective

Dr Gopal Dasika
Senior Vice President and Head - R&D,
Biocon Biologics India Ltd
R&D in Biotechnology and Opportunities for Collaboration with the TN Biotech / Pharma Industry

Mr V Vishnu, IAS
Managing Director, Tamil Nadu Skill Development Corporation
Skill Development: Overview & Opportunities for Skill Development in Healthcare Manufacturing in Tamil Nadu

Mr Justin Goh
Regional Group Director,
West & South India,
Enterprise Singapore

Dr Aneesh Sekhar IAS, Executive Director, Guidance, on the panel of a webinar organized alongwith Enterprise Singapore on Healthcare Manufacturing & Research Collaboration opportunities in Tamil Nadu webinar with Healthcare industrialists from Mehta Hospitals, Biocon Biologics

Embassy of India, Tokyo in consultation with the Industries Department, DPIIT and Invest India conducted a series of webinars between May and July on Textiles, Electronics, Automobile, Pharmaceuticals and Capital goods sectors.



Principal Secretary of Industries, Mr N Murugandandam IAS, in a meeting with the Consul-Generals in Chennai



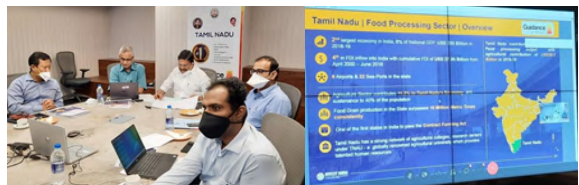
Hon'ble Minister of Industries, Thiru. MC Sampath and Dr Neeraj Mittal IAS, MD and CEO, Guidance, Commissioner of Agri Marketing & Agri-Business, Thiru. S.J Chiru IAS and Director of Fisheries, Dr GS Sameeran IAS presented the opportunities for potential investors in the 'Invest India Exclusive Investment Forum' webinar for leading global food processing players, organized on 26th June, 2020.

Hon'ble Minister of Industries, Thiru. M C Sampath, Principal Secretary of Industries, Thiru. N Muruganandam IAS projected Tamil Nadu's investment landscape in these sectors highlighting skilled manpower, good governance and clearly identified investible opportunities for Japanese investors.

Guidance Tamil Nadu @Guidance_TN · Jun 6

Hon'ble Ind. Minister @MCSampathOffi, Pr. Sec. @muruganandamias & @aneeshsekhar, ED Guidance, Shared their views on the strategy to make #TamilNadu NumeroUno in India and convert the pandemic challenges to opportunities at Luminous TamilNadu conclave by @CIIEvents

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Hon'ble Minister of Industries, Thiru. M C Sampath alongwith Dr Neeraj Mittal IAS, MD and CEO, Guidance, Commissioner of Agri Marketing & Agri Business, Thiru. S.J Chiru IAS and Director of Fisheries, Dr GS Sameeran IAS in the 'Invest India Exclusive Investment Forum'

INTERNATIONAL OUTREACH

VISIT OF DELEGATION FROM FUJIAN, CHINA TO TAMIL NADU

Building on October's Sino-India informal summit in Mamallapuram, a delegation from China visited Chennai in December 2019. The delegation comprised of representatives from China's Fujian province. Fujian and Tamil Nadu has established a sister-state relation during the informal summit between Prime Minister Narendra Modi and Chinese President Xi Jinping in October, 2019.

The delegation also participated in the Fujian – Tamil Nadu Economic and Trade Promotion Conference organised by the Confederation of Indian Industry (CII) where they interacted with industry representatives from Tamil Nadu.



Mr Zheng Xincang, Member of The Standing Committee of The Communist Party of China (CPC) in Fujian, along With Mr Wang Yongli and Hon'ble Minister of Industries, Thiru. M C Sampath, Tmt Kakarla Usha IAS, CMD TIDCO, Mr Arun Roy IAS, Special Secretary, Department of Industries

VISIT OF DELEGATION FROM CHONGQING, CHINA TO TAMIL NADU

A high-level delegation from Chongqing visited Tamil Nadu on 4th December, 2019. Chennai has established a sister-city relationship with Chongqing to promote cultural and commercial ties in May, 2015.

The 10-member delegation was led by Mr Du Liming, Chongqing Municipal People's Congress, Deputy Chairman of the Standing Committee. The visit was a follow up of the existing sister-state agreement and the visit of the informal summit between Prime Minister Narendra Modi and Chinese President Xi Jinping in October 2019.

The delegation met officials from Tourism and Culture Department and Industries Department of the Government of Tamil Nadu and representatives from industry in Chennai.

HIGH-LEVEL DELEGATION VISIT FROM TAMIL NADU TO PEOPLE'S REPUBLIC OF CHINA

A high-level delegation from the Government of Tamil Nadu led by the Mr N Muruganandam IAS Principal Secretary, Industries along with Dr Neeraj Mittal IAS, MD & CEO Guidance visited the People's Republic China between 16th and 21st December, 2019. The objective of the business visit was to promote Tamil Nadu as a preferred investment destination among the business community in China. The delegation also conducted industrial visits to major manufacturing hubs across China.

The delegation visited Beijing, Shanghai, Fujian, Chongqing and Shenzhen and held meetings with leading Chinese companies like Foxconn, Salcomp, BYD, Salcomp, Great Wall Motors among others. The delegation had a meeting with the Fujian government officials to discuss the signing of sister agreement between Chennai and Fujian.

The visit also coincided with the successful visit of the Government delegations from Chongqing and Fujian province in the first week of December.

Guidance Tamil Nadu also organized a trade and investment promotion roundtable in association with the Indian Embassy in China in Fujian, Chongqing and Shenzhen to highlight investment and trade opportunities available in Tamil Nadu for foreign investors and businesses.



High-level delegation from the Government of Tamil Nadu led by the Mr N Muruganandam IAS Principal Secretary, Industries along with Dr Neeraj Mittal IAS, MD & CEO, Guidance in the Republic of China

GUIDANCE - INTERNATIONAL OUTREACH INITIATIVES

TAIWAN

Mr. Ben Wang, Director General of Taipei Economic and Cultural Centre in Chennai called upon Hon'ble Minister of Industries, Thiru. MC Sampath on 6th June to discuss strengthening of business relations between Taiwan and Tamil Nadu. During the meeting, the Hon'ble Minister discussed various initiatives taken by the government and the Special Investment Taskforce's focus on Taiwan. They also discussed about the special incentives that could be offered to Taiwanese companies willing to relocate to Tamil Nadu.

There are over 20 Taiwanese companies operating in Tamil Nadu employing over 100,000 persons. Some of these include Feng Tay Enterprise, Foxconn, Delta Electronics etc.



Mr Ben Wang, Director General of Taipei Economic and Cultural Center with Hon'ble Minister for Industries, Government of Tamil Nadu, Thiru M C Sampath, and Mr N Muruganandam, IAS, Principal Secretary – Industries, Government of Tamil Nadu

JAPAN

H.E Mr Taga Masayuki, Consul General, Consulate-General of Japan met with Dr Neeraj Mittal, IAS, MD & CEO, Guidance and the team in their office on 6th July, 2020.



Mr Masayuki joined as the Consul General in June 2020. During the meeting Dr Mittal IAS, MD & CEO, Guidance briefed Mr Masayuki the functions of Guidance and the initiatives the Government of Tamil Nadu has taken to ensure continued manufacturing activities in the state. Mr Masayuki expressed his happiness on the close working relation between the Government of Tamil Nadu and his office and the other Japanese agencies to ensure smooth functioning of Japanese investments in the state.

They discussed areas of future collaborations and how Japan and Tamil Nadu could work together in the post COVID era. Dr Mittal briefed him about the Special Investment Taskforce created in the state and Japan as a focus country to drive Japanese investments into Tamil Nadu. Dr Mittal also appraised the Consul General on Joint Working Committee between Government of Tamil Nadu and Consulate of Japan in Chennai.

Tamil Nadu is home to over 620 Japanese companies and has the largest Japanese expat community making it the most preferred investment destination for Japanese companies in India.

TAMIL NADU - KOREA BUSINESS MEET

A business interaction with Korean companies in Tamil Nadu, Korean Business Meeting Summit Tamil Nadu was organised by KOTRA, Invest India and Guidance in Chennai on 25th February, 2020.

The team from Guidance led by Mr Aditya Nagarajan, Vice President and Mr Uthamacholan, Senior Associate interacted with officials from KOTRA and Korean companies present. During the roundtable, the team also presented the facilitation and aftercare support of Guidance and the single window facility for all approvals and clearances. The team also explained the BizBuddy initiative, an online industry helpdesk of the Government of Tamil Nadu. KOTRA is a state-funded trade and the investment promotion organisation of Government of South Korea.



Aftercare facilitation meeting by Korea Country Desk of Guidance with Korean companies

AUSTRALIA

Guidance participated and represented the Government of Tamil Nadu in a business roundtable organised by the Indo-Australian Chamber of Commerce in Chennai. Dr Neeraj Mittal IAS, MD & CEO, Guidance participated in a Round table discussion and briefed the delegates on the initiatives of the Government of Tamil Nadu and addressed their queries on doing business in Tamil Nadu.

Guidance maintains a close working relationship with Australian Governments, Diplomatic Missions in India and Australia.



Ms Petula Thomas, Director of IACC met Dr Neeraj Mittal IAS as a follow up of the round table discussion

SOUTH KOREA

The International Relations Team of Guidance met the incoming Consul General of South Korea, H.E. Mr Young Seup Kwon on 17th March 2020 and discussed on strengthening the relations between South Korea and Tamil Nadu. The team also briefed the CG on Guidance and its activities of investment promotion and facilitation.



H.E. Mr Young Seup Kwon, Consul General of South Korea with Mr Sriram K and Ms Keerthana G of Guidance Team

VISIT OF AMBASSADOR OF ESTONIA TO INDIA

H.E. Katrin Kivi, Ambassador of Estonia to India, met the senior officials of the Industries Department, Government of Tamil Nadu on 6th March, 2020. She presented Estonia's progress in e-governance, digitalisation and cybersecurity. Tamil Nadu Government expressed interest in closer cooperation in these areas. Estonia's embassy in India was opened in 2013 in New Delhi, and H.E. Katrin Kivi is the country's third ambassador.



H.E. Katrin Kivi, Ambassador to Estonia with Principal Secretary of Industries, Mr N Muruganandam IAS and Dr Neeraj Mittal IAS, MD and CEO, Guidance

IN FOCUS

ELEVATING TAMIL NADU - UNITED STATES RELATIONSHIP - USIBC

India and the United States enjoy a particularly strong economic and commercial partnership, which is only strengthened by the forward-leaning action of U.S. businesses working closely with different states across India and vice versa. It is critical for the larger business community and state governments to strengthen cooperation and policy engagement with each other in order to deepen investment and trade opportunities, exchange best practices and support transparent and smart policy reforms at the subnational-level. U.S. Chamber of Commerce's U.S.-India Business Council (USIBC) is exploring an innovative and content-focused approach to partner with the State of Tamil Nadu's Guidance Bureau. The focus of this collaboration is to strengthen trade and investment between the United States and Tamil Nadu through policy engagement between business and public sector leaders.

The core of this unique collaboration will be centred on three key elements and workstreams:

Knowledge Exchange and Focus on Content:

Tamil Nadu has continued to be a commercial leader, single-handedly contributing over eight percent to the Gross Domestic Product (GDP) of India. Tamil Nadu's growth has been prevalent due its growing capacity as a manufacturing hub and leads on multiple market segments such as automobiles, pharmaceuticals, textiles, leather, chemicals among others. At the same time, U.S. businesses have been at the forefront of developing strategic innovations that have supported changes to efficient manufacturing practices, introduced and mastered advanced manufacturing and design, and have led to development of state-of-the-art solutions to products, services and supply chain and logistics. There is a clear nexus for U.S. businesses to work closely with Tamil Nadu in exchanging knowledge on new ways to produce, new product and service solutions contextual to Tamil Nadu's needs, and new approaches and reforms to ease of doing business in Tamil Nadu.

Trade and Investment Opportunities:

USIBC and Tamil Nadu intend to open a two-way collaboration for U.S. businesses to engage with policy, government and business leaders in Tamil Nadu, and for Tamil Nadu to showcase its efforts towards improving ease of doing business and strong collaboration with the private sector. Allowing a constant exchange of information and evolving infrastructure landscape can allow for Tamil Nadu to consistently improve its promotion as a global destination for investment. USIBC will leverage investment and ease of doing business environment in Tamil Nadu. This can allow U.S. businesses to make informed critical business decisions based on factors like: easier site selection and availability of land and varied levels of skilled labor, effectiveness of single-window platforms, and seamless digital and accountable procedures for administrative actions like approvals and certifications among other aspects that help make businesses during their strategy development for growth.

Policy Feedback Mechanism:

A strategic strength of Tamil Nadu has been adaptability and responsiveness to the private sector. Given the access and network of USIBC across the U.S. business community, Guidance and USIBC will work together to allow for a strong feedback mechanism for companies across sectors to share their concerns, challenges and need for clarifications on state policies that impact them. As is done across several global and subnational economies, the democratization of policymaking is a key component of a strong commercial relationship. This partnership will allow for U.S. businesses to share their experience of doing business and impact of potential policies in order to strengthen the policy environment for more businesses to find reliability, accountability and transparency when making the decision to do business in Tamil Nadu and a renewed spirit of honest and smooth collaboration for companies already invested in Tamil Nadu.

This U.S.-Tamil Nadu commercial bilateral engagement collaboration is an innovative approach, housed with the network of USIBC, to gain new partners in the private sector, actively collaborate with businesses to propel Tamil Nadu's economy, and become a global destination for new and expanded investment.



Ms Nisha Biswal President of USIBC with Hon'ble Minister for Industries, Thiru. M C Sampath, Principal Secretary of Industries, Thiru. Muruganandam IAS, Dr Neeraj Mittal IAS, MD and CEO, Guidance

About USIBC

The U.S.-India Business Council (USIBC) was formed in 1975 as a business advocacy organization to enlighten and encourage the private sectors of both India and the United States to enhance investment flows. The organization serves as a direct link between business and Government leaders, resulting in increased trade and investment to strengthen ties between the two nations.



COMPANY CORNER

ROYAL ENFIELD - SINCE 1901: A MOTORCYCLE BRAND WITH BRITISH ROOTS & INDIAN SOUL

With its 119 years of existence, Royal Enfield has a rich history and legacy that makes it the oldest motorcycle brand in continuous production in the world. In a post-performance era, where leisure motorcycling has gone extreme across the world with machines that are supersized, superfast and/or super expensive, Royal Enfield offers motorcycles that are simple, with evocative design, more accessible, and fun to ride. Royal Enfield motorcycles are tactile, fun, uncomplicated and unintimidating, built to offer a harmony between the man, the machine, and the terrain, and meant for people who wish to connect with their innermost self & surroundings while riding. The uncompromising blend of technology with traditional craft is what makes Royal Enfield unique. In today's world, Royal Enfield stands for reviving the pleasures of "Pure Motorcycling", a purpose that encourages, enables and inspires riders across the world to kick-start the active lifelong pursuit of exploration that keeps riding pure.

The journey that started in 1901 in Redditch (UK) and found its way in Chennai (India) Royal Enfield has undergone many changes in its 130 year history - and 119 years of motorcycling. Founded in Redditch, UK under the name of Enfield Cycle Company, it was originally a factory of bicycles, lawnmowers and stationary engines and finally started manufacturing motorcycles. One of the biggest milestones was its usage in the outbreak of World War I, when it ceded its motorcycles with sidecars adapted for the war, wherein the machines were also fitted with Vickers machine guns attached to the sidecar.

The official arrival in India was also due to local needs. Motorcycles have been sold in the country since 1949, but the arrival in Chennai, where it gets manufactured today, occurred after a purchase by Indian police in 1955. The local government was looking for motorcycles suitable for patrolling the country's borders and Bullet 350 was chosen. They bought 800 units, a huge number at the time.

As a result, in 1955, the Redditch Company partnered with Madras Motors, a local company, to form the then-called Enfield India - from then on motorcycles were assembled in India.

Locally manufactured Bullet dominated the roads. Each year its popularity increased and in the 80's the machines were already exported to Europe. The British brand then went on to operate only in India.

In the 1990s, the Royal Enfield brand was born closer to today's format. Enfield India entered into a strategic partnership with the Eicher Group, one of India's leading automotive groups. Years later, in 1994, both merged, and during this process the name of Enfield India changed to the one currently used: Royal Enfield. After a serious crisis that almost closed the company in the early 2000s, Royal Enfield underwent drastic changes to continue with its operation and reach the current moment of international expansion.

Royal Enfield's commitment to Tamil Nadu In 1955, Royal Enfield discovered its new home on the shores of Chennai where we continue to proudly craft our motorcycles to this day.

Royal Enfield has world-class product development and manufacturing capabilities: State-of-the-art production facilities in Chennai, India (Vallam Vadagal, Oragadam and Thiruvottiyur) as well as technical centres in UK and India with teams assembled from all over the world. In FY 2018-19, the combined production capacity from all the three plants was 950,000 units. Royal Enfield manufactures motorcycles for India and international markets from these three facilities.

The Oragadam plant has been designed to optimize cost of production through automation while retaining the human craftsmanship that is distinct to the iconic Royal Enfield motorcycles. The Oragadam facility has been built with sustainability in mind from the very beginning of the design stage with several initiatives such as reduction of effluent generation at source and zero liquid discharge system of treatment.

Royal Enfield has invested in its R&D capabilities through twin technical centres in Chennai and UK. The India technical centre was developed to house world-class development facilities, and have space for various teams to develop a new motorcycle. With all these teams in one place, and in close proximity to our test facilities, we have created an environment which encourages creative and collaborative working in Chennai. The facility boasts state-of-the-art equipment and modern workshop facilities that enable its experienced engineers to develop authentically styled and accessible motorcycles and future concepts. Royal Enfield has been winning prestigious awards for excellence in manufacturing.

Recently, it has been honoured with the prestigious Frost & Sullivan India Manufacturing Excellence Awards (IMEA) 2019 as its manufacturing facility at Vallam Vadagal received the 'Gold Award under the Mega Large Business- Automotive Sector' for 2019. The award recognizes Royal Enfield's Vallam Vadagal facility for its best practices, operational efficiencies, manufacturing capabilities and innovation. This is the second time that Royal Enfield has been awarded the Gold award for manufacturing. In 2016, the company's Oragadam manufacturing facility received the Gold Award under the Mega Large Business- Automotive category. Vallam Vadagal is a state-of-the-art facility at Royal Enfield and has won this industry-recognized honour within 26 months of its commissioning.

1892 R.W. Smith and Albert Eadie take over George Townsend & Co. of Redditch, UK. The company have been making bicycles for over 50 years and have recently begun to produce motorcycles. They quickly gain a reputation for their precision engineering capabilities.

1893 An order is received for machine parts from the Royal Indian Army Service of Engineers, India. In collaboration, the company calls for the first Royal Enfield motorcycle. It is a 250cc engine and a new complete Indian Manufacturing Ltd. is created to sell them. The trademark 'Made in India' and a crown logo are introduced.

1898 R.W. Smith designs a prototype motorized vehicle known as a quadricycle. Re-engineering a four wheel bicycle, it uses a proprietary 112 by De Dion engine.

1900 Royal Enfield enters motorport when one of its quadricycles takes part in a 1000 Mile Trial. The event does much to persuade the British public about the reliability of motorized transport.

1901 The first Royal Enfield motorcycle is produced. Designed by R.W. Smith and Frederick James Goblet, it has a 112 hp Minerva engine mounted in front of the steering head. The final drive is at the rear, which by means of a long axle drive belt.

1909 Royal Enfield's first v-twin is launched at the Hastings Cycle Show. The engine is a 2.14 hp unit made by the Swiss company, Minerva.

1914 Royal Enfield's first 2 stroke motorcycle goes into full production. An engine becomes more deeply involved in World War I production comes on all other Royal Enfield motorcycles having this machine and the company's biggest motorcycle, the 750cc 4hp V-twin.

1924 Continuous development results in a range of models, including the launch of the 250 Sports Model, the first Royal Enfield 500cc (50V) 4 stroke motorcycle with foot operated gear change. A unique 250cc model goes through 'Lubbers Model' is also released.

1926 A major fire breaks out at the 18-acre Redditch factory. The company's own fire brigade manages to fight the flames which threaten to engulf the entire plant.

1928 Royal Enfield adapts saddle tanks in place of conventional fuel tanks. It is one of the first manufacturers to change its fuel tanks to incorporate a fuel filter.

1930 The decade begins with a diverse eleven model range, from the 250cc 2 stroke Model A to the 500cc V-twin Model K. New 250 and 500cc side valve and overhead valve machines with dry sump lubrication are also produced.

1932 The legendary Bullet motorcycle is born. It is first displayed in November 1932 at the important Earle Court Motorcycle Show in London. Three versions, 250, 350 and 500cc are made available, all with modified 500cc engines, twin pointed cylinder heads, foot operated 4 speed gear change and high compression pistons.

1933 Two years following the demise of Albert Eadie, founding partner R.W. Smith passes away. His son, Major Philip Smith, assumes control of Royal Enfield.

1935 Cecil Bannock, riding a 500cc Bullet at the title of Man TT, finishes in 8th place averaging 74.1 mph. It is Royal Enfield's first factory sponsored entry into the event. The 500cc Bullet is radically changed the following year with the release of a new sporting version, the Model TT, featuring a 4-valve cylinder head.

1943 Royal Enfield produces large quantities of motorcycles and bicycles during the Second World War. The most iconic military model is the 500cc 'Ambulance' motorcycle known as the Flying Pig. This 500cc model can be headed into a specially fabricated power driven 'pig' and equipped with paratrooper's behind engine lugs.

1948 The 500cc Bullet prototype, the first British motorcycle with swinging arm rear suspension, is produced in the Colonel Cup Trial of February 1948. Two Bullet's form part of the victorious British Trophy team in the 1948/1949 (British) Six Day Trials held in Italy. Both their riders won gold medals.

1949 The new 300cc Bullet and 500 Twin models are launched in the UK. Both bikes share the same frame, swinging arm suspension, telescopic front forks and gearbox. K. R. Sridharan Iyer launches Madras Motors to import British motorcycles, including Royal Enfield, into India.

1952 Madras Motors receives an order from the Indian Army for 800 300cc Bullet's. The motorcycles arrive from Redditch in early 1953 and prove to be a great success, being both handy and easy to maintain. Johnny Brittan wins the prestigious Scottish Six Day Trial on his 500cc Bullet, 'TINP 33'.

1955 The technical company partners Madras Motors to build its first Indian factory. It is a commission on the construction of a purpose built factory at Thiruvananthapuram, near Madras.

1956 The Thiruvananthapuram factory opens and Bullet's begin to be manufactured under license. Early production comprises machines that come from England in kit form that are then assembled in Madras. A total of 60 Bullet's are built by the end of the year.

1957 Johnny Brittan wins the Scottish Six Day Trial on a Bullet for the second time and also finishes top of the British Trials Championship.

1957 The 250cc Crusader model is launched in Britain. Producing 15hp, the motorcycle features a cast aluminium engine and alternator electric with coil ignition.

1964 The iconic Continental GT cafe racer is launched to great acclaim when a team of four riders ride it from John 'N' Goetz to Land's End in under 24 hours including 4 laps of the Silverstone circuit. The GT features a spring geyser tank, clip-on handlebars, rear seat, a humped face and, a fly cover and a swept back exhaust.

1967 With only two models left in production at the start of the year - the 250cc Continental GT and the 750cc Interceptor - Royal Enfield's Redditch factory closes down. Interceptor Production Engineering continue producing the Interceptor at Enfield's underground facility in Redditch in Avon.

1970 Interceptor production ceases. The remaining Series II Interceptor engines are sold to the Fordman Brothers and fit into proprietary Motor Systems. Approximately 130 of these machines are built. Bullet production in India continues without interruption.

1977 Interceptor begins exporting 350cc Bullet to the UK and Europe. Sales grow rapidly and the bike develops a following amongst Continental motorcycle enthusiasts.

1989 Two 250cc/500cc Bullet is released. The bike is primarily used for racing events, where, along with the 305, it is available in Classic, Deluxe and Superior kits.

1993 Indian produces the world's first and only mass-manufactured diesel motorcycle. Known as the Enfield Diesel, it uses a highly refined 250cc power unit (produced in the standard Bullet casting plant).

1994 The Indian Group acquires Enfield India Limited. The company is renamed Royal Enfield Motors Limited.

1997 Royal Enfield motorcycles take Kanchang La, the world's highest motorcycle pass, setting a record for the first time on some of the world's most difficult terrain and is honored for the annual Himalayan Chiknyu ride.

1999 Utilizing the design skills of Australian expert AVL, production of a revised 350cc all aluminium twin beam Bullet engine, known as the 350i, begins at a new Royal Enfield plant near Jaipur, Rajasthan.

2001 The handbuilt, motorcycle display team of the Indian Army Corps of Signals, Bangalore, forms a human pyramid of 201 men on ten 500cc Enfield motorcycles, riding a distance of more than 200 metres to set a new world record.

2002 The Thunderbird, a stylish lean burn cruiser, is launched in India. It features the first speed gearbox used on a Royal Enfield since 1963 in India. More than 1,000 Royal Enfield motorcycles of all ages aged on Redditch for the Royal Enfield Owners Club 'Redditch Revisited' event.

2004 The 500cc Bullet is an export Bullet with a 500cc version of the all alloy lean burn engine, gone on sale. The retro styled Bullet Machines is rated the 'No.1 Cruiser' in a 1750 Avenue survey.

2005 Royal Enfield celebrates its 50th anniversary in India.

2008 The Thunderbird Twinstark is launched with the new Unit Construction Engine (UCE) in India. Royal Enfield begins exporting the Classic to the European market. It is India's first 500cc EFI, Euro III compliant motorcycle.

2009 The 500cc UCE engine is launched in India. The new 'retro' Classic, retains somewhat aggressive coil design and sales grow rapidly.

2011 The company launches its first annual 'One Ride', where Royal Enfield riders around the world are encouraged to go for a ride on the first Monday of April. Royal Enfield acquires 50 acres of land at Oragadam near Chennai for its new plant. A factory expansion project crosses a border for the first time with 'Twin of Kings'.

2012 Royal Enfield launches its first highway cruiser, the all-black Thunderbird 500. Work on the new Oragadam factory commences briskly while the Thiruvananthapuram plant sets new production records.

2013 The first Royal Enfield motorcycle rolls out of the Oragadam facility 49 years after it launched the first Continental GT. Royal Enfield reveals the all new Continental GT cafe racer. Featuring a Harris Performance designed cradle frame and a 500cc UCE engine.

2015 Royal Enfield acquires experiential collaborations Harris Performance. Harris is a British motorcycle engineering and design firm with decades of expertise in motorcycle performance, chassis design and fabrication.

2016 Royal Enfield debuts its first purpose built adventure motorcycle. The new Himalayan, with an all-new 510cc overhead cam engine, a half degree style cradle frame and long travel suspension. It is built to give the adventures when the road is not for all roads and no roads.

2017 A purpose-built technical centre opens at Brimingham/Orpington Grounds in the UK and a team of over 100 engineers begin work on research, development and long term product strategy. Production commences at Royal Enfield's third manufacturing facility, a new state-of-the-art factory at Vallam Vadagal, Chennai.

2018 Over years of extensive research, development and testing result in Royal Enfield's most eagerly anticipated new motorcycle - a 500cc twin. Available in Continental GT and Interceptor configurations, it is presented at ISMA in Italy.

DISTRICT IN FOCUS - THOOTHUKUDI

Thoothukudi is an industrial port district in Tamil Nadu. The city lies in the Coromandel Coast of Bay of Bengal. Thoothukudi constitutes about 2.5% of the state's population, while occupying 3.83% of the state's area. Half of the district is urbanized, with 50% of the district's population residing in urban areas. In terms of development indicators, Thoothukudi is ranked higher than most of the districts in Tamil Nadu.

VOC Port:

The Thoothukudi Port has been named as the VO Chidambaranar Port. The V.O.Chidambaranar port located in Thoothukudi is the prime economic driver of the district. It is strategically placed close to the East-West international sea routes on the South Eastern coast of India. Located in the Gulf of Mannar, with Sri Lanka on the southeast and the Indian land mass on the west, this port is well sheltered from storms and cyclonic winds.

The port is operational all through the year. It was declared as a major port in 1974 and is one of the 12 major ports in India. The VO Chidambaranar port is accredited with ISO 9001: 2008 and 14001:2004 standards. It provides services to USA, China, Europe, Sri Lanka and Mediterranean countries. V.O. Chidambaranar Port is strategically located close to the east-west international sea route. The port has led Thoothukudi into industrialization and acts as a catalyst for economic growth of the district. A lot of people are either directly or indirectly dependent on port for their livelihood. Coal, containerized cargo, timber log and fertilizer are the major imports and containerized cargo, salt, sugar and construction materials are the major exports from this port.

"Our vision is to be identified as the gateway for industrial investment by 2025"

Mr Ramachandran IAS

Chairman, VOC Port Trust



"Thoothukudi is one of the fastest growing Industrial clusters and an Energy Hub of South Tamil Nadu. Multi Modal Transport network, Surplus Land bank, Qualified manpower, Port logistic network, Surplus power and established major industries makes it an excellent choice for Investors"

Mr Sandeep Nanduri IAS

District Collector of Thoothukudi District



Industrial Profile of Thoothukudi:

Thoothukudi district has several distinct advantages that have encouraged investments in large scale industries across key sectors such as chemicals, fertilizers and metals.

Some major companies in Thoothukudi include

- Southern Petro Chemical Industries Corporation Ltd.
- Kilburn Chemicals Ltd.,
- The Tuticorin Spinning Mills Ltd.
- Madura Coats Ltd.
- Thoothukudi Thermal Power Station
- Tuticorin Alkali Chemicals & Fertilisers Limited (TAC)
- Zirconium Complex

There is a salt manufacturing cluster in Thoothukudi with 2,250 functional units with a turnover of around INR 1.5 billion. The cluster employs over 1.5 lakh people. The district is endowed with around 160 km of coastal line and fishing is one of the major activities in this taluk.

Connectivity:

Thoothukudi has a domestic airport which connects 5 daily flights to Chennai and 1 daily flight to Bangalore. Thoothukudi port enjoys the strategic location close to East-West International sea route and has 2 container terminals, with the capacity to handle 1.2 million TEUs. Currently 2 terminals are handling 8,00,000 TEUs a year. The city is connected by National Highway 7A to Tirunelveli and to National Highway 7 (the North-South Corridor) from there, and by NH 45B to Madurai. Thoothukudi is also connected with Ramanathapuram by the East Coast Road. It is well connected by Railways to major districts in Tamil Nadu.

Tourism:

Thoothukudi is known for religious tourism owing to its numerous Temples, Churches, Jaincaves, etc. The district is also the birth place of several renowned, brave freedom fighters. The district attracts several tourists from nearby Madurai, Tirunelveli and other parts of the Tamil Nadu. Some of the temples in the district witness tourists from countries like Sri Lanka, Singapore, USA, etc.



REGIONAL OUTREACH TEAM AT GUIDANCE

Guidance has set up a Regional outreach team In order to assess the progress of the implementation of the industry reforms and to provide aftercare support and facilitation for the various initiatives for the industries at regional level. They coordinate and attend to the local requirements and help resolve the problems faced by industries at ground level.



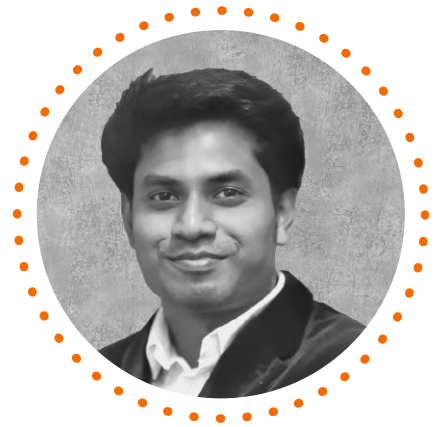
Mr Rajavel P
Zonal Manager
rajavel@investtn.in

Districts Handled:
Madurai, Trichy, Perambalur, Ariyalur, Thanjavur, Pudukkottai, Theni, Dindigul, Sivaganga, Thiruvavur, Nagapattinam



Mr Prabhu M
Zonal Manager
prabhu@investtn.in

Districts Handled:
Coimbatore, Nilgiris, Erode, Salem, Namakkal, Karur, Tiruppur, Tenkasi



Mr Prashanth R
Zonal Manager
prashantr@investtn.in

Districts Handled:
Chennai, Tiruvallur, Kancheepuram, Krishnagiri, Vellore, Tiruvannamalai, Dharmapuri, Villupuram, Cuddalore, Chengalpet, Ranipet, Kallakurichi, Tirupattur



Mr Suresh C
Zonal Manager
suresh@investtn.in

Districts Handled:
Tuticorin, Tirunelveli, Virudhunagar, Kanyakumari, Ramanathapuram

KNOW OUR TEAM

Raghav* G

**Associate - Investment Promotion,
Industrial Parks & Petrochemicals**

Raghav was a Former Research Scientist at the Centre of Nanoscale Engineering, University of Kentucky. At Guidance, he is the Associate in Investment Promotions team, dedicated to Industrial Parks, Chemicals and Petrochemical sectors.



- **Tell us something random about yourself?**

I measure the use of my daily water. Schezwan fried rice over briyani, yes, I'm not an avid briyani lover

- **What are you passionate about?**

Research – It has been hard coded in me since National Science Olympiads began in CBSE schools

- **What are you reading right now?**

Malazan book of the fallen - A 10 volume historical fantasy that will put Game of Thrones to shame.

- **Who has influenced you the most?**

My dissertation guide Dr. Vijay Singh on research and tenacity. My friend Naveen from Detroit by being non impulsive across diverse situations, an essential trait that has helped me climb the proverbial ladder.

- **What's your favourite place you've visited?**

Bear Beach Sand Dunes, USA - A 13-mile steep hike via sand opening into a beautiful beach for a swim with friends.

- **Do you collect anything?**

Novels and Blu Rays discs of video games

- **If you could instantly become an expert in something, what would it be?**

Subatomic research and spiritual techniques

- **If you could meet any historical figure, who would you choose and why?**

Nikola Tesla - To learn about his buried projects and also learn from his mistakes on not knowing how to balance passion with politics.

- **What would you tell your 10-year-old self?**

Enjoy being a child and the frivolities in this phase, it's too early to be an adult, you are going to be an adult for a long time.

**Yes, that's how he spells his name.*





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www.investingintamilnadu.com



@investtn



@Guidance_TN

Address: Prestige Polygon, 11th Floor, 471, Anna Salai, Rathna Nagar, Teynampet, Chennai 600 035

Mobile: +91 7287909192 | **E-Mail:** guidance@tn.gov.in | md@investtn.in