

## ●●● From the Desk of CEO, Punjab Bureau of Investment Promotion (Invest Punjab)



At the onset of the new decade, I am glad to share that Invest Punjab has been recognised by the Government of India as the Top Performing Investment Promotion Agency (IPA) among 20 State IPAs (major states) with an overall score of 100%. I see this as a testimony to the hard work of Team Invest Punjab and the success of Punjab based industries. I take this opportunity to thank all our investors and the Government of Punjab for their confidence in us.

We constantly strive to improve ourselves and the way we conduct business. To further enhance the Ease of Doing Business in the State, Government of Punjab has integrated additional statutory services such as movie shooting approvals, retail & wholesale drug license, brand & label registration for liquor etc. on Invest Punjab-Business First Portal (IP-BFP).

It is the result of such transformative Government initiatives combined with the phenomenal entrepreneurial spirit of Punjab's industry, that the State continues to witness progress such as the robust growth of 19.6% YoY in tax collections (SGST, CST, VAT) during Q3 in FY 2020-21.

As an organization, Invest Punjab is committed to creating shared success for all. In my opinion, our journey is reminiscent of Robert Frost's poem "Stopping by the Woods":

"These woods are lovely, dark and deep,  
But I have promises to keep and miles to go before I sleep".

Wish you a happy, prosperous and healthy new year.

-CEO, Invest Punjab

## ●●● Iconic Achievement: "TOP PERFORMER" on State IPA Rating



- Invest Punjab has been recognized as the "Top Performer" among 20 State Investment Promotion Agencies (IPAs) with an overall score of 100% across all 8 pillars in an all-India Rating exercise conducted by Invest India and IFC (World Bank)
- Major factors that contributed to Invest Punjab's success across these pillars are as follows:

### Mandate & Organization

- Visionary leadership of CM
- Healthy mix of employees with govt & private experience
- Sector Officers & Country Officers

### Winning Investment Projects

- INR 71,000 Cr+ Investment under implementation in last 4 years
- Investments from USA, UK, Denmark, Spain, South Korea, Japan, Germany, Singapore, UAE, France & New Zealand.

### Targeting Investors

- Thrust sectors
- Focus countries
- Supporting emerging sectors like Meditech

### Aftercare

- Regular aftercare support post operationalization of projects
- Robust online grievance redressal system with a maximum response time of 15 days

### Facilitating Investments

- Dedicated Relationship Manager throughout project lifecycle
- IP-BFP provides timebound online clearances for all units with real time tracking.
- 31,000+ clearances issued in last 2 years

### Strategy & Marketing

- Active presence on Twitter, LinkedIn, YouTube & Facebook with 10,500+ followers
- Aggressive outreach to global & domestic Investors

### Systems & Infrastructure

- Unified Regulator
- Facilitates access to plug & play infrastructure at state-of-the-art industrial parks

### Website

- User-friendly website & portal
- Know Your Approval module provides customized information regarding applicable clearances



### ●●● Read More

Investment  
Highlights

Punjab Innovation  
Mission & Fund

US-Punjab  
Roundtable

Events  
Update

District in  
Focus

### ●●● Investment Highlights

#### → Total Investments



Oct 2020  
to  
Dec 2020

INR 2204 Cr

(USD 302 mn)

#### → Investments across Major Sectors

Sectors	Rs. In Cr.	Sectors	Rs. In Cr.
Real Estate, Housing & Infrastructure	637	IT & ITES	84
Manufacturing	221	Logistics	63
Agri, Food Processing and Beverages	186	NRSE Power Projects	58
Pharmaceuticals and Chemicals	265	Others	550
Tourism and Hospitality	140		

#### → Marquee Projects:

Saurav Chemicals (SAS Nagar)

Manufactures APIs for  
anti-depressants & painkillers

Air Liquide (Patiala)

French multinational company  
manufacturing industrial gases

NCML Batala (Gurdaspur)

State-of-the-art agri warehousing  
facility

### ●●● Punjab Innovation Mission & Fund

To provide a robust startup ecosystem, the State Government is institutionalising a Punjab Innovation Mission & Fund. The Mission will invest in early stage Punjab based startups and provide them mentorship through its own accelerator. The Innovation Fund will have a corpus of INR 150 Cr with 10% contribution coming from the State government and 90% coming from private investors.

The Mission shall be led by Mr. Pramod Bhasin, Founder, Genpact & Chairman, Clix Capital. The Mission will be setup at Kalkat Bhawan, Mohali spread across an area of 12,000 sq. ft. The activities of the Mission will be supported by Startup Punjab and Punjab State Council for Science & Technology. Punjab Government will also provide operational expenditure to the Mission for the first three years, amounting to INR 10 Cr.

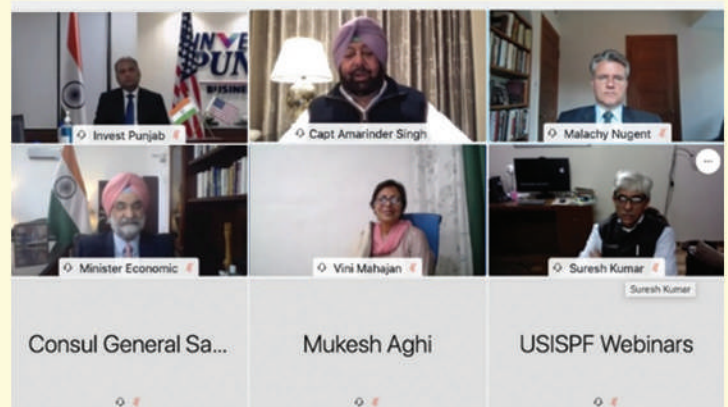


### ●●● US-Punjab Investors' Roundtable

Invest Punjab collaborated with Indian Embassy in USA and US-India Strategic Partnership Forum (USISPF) for a two-day US-Punjab Investors' Roundtable (17-18 Nov 2020). Chief Minister Punjab, Captain Amarinder Singh, kickstarted the Roundtable with his keynote address followed by an interaction with industry captains. The event was attended by government representatives and 200+ industry leaders from both the United States and Punjab.

Sector sessions on Food & Agriculture, Pharmaceuticals & Medical Devices, Manufacturing & Engineering, IT & Startup, and Education were held to showcase the State as an attractive business destination to American investors.

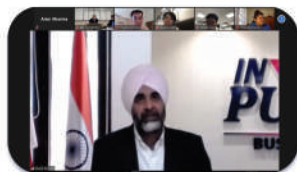
Following the Roundtable, numerous G2G and B2G meetings have been held at various levels.





... Staying Connected: Online Edition

December



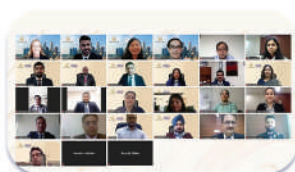
Finance Minister, Punjab, Mr. Manpreet Singh Badal along with PBIP had a fruitful discussion (4th Dec 2020) with Singapore India Partnership Office for setting up a Construction City in Punjab.



PS Investment Promotion (IP), Mr. Alok Shekhar IAS, interacted with ESDM companies in a VC (4th Dec 2020) to sensitize the industry about the ESDM Ecosystem in Punjab and take their inputs on the proposed ESDM park at IMC Rajpura.



NRI Affairs Minister, Punjab, Mr. Rana Gurmit Sodhi participated in the two-day UAE-India Food Security Summit 2020 (8th - 9th Dec 2020) organized by CGI Dubai.

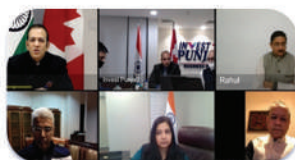


Team PBIP completed the Investment Promotion Skills Development Programme with Chandler Institute of Governance, Singapore spread over 6 sessions (18th Nov - 22nd Dec 2020).

November



Chief Principal Secretary to CM Punjab, Mr Suresh Kumar, represented Punjab Government at the Horasis Asia Meeting 2020 (30th Nov 2020).



PS Higher Education, Mr. Rahul Bhandari IAS, & ACEO PBIP discussed potential collaborations for Punjab and Canadian Universities with H.E. Mr. Ajay Bisaria IFS, High Commissioner, Embassy of India at Canada.

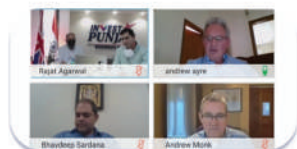


An MoU was signed between Game India 2 and Government of Punjab (5th Nov 2020) to ensure ease of doing business for MSMEs by simplification, digitization & decriminalization of compliances.

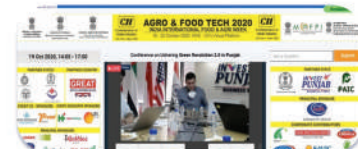


Punjab was a Partner State for the India-Korea Business Forum organized by Indian Embassy (Seoul), ICC, KOTRA & KITA. Mr. Rajat Agarwal IAS, CEO PBIP presented the opportunities present in electronics & food processing sector.

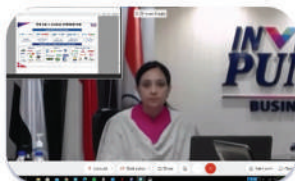
October



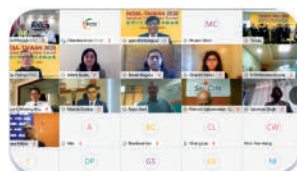
CEO PBIP delivered the keynote address during the Agro & Food Tech 2020 organized by CII (19th Oct - 22nd Oct 2020). During the event, PBIP also organized an exclusive session (21st Oct 2020) for the UK delegation led by Mr. Andrew Ayre, British Deputy High Commissioner to showcase opportunities in agriculture & allied sectors in Punjab.



CEO PBIP was a part of the panel discussion on building an entrepreneurial ecosystem in Punjab during a webinar hosted by GAME India (8th Oct 2020).



JCEO PBIP, Ms. Avneet Kaur PCS, highlighted the linkages formed by PBIP to enable entrepreneurship at "Promotion of Industry-Academia linkages in Punjab" session organized by Dept. of I&C, Startup Punjab, GIZ India & TiE Chandigarh (15th Oct 2020).



Punjab was a Partner State in the 4th India-Taiwan Industrial Collaboration Summit (22nd Oct 2020) organized by FICCI & Chinese National Federation of Industries (CNFI). JCEO PBIP highlighted the investment opportunities for incoming Taiwanese investors in the State.

DID YOU KNOW?

One of finest luxury shirt manufacturers, 100Hands, from Amsterdam, exclusively produces their handmade shirts in Amritsar, Punjab. A single shirt can cost as high as INR 36,000 (Euro 410).

INVESTOR SPEAKS

“Invest Punjab, over the years has been one of our key partners in providing us the confidence and the support to expand our presence in Punjab.”



Viraj Chouhan  
Chief, Govt. Affairs & Comm.





## ●●● District in Focus: Hoshiarpur



### Logistics Connect

✈ Situated on NH-3

✈ Jalandhar Domestic Airport (25 km)

✈ Well connected through rail network

✈ Amritsar International Airport (124 km)

### Industrial Ecosystem

Home to companies from diverse sectors like food processing, wood products, paper & paper products, textile etc.

International Tractors is the largest integrated tractor manufacturing unit in the world. Recently, company started manufacturing India's first electric tractor. It is also the largest tractor exporter in India.

Reliance Industries produces Polyester Staple Fibre, Recron 3s, dope dyed fibre etc. It recycles used PET bottles to produce Polyester Fiber Fill. These man-made fibres can be used in non-woven carpets, filtration industries, for stuffing cushions/soft toys/quilts, uniforms, thermal wear, geotextiles, construction, batteries etc.

1/3rd of the district is covered with forests which provide ample raw material such as Sheesham, Kikar, Bamboo, Drek wood etc. for the wood processing industry. Major players like Century Plywood, Virgo Panels have established factories in this district.

### District USP

#### Herbal Garden

Spread in a area of 25 Acres, the garden provides ideal climatic conditions for medicinal plants. The Garden serves as a learning & training centre. 100+ varieties of medicinal plants such as Shikakai, Ashwagandha, Stevia, Shatavari etc are grown here.



#### Inlay Work

Home to a 300+ yr old nationally recognized art that involves inserting pieces of contrasting colours into hollowed spaces of wood (e.g. Sheesham) to form designs. These may be inlaid with acrylic, plastic, bronze or camel bone. A wooden chest with inlay work was gifted to the US President during PM Modi's 2017 visit to USA.



### Major Players



### Opportunities

- Tourism & Ecotourism
- Nutraceuticals
- Kitchenware
- Wood Park (A state-of-the-art wood park spread across 58 acres)
- Auto & Auto Components

## ●●● MARQUEE INVESTMENT OPPORTUNITY: ECO - TOURISM & HOSPITALITY

An interesting eco-tourism project is coming up on the banks of Ranjit Sagar Lake in Pathankot. The project envisages facilities like eco-friendly Accommodation, Recreational Greens, Adventure Sports Centre, Nature Interpretation Centres etc. The project is spread across 74+ acres amidst lush green landscape on the banks of the Ranjit Sagar Lake.

The site has good connectivity to important tourist points and cities such as Amritsar, Dharamshala, Dalhousie, Palampur, Chamba, Katra, Vaishno Devi and more. Considered in its entirety, this precinct can create an exciting destination where adventure, relaxation and culture can be experienced in a single visit.



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