



EDITORIAL



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Dear Esteemed readers,

Welcome to the latest edition of the MPIDC Quarterly Newsletter! In this issue, we're thrilled to share the remarkable achievements and activities of the Department of Industrial Policy and Investment Promotion, GoMP over the past quarter. From industrial developments to investment opportunities, our State is making significant strides toward growth and prosperity.

Madhya Pradesh, strategically located in the heart of India, has emerged as a key player in the industrial sector. Our state government's unwavering commitment to infrastructure development and policy reforms has positioned Madhya Pradesh as an attractive investment destination. With good connectivity to major metro cities, we offer a conducive environment for businesses to thrive.

Major highlight of this quarter was the successful Regional Industry Conclave held in Ujjain on 1st and 2nd March 2024. Bringing together industrialists, policymakers, and investors, the event explored opportunities across sectors such as Agriculture, Dairy & Food processing, Pharma, Tourism, and Start-Ups. The conclave served as a platform to showcase our state's immense potential and attract investments.

PepsiCo India's commitment to invest Rs 1,266 crore in a new flavor manufacturing facility in Ujjain underscores the confidence that leading corporations have in our state's growth narrative. This facility, with its emphasis on sustainability and renewable energy, aligns perfectly with our vision for a greener industrial landscape.

The IT sector in Madhya Pradesh has received a significant boost with LTIMindtree's MoU for a new facility in Indore, promising an investment of Rs 810 crores and the creation of 10,000 jobs. This move is a cornerstone in our endeavor to foster IT and ITes growth within the state.



State's efforts to enhance aero connectivity have also seen fruition with the upgrade of Raja Bhoj Airport to a full-fledged International Airport, a development that will undoubtedly enhance our global linkages.

In collaboration with Invest India, virtual meetings were organized with Splitwaters, a water purification and treatment technology company and with RSOL Energy, a leading renewable energy firm, exploring avenues for solar projects, grid integration, and clean energy initiatives. This collective approach aims to foster economic growth, employment, and sustainability in the State.

As we celebrate the achievements of this quarter, we remain dedicated to creating a business-friendly environment, driving economic development, and fostering innovation. Madhya Pradesh's industrial sector holds immense promise, and we look forward to continued collaboration and success in the coming months.

Editorial Desk
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Spotlight

Regional Industry Conclave, Ujjain- resounding success

The Regional Industry Conclave Ujjain (RIC Ujjain) was a significant two-day event held on March 1st and 2nd, 2024, at the Government Engineering College Grounds in Ujjain. This conclave was



organized with the primary goal of showcasing the industrial ecosystem of Madhya Pradesh, promoting state policies, consulting with industrial organizations to develop industry-friendly policies, exploring collaboration opportunities, promoting export potential, facilitating buyer-seller meets, and conducting e-biz meetings. The event aligned with India's vision of Viksit Bharat 2047 and Madhya Pradesh's growth strategy during the Amrit Kal, focusing on sustainable development

and prosperity.

The RIC Ujjain 2024 saw the participation of over 4000 delegates, including more than 650 prominent industrialists, representatives from various industry associations, and over 40 foreign delegates from 12 countries. The event featured thematic sessions with sector experts, industrialists, and senior government officials, which focused on emerging market trends, value chain integration, and related suggestions.



A significant outcome of the conclave was the allocation of land to 283 industrial groups, which is expected to generate employment opportunities for more than 26,000 people through an investment of ₹12,170 crore in the State. The Regional Industry Conclave Ujjain was a grand success, marking a milestone in Madhya Pradesh's journey towards becoming a hub of industrial development and economic prosperity.





Industry Updates

PepsiCo and LTIMindtree Propel Economic Growth in Madhya Pradesh with Major Investments

In a significant move to boost the economic landscape of Madhya Pradesh, PepsiCo India has unveiled plans to invest Rs 1,266 crore in the construction of a new flavor manufacturing facility in Ujjain. This state-of-the-art plant, which will be PepsiCo's 8th global flavor manufacturing site, is set to cover 22 acres in Vikram Udyogpuri and is expected to be fully operational by the first quarter of 2026. The facility is poised to create numerous job opportunities and enhance India's beverage production capacity. PepsiCo's commitment to sustainability is evident in its adoption of renewable energy sources and water-efficient technologies, including zero liquid discharge systems.

In parallel, the IT services giant LTIMindtree is partnering with the Madhya Pradesh State Electronics Development Corporation (MPSeDC) to set up a new IT facility in Indore. The Memorandum of Understanding (MoU) indicates a phased investment of Rs 810 crores, aiming to create over 10,000 IT/ITeS jobs by 2032. LTIMindtree has been allocated 10 acres of land by the state government, which will also provide various incentives to support the IT sector's growth in the region.

These initiatives mark a transformative period for Madhya Pradesh, signaling a new era of technological innovation and industrial growth that is set to position the state as a hub for economic development and international commerce.

Investor Engagement

MPIDC, with Invest India, has successfully engaged with two US investors, Splitwaters and RSOLEC, to discuss investment in Madhya Pradesh. Splitwaters is interested in setting up an electrolyser manufacturing base, exploring SEZs and state policies. RSOLEC is considering investing in the Renewable Energy Park, inquiring about infrastructure and incentives. The discussions have been productive, with MPIDC addressing all investor queries satisfactorily. Both investors are demonstrating a strong willingness to invest in Madhya Pradesh, indicating a bright future for regional development supported by Invest India and MPIDC's knowledge partner, EY.

Policy Update

Madhya Pradesh is looking forward to craft a dynamic New Industrial Promotion Policy through extensive stakeholder consultations across key sectors. By benchmarking with other states, it aims to enhance investment, attract FDI and boost exports. Through strategic planning and inclusive engagement, Madhya Pradesh is poised to create opportunities for sustainable development and position itself as a leading destination for industrial investment and expansion.



Events

MPIDC Marks a Triumph at Bharat Tex 2024 with Promising Investment Prospects

The Madhya Pradesh Industrial Development Corporation (MPIDC) has successfully wrapped up its participation in the prestigious Bharat Tex event, which took place in New Delhi from February 26 to 29, 2024.



Pradesh.

Key interactions with top-tier investors, including Tostro Textiles, The Mahabir Jute Mills Limited, and Modi Bed Linen & Fabrics, demonstrated MPIDC's strategic role in attracting significant investment to the state. The MP Stall emerged as a central point of engagement, with a steady stream of quality investors exploring the opportunities and support systems available in Madhya Pradesh.



The Bharat Tex 2024 event has been instrumental for MPIDC in forging important partnerships and establishing Madhya Pradesh as an attractive hub for textile industry investments.

MP Shines at 31st Convergence India Expo 2024

Madhya Pradesh Industrial Development Corporation (MPIDC) made a significant impact at the 31st Convergence India Expo, which took place at Pragati Maidan in New Delhi from January 17-19, 2024. The team engaged in promotional activities and held discussions with various entities, leading to potential collaborations. Notably, talks with Ctrl S revolved around setting up data centers in Madhya Pradesh, while EDCIL showed interest in skills enhancement, and C-DOT in developing a smart industrial ecosystem.



The event was a testament to MPIDC's effective promotion of IT Park 3 and the IT & ESDM Park. Overall, the Convergence India Expo provided MPIDC with an excellent opportunity to highlight Madhya Pradesh's investment potential and attract attention from various sectors to the state's business-friendly environment.



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