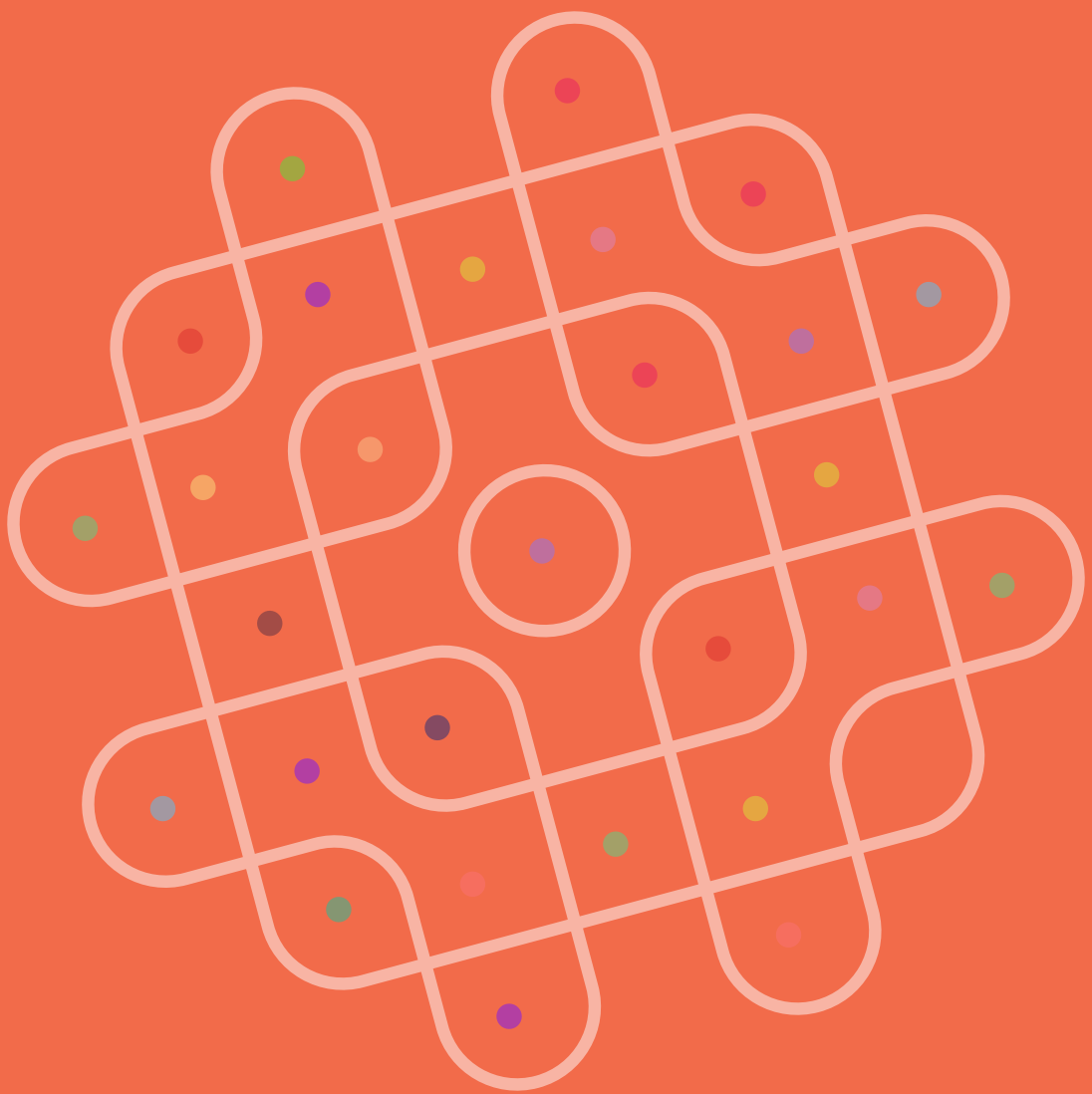
YOUR PARTNER IN PROGRESS

GUIDANCE NEWSLETTER | EDITION 6 | JAN 2022



INVEST
INNOVATE
CREATE



Foreword



Ms. Pooja Kulkarni IAS

Managing Director & Chief Executive Officer
Guidance Tamil Nadu
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I am pleased to present the sixth edition of the Guidance newsletter which gives the most inclusive information on our activities in the last three months. Tamil Nadu has always been at the forefront of identifying, guiding, and nurturing the progressions in technology. The State being one of India's oldest and thriving financial hubs, now sees FinTech, a convergence of finance and technology, as the next big emerging theme. The State recently launched the Tamil Nadu FinTech Policy 2021 which envisions the transformation of Tamil Nadu into a leading global destination for FinTech firms by 2025. Tamil Nadu operates as one of the largest technology hubs for global multilateral agencies and financial MNCs like The World Bank Group, PayPal, Citibank and Shell. The State is already home to renowned companies like FSS, Intellect Design Arena, CAMS, CredAvenue, YAP, Chargebee, BankBazaar and FundsIndia.

With more and more regions joining hands for the cause of a Greener Future. The State of Tamil Nadu is not behind and leaping towards elevating the segments of industries supporting sustainability and environment protection. One such emerging sector is Electric Vehicles, Tamil Nadu has already established itself as the 'EV Capital of India' with more than 30 national and international EV companies calling it home such as BYD, Ola Electric, Greaves Mobility, Amphere, Grinntech among others. The State is home to entire EV value chain such as Cell Component Manufacturing, Cell Manufacturing, Battery Pack Assembly, Electric Vehicle Manufacturing, Charging Infrastructure, R&D, System/Data Management etc. which makes it the ideal location for EV companies to thrive.

During the calendar year 2021, Tamil Nadu has signed a total of 137 MoUs with an investment commitment of Rs. 84,282 crore and an employment commitment of 2,43,774 jobs. Apart from the release of Tamil Industrial Policy 2021 in the beginning of the year, the State has also released the Tamil Nadu Export Strategy in September 2021 and Data Centre and FinTech Policies in November 2021.

This edition focuses on the FinTech sector with emphasis on Tamil Nadu – Singapore association. The newsletter highlights our engagement with investors, diplomatic community and other stakeholders through our external engagement activities. It also takes us on a journey with TIDEL parks transforming the industrial landscape.

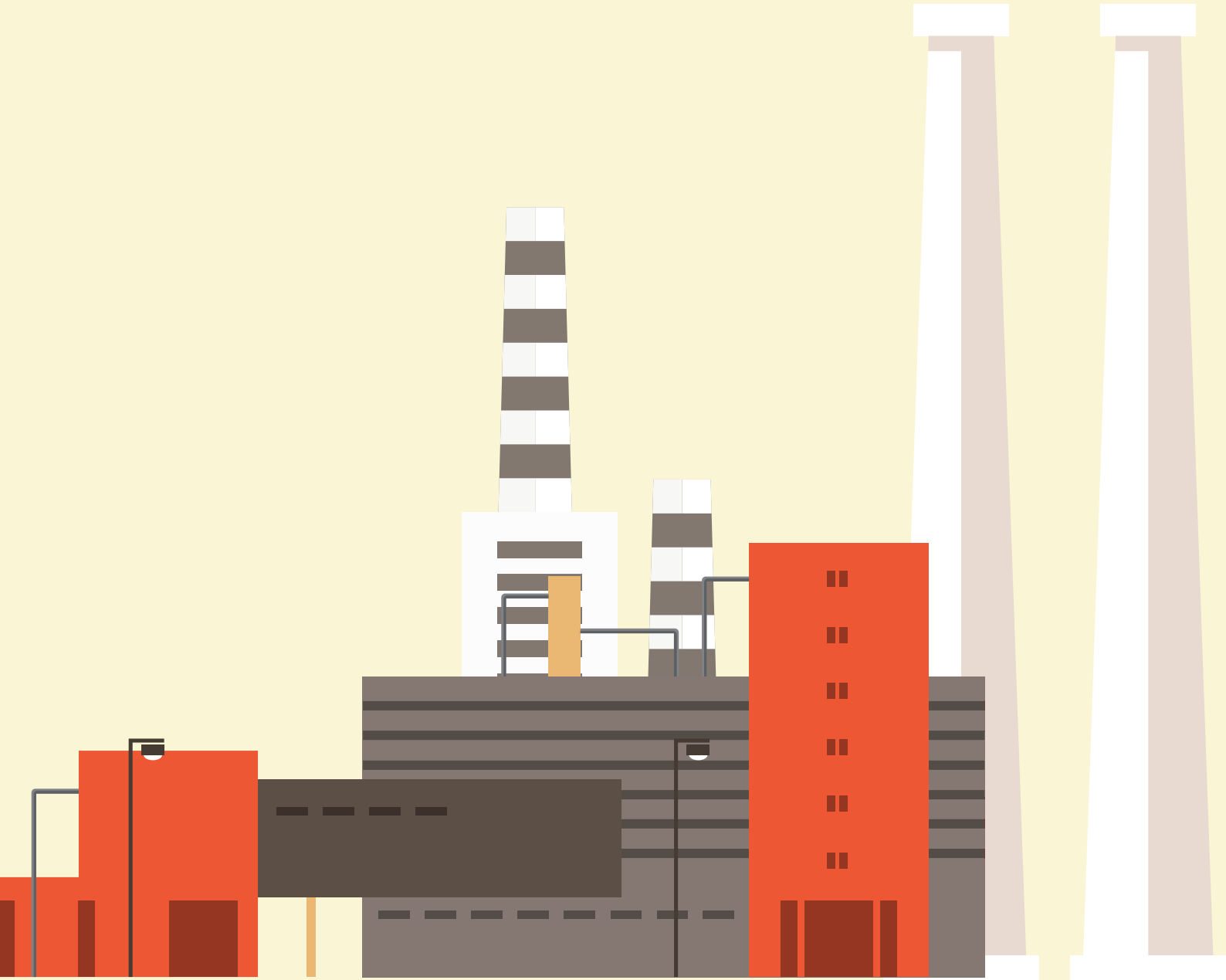
You will get to read the thought leadership feature by Mr. Gopal Srinivasan from TVS Capital and Mr. Ram Nagappan from BNY Mellon, on what it takes to make the best FinTech ecosystem, an insightful company corner article by CredAvenue, and trade corner articles by Enterprise Singapore and Crayon Data.

You will also get to read about Chennai and Tirunelveli districts from both their industrial and cultural aspects.

We are obliged to the business and the diplomatic community for their sustained support and confidence in Tamil Nadu as an investment destination. With your support, we will do much more in the days to come!

Happy reading and stay safe!

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Key Highlights
Investment Conclave Nov 2021



Hon'ble Chief Minister Thiru. M. K. Stalin addressing the Investors & Dignitaries



Exchanging of MoUs with Companies



Inauguration of the Exhibition



Interacting with Exhibitors



Release of Tamil Nadu FinTech Policy 2021

MoUs Signed
59

Investment
Rs. 35,208 Cr

Employment
76,795

Major Investors

Dalmia Bharat | adani | WELSPUN ONE Logistics Parks | LARSEN & TOUBRO

Hindustan Unilever Limited | STTelemedia Global Data Centres | EVERYONDER | CtrlS | Shell

TVS | Ansell | SIMPLE | BOOM

KIMSHEALTH | SAMEERA LAND DEVELOPERS | nxtradata SMART. SECURE. RELIABLE | Jay Jay Mills | Milky Mist

Phillips Carbon Black Limited | RAMACHANDRAN | PALLAVAA | RAPTEE

EVEREADY | Bonfiglioli | myunghwa | SCHAEFFLER

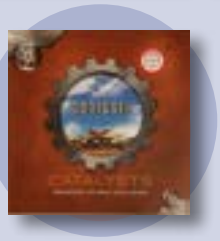
NDR | magenta | CIE Hosur Ltd | ZEON

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Raana biofuels Pvt. Ltd. | SENVION wind energy solutions | MAKINO | MITSUYA

propel | RICO RICO AUTO INDUSTRIES LIMITED | Subros

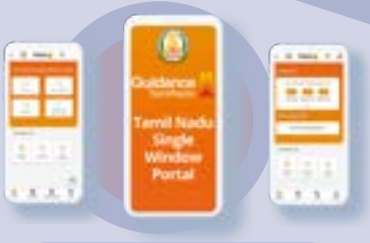
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Release of CODISSIA Golden Jubilee Coffee Table Book



Release of FinTech Policy 2021



Launch of Tamil Nadu Single Window Portal Mobile App

Key Highlights
Tamil Nadu Export Conclave 2021



Hon'ble Chief Minister Thiru. M. K. Stalin addressing the Conclave



Release of Tamil Nadu Export Promotion Strategy 2021



Exchanging of MoUs with Companies



Panel discussion on 'Mission 400 Bn USD Exports - Tamil Nadu at the Forefront'



Inauguration of the Exhibition



Interacting with Exhibitors

MoUs Signed
14

Investment
Rs. 1,880.54 Cr

Employment
39,150

Major Investors

The Ramaraju Surgical Cotton Mills Limited	Kanam	Pinnacle Infotech	UC World Online Limited
RUBFILA International Limited	Tyromer	Sakthi Group	Varsha Stones International
Mohib Group		bbk	Emerald / Sonkam Stones



Release of Tamil Nadu Export Promotion Strategy



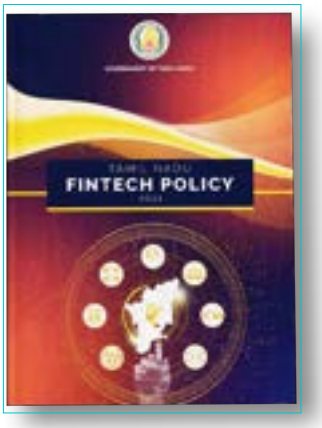
Release of MSME Exporters' Handbook

Policy
Tamil Nadu FinTech Policy

Vision
Transform Tamil Nadu into a leading global destination for FinTech firms by 2025.

Scope
Firms involved in "Technologically enabled financial innovation that could result in new business models, applications, processes, or products with an associated material effect on financial markets and institutions and the provision of financial services".

Goals
- To become the leading State in the country in terms of growth of new FinTech firms incorporated during the Policy period.
- Develop a FinTech city in the State with 1 million square feet of working space for FinTech firms with a world class FinTech Innovation Hub/FinTech Lab.
- Set up Skill Centres for FinTech in the State in partnership with premier institutes & private firms which shall also serve as Centres of Excellence (CoEs) to support entrepreneurs/ SMEs/ startups.



Released on November 2021

Policy Measures

FinTech Cell
To be set up at Guidance for promotion, facilitation, and advisory activities

FinTech City
Creation of FinTech city with a built-up space of at least 1 million square feet

FinBlue Sandbox
Creation of a sandbox for APIs exchange

Digital Payment Zones
To be developed in the state with a pilot project within 5 km radius of the FinTech city

Neo-TIDEL Parks
To be established in Tier 2 & 3 cities spanning 5-10 acres with plug-and-play office spaces and dedicated FinTech labs

FinTech Registry
Track and monitor the progress of FinTech firms

Apex Skill Development Centre for Banking, Financial Services & Insurance (BFSI)
To offer courses on FinTech and serve as a Centre of Excellence

Government Procurement
Relaxation for FinTech firms, for e.g - payment of earnest money deposit, prior turnover requirements, prior experience requirements, and waiver of tender cost

Infrastructure Facilities
Reliable power, connectivity, IT infrastructure and cybersecurity monitoring through Security Operations Centre (SOC-TN) and Computer Emergency Response Team (CERT-TN)

Single Window Clearances
Clearances for land/building, electrical inspection, labour and many others through the Single Window with facilitation from Guidance and M-TIPB

Exemption from Acts
Exemption from various acts & self certification for labour related compliances; and exemption from inspection for 3 years

Funding Support
Various funds such as TN Startup Seed Grant Fund, TN Emerging Sector Seed Fund, Digital Accelerator, State Innovation Fund shall be used to provide FinTech firms with funding avenues

FinTech Governing Council
The Government of Tamil Nadu accords high importance to technology driven initiatives and hence, has constituted the FinTech Governing Council under the chairmanship of the Honourable Minister for Industries for monitoring the progress and implementation of this policy and oversight of FinTech initiatives

Incentives for FinTech Firms

Provided for a period of 3 years or 31.12.2025, whichever is earlier

Detailed Operating Guidelines to be issued separately

Type	Incentives under the Policy (per year)			
	% of cost reimbursed	Tier 1 (1X)	Tier 2 (1.5X)	Tier 3 (2X)
Operating Expenses Support	75% of cost	Rs. 5 lakh	Rs. 7.5 lakh	Rs. 10 lakh
FinTech Accelerator Kit (Free credits for web services such as AWS, Freshworks, Microsoft, Yes Bank etc.)	100% of cost	Rs. 5 lakh	Rs. 7.5 lakh	Rs. 10 lakh
Marketing Support (Promotional event participation/ digital marketing expenses)	50% of cost	Rs. 2 lakh	Rs. 3 lakh	Rs. 4 lakh
SGST Reimbursement (net)	100% of net SGST	Rs. 5 lakh	Rs. 7.5 lakh	Rs. 10 lakh
Employment Assistance (Employer's annual EPF contribution)*	12% - 48% (based on headcount and location)	12 - 24%	18 – 36%	24 – 48%
Skill Development Support	100% of fees	Rs. 3 lakh	Rs. 4.5 lakh	Rs. 6 lakh

Note

The incentive limit multiplier for FinTech firms in Tier 3 cities and Tier 2 cities is 2 and 1.5 respectively, where applicable

Tier 1 - Chennai Metropolitan Area.

Tier 2 - Coimbatore, Dindigul, Erode, Hosur, Madurai, Nagercoil, Salem, Thoothukudi, Thanjavur, Tiruchirappalli, Tirunelveli, Tiruppur, Vellore

Tier 3 – Other corporations/municipalities

This list of corporations/ municipalities may be notified by the Government of Tamil Nadu from time to time

Incentive Limit Multiplier shall not be applicable for Employment Assistance

Incentives for Risk Capital Providers

Type	Tamil Nadu's proposed Incentive Scheme	
	% of cost reimbursed	Overall
FinTech Startup Listing Fees Support	100% of cost	Rs. 2.5 lakh
Rental Fee waiver	50-100% of cost	As per actuals
Matching Grant (based on partner fund's recommendation)	–	As per actuals (up to Rs. 1 cr.*)

will be provided to the startups

Incentives for large investments

Investment > Rs. 50 cr & Employment of 300 people

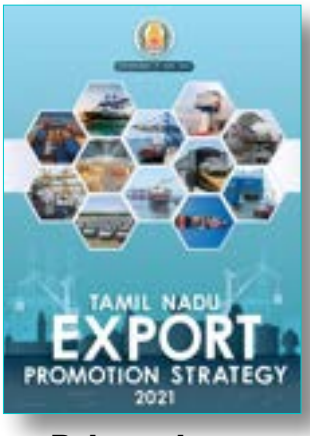
Structured package of incentives shall be provided to investments > Rs. 50 crore and providing employment of >300 people over a period of 3 years or less

The first 5 large FinTech firms shall also be eligible for a relocation incentive of 50% of the cost up to an incentive limit of Rs. 10 crore during the policy period

Policy
Tamil Nadu Export Promotion Strategy

Mission

- Improve export supporting infrastructure to enhance efficiency
- Promotion of export diversification
- Facilitate the rapid and sustained growth of exports from Tamil Nadu; robust implementation mechanism
- Market/business development support to the exporting organisations
- Decentralization of export promotion to develop districts as export hubs and increase employment generation



Released on September 2021

Vision

"Transform Tamil Nadu as the leading export hub and tapping into the export potential by exploring new potential markets and integrating with global value chains"

Goals

Increase exports from Tamil Nadu to USD $100 billion by 2030 from its current level of USD $26 billion in 2021, in alignment with the State's target of becoming a USD $1 trillion economy by 2030.

Validity Period : 5 years from date of notification of the Exports Strategy document

Identification of Tamil Nadu's Export Champion Sectors & Products

Sector	Products	Districts
Textile	Suits, Ensembles, Jackets, Blazers, Dresses, Skirts, Divided Skirts, Trousers, Jerseys, Waistcoats, Knitwear, Singlets and other Vests, Knitted or Crocheted etc.	Erode, Coimbatore, Tirupur, Madurai
Automotive	Midsized Vehicles, Compact Passenger Vehicles, Gearbox, Clutch, Drive Axel and Parts, Brakes and Brake parts, Steering Wheels, Wheels and Parts, Suspension, Shock Absorbers	Krishnagiri, Thiruvallur, Kanchipuram
Leather	Footwear; Leather based Fashion Accessories	Vellore, Ranipet, Dindigul, Tiruchirapalli
Electronics & Electrical Machinery	Mobile Phones, Computer and Peripherals, Electronic Integrated Circuits etc.	Krishnagiri, Thiruvallur, Kanchipuram
Machinery	Turbojets, Turbopropellers and Other Gas Turbines; Machines and Apparatus used solely or principally for the manufacture of Semiconductor Wafers; Taps, Cocks, Valves and similar appliances for Pipes, Boiler Shells, Tanks,Vats	Krishnagiri, Thiruvallur, Kanchipuram, Coimbatore
Food Processing	Marine Foods, Breakfast Cereals	Viliupuram, Kallakurichi, Nagapattinam, Ramanathapuram, Thoothukudi

Existing State measures to improve competitiveness of Exporting Organizations in Tamil Nadu

Ease of Doing Business Measures

Port-based Measures

- Installation of container scanners – mobile and fixed (Chennai Port)
- RFID based gate automation system for container trailers entering the port (Chennai Port)
- Increase in RTGC (Rubber Tyred Gantry Crane) drivers & equipment within the terminal (VOC Port)
- Eliminate ARE-1 (Application of Removal of Excisable Goods) for manufacturer exports (VOC Port)

Export Supporting Infrastructure

Ports



4 major ports in the State accounting for 25% of India's container traffic



Chennai & VOC ports are critical for EXIM traffic

Warehouses



6 ICD in the State (Coimbatore, Madurai, Chennai (2), Tirupur, and Thoothukudi)

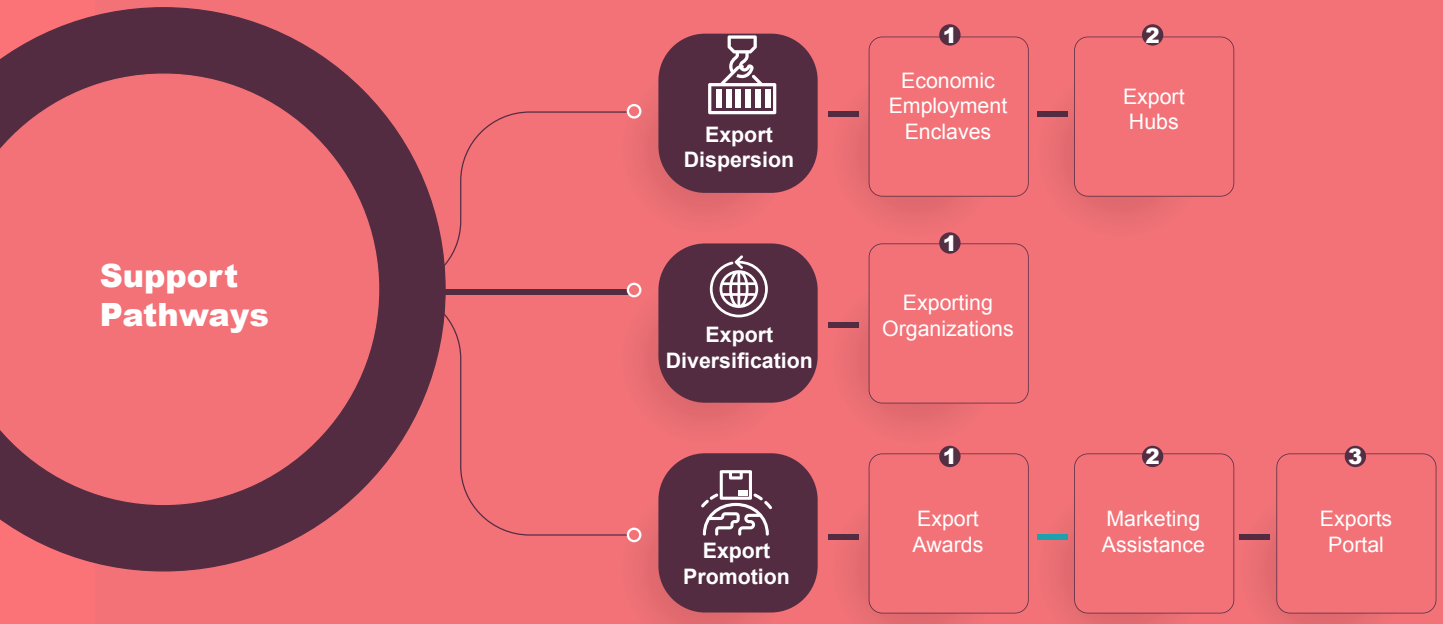
290 godowns with a capacity of 1,396,045 MT

Industrial Corridors



4 industrial corridors being developed in the State

Proposed support from Government to Exporting Organizations in the State



Exporting Organizations

Companies engaged in manufacturing (with value addition >20%), which derive more than 50% of their revenues in a financial year from exports of goods manufactured in their manufacturing premises in Tamil Nadu

Export Dispersion Measures

❶ Development of Economic and Employment Enclaves

Two Economic Employment Enclaves shall be established in Manellore and Thoothukudi spanning 6000 and 5000 acres, respectively

They shall have an annual export potential of Rs. 10,000 crore and employment potential of 1,00,000 jobs.

Support measures such as land at concessional rates shall be provided

❷ Export Hubs

10 Export Hubs have been identified as part of the Strategy - mix of traditionally hubs and export hubs present in manufacturing bastions of the State

25% reimbursement of the cost of setting up export related common infrastructure projects or infrastructure projects serving export-oriented industrial clusters subject to a ceiling of Rs. 10 crore per Export Hub

Assistance can be availed by Exporting Organisations, Industrial Associations, or Infrastructure Developers in the Export Hubs

Export Diversification measures

❶ Exporting Organizations

Access to sustainable financing mechanisms – (Industrial Ecosystem Fund, Research & Technology Fund) available under the TNIP 2021

Exporting Organisations which achieve the threshold level of value-addition creating new/ additional export capacities on or after January 1st 2021, shall be eligible for the following assistance measures :

- Value-add payroll assistance for champion sectors of 5% of the payroll cost for 3 years scaled in proportion to the value-addition, subject to a ceiling of Rs. 1.8 crore per annum.
- Reimbursement of 50% cost of Quality Certifications like ISO, ISI, BIS, FPO, BEE, AGMARK, and others which are required specifically for exports up to a cost of Rs. 2 crore.

Threshold Value Addition Levels
The Government of Tamil Nadu shall issue the necessary guidelines on the value addition limits for each champion sector within 3 months of the notification of the strategy

Export Promotion measures

❶ Export Awards

- Recognition and promotion of high performing Exporting Organizations operating in Tamil Nadu
- Position Tamil Nadu as an export hub for high value-added goods manufactured in the State

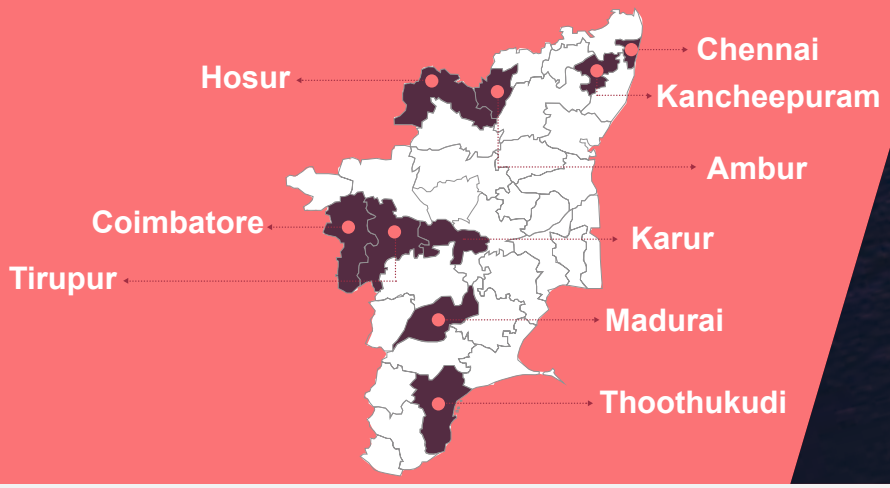
❷ Marketing Assistance

- Financial assistance to MSME associations for participation in international trade fairs as per the Tamil Nadu MSME Policy 2021
- Annual international buyer-seller meet for each champion sector
- For Large, Mega and Ultra-Mega projects, reimbursement of digital marketing expenses related to exports up to Rs 20 lakhs p.a. for 5 years

❸ Exports Portal

- Comprehensive solution which shall provide
  - Knowledge support on procedural requirements, market assessment, GoI/ GoTN schemes and trade policies
  - Networking support for exporters and importers
  - Query and grievance redressal mechanism

Export Hubs





Institutional Mechanism for Strategy Implementation

State Export Promotion Committee (SEPC)



Meeting Frequency

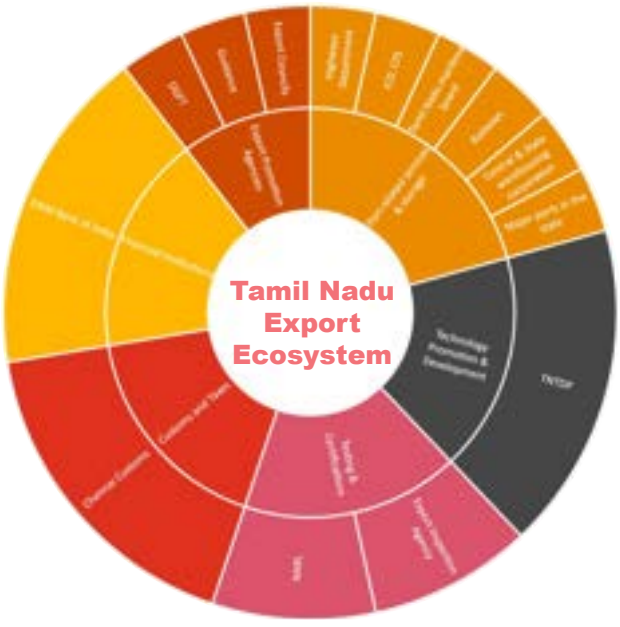
SEPC shall meet at least once every 6 months to review the progress of the Exports Strategy

Executive Sub-committee responsibilities

- Coordination with Government of India for export related issues
- Review and redressal of export grievances
- Administration of state support to Exporting Organisations

District Export Promotion Committee

- Preparation of District Export Action plans to avail support from the Department of Commerce/DGFT under the 'District as Export hub initiative' and identify export related issues to present to SEPC.
- Conduct outreach programs through District Industry Centers targeted at the existing manufacturers and niche exporters, to impart the training on the basics of export processes and procedures, identification of product segments and markets



Export Cell

- Dedicated Export Cell shall be created within Guidance to focus on export intelligence, facilitation and outreach with a mandate of:
  - Facilitate export related queries
  - Match trade partners
  - Redressal of export issues
  - Export related knowledge services
  - Promotion & outreach activities

Sector Highlights
FinTech



Segments in FinTech

Financial Technology

- Security Technology
- Business Process Outsourcing
- Investment & Capital Markets Tech
- Digital Lending
- HR & Payroll Tech
- Payments
- Insurance & Healthcare Tech
- Financial Media & Data Soultions
- eCommerce & Marketing Tech



87%
India has the highest FinTech Adoption Rate Globally

37%
CAGR in growth in digital payments transactions from FY19-21

The fintech market was valued at INR 2.30 Trillion in 2020. It is expected to expand at a compound annual growth rate (CAGR) of ~24.56% between 2021 and 2026 to reach ~INR 8.35 Trillion by 2026.

As of 2020, India has over 2,000 FinTech firms, of which, 5% are from Tamil Nadu

Tamil Nadu also has a well-developed IT infra-structure with 6 submarine cable landing stations connecting the State with international destinations and 14.8 Tbps bandwidth

Tamil Nadu ranks 4th on 'most digitised states' list, Chennai leads volume-wise

Niti Innovation Index: Tamil Nadu is among the top 3 states in India in innovation

Education as the backbone of Tamil Nadu Economy

- 573 Engineering Colleges, highest in India
- Premier Institutions like Anna University, IIT Madras, NIT Trichy

Current FinTech Landscape



100+
FinTech startups in Tamil Nadu

$500 Mn+
Investments in FinTech

10,000+
Employess working in FinTech Companies

Legacy & Strengths

Home-grown PSUs like Indian Bank, IOB & NBFCs like Sundaram, Cholamandalam & Shriram group

SaaS capital of India with Unicorns like Zoho and Freshworks

NIRF Rankings 2021
19 of top 100 universities, 16 of top 100 engineering colleges, 33 of top 100 colleges in Tamil Nadu

FinTech Ecosystem Enablers in Tamil Nadu

StartupTN · FinBlue · IITM Research Park

Major Active Indian Angel Investors & VCs

The Chennai Angels · Sequoia · TVS Capital Funds (P) Limited · Quona · PremjiInvest · Blume

Major Active Overseas Angel Investors & VCs

Tiger Global · Omidyar Network · Accion · Pontaq · 3one4 Capital · Matrix Partners

Notable Players in FinTech in Tamil Nadu

Established FinTech Companies

PayPal · intellect · FSS · CAMS · bankbazaar.com · CredAvenue · Chargebee

FinTech Startups

CreditMantri · YAP · kaleidofin · Paysharp · Vortex · Monexo · swirepay · PrimeInvestor · OpenTap · Dvara Holdings · market simplified · ippo pay · bijlipay · GOFRUGAL · OPTACREDIT · PERILWISE · Fundsindia · Edgefin · Hasura

GCC/GIC of Global Finance Companies

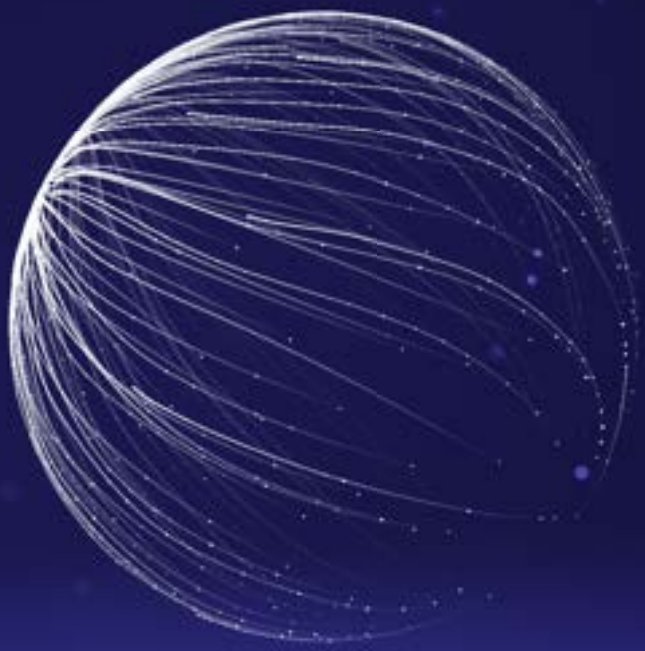
World Bank Group · BNY Mellon · TransUnion · Temenos · Standard Chartered · Barclays · BNP Paribas · Western Union · FIS · J.P.Morgan · Societe Generale · Franklin Templeton Investments · Fidelity Investments · HSBC · Hitachi Payment Services · NatWest Group · citi · DTCC

Thought Leadership

What does it take to create the best FinTech Ecosystem?

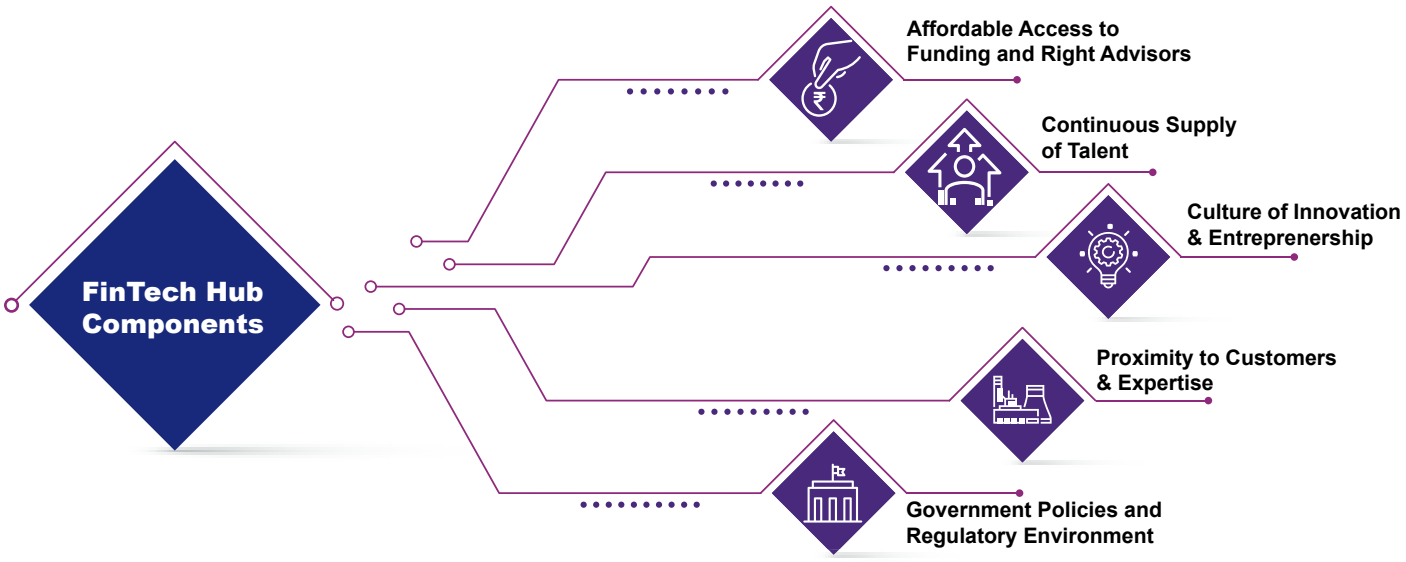


Mr. Ram Nagappan
CIO, BNY MELLON

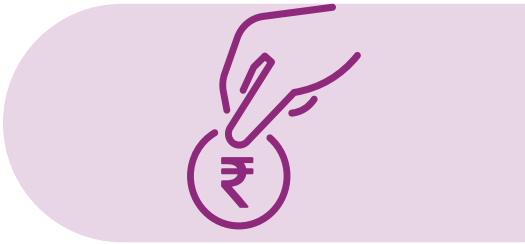


Technology companies are popping up all over the world, even in regions that aren't generally known for innovation. From the North America to Australia and from South America to East Asia, more and more cities are challenging the traditional hubs such as Silicon Valley, London and Singapore. At a personal level, for me, this journey started 20 years ago when I helped setup a technology division in India for a global financial services organization in Chennai, Tamil Nadu. It was a startup in its own kind as we started from scratch to establish ourselves in India. Looking back, I must say expanding to Chennai is one of the best decisions for our firm and it was not just about cost arbitrage. We saw the opportunities around getting the best talent, ability to service clients in a more agile & nimble way and build out capabilities to be a more resilient global firm. With this background, I'm glad to share my thoughts on strengthening the opportunities for building out Chennai as the next FinTech destination competing with other global cities.

Building out a successful FinTech hub is at the intersection of drivers across infrastructure, people, and institutions in that city / state and how they are getting organized to engage with each other. In this article, I'll explore five key drivers that are considered essential for hub's success in most global studies.



Affordable Access to Funding and Right Advisors



First, it is important to recognize the potential and set up a Centre for Finance, Innovation and Technology focused on accelerating FinTech sector growth within the state. A similar forum acted as the cornerstone in UK for FinTech development. We need to have a global advisory board with prominent technologists and entrepreneurs of reputation providing guidance. This will facilitate easier flow of investments from global VCs, accelerators, industries and open up M&A opportunities as well. This Centre can help drive the initiatives through research, thought leadership, and work with other global FinTech hubs to identify and address barriers to growth to the benefit of the sector.

Continuous Supply of Talent



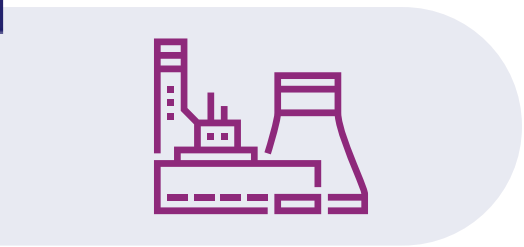
If we look at some of the major hubs like San Francisco or London, it is surrounded by some of the world's best institutions (e.g., Stanford, Berkeley, Cambridge). The environment of research supported by these premier institutions acts as the seed for innovation. This is the driving force for majority of the founders of famous startups to come from these institutions. Chennai/ TN's strong STEM (Science, Technology, Engineering and Mathematics) orientation along with world-class education institutes like IIT Madras and Anna University together with other elite institutes of the state can help form a partnership for this cause. Collaboration with these institutions will help to retain not only home-grown talent but also attract national/international talent to Chennai. With government's support, it can be done via targeted initiatives around visa for international students, scholarship and leveraging third party management services for outside reach.

Culture of Innovation and Entrepreneurship



Considering the local environment and exposure, it is natural that most of the people are risk averse. This would present a challenge in terms of attracting the best talent and convincing investors on entry/exit opportunities. The FinTech Hub Centre and government need to build out a continuous, connected, and consistent strategy to engage both students and investment community on this from the start. Further, to compete against the global scale, it might be a good idea to have a focus area of innovation which could be hallmark for Chennai hub. For example, it could be around trade, auto or agriculture focused financial services like London's top focus on capital markets, banking as a service & wealth management

Proximity to Customers & Expertise



It is also important to strengthen the cross-sector engagement and provide an established forum for FinTechs to connect with their potential customers. While the vision is to build out the solution for clients globally, the home run is very important. Considering the extensive presence of automotive, banking, agricultural, shipping, heavy industries (to name a few) in Tamil Nadu, proximity of these FinTech's will help them to interact and solve larger industry challenges (e.g., Trade Finance using Blockchain). It is important to be agile and nimble to build and experiment iteratively. And such engagement will be mutually beneficial and has the potential to add value for customers, industry and broader economy.

Government's Policies and Regulatory Environment

With the help of nodal agencies like 'Guidance Tamil Nadu', I strongly believe the entry and process support for global FinTech's are now transparent, easier, and comparable to other global cities. To further lift Chennai's listing in the global rankings, focusing on the following areas will boost the chances of attracting global talent and investments.



- Funding of programs where solutions adapt to local market needs across public or private sectors. On the demand side, government could incentivize firms/ industries with tax benefits to leverage FinTech solutions
- Establishing regulatory 'sandbox' to experiment their business models in a live and monitored environment (E.g., inviting them to do proof of concept on certain public or private initiatives)
- Unlock the access to permissible government data sets as a raw material for innovation (E.g., similar to US Open data)
- Strengthening of coordination channel with India's foremost regulatory agencies around key enablers for FinTech revolution (e.g., digital ID, open banking, data protection)

While all the five components detailed above are structural in nature and needs to be strengthened over time, I would also emphasize on the role that startups in Chennai / TN can play to influence to make this happen. If existing startups can be an investor and act as a mentor, this will help the ecosystem to mature fast. We can see that happening in other cities like NY, Singapore and Bangalore. Tamil Nadu government and the FinTech center need to focus on this from the start. If existing players are on board, this would facilitate FinTechs to connect to a wider pool of investors, extensive network of international banks and even invite the global mega funds/ VCs to set up shop in Chennai. Even in this digitally connected world, I strongly believe that local enablement, mentorship and people-to-people personal relationship matters to be successful.

In summary, FinTech has tremendous potential to revolutionize people's access to financial services, improve the functioning of the financial ecosystem, and promote economic growth. With Tamil Nadu' s rich cultural heritage, social equity programs, access to education and health care and continuing growth of industries, I'm confident that Chennai / TN has all the foundational elements to move up in the global rankings of FinTech cities and maintain its distinctive identity as in other fields!



Thought Leadership
Evolving FinTech Landscape



Mr. Gopal Srinivasan
Founder & CMD, TVS Capital

Background

The evolving Digital landscape in India is witnessing technology playing an important role by increasing reach and accessibility for merchants and consumers. Higher mobile penetration, improved connectivity, and faster and cheaper data speed, supported by Aadhaar and bank account penetration, have led India to shift from being a cash-dominated economy to a digital one. In FY 2021, digital payments market size by value stood at approximately US$ 20 trillion with 43 billion transactions during the year. With several factors including government initiatives and reforms, improving technology, increasing reach and awareness, digital payments are expected to more than double from US$ 20 trillion in FY 2021 to US$ 40-50 trillion by FY 2026 driven by mobile payments, increasing digital payment adoption by merchants through POS machine, QR codes and payment gateway; Retail digital payments are forecast to grow at 25-27% CAGR during FY21 to FY25, according to CRISIL Research highlighting the digital payments value in India to reach 3,500 trillion in financial year 2025 from 1,379 trillion in FY21.

The Reserve Bank of India has also taken several initiatives, successively over the years (MICR, RTGS, NEFT, IMPS and lately through NPCI revolutionary UPI) to promote financial inclusion and digitization of payment system including Payments Bank. RBI has also established RBI Innovation Hub to promote innovation across the financial sector by leveraging on technology and creating an environment which would facilitate and foster innovation.

All these developments have led to emergence of FinTech players with innovative business models that have changed the way consumers and merchants transact, lend and borrow, invest their money etc.

What is FinTech?

FinTech is an umbrella term coined in the recent past to denote technological innovation having a bearing on financial services. According to Financial Stability Board (FSB), of the BIS, “FinTech is technologically enabled financial innovation that could result in new business models, applications, processes, or products with an associated material effect on financial markets and institutions and the provision of financial services”. This definition aims at encompassing the wide variety of innovations in financial services enabled by technologies, regardless the type, size and regulatory status of the innovative firm. The term “FinTech” is a contraction of the words “finance” and “technology”. Fintech features innovation with complexity in solutions that streamline working and interaction in the finance field, while being beyond the understanding of traditional systems like banking that need their business to be in tune with the modern times.

Technological developments and continuous progress in the maturity of technologies has helped shape up the fintech market. Application Programming Interface (API) standards -- that enabled different pieces of software from different financial players to interact and exchange data in a secure environment, enabling comparisons and more competition -- are the main reason that Startups are able to build their products faster. In creating a wide range of new financial products and services, FinTech companies are now leading the industry into a new era of money management that is easier and more effective -- Asset management. Data processing and analysis tools and technologies have increased automation, specifically in asset rebalancing and thus proving to be a boon to industries seeking such solutions.

Going forward, India thus presents a huge opportunity for growth of fintech’s owing to high potential in the underpenetrated customer segments.



FinTech Landscape and Challenges

FinTech opportunities in India are spread across payments, SME lending, consumer lending, insurance, new age banking technology, brokerage and wealth management. Within this, digital payments landscape has the highest number of FinTechs in India and now other financial segments like lending, insurance, wealth is also attracting no. of new entities. India's FinTech market was valued at Rs 1,920.16 billion in 2019 and is expected to reach Rs 6,207.41 billion by 2025 -- expanding at a compound annual growth rate (CAGR) of approximately 22.7 percent during the 2020-2025 period, as per E&Y report. Some of the likely developments that would evolve are :

Evolution of FinTech platforms into multi category offerings

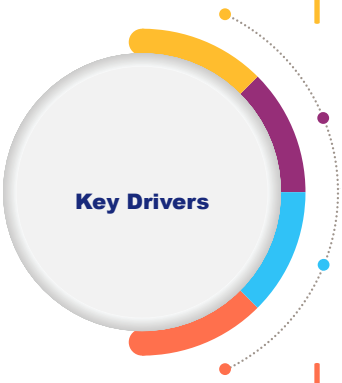
Credit to remain a key backbone for monetisation

Credit only models will find their niche, but payment only models may converge towards wider offerings

Co-lending to grow in a big way – banks to play a larger role as provider of capital and move from balance sheet only model to partnership model

Let me share a few thoughts on key drivers and challenges in focus sectors of our Fund viz. Lending, Payment and Bank Tech as collated from various publications.

FinTech : Lending



49% share of small ticket consumer/personal loans volumes in India vs 13% two years ago with NBFCs and Fintech at the forefront

"Buy Now Pay Later" and embedded lending to ride the digital consumption tide. BNPL model already is displacing credit card market in a big way.

Debt market infrastructure enablers can potentially play a pivotal role in improving the market structure

Platforms enabling OCEN and Account Aggregation for lender

Challenges

Lending activity in large parts below pre-COVID levels

Building a strong liability franchise through the current environment

Building collections moat for small ticket loans

Key Players

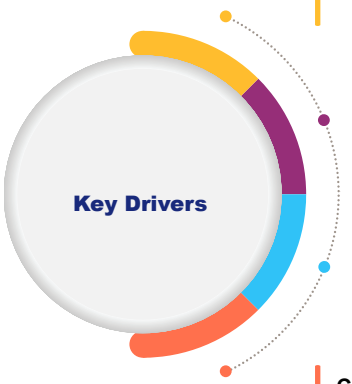
vivriti CAPITAL | kredX | Krazy Bee Delivering dreams

CredAvenue™ | Rupeek | CAPITAL FLOAT

LENDINGKART Think Cash, Think Lendingkart Group! | NEOGROWTH Lending simplified. Growth amplified. | VAYANA

kissht | zest

FinTech : Payments



Major boost in adoption of digital payments

4.2 billion UPI transactions amounting to Rs 7.71 lakh crore (about $103 billion) were clocked in October 2021, marking all-time highs on both counts for the five-year-old payments channel.

- Merchant payments solutions such as QR codes and contactless card payments are also witnessing huge adoption
- Companies are extending e-POS solutions to merchants to accept digital / contactless payments through smartphones

SMEs have sharply realised their need to have digital capabilities with incumbents tapping the opportunity by extending their offerings to full stack services for SMEs

Companies offering corporate credit cards with expense management solutions and pre-paid cards with credit line are gaining traction

Challenges

Retention of merchant base in absence of discounts and cashbacks

Key Players

JUSPAY, Pine Labs, mswipe, BharatPe, G Pay, zeta, CRED, Razorpay, instamojo, happay, EnKash

FinTech : Bank Tech

Emergence of neo banks on both consumer and SME/Enterprise side with the key premise of being "One-stop financial solution



Consumer neo banks – still early stages of evolution; lower account charges not an issue in India vs global counterparts

Higher a/c yields coupled with consumer centric UI/UX to drive near term adoption

SME neo-banks – "Bharat-first" models digitizing 60mn SMEs & Enterprises

Government leading innovation with Data Empowerment and Protection Architecture [DEPA] and OCEN to drive financial inclusion through tech

Embeddable banking revolution to increasingly enable large consumer apps to drive financial product adoption (Co-branded cards etc.)

Modern core banking infrastructure platforms disrupting legacy stacks; strong early signs of adoption from retail banks

Challenges

Solving for trust factor associated with adoption of neo-banking services

Acquisition costs as multiple platforms target the same set of millennial users

Significant upfront capital requirement, long sales and migration cycles for core banking infrastructure products

Momentum of banks coming on-board the open banking revolution

What is in for State of Tamil Nadu?

India is the second largest hub for SaaS companies after the Silicon Valley and is growing almost twice every year. Chennai alone has about 15,000 of the total 30,000-50,000 employees in the sector. Zoho and Freshworks — both Unicorns — have already put Chennai in the global SaaS map and there are hundred others in the State who want to emulate their phenomenal success in a short span of time to tap over $1.5-trillion global business opportunities.

As per Tracxn database, there are more than 300 fintech start-ups in Tamil Nadu out of which 36 fintechs operating from Chennai alone with aggregate funding of ~$112 million.

Recently we funded "CredAvenue", located in Chennai, which is trying to revolutionise Indian debt market through technology and innovation. CredAvenue is one of its kind, tech enabled platform enabling enterprise to raise any kind of debt. The platform is a key piece of market infrastructure that will usher in transparency and efficiency to the highly manual and opaque debt markets. While users on the one side are Enterprises and on the other side users include banks, FIs, NBFCs, Mutual funds, Family offices, corporate treasuries, HNIs.We believe that CredAvenue platform provides extensive product depth. The kind of reach, scale and execution today on the platform is commendable, as the platform services 1000+ issuers and 200+ investors and has enabled USD 8000+ mn. of debt flow through it.

Funding Avenues for FinTechs

The startup eco system has become more nuanced now after the launch of Startup India Scheme by Govt. of India in January 2016 with increasing access to all forms of support – be it Finance, HR support, Marketing support and Support to access overseas markets. Even on different kind of funding, be it equity, venture debt or conventional debt there are plenty of choices than never before. Few of the funds who focus on supporting companies in this sector are:

At the time of Starting the Enterprise



Other than the family and friends, normally start-ups look for support from Angel networks. For startups operating from Chennai the Chennai Angel network is an active angel network supporting early-stage companies including a no of FinTechs. FinTechs can pitch their model to the Angel network and could possibly get funding to start their entrepreneurial journey.



Accelerators & Incubators

Accelerators and Incubators play a pivotal role in initial stages of a startup. These accelerators play an important role in grounding of the startups. Some of the accelerators and incubators supporting FinTechs in large nos, are Axilor Accelerator, 10000 Start-ups, Better Capital, Bharat Inclusion Initiative, Zone Startups India, Venture Catalysts and Village Capital

Seed Funding



Once incubated the firm seeks to make investments for its journey towards product market fit. There are no of early-stage funds who help with seed funding. Some of such funds focused on FinTechs are BeeNext, Blume Ventures, Matrix Partners, 3one4 Capital



Venture Capital

Once product market fit becomes reasonably visible, though profitability is yet to be established, the start-ups are funded by Venture Capital firms through equity support. Some of such venture firms associated with FinTechs are Sequoia, Accel, Tiger Global, Elevation Partners, Omidyar Network India, LightSpeed Venture Partners. Govt. of India has established Fund of funds for Start-ups operated through SIDBI. Under this programme, venture capital funds get corpus support. SIDBI website contains list of such supported venture funds. FinTechs could consider approaching such funds who have taken support from SIDBI.

Private Equity



Once path to profitability is made visible, there are no of Private Equity firms who target such start-ups – normally at early Series B. TVS Capital Funds do look at start ups at such stages. As explained earlier, we recently funded CredAvenue, institutional debt marketplace from Chennai in its Series A funding along with Sequoia and Lightspeed Venture partners. CredAvenue also operates a great platform for pursuing co-lending opportunities by FinTechs besides helping them source their term loan funding.



Venture Debt

Funding is sought by those startups who wish to have extended runway and wish to protect their stake without diluting much through additional equity. No of venture debt firms have come up including the likes of Alteria Capital, Trifecta Capital, Stride Ventures, etc. Grand Anicut Fund operating from Chennai also supports through venture debt funding.

Debt Providers

For early-stage FinTech NBFCs include among others Vivriti Capital, Norther Arc Capital, MAS Financials, RBL Bank and IDFC Bank. It may be added that RBI has recently classified loans upto Rs. 50 cr. extended by banks to startups registered with DPIIT, Govt of India meeting the requisite parameters as priority sector loans. A no. of commercial banks including Indian Bank from Chennai has entered into partnership with several agencies for extending funding support to startups including FinTechs under the above guideline for meeting priority sector obligations. Some banks are also collaborating with FinTechs as a strategic partnership to leverage on their ability to disrupt through innovative lending models. Depending on the stage, size and scale, FinTechs could use the above forms of funding.

Suggestions

Tamil Nadu Finance Minister P T Palanivel Thiagarajan (PTR) has already announced during the budget session on August 13, 2021, that a FinTech city will come up in Chennai, which will be developed in two phases at Nandambakkam and Kavanur. The first phase will be developed at Nandambakkam at an estimated cost of Rs. 165 crore. Further, a separate FinTech Cell is proposed to be formed to facilitate the establishment of FinTech companies in the state. We are sure this will promote development of the ecosystem for establishment of more FinTechs in India and the Govt. Set up a SaaS Hub with world class infrastructure for start-ups.

The State has great educational ecosystem and good supply of engineering talent, better physical infrastructure. Some of the major Unicorn start-ups like Zoho, Freshworks are there for inspiration and guidance. Tamil Nadu is also home to large MNCs like Ford, Nissan, Hyundai, BMW and Saint Gobain having great talent who can supplement the growth of start-up eco-system. Govt can help create an institutional framework for a strong academia-industry-government collaboration.

Some of the other suggestions which could be considered, include:

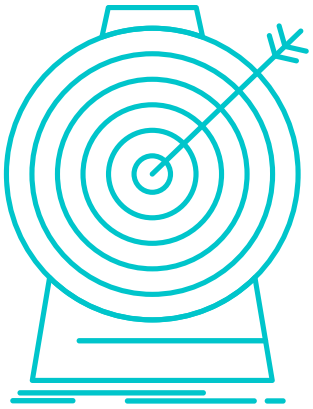
- Setting up FAB LAB
- Future Tech Lab (AR, VR, Robotics, Brain computer interface etc.)
- Tinkering Labs in Schools
- Fund of Funds – to support early-stage funds for supporting no of SaaS start-ups emanating from Chennai.
- Infrastructure Fund – to support incubators, accelerators, and tinkering labs.

We are sure with the right policy framework and developmental initiatives, Tamil Nadu would soon become the largest FinTech hub in India.



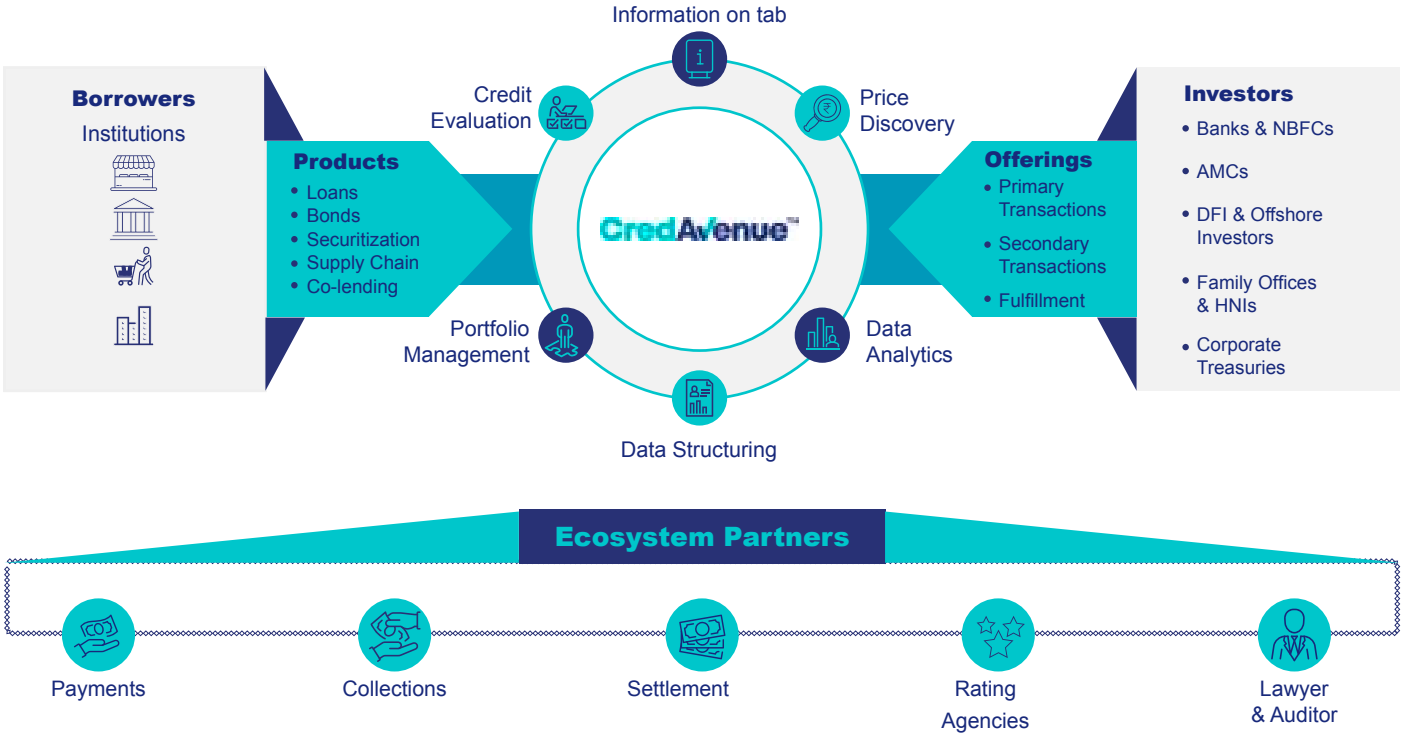
Company Corner
CredAvenue

CredAvenue Private Limited is India's largest debt exchange, set up in August 2020 with the vision of transforming India's institutional debt market through technology. It works towards fulfilling the following objectives.



- Any eligible entity with a rational need for debt gets the desired debt on time and at the right price.
- Any investor, institutional or retail, can deploy funds into marketable and non-marketable debt instruments after conducting their due diligence on the borrowing entity or the instrument structure, at the best possible risk-adjusted returns, and monitor the health of their investments until the last rupee is paid.
- Provide tools to create sufficient liquidity in the secondary debt market to ensure the investment corpus of institutions and individuals in the debt market increase over time.
- Ensure these points are complied with digitally, end to end.
- Create a digital ecosystem for all market participants, like banks and financial institutions, payment service providers, account aggregators, fintech lenders and SaaS platforms, to integrate seamlessly and provide services to seekers of debt capital.

The CredAvenue Platform at a Glance



A borrower typically faces challenges in accessing lenders (especially the lower-rated & unrated entities) with long timelines for deal execution, opaque pricing and lack of customisable debt options. Similarly, lenders face considerable challenges in sourcing credit information, long timelines for execution and difficulty in discovering new clients. CredAvenue has been resolving this by being present in the three major phases of the debt lifecycle:

- The platform enables the discovery of eligible corporates through digital onboarding. Its proprietary matchmaking algorithm suggests suitable borrowers to investors, and thorough due diligence could be conducted through the platform.
- The transaction module creates an ecosystem for all counterparties to come together and seamlessly execute a debt transaction. The platform has the capability to run loss estimation models and structure complex Asset-Backed Securitisation (ABS) deals, etc., allowing quicker execution of deals.
- The fulfilment module enables lenders to manage their investments until the last rupee is paid back to them. From tracking individual deals to reporting an entire portfolio of deals, the platform has tools that integrate fully with the loan management systems of lenders and seamlessly enable them to risk manage and report against their deals as per regulatory guidelines.

CredAvenue is headquartered in Chennai and has branches in Mumbai, Bengaluru and Delhi/NCR. Of the 400+ employee headcount, more than 200 employees are based out of Chennai, given the city's vast talent pool both in finance and technology space. Despite the economic downturn due to the pandemic, CredAvenue facilitated debt across sectors providing a significant lifeline to its customers during these challenging times. The effect was further amplified as the lending firms benefitted by this were in turn in a position to extend support to their customers during the pandemic.

CredAvenue provides equal opportunity for all its employees irrespective of their gender, caste, creed, colour, origins and sexual preferences. The organisation was one of the first to go "remote" and introduce flexible working hours with the onset of Covid. The organisation was proactive in conducting vaccination drives not just for its employees but also for its extended stakeholders. The organisation also made substantial contributions to support frontline workers and daily wage earners who had lost their jobs during the lockdowns.



Team CredAvenue



"Chennai has a rich, vibrant heritage and has been home to some of the early financial institutions in India, including the banks, mutual funds, stock and commodity exchanges. Chennai provides a conducive environment for manufacturing and service sectors supported by its robust infrastructure and continues to offer ample opportunities for new development and job creations. The new FinTech policy will be a gamechanger to fortify the FinTech space in Tamil Nadu, incubating new firms and encouraging innovative business models with appropriate support in simplified approvals, clearances, and financial assistance. I moved to Chennai 15 years back, realising its strong pool of tech, financial talent and strong work ethics. Chennai will continue to be the epicentre of our operations at CredAvenue. The overall infrastructure and opportunities have helped us scale significantly, and we continue to add a significant talented headcount across locations, especially at Chennai. The platform has 1,000+ institutional borrowers, 500+ registered lenders and enabled debt flow of more than US$ 9bn till date and in this process has enabled credit for more than 1 mn retail borrowers."

Mr. Gaurav Kumar
Founder & CEO, CredAvenue

Giving Back
Temenos

Supporting Indigenous Tribes

Temenos supported the Irular community in Thiruvallur district, Tamil Nadu; focusing on the Sustainable Development Goal 2 which is Zero Hunger. Irular are a Dravidian ethnic Scheduled Tribe. Traditionally, the main occupation of the Irular tribe has been snake catching, rat catching and honey collection. They also work as laborers (coolies) in the fields of the landlords during the sowing and harvesting seasons or in the rice mills. Fishing and cattle farming are also some of their major occupations.

The Irular communities were deprived of basic amenities like sufficient food, water, power, transport, and medical facilities during the pandemic. Already economically backward, their condition was so bad that during mealtimes, families gathered under a lamp post for light, to eat their food. A meal a day was considered a boon. Moved by the articles revealing their struggle published in the local newspaper, Temenos decided to extend its support via its volunteers.

Volunteers from Temenos came together to support the Irular community comprising of 20 families having 30 children. After understanding their plight, the volunteers planned for sustained distribution in four intervals from September to November 2020.

During the first intervention the volunteers contributed sweets, vegetables for cooking and Biriyani (an Indian rice and meat preparation) for lunch. On the second occasion the volunteers carried with them 100kgs of rice and cartons of biscuits for the tribal families. On their third intervention the volunteers contributed 150 kgs of rice and cartons of rusks as snacks. The fourth time 225 kgs of rice, and a carton box filled with biscuits, chips, and buns. Our volunteers went a step ahead by not only providing for their hunger but also helping them with power and electricity, sponsoring LED tube lights for each family. This act of our volunteers demonstrates our Temenosity! In total, Temenosians distributed a total of 475 kgs of rice, 100 packets of lunch and snacks, and 20 LED tube lights supporting the livelihood of the 20 families belonging to the Irular









Adopt-IT CSR Initiative

In 2020, Temenos under its Adopt-IT CSR initiative constructed computer labs and smart rooms for two Government aided schools in Chennai.

Based on an appeal from MPU school, earlier project at MCN School. Chennai, Temenos sponsored the school with a 950 sq.ft. air-conditioned computer lab & smart room comprising of 21 professional computers with supporting furniture (table and chair), UPS capacity of 6kVA & 16 batteries with capacity of 42AH supporting 1-hour backup.

The dedicated smart room consists of 1 projector and a screen, 20 student chairs, 1 training table and chair set. Apart from the air conditioning, the lab is also equipped with 12 fans and 30 LED lights.

A similar setup was created at MCJ school, Egmore, Chennai, with an air-conditioned computer lab & smart room setup of 1400 sq.ft. with 23 specialized computers along with table & chairs. The computers were equipped with UPS capacity of 6kVA & 16 batteries with capacity of 42AH supporting 1-hour backup. The smart room has 18 fans and 50 LED lights with a seating capacity of 40 students, 1 projector & screen combination and 1 training table and chair set.

Recognizing that government schools may face electricity issues, particularly with a more powerful computer lab, the lab setups have been made solar powered with a solar roof solution having 2 batteries of capacity 12V-150AH. This reduces the electricity load of the school, while ensuring the children continue to have the best of computer facilities.









Addressing Sanitation Needs

Our foray into this space happened more by serendipity than careful planning. In the process of building computer labs, we discovered that some schools had very primitive sanitation setups that did not encourage use by students. The girls' bathrooms were tiny cubicles with tin roofs that leaked when it rained, and often lacked running water and clean toilets. Students tolerated the facilities as there were none other, but teachers reported that absenteeism increased as girl students entered puberty and were uncomfortable using the dirty restrooms during their period.

It seemed unfair to build top notch IT facilities when basic sanitation was a greater need.

Thus, along with the IT labs, Temenos constructed toilets for girl students at schools. These bathrooms were 'pucca' structures with proper plumbing and water facilities. Feminism inspired artwork was used to spruce up the walls.



Industrial Park Highlights
TIDEL | Pioneer of IT Parks in Tamil Nadu

TIDEL Chennai

TIDEL Park Limited, a flagship company of Government of Tamil Nadu, is one of the largest IT Park in South India. TIDEL Chennai was setup in the year 2000 as a 15 storey iconic building that has led to the growth of information technology in the State.

TIDEL Chennai, a joint venture between Tamil Nadu Industrial Development Corporation (TIDCO) & Electronics Corporation of Tamil Nadu (ELCOT), PSUs of Tamil Nadu Government, had built its state of the art IT Park of 1.28 million sq.ft in 8.01 acres in Taramani, Chennai. TIDEL provides IT space with comprehensive world-class facilities coupled with efficient support services for major Indian IT & ITES companies, MNCs providing employment for 15,000 plus IT Professionals.

The multi tenanted IT Park has been designed as energy efficient, intelligent & fire safety building with amicable working environment and good-ambiance of interior space.



Facilities

Flexible Modules Sizes from **4,586 sq.ft.** to **89,506 sq.ft.** in each floor

Adequate Fire Exit Staircases

Fire Sprinkler Sysyem

Shafts for Mechanical / Electrical /Plumbing Services

Common Facilities

12,600 sq.ft. Multi-cuisine Food Court

Separate Home Dining Area

Fitness Centre

Nationalized Banks & ATMs

Medical Centre with Pharmacy

Insurance Service Providers

Internet & Communication Services

Conference Hall with seating capacity of 130 people and Auditorium with seating capacity of 650 people

24 X 7 Maintenance & Facility Management Service

Security & Fire Prevention Services

Major Clients

TCS TATA CONSULTANCY SERVICES

EY Building a better working world

sify

सी डैक CDAC

urjanet

williams lea

Infosys



TIDEL Park, Chennai

TIDEL Coimbatore

Encouraged by the success of TIDEL Chennai, TIDEL Park Coimbatore Limited (TPCL) was established as a JV between TIDCO, ELCOT, TIDEL and STPI in the Tier II City of Coimbatore. Guided by the expertise of TIDEL Chennai, TIDEL Coimbatore, an Associate of TIDEL Chennai operates an IT SEZ park in the SEZ format, in 9.5 acres of land in the SEZ established by ELCOT at Coimbatore, with built up area of 17 Lakh sq.ft. TPCL has also established a 952 seater IT/ITES Development Centre as "Plug & Play Fully Furnished IT / ITES space" for SMEs / Entrepreneurs / Start Ups in the Coimbatore region.

The IT Park inaugurated in Aug 2010 has been constructed at a cost of Rs.407 crores, with the prime objective of promoting IT / ITES and employment opportunities to over 12,000 people in the TIER-II City of Coimbatore. The IT Park project has met with huge success and houses over 65 clients as on date including IT majors Infosys, Tech Mahindra, Schlumburger etc. apart from multiple SMEs and Start Ups. The IT Park has reported exports of over Rs.1,500 Crores in the year 2020-21.



TIDEL Park, Coimbatore



Artistic view of TIDEL Park, Pattabiram

Projects under implementation by TIDEL

TIDEL Pattabiram

TIDEL is establishing an Information Technology (IT) Park with built up space of 5 lakhs sq. ft. in Phase-I in an area of 10 acres of land in Pattabiram village, Avadi. This New TIDEL in Pattabiram (TIDEL III) is a 21-storey facility with salient amenities like state-of-the-art Sky Garden, Co-working Spaces, and Business Centres. The proposed new TIDEL will act as the address for start-ups, and enterprises in the IT/ITeS sector with the potential of providing employment to more than 5,000 people in its first phase. The first phase of the project is expected to be completed by February 2023.

TIDEL Neo (Mini IT Parks in Tier II & Tier III Cities)

In keeping with its trend of promoting TIER-II and TIER-III cities in the State and taking lead from the "work from home" concept that has come into place in a big way in recent years, TIDEL is venturing into creating mini-IT parks with an area of 50,000 – 1 lakh sq.ft. at identified towns of Tamil Nadu in a phased manner, with provision for expansion of the same and to expand further as per depending on market trend. This project is focussed towards social benefit and has the potential to take up IT Sector growth to Tier-II and Tier-III towns of the State.

In the first phase, TIDEL is implementing TIDEL Neo (Mini IT Parks) in Vellore, Thoothukudi, Tirupur and Thiruchitrambalam, Vizhupuram districts, based on the market feasibility study. TIDEL will invest in construction and operation of the facility. The project is in the initial stages of implementation.

Plug & Play Manufacturing Units

TIDEL is establishing a state-of-the-art Plug and Play manufacturing units in SIPCOT's Chennai Aerospace Park to provide ready built space to the MSME industries in Aerospace & Defence and other engineering sectors to set up their manufacturing facilities. It is initially, conceptualised as a 1.24 lakh sq.ft. storey pre engineered building consisting of 10 units each measuring about 12,400 sq.ft with separate office space for each manufacturing unit and is proposed to be expanded in phased manner. It is proposed to be constructed with large column spans suitable for installing heavy machineries so as to allow the industrial units to reach their highest efficiency in their operations with flexible and smooth movement within the production area.



Business Lounge, TIDEL Park

AEROHUB

TIDEL is establishing a facility which will offer cutting edge technology and state of the art infrastructure to support incubation and innovation in the Aerospace industry. The project will have different components positioned in the same building facility as mentioned below:

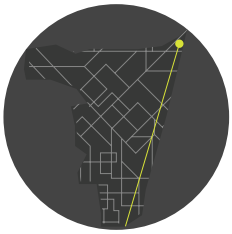
- **Advanced Computing and Design Engineering Centre**
- **Warehousing for Aerospace Industrial Units**
- **Avionics Components Manufacturing Complex**
- **Testing and Certification Facilities etc for Aerospace Industries**
- **Composites Development Centre with common Autoclave**
- **Centre of Excellence for Aerospace Technologies**
- **Data Centre**

The project is proposed to be set up in two phases in SIPCOT's Chennai Aerospace Park in Sriperumbudur. The phase-I measuring 3.30 lakh sq.ft. as Stilt+Ground+8 floors to accommodate State of the Art Data Centres measuring 1.00 lakh sq.ft. in Ground, First, Second and Third Floors and Office spaces in rest of the floors. The first phase of the project is expected to be ready by August 2022.



Artistic view of AEROHUB, Sriperumbudur

Other JV Companies of TIDEL



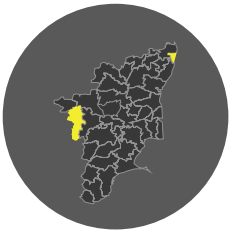
Tamil Nadu Road Development Company Ltd (TNRDC)

TNRDC, a JV between TIDCO and TIDEL Chennai, has developed the East Coast Road connecting Chennai and Puducherry. The 6 laning work of the road is under progress.



IT Express Way Limited (ITEL)

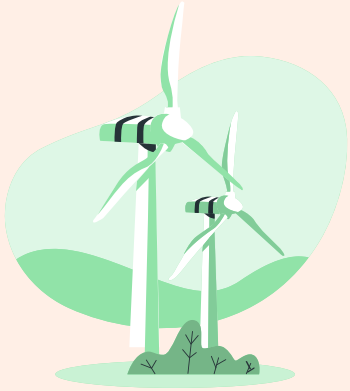
ITEL, a subsidiary of TNRDC, has developed the IT Corridor (Rajiv Gandhi Salai) from Madhya Kailash to Siruseri.



TICEL Bio Park Ltd,

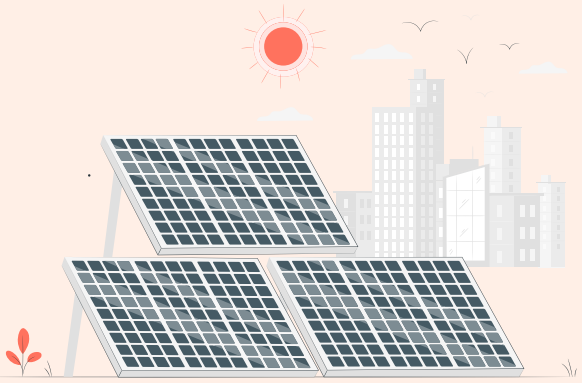
TIDCO and TIDEL Chennai has established biotech park in 3 phases. 1st phase with 1.5 lakh sq.ft., 2nd phase with 6.49 lakh sq.ft. in Chennai and 3rd phase with 2.29 lakh sq.ft. in Coimbatore.

Green Power Initiatives



Wind Power Project

Installed a 1.25 MW windwill at Devarkularm, Tirunelveli District for captive consumption.

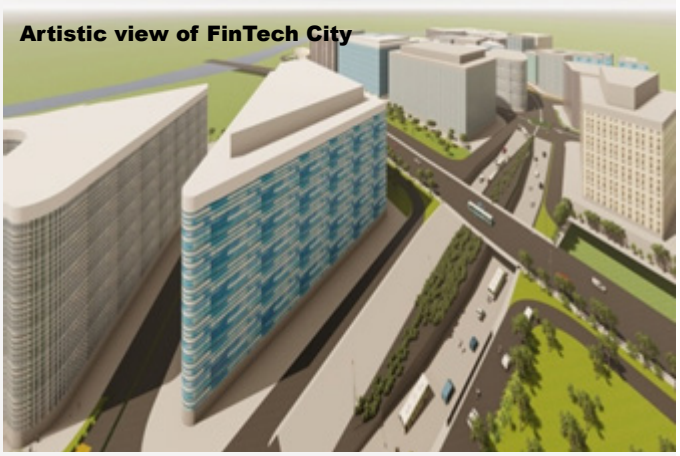


10MW Solar Power Project

TIDEL has implemented, a 10 MW Solar PV Power Project in Ramanathapuram district for its own captive consumption. The project has been successfully commissioned on March 2019.

Proposed FinTech City by TIDEL

TIDCO has proposed to develop a "FinTech City" in the first Phase in around 110 acres of land in Nandambakkam village, Alandur Taluk, Chennai District to attract both domestic and overseas financial institutions in order to transform Chennai as one of the major global financial services centres. The estimated project cost is around Rs.165 crore. This FinTech City will be developed with the requisite supporting infrastructure to accommodate financial institutions such as Banking, Non-banking financial services, Financial Business Process Outsourcing, Regulatory Institutions, Financial Market Operations and Training Centres. Techno - Economic Feasibility report has been completed for this project. The project implementation works will commence shortly.



Having marked 20 years of its incorporation, TIDEL continues its initiatives towards contributing to the growth of various sectors in the State of Tamil Nadu and has rightly established its identity as the "Pride of Chennai'



TIDEL Park, Chennai

Trade Corner
Tamil Nadu & Singapore as Trade and Connectivity Hub

Enterprise Singapore

Today, Singapore is one of India's largest trade partners in ASEAN region, with bilateral trade amounting to USD 14.54 billion in 2020. The mutual trade activities span across a diversity of sectors: from agri-commodities and food; mineral and chemical products; textiles and apparels; precious metals and jewellery; machinery and equipment; to electrical and automotive components amongst others. Tamil Nadu, in particular, serves as a key gateway that supports the trade flows between South India and Singapore.



Tamil Nadu as a Trade and Connectivity Hub: Market access to South India and beyond

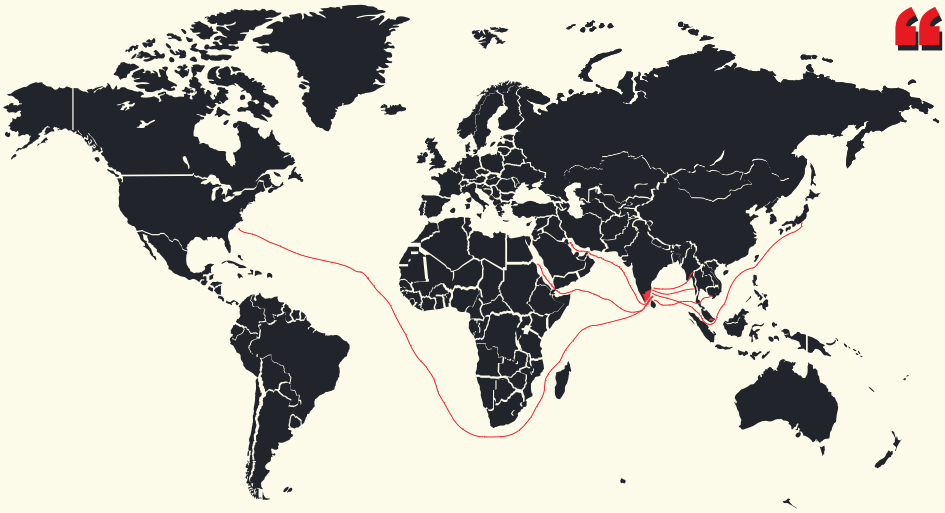
Tamil Nadu is one of the key states in India where we are seeing the continued growth of a network of Singapore logistics players. Companies have been drawn to Tamil Nadu given its attractiveness as a base in South India, with its natural coastline and numerous seaports, as well as its status as an important logistics and warehousing hub in India. Enterprise Singapore has been working closely with Guidance on engagement activities, to help existing and new Singapore companies set up operations and access business opportunities within Tamil Nadu.

Over the years, Tamil Nadu has drawn investments from several Singapore small and medium enterprises (SMEs), such as YCH India, Transworld Group, Worldgate and Bigfoot Logistics, who have established presence within the state to jointly provide end-to-end logistics services to Indian clients as well as foreign companies in the Indian market. Ascendas-Firstspace, a joint venture between Singapore's Ascendas and Indian partner Firstspace Realty, is also actively investing in developing new warehousing parks in Tamil Nadu to support the growing logistical needs in the market.

Enterprise Singapore is also seeing more Singapore companies who are interested in launching or expanding their regional trade activities through Tamil Nadu. One such company is Business Engineers Asia (BEA), which helps to launch Indian brands and products in Southeast Asia and the Asia-Pacific via Singapore. It has recently set up warehousing operations in Tamil Nadu.

> *"BEA has identified Tamil Nadu as its base for India expansion with a focus on mid and long term strategic growth. The state was selected for its efficient logistical and reliable warehousing infrastructure, enabling it to be a great base for connectivity across India and Singapore. It also has quality manpower and supportive business entry regulations. These conditions provide BEA with a strong foundation for our business foray into India."*
>
> **Mr. Kanthiban**
> **Founder & CEO, BEA**

Another Singapore company which utilises Tamil Nadu's connectivity for market access is Agrocorp International – an integrated agricultural commodity and food solutions provider with a pan-Indian presence.



> *"The Chennai and Tuticorin ports serve as a gateway for the trade of pulses, rice and cattle feed for the south India region, which has led to us setting up offices here. Tamil Nadu allows for easy access and regular shipments to our other global import and export markets, which span across APAC, North America, and Africa. This has helped us bridge the gap between suppliers and food processors."*
>
> **Ms. Akila Iyengar**
> **Director, Agrogroup**

Singapore as a Trade and Connectivity Hub : Gateway to Southeast Asia and Asia-Pacific

Conversely, Singapore offers opportunities for companies in Tamil Nadu to support India's goal of growing its global exports. As a key logistics hub in Southeast Asia and Asia-Pacific, and the world's second-most connected country, Singapore is a key node in global supply chains, particularly those structured around Asian suppliers, production bases and markets. It can serve as a suitable base for Indian corporates' transhipment and re-export of products to clients in the region, as well as a strategic launchpad to access new markets.

Foreign companies such as Motul Asia Pacific have set up in Singapore for this purpose, while others have been working with Singapore companies as their internationalisation partners. For instance, Agrocorp has been working with TVS Motor for the distribution of TVS motorcycles in Myanmar since 2013. Enterprise Singapore has also been working with Indian counterparts to facilitate trade partnerships by organising several virtual buyer-seller meets over the year, which resulted in trial shipments such as specialty coffee from India.



"Companies from Singapore and Tamil Nadu can collaborate to leverage each other's trade network to expand regionally and access new market opportunities. As Tamil Nadu continues to develop its physical and digital logistics infrastructure, Singapore companies can offer complementary technology solutions to enhance the supply chain productivity and resilience. Together with Tamil Nadu Guidance, Enterprise Singapore looks forward to facilitate more partnerships between Singapore and Indian companies."

Ms. Audrey Tan
Global Markets Director, Enterprise Singapore



About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development. We work with committed Singapore companies to build capabilities, innovate and internationalise. We also support the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, we continue to build trust in Singapore's products and services through quality and standards. Enterprise Singapore has three overseas centres in India – Chennai, Mumbai and New Delhi.

More information is available at *https://www.enterprisesg.gov.sg.*

Chennai Overseas Centre

Unit #401, Fourth Floor,
Omega Wing (Annexe Building),
Raheja Towers, 177 Anna Salai,
Chennai 600002,
India

Regional Directors

Ms. Eileen Lee | eileen_lee@enterprisesg.gov.sg
Mr. Sabareesh Nair | sabareesh_nair@enterprisesg.gov.sg

Trade Corner
Tamil Nadu Natural Choice for Business

Brief on Crayon Data business and what it does in Tamil Nadu?

Crayon Data is a Singapore based big data and AI company. Identified by Gartner as one of the top 40 digital personalization providers. Crayon enables top tier clients across industries like banking, e-commerce and travel & hospitality to have personalized conversations with each of their customers, across various communication channels. Crayon has been recognized as one of the most innovative big data and AI startups by global platforms such as Gartner, TIEcon, CEBIT, IBM Watson and OrangeFab. Crayon Data designed its flagship product maya.ai to bring traditional enterprises the ability to provide Netflix and Spotify like digital personalized experiences at speed and scale.

Right at the outset in 2013, we set up our development centre in Chennai, Tamil Nadu. Many key services and functions are based in India, including business operations (finance, IT, operations, legal), product and engineering (platform services, platform engineering, dev ops, data science, AI/ML research), sales operations, marketing and human resources.

Reason behind choosing Tamil Nadu as base in India?

Chennai, Tamil Nadu was a natural choice for Crayon Data because:

- We are an analytics + tech company. Analytics skillsets are plenty in Chennai (and all of Tamil Nadu) with the ecosystem of engineering & science colleges. The young tech talent in the state is rising every year with the rapid hiring spree of tech giants and start-ups.

- At the time we set up Crayon Data, Chennai offered a relatively low-cost physical infrastructure in comparison to other cities. Today, we have a great office space that feels like home in one of the prime areas of the city.

- Familiarity with the city and the existing network we established, given that the founders are from Chennai.

Talent pool and ecosystem of Tamil Nadu that are helping Crayon Data

There's a plethora of young tech talent in Chennai given the number of engineering & science colleges. With around 4 lakh engineers graduating from diverse academic backgrounds every year, Tamil Nadu's rich talent pool gives companies plenty of opportunities to build their business in the city. Chennai has rapidly evolved to establish itself as India's SaaS centre with thriving unicorns & tech stars like Chargebee, Zoho, Ally.io, Freshworks & Kissflow. Founders of today look to create an employee first culture to attract the best talent to their community. Crayon Data just completed the campus hiring for 2021 across Tamil Nadu! We visited Great Lakes, SSN, CEG, IIT-Madras, Sastra, MSE & MOP. Fresh talent has always been a lifeline to Crayon and we are delighted to expand with our energetic team.





Team Crayon Data



"I am excited to see how we grow ahead of the curve with our fresh campus hires of 2021. The thriving tech talent in Tamil Nadu by itself offers great room for developing business in the state. It's also not just about the talent, but also in terms of establishing a strong network of partners & clients that help make business operations seamless. We have been working with 6 resource partners with 2 of our major clients based out of TN as well. This conducive & holistic environment of top tech talent, a developing SaaS community and a massive network of partners & clients has contributed largely to the growth of our business."

Ms. Aarti Ramakrishnan
Co-Founder & COO, Crayon Data

Tamil Nadu
Home to 80+ of Global Fortune 500 Companies



Outreach Events

USA



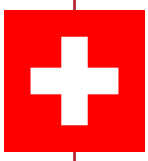
- Interaction with the Embassy of India in USA, PDCs, States and DPIIT/Invest India
- Destination Tamil Nadu: Investment Opportunities & Challenges in Indian States event by US India Business Council
- ATEA (American Tamil Entrepreneurs Association) Digital Accelerator Kick off - Cohort II
- US - Tamil Nadu Economic Roundtable – 'Managing Business Operations during COVID-19'



Japan

- Osaka Prefecture Business Seminar on Opportunity in India – Focus State : Tamil Nadu
- Meeting with JETRO (Japan External Trade Organization), Chennai

Switzerland



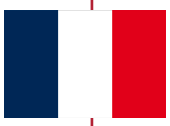
- Tamil Nadu - Switzerland - Virtual meeting
- Meeting of Ambassador Switzerland to India H.E. Dr. Ralf Heckner, Consul General Mr. Jonas Brunschwig with Hon'ble Chief Minister of Tamil Nadu
- Tamil Nadu – Switzerland Roundtable



UK

- Meeting with Mr Oliver Ballhatchet, Deputy High Commissioner, UK High Commission, Chennai
- Meeting of British High Commissioner to India H.E. Mr. Alex Ellis, Deputy High Commissioner in Chennai H.E. Mr. Oliver Ballhatchet with Hon'ble Chief Minister of Tamil Nadu

France



- Meeting with Indo French Chamber of Commerce
- Visit of French Senator H. E. Mr. Damien Regnard and Deputy Counsel General of France in Tamil Nadu
- IFCCI Mobility Committee Meeting



Germany

- Tamil Nadu - VDA (Germany) - Virtual Meeting
- Participated 10th VDMA Mechanical Engineering Summit, Bangalore
- Meeting with RWE AG, Germany at Indo German Chamber of Commerce, Chennai

UAE



- Meeting with Mr. K. Kalimuthu, Consul, Consulate General of India in Dubai & Ms. Risha Oberai, Second Secretary, Embassy of India, Abu Dhabi.
- Meeting With Dr. Aman Puri, Consul General, Consulate General of India in Dubai.
- Meeting with Mr. Dilip Sinha, Secretary General IBPC, Dubai

Taiwan

- Meeting with Mr. Ben Wang, Director General, Taipei Economic and Cultural Center
- Meeting with Jules Shih, Director, Taipei World Trade Center, Chennai



Singapore

- Singapore Tamil Nadu Economic Roundtable
- Meeting with Enterprise Singapore and SIPO (Singapore India Partnership Office)

Netherlands

- Meeting with Mr. Gert Heijkoop, Consul General, Deputy Consul General, and Honorary Consul General, Netherlands



Australia

- Participated in report release “Recommendations to build stronger ties between India & Australia in technology and innovation” by Indo - Australian Chamber of Commerce
- Australia India Business Exchange Dinner with H. E. Ms. Catherine Gallagher, Minister commercial and senior trade and investment commissioner

Denmark

- Danish delegation visit led by Danish Minister of Climate, Energy and Utilities H. E. Mr. Dan Jorgensen



Korea

- Meeting of H.E. Mr. Chang Jae-bok, Ambassador of the Republic of Korea, Mr. Young Seup Kwon, Consul General in Chennai with Hon’ble Chief Minister
- Guidance & KITA Online Seminar

Sweden

- Virtual Meeting with Embassy of Sweden in India – Head of Economic Section and Second Secretary



Bulgaria

- Meeting with Ambassador of the Republic of Bulgaria to India H.E. Ms. Eleonora Dimitrova with Hon’ble Minister for Industries Tamil Nadu

Czech Republic

- Meeting with Mr. Milan Hovorka, Ambassador, Czech Republic and Czech Honorary Consul in Chennai with Hon’ble Chief Minister of Tamil Nadu



Romania

- Guidance hosted the Ambassador of Romania to India H.E. Ms. Daniela Sezonov-Ţane along with senior Romanian Diplomats

Events

- Participated at Global Chemicals & Petrochemicals Manufacturing Hubs 2021, New Delhi
- Participated at CII Indian Chemicals and Petrochemicals Conference
- Visit of the Parliamentary Standing Committee on Information Technology to Chennai
- Global FinTech Fest – GFF2021 – Panel Discussion on 'Creation of Enabling Fintech Ecosystems'
- Unveiled White Paper on 'Chennai A hub for SaaS Startups' prepared by E&Y
- Fintech Festival India - presentation on 'Tamil Nadu the emerging Global FinTech Hub'
- 'India FinTech Forum Awards 2021' (IFTA) presentation on Tamil Nadu's FinTech Policy
- Infrastructure webinar on Vision Chennai 2025 – presentation on 'Future of Workplace'
- Participated and Networked at Techtextil India 2021, Mumbai - presentation on Opportunities for Technical Textiles in Tamil Nadu

Tamil Diaspora

- The first meeting of the Advisory Council for creating business investments through overseas Tamils



September 2021

Danish Delegation visit led by H. E. Mr. Dan Jorgensen, Danish Minister of Climate, Energy and Utilities, Denmark to Tamil Nadu





A high-level delegation led by H. E. Mr. Dan Jorgensen, Danish Minister of Climate, Energy and Utilities from Denmark comprising around 50 senior business executives visited Tamil Nadu from 6th- 8th September 2021. The Denmark delegation included Ambassador Freddy Svane and Asser Rasmussen Berling, Head of the Energy Department, representatives from 18 Danish companies, the ministry, and industry chambers.

Parliamentary Standing Committee meeting on Information Technology





The Standing Committee on Information Technology of Lok Sabha has visited Chennai on 10 September 2021 and discuss with the representatives of Ministry of Electronics and Information technology of the State Government of Tamil Nadu on the measures taken on the promotion of Electronics/ IT Hardware Manufacturing Sector for reduction of imports. At the meeting, Mr. N. Muruganandam, Former Principal Secretary, Industries, Government of Tamil Nadu presented on the Electronics and Hardware Sector in Tamil Nadu.

Singapore - Tamil Nadu Economic Roundtable





Guidance with Enterprise Singapore organised a Singapore Tamil Nadu Economic Roundtable on 14 September 2021 with an aim to promote Tamil Nadu as the most preferred investment destination by reaching out, helping, and improving the ease & cost of doing business." At the roundtable, Ms. Pooja Kulkarni IAS, MD & CEO, Guidance presented on Tamil Nadu Ecosystem to the Singaporean companies.

Osaka Prefecture Business Seminar on Business Opportunity in India - Focus State: Tamil Nadu





JETRO and Japanese Chamber of Commerce and Industry, Chennai (JCCIC) organized a hybrid seminar on “Business Opportunity in India-Focus State: Tamil Nadu” jointly with Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, Osaka Prefectural Government and Government of Tamil Nadu.

Speaking at the event, Mr. N. Muruganandam, Former Principal Secretary, Industries, Government of Tamil Nadu highlighted that the State has always been a preferred destination for Japanese investment in India with Chennai being home to 3 of the12 Japanese Industrial Townships in India. Ms. Pooja Kulkarni IAS, MD & CEO, Guidance made a presentation on the policy incentives for manufacturing in Tamil Nadu.

Destination Tamil Nadu: Investment Opportunities & Challenges in Indian States event by US India Business Council





Destination India’ series event was organised by US India Business Council on 22 September 2021. Hon’ble Minister for Industries Thiru. Thangam Thennarasu engaged with the USIBC members and highlighted the key industrial initiatives by the State Government. Furthermore, Ms. Pooja Kulkarni IAS, MD & CEO, Guidance made a presentation on the policy incentives for manufacturing in Tamil Nadu.

Meeting with Mr. Ben Wang, Director General of Taipei Economic and Cultural Centre in Chennai





The Director-General of Taipei Economic and Cultural Centre in Chennai, Mr. Ben Wang paid a courtesy visit to the Hon’ble Minister for Industries Thiru. Thangam Thennarasu.

Meeting with Mr. Oliver Ballhatchet, Deputy High Commissioner, British Deputy High Commission, Chennai





Mr. Oliver Ballhatchet MBE - Deputy High Commissioner and team visited Guidance and interaction with Ms. Pooja Kulkarni IAS, MD & CEO, Guidance.

Global FinTech Summit



National Payments Corporation of India (NPCI), FinTech Convergence Council' (FCC) and Payment Council of India' (PCI) organized the 'Global FinTech Fest' (GFF2021), the second edition of a global Festival for FinTech Industry, from 28th to 30th September 2021. Ms. Pooja Kulkarni IAS, MD & CEO, Guidance gave a special address during the panel discussion "Creation of Enabling Fintech Ecosystems".

October 2021

Meeting with Mr. Gert Heijkoop, Consul General, Netherlands

The Netherlands – Tamil Nadu partnership took a leap forward with the virtual meeting held on 04.10.2021 with Mr. Gert Heijkoop, Consul General, Netherlands in Bangalore, Mr. Gert Heijkoop; Deputy Consul General, Mr. Heine Lageveen, Honorary Consul General, Mr. Gopal Srinivasan and Advisor Mr. Vijaya Kumar. Various business topics were discussed and was agreed to conduct Round Table for Dutch companies for facilitating investments in the state of Tamil Nadu.

Meeting with the Indo French Chamber of Commerce

Team Guidance met with the Indo French Chamber of Commerce representatives to discuss action plans in the framework of the institutional MoU signed between Guidance and the Indo French Chamber of Commerce. It was agreed to organize a IFCCI Mobility Committee meeting involving leading CEOs in the presence of Hon'ble Minister for Industries, Govt. of Tamil Nadu to exchange ideas and opinion to further strengthen the business collaboration.

Meeting with JETRO, Chennai

Team Guidance met with JETRO officials – Mr. Yukihide Nakayama, Director General and discussed on the scope of Technical Textiles, MedTech Park and Pharmaceuticals Sector in the state of Tamil Nadu for Japanese companies.

Strengthening Bilateral Investment Opportunities



In an effort to boost the bilateral ties between South Korea and Tamil Nadu, a delegation led by H.E. Mr. Chang Jae-bok, Ambassador of the Republic of Korea along with Mr. Young Seup Kwon, Consul General in Chennai met Thiru. M. K. Stalin, Hon'ble Chief Minister of Tamil Nadu.



Delegation led by Ambassador of the Republic of Bulgaria to India H.E. Ms. Eleonora Dimitrova met with the Hon'ble Minister for Industries Thiru. Thangam Thennarasu. The Ambassador indicated that Bulgaria is ready to provide support for ventures to manufacture industrial products required in Bulgaria and also invited industries to invest in Bulgaria.



Delegation led by Czech Ambassador to India, H.E. Mr. Milan Hovorka and Czech Honorary Consul in Chennai, Mr. Ar. Rm. Arun paid a courtesy visit to the Thiru. M. K. Stalin, Hon'ble Chief Minister of Tamil Nadu.



Ambassador of Switzerland to India, H.E. Dr. Ralf Heckner along with Consul General Mr. Jonas Brunschwig and Honorary Consul, Mr. Ramanathan Muthu met with the Hon'ble Chief Minister Thiru. M. K. Stalin



British High Commissioner to India, H.E. Mr. Alex Ellis along with Deputy High Commissioner in Chennai, H.E. Mr. Oliver Ballhatchet met with the Hon'ble Chief Minister Thiru. M. K. Stalin.

Forging Strong Industrial Partnership



Mitsubishi Corporation India's Chairman & MD, Mr. Yoji Taguchi along with the Chief Regional Officer, Mr. Yutaka Yoshida met with the Hon'ble Chief Minister Thiru. M. K. Stalin on 26.10.2021

Company visit by officials of Commissionerate of Land Administration at Krishnagiri District





As part of an experience sharing initiative, Guidance organised a field trip to Delta Electronics and Ola Electric facility for the officials of Commissionerate of Land Administration on 01.10.2021.

The trip provided a first-hand exposure to the officers to their immediate stakeholders and business that enabled/facilitated through their activities. Around 49 officials from Commissionerate of Land Administration were part of the visit.

ATEA Digital Accelerator Kickoff - Cohort II



Mr. N. Muruganandam, Former Principal Secretary, Industries, Government of Tamil Nadu & Ms. Pooja Kulkarni IAS, MD & CEO,Guidance spoke at the ATEA Digital Accelerator Kick-off & briefed the diaspora of Tamil entrepreneurs about the program & the grants provided by the Government of Tamil Nadu.

Switzerland – Tamil Nadu Roundtable





Guidance organized a roundtable for Swiss companies in the presence of the Swiss Ambassador to India, H. E. Dr. Ralf Hackner. Tamil Nadu's industrial ecosystem, its advantage, the Tamil Nadu Industrial Policy etc. were presented to highlight how Swiss companies can thrive in the State.



10th VDMA Mechanical Engineering Summit

The 10th VDMA Mechanical Engineering Summit – the annual flagship event of VDMA India was held on 8th October 2021 at Bangalore. Over 250 participants from 17 cities of India attended this prestigious event. In the technical session, Mr. Aditya Nagarajan Vice President, Investment Promotion, Guidance Tamil Nadu, presented on "Ease of doing business in Tamil Nadu". In his presentation, he explained the German – Tamil Nadu relations in the manufacturing sector, the state as the hub of exports and imports. The presentation also gave a brief view on the robust ecosystem, general engineering situation and the top 5 district clusters in Tamil Nadu.

Infhra webinar on Vision Chennai 2025



Ms. K. M. Sarayu IAS, Executive Director, Guidance delivered the keynote address on 'Future of Workplace' during the event. The webinar was organised by Infrastructure Facility Human Resource & Realty Association.

Virtual meeting with the Embassy of Sweden in India



Team Guidance did a virtual call with Mr. Markus Lundgren, Head of the Economic Section and Mr. Johan Schierwagen, Second Secretary of the Embassy of Sweden in India, New Delhi & talked about the focus sectors of Sweden that includes Information Technology and Research.

US - Tamil Nadu Economic Roundtable





Ms. Judith Ravin, Consul General, Consulate General of the United States of America delivered the keynote address at the 'Managing Business Operations during Covid-19' webinar and Ms. Pooja Kulkarni IAS, MD & CEO, Guidance highlighted State's resilient recovery from the pandemic and the immense opportunities available for investors. The session provided information on best practices to manage business operations during Covid-19 while paving the way for swift economic recovery.

FinTech Festival India





At the FinTech Festival India - MD, Guidance along with other panellists unveiled the white paper 'Chennai A hub for SaaS Startups'. The white paper release was followed by the fireside chat moderated by Ms. Pooja Kulkarni IAS, MD & CEO, Guidance.

November 2021

Meeting with French Senator H. E. Mr. Damien Regnard





French senator H. E. Mr. Damien Regnard, representing French citizens living abroad visited Guidance office along with Mr. Bruno Ngyuen, Deputy Counsel General of France in Tamil Nadu.

World FinTech Festival



Singapore FinTech Festival event was organised as a part of the World FinTech Festival by the Monetary Authority of Singapore (MAS).

The World FinTech Festival India was an opportunity to showcase the FinTech ecosystem in Tamil Nadu to a global audience. Ms. Pooja Kulkarni IAS, MD & CEO, Guidance made a presentation on 'Tamil Nadu the emerging Global FinTech Hub' during the event.

Global Sustainability Summit



5th Edition of TIA - the annual sustainability summit was hosted in Bengaluru on 25 November 2021 which brought together key government officials, industry leaders, investors and global experts for mutual collaboration and partnerships in sustainable development.

The 2-day hybrid summit featured 250 delegates physically attending and 300+ joining online as we live stream the summit. Ms. Sahana from Guidance highlighted Tamil Nadu's flourishing electric mobility ecosystem and the key Government initiatives strengthening the value chain.

India FinTech Forum Awards 2021

The forum organised a virtual event 'India FinTech Forum Awards 2021' on the 25th of November, 2021. The event offered a platform to highlight the salient features of the Tamil Nadu FinTech Policy 2021 to FinTech companies in India. Ms. Pooja Kulkarni IAS, MD & CEO, Guidance highlighted the features of newly released Tamil Nadu FinTech policy 2021 during the event.



Techtextil India 2021



Team Guidance participated and networked during the Techtextil India 2021. The trade fair was aimed to showcase the future potential of technical textiles backed by a series of knowledge sessions, live product demos and B2B networking opportunities.

Ms. Pooja Kulkarni IAS, MD & CEO, Guidance presented on opportunities for Technical Textiles in Tamil Nadu.

Global Chemicals & Petrochemicals Manufacturing Hubs 2021





Global Chemicals & Petrochemicals Manufacturing Hubs 2021, (GCPMH 2021) organised by FICCI at New Delhi - Hon'ble Minister for Industries Thiru. Thangam Thennarasu and Ms. Pooja Kulkarni IAS, MD & CEO, Guidance represented the State of Tamil Nadu. The minister showcased Tamil Nadu as the most progressive industrialised state in India and offers the best infrastructure needed for any industry to thrive including chemicals and petrochemical industry. He highlighted that chemical and petrochemical are the feedstock of every industry, and the sector plays a vital role in the State's industrialization, making Tamil Nadu the manufacturing powerhouse.

Australia India Business Exchange Dinner





Ms. Catherine Gallagher, Senior Trade and Investment Commissioner, Austrade; Mr. Michael Costa, Deputy Consul General; ,Mr. Leo Bremanis, Trade and Investment Commissioner interacted with Ms. Pooja Kulkarni IAS, MD & CEO, Guidance.

December 2021

H. E. Mr. Damien Regnard, French Senator visit to Tamil Nadu





French senator H. E. Mr. Damien Regnard, representing French citizens living abroad and Ms. Lise Talbot Barré, Consul General of France met the Hon'ble Minister for Industries, Thiru. Thangam Thennarasu, Govt of Tamil Nadu and later visited The National Institute for Wind Energy, Chennai.

Visit of Ambassador of Romania to India at Guidance Office





Guidance hosted the Ambassador of Romania to India H. E. Ms. Daniela Sezonov-Ţane along with senior Romanian diplomats further strengthening Tamil Nadu - Romania trade relations.

IFCCI Mobility Committee Meeting





Hon'ble Minister for Industries, Thiru. Thangam Thennarasu participated in a meeting with the mobility committee members of the Indo French Chamber of Commerce.

Advisory Council meeting for creating business investments through Overseas Tamils



The first meeting of the Advisory Council on the possibilities and opportunities for creating business investments in Tamil Nadu through overseas Tamils was held at the General Secretariat. In the presence of Hon'ble Minister for Industries, Thiru. Thangam Thennarasu under the aegis of Guidance Tamil Nadu.

Year End Celebration Dinner



Guidance as part of their reach out program hosted a year end celebration dinner event for Consul Generals, Trade Association & High Commissioners in Chennai.

Guidance Team met Indian Foreign Diplomats in UAE



Team Guidance met with Ms. Risha Oberai, Second Secretary, Embassy of India, Abu Dhabi.



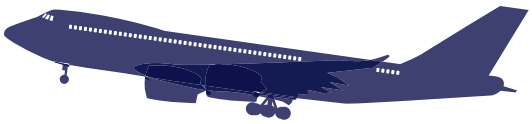
Team Guidance met and appraised Mr. K. Kalimuthu to discuss the proposed Chief Minister's visit to Dubai.

District in Focus
Chennai



Vivekananda House | Chennai

Chennai, the capital city of Tamil Nadu, is one of the metropolises of India and serves as gateway for the culture of South India. It has emerged as a major economic center in the recent years. It is located on the Coromandel Coast in the northern part of the state of Tamil Nadu. The city stretches along the coast covering about 43 km of sandy beach and extending about 19 km inland, encompassing an area of 426 sq km. The estimated population is about 70 lakh. According to the 2011 Indian census, Chennai is the sixth-most populous city and forms the fourth most populous metropolitan area in the country. The city is coterminous with Chennai district, which together with the adjoining suburbs constitutes the Chennai Metropolitan Area, the 36th-largest urban area in the world by population.



Chennai is among the most-visited Indian cities by foreign tourists. It was ranked the 43rd most visited city in the world for the year 2015 and was ranked the 36th most visited city in the world for the year 2019. The Quality of Living Survey rated Chennai as the "Safest City in India"



Beta Level City by Global Cities Index 2014

India's Best City by India Today 2014

Top 10 Cosmopolitan City in the World by Lonely Planet 2015

Top 10 Food Cities in the World by National Geographic 2015

UNESCO Creative Cities Network (UCCN) 2017

Chennai has served as an important administrative, military, and economic centre for many centuries – from the 7th century as a flourishing port through the colonial era as a major British settlement and administrative centre to the IT hub and urban agglomerate it is today. This has given Chennai a unique blend of heritage rooted in its traditional past and modernity owing to its multicultural metropolitan growth.



Chennai has a tropical climate, specifically a tropical wet and dry climate.

$100 Bn

It is the fifth-largest urban economy in India. According to the Confederation of Indian Industry (CII), Chennai is estimated to grow to a $100–billion economy, 2.5 times its present size, by the year 2025.

On account of the presence of major automobile manufacturing and allied unit spread across the region, Chennai is also called as the "Detroit of India".

Chennai has also been identified as one of the nodes of the Defence Corridor.

Industrial Profile of Chennai

Chennai's economy has a broad industrial base in the automobile, computer, technology, hardware manufacturing and healthcare sectors.

Chennai is one of the largest exporter of information technology (IT) and business process outsourcing (BPO) services in India.

Manufacturing and Construction account for 93% of the industrial output and services sector contributes to 85% of the GDDP.

The key industries include apparel, special-purpose machinery, parts and accessories for motor vehicles.

According to Forbes magazine, Chennai is one of the fastest growing cities in the world and the only Indian city to be rated in the "Forbes-Top 10 Fastest Growing Cities in the World". It is also ranked 4th in hosting the maximum number of Fortune 500 companies of India.

Some of the Key Industrial Clusters in Chennai District are as follows

Plastic	Auto Components/ Engineering	Pharma	IT & ITeS	Readymade Garments	Printing



Chennai contributes siginificantly to India's total software exports, making it the 3rd largest exporter.



Medical tourism is another important contributor to Chennai's economy, with 45% of India's medical tourists arrivals.



The Tamil film industry and the Tamil television industry are also significant contributors of Chennai's economy.



The city also has a permanent exhibition complex in Nandambakkam called the Chennai Trade Centre.

Major Clients

amazon · ABB · accenture · BARCLAYS · Walmart · citibank

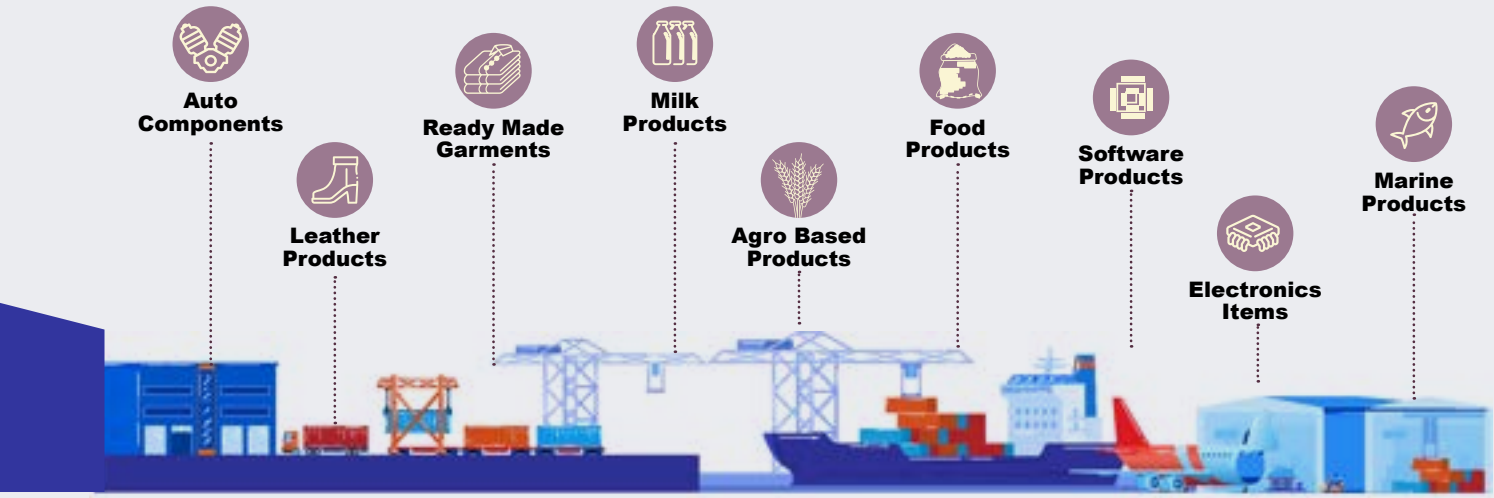
TCS TATA CONSULTANCY SERVICES · Cognizant · Honeywell · Microsoft · DAIMLER

MAERSK · ICF International Coaching Federation · ORACLE · IBM · SBI · ONGC

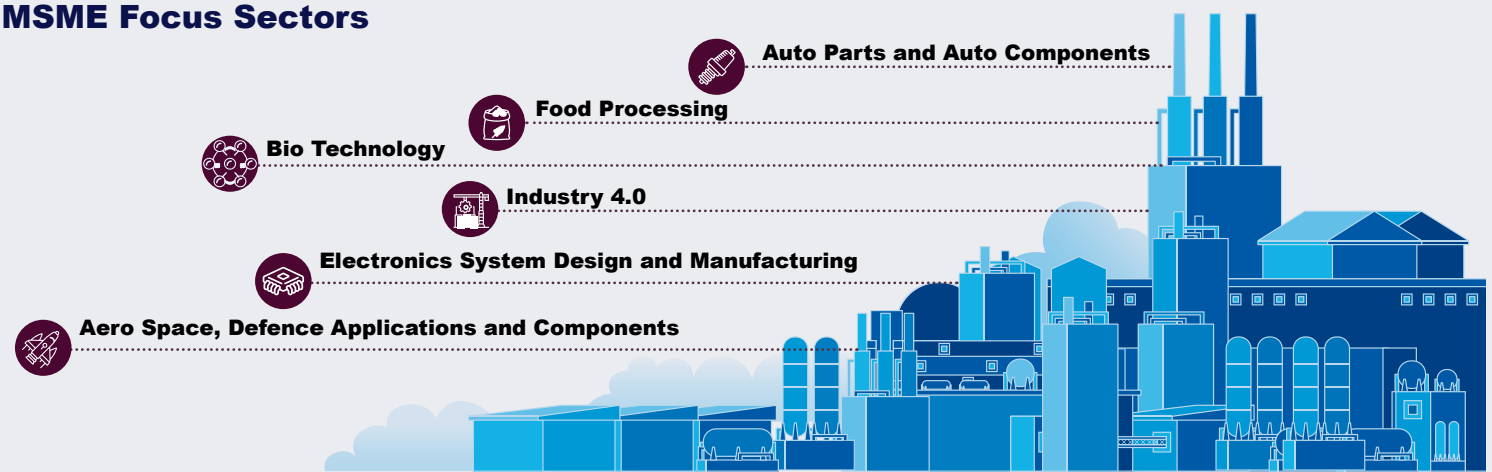
CISCO · BOEING · BNP PARIBAS · murugappa · Reliance Industries Limited · verizon

ITC Limited · wipro · HCL · EPL · सेल SAIL · भारत इलेक्ट्रॉनिक्स BHARAT ELECTRONICS

Major Export Items



MSME Focus Sectors





Major IT Parks



Tidel Park Taramani

Brigade World Trade Centre





Ascendas IT Park, Taramani

Tril Infopark Limited, Taramani





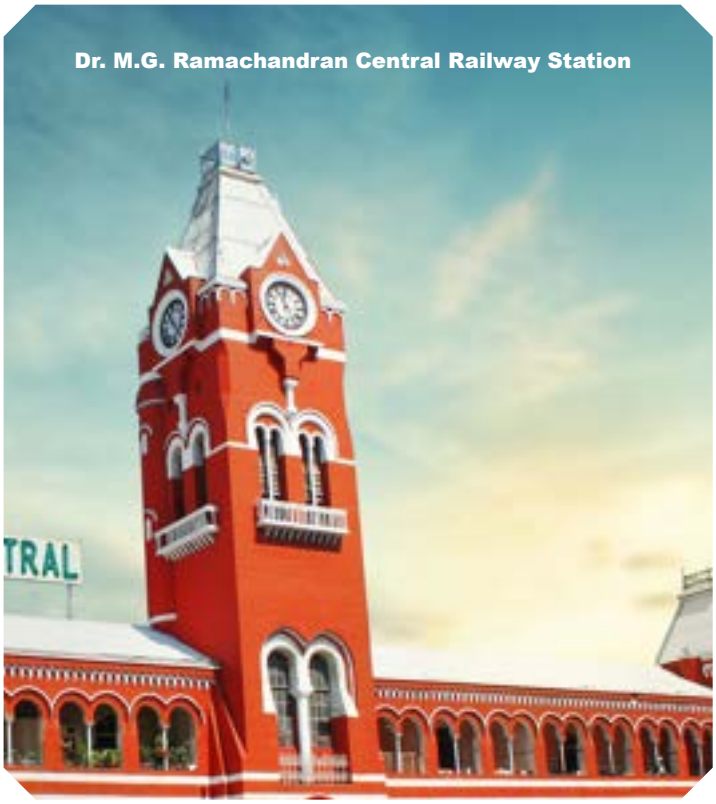
ETL Chennai One Tech Park

Industrial Estates



Connectivity





Airport

Airport, comprising the Anna international terminal and the Kamaraj domestic terminal, is the third busiest airport in India. The city is well connected to major hubs across Asia, Europe, and North America through more than 30 national and international carriers. The airport is the second busiest cargo terminus in the country.

Seaport

Chennai Port is one of the largest artificial ports in India. The Chennai port is the largest in Bay of Bengal, and second busiest container hub in India. The port handles transportation of automobiles, motorcycles and general industrial cargo.

National Highways

Four major national highways link Chennai to Mumbai (via Bangalore), Kolkata, Tiruchirapalli (Trichy) and Tirupati and onwards to the rest of the national highway system

Railways

Chennai is the headquarters of the Southern Railways. The city has two main railway terminals.

Chennai Central station, the city's largest, provides access to other major cities as well as many other smaller towns across India. Chennai Egmore is a terminus for trains to destinations primarily within Tamil Nadu; it also handles a few inter-state trains. The Chennai suburban railway network, one of the oldest in the country, consists of four broad gauge sectors terminating at two locations in the city,namely Chennai Central and Chennai Beach.

Roadways

The metropolitan city is served by major arterial roads that run either in east-west or north-south direction. The popular "Anna Salai" or Mount road traverses central and south Chennai and leads to the Grand Southern Trunk Road (NH 45).

The Chennai Mofussil Bus Terminus (CMBT), the terminus for all intercity buses from Chennai, is the largest bus station in Asia. The Metropolitan Transport Corporation (MTC) runs an extensive city bus system which moves an estimated 5.52 million passengers each day.

Social Infrastructure

In addition to economic development, Chennai has well developed social ecosystem. About 10-25% of companies from USA, UK. Republic of Korea, Japan, Germany and Netherlands in India have a base in Tamil Nadu. More than 40,000 expats are residing in Chennai.

These expats find a conducive environment to live in Chennai due to the presence of major star hotels, quality international and national educational institutes, latest state of the art healthcare facilities as well as quality and variety of food available. Chennai is one of the Indian cities and with low cost of living according to Numbeo Cost of Living Index 2018.



Health Infrastructure

Chennai has world-class medical facilities, including both government-run and private hospitals. The government-aided hospitals include General Hospital, Adyar Cancer Institute, TB Sanatorium, and National Institute of Siddha.

The National Institute of Siddha is one of the seven apex national-level educational institutions that promote excellence in Indian system of medicine and Ayurveda.

Some of the popular private-run hospitals in Chennai are Apollo Hospitals, Chettinad Health City, MIOT Hospitals and Vasan Healthcare. The prime 20 NABH-accredited hospitals include Chennai Apollo Speciality Hospital, Dr Mehta Hospitals, Frontier Lifeline Hospital, Global Hospitals & Health City, Sankara Nethralaya, Agarwal Eye Hospital and Vijaya Medical & Educational Trust.

Chennai attracts about 45 percent of health tourists from abroad and 30 percent to 40 percent of domestic health tourists. The city has been termed as 'India's health capital'.

Sankara Nethralaya



Educational Infrastructure

Chennai has many educational and research institutes. There are five reputed universities in the district that covers all disciplines like medical, law, veterinary, engineering, and arts and science; that attracts students from the across the country as well as from other countries. In addition to these government universities, there are many more reputed private universities and institutes in the district.

- **63** Engineering Colleges
- **23** General Arts & Science Colleges
- **15** Polytechnic
- **8** Special Education Institutes

Marina Beach



Tourism

Chennai is most sought after by the people of all walks of life from all parts of the world. The city is worth visiting for its temples immersed in south-Indian culture, british-era museums and monuments, culinary delights and Marina beach (Second largest urban beach in the world).

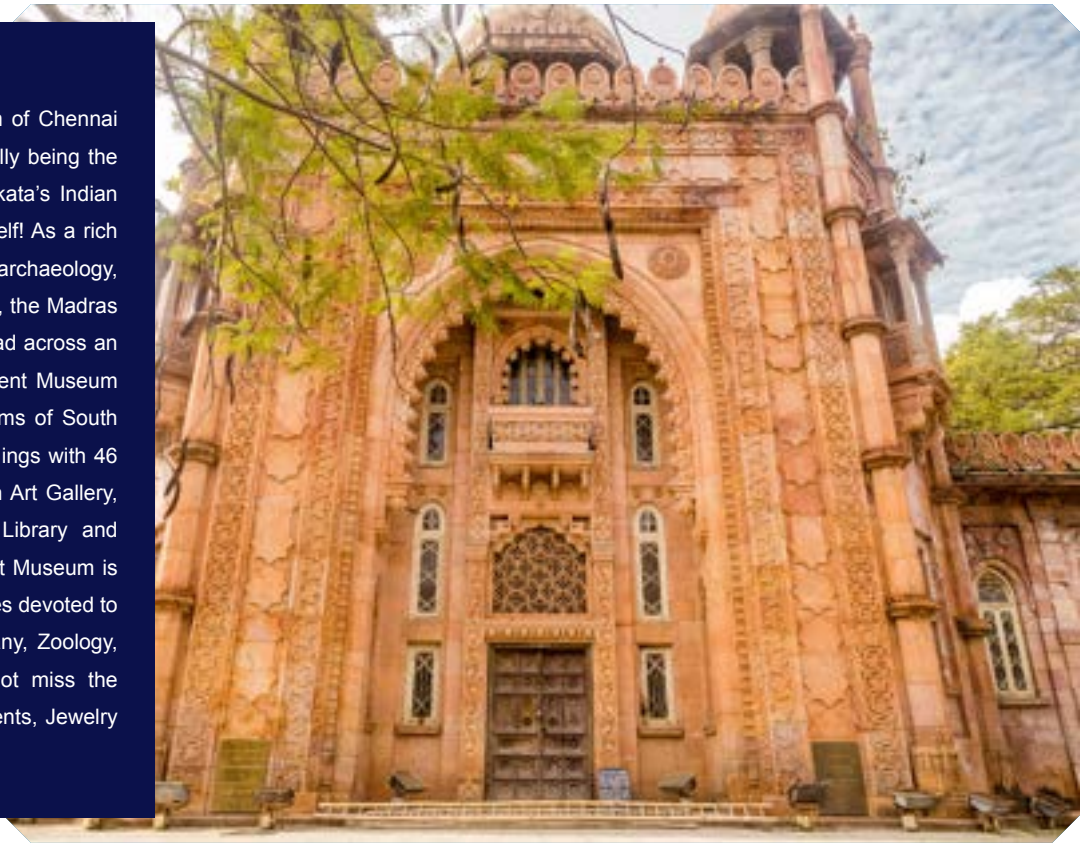


Valluvar Kottam

The Valluvar Kottam, located in Chennai, is one such historical monument which is dedicated to the well-known intellectual poet, philosopher and saint, Thiruvalluvar, who penned his well-known Thirukkural more than 2,000 years ago. This is one of the significant sites located in Chennai and is visited by a large number of visitors, every year, from all over the world. The architectural pattern of the Valluvar Kottam is like a temple chariot (39 m high), inside which there is a huge stone effigy of the saint Thiruvalluvar. A very unique feature of the Valluvar Kottam is that it stands baseless, without the support of any pillar. The 1330 verses of the epic Thirukkural are engraved on the granite columns in the facade hall corridors, enclosing the vast auditorium of the Valluvar Kottam

Government Museum

Established in 1851, Government Museum of Chennai is popular as the Madras Museum. Factually being the second oldest museum of India (after Kolkata's Indian Museum), this museum is a treasure in itself! As a rich repository of finest masterpieces of art, archaeology, anthropology, numismatics and much more, the Madras Museum assures to lure one and all. Spread across an area of 16.25 acres of land, the Government Museum is also counted among the largest museums of South Asia. Its campus has six independent buildings with 46 galleries. Government Museum Houses an Art Gallery, a Museum Theatre, Connemara Public Library and Department of Natural History. Government Museum is an amalgam of various sections like the ones devoted to Geology, Anthropology, Numismatics, Botany, Zoology, Archaeology and Sculpture. One must not miss the collection of South Indian Musical Instruments, Jewelry and Exhibits from the Stone and Iron ages.





Marina Beach

Marina beach in Chennai along the Bay of Bengal is India's longest and world's second longest beach. This predominantly sandy beach of nearly 12 kilometers extends from Besant Nagar in the south to Fort St. George in the north. Chennai Marina beach was renovated by Governor Mountstuart Elphinstone Grant Duff in 1880s. All tourists traveling to Chennai never miss visiting this grand Chennai beach. Marina beach is easily accessible by buses, taxis, two and three wheelers.

Marina beach is full of activity in the early morning hours and in the evenings. Walking along the beaches during sunrise and sunset is a pleasant experience for all. In the evening this beach becomes a fair ground with numerous stalls selling artifacts, handcrafted showpieces, ethnic jewelry, and food items.



Elliot's Beach

Elliot's beach is also well-known as Besant Nagar beach. It is named after the former governor of Chennai, Edward Elliot, during British times. It is considered as the cleanest beach of Chennai. The Schimdt Memorial, a white building dedicated to the Dutch sailor Karl Schmidt, is the most recognizable structure of the beach. One can enjoy the tranquillity of this beach from the busy life of Chennai.

Santhome Cathedral Bascilica

It is one of the basilica built over the tomb of an apostle in the world. It is believed that the remains of St. Thomas were interment / buried in this beach in 78 AD, on which a church was built. Several years later it was shifted to the present location further towards the land. It houses the mortal remains of St. Thomas. Since then, this is popularly called as Santhome Church. Pope John Paul II visited and prayed at this tomb on 5th February 1986.





Kapaleeshwarar Temple

One of the sacred shrines in Chennai with a lovely and majestic tower exhibits the Dravidian style of architecture. There is a big tank (water body) on its Western Side. The picturesque temple and the tank are surrounded by broad streets on the four sides. The legend says, Goddess Parvati worshipped Siva in the form of peacock, (means Mayil in Tamil) hence this name Mylapore. Kapaleeswarar and Karpagambal are the main deities. Replicas of 63 revered Saivaite saints called Nayanmars are located here. Arubathumuvar Vizha [63 saints], Car Festival, Tirukalyanam and the Theppam [Float] Festival are the important festivals of the temple.

District in Focus
Tirunelveli

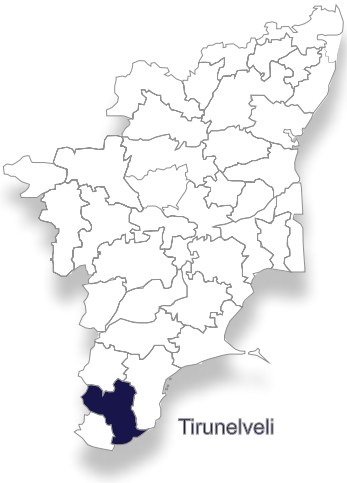

Thamirabarani river

Tirunelveli is one of the oldest districts of Tamil Nadu. Colloquially known as “Nellai”, The name Tirunelveli has been composed from three Tamil words i.e., Thiru-Nel-Veli, meaning sacred Paddy Hedge. It is the third largest district in the state by area. The city is located at the southernmost tip of the Deccan plateau and stretches from the heights of the Western Ghats to the coasts of the Lakshadweep Sea in the southern most region of the Indian mainland. Due to its natural and coastal surroundings is also a home to a wide variety of flora and fauna.

Tirunelveli lies in the fertile alluvial valley of the Thamirabarani River, which rises in the Western Ghats Mountain range and flows eastward to eventually empty into the Gulf of Mannar. The Thamirabarani river provides irrigation water for crops of rice and cotton.

Industrial Profile

Apparel & Textiles, Cookwares and Food processing, are some of the key industries in the district. Industrial Development and the promotion of Special Economic Zones have facilitated the establishment of manufacturing units like Bosch, Ramco Industries, India Cements Ltd., Sundaram Textiles Ltd, Sun Paper Mill Pvt Ltd, Lakshmi Mills, and ATC Tires, among others.



3 **Operational SEZ’s**

Gangaikondan

One of the major Industrial Hub in Tamil Nadu


Bosch Plant | Gangaikondan

Key Traditional Clusters

Mat Weaving	Bricks	Pottery	Textiles	Food Processing	Cookware

Major wind power generating region in Tamil Nadu

Oxford of South India

Palayamkottai in the district is also known as ‘Oxford of South India’ due to its vast and excellent educational institutions.

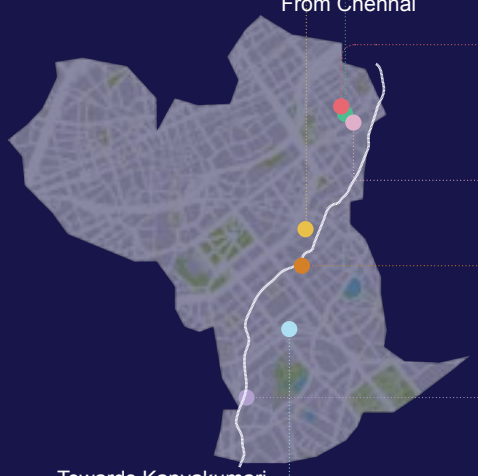
Prominent Industries

Sugar
Renewable Power Generation
Chemicals
Textiles
Manufacturing
IT
Trade & Tourism
Cement



ATC Tires | Gangaikondan

Industrial Park/Industrial Corridor



Gangaikondan SIPCOT/SEZ

Spread across around 2000 acres major companies operate their units here, such as ATC Tires, Bosch, Ramco Industries, South India Bottling, Varun Beverages, Nova Carbons, Lare Group, Renaatus procon, Indian Oil Corporation and Hindustan Petroleum corporation

AMRL Nanguneri SEZ

Spread across 2500 acres, companies such as Hansa Green Technology, Elctromate components, Jersey Engineering, SNP Industries, Excel Hydro Pneumatics had setup their facilities here.

ELCOT SEZ

Spread across 500 acres, major companies such as Atos Syntel, Sutherland Global Services operate out of here.

Upcoming Mega Food Park at Gangaikondan

Chennai Kanyakumari Industrial Corridor Project (CKICP)

Creation of connectivity infrastructure would contribute to industrial development.

SIDCO – Pettai

Major activities include Aluminium Vessels, PVC Pipes, Corrugated Box, Engineering Works

SIDCO – Valliyur

Major activities include Readymade Garments, Pet Bottles, Corrugated Box, Food Items, Candle manufacturing.

Prestigious Handicrafts Products

Rural artisans from Tirunelveli District are producing excellent handmade products



Major Companies

The India Cements Ltd · BOSCH · Ramco Industries Limited · YOKOHAMA · Atos Syntel · SIBC · bell

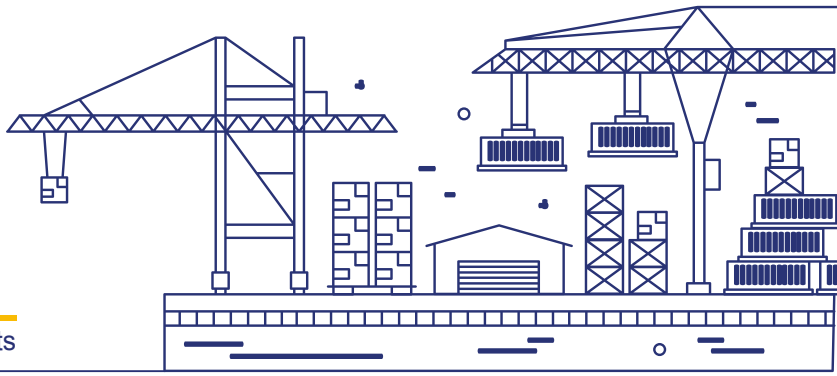
V3 · Sundaram Textile Limited · Renatus Wellness · Tamilnadu Paper and Boards Limited · SUBAM · Jacobi Group · Seyad

Exports Products

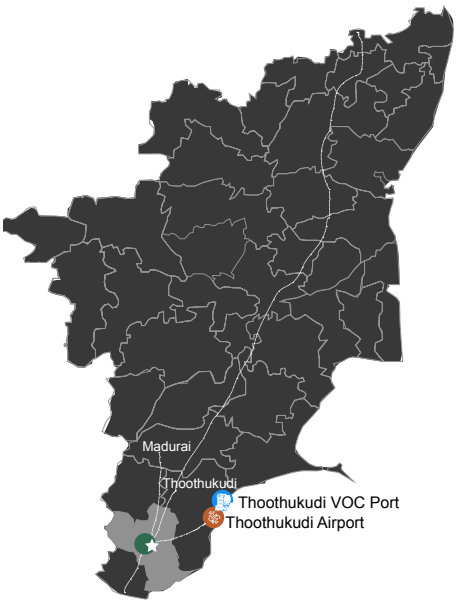
Tyres | Chemicals | Automobile | Valves

LED Lights | Metalware/Cookwares | Organic Tea

Dry Flowers | Coir Products | Readymade Garments



Connectivity



Airport

Nearest Domestic Airport situated in Thoothukudi which is 40 km from city centre & operates 5 daily direct flight to Chennai and 1 direct flight to Banglaore

Nearest International Airport is Madurai Located 150 Kms from here. It connects 3 international locations (Singapore, Dubai and Colombo) and 4 domestic locations (Chennai, Bengaluru, Hyderabad, and Mumbai)

Roadways

Tirunelveli is well connected by the road to all major cities in South India and Tamil Nadu. The City is on NH7, 150 Kms to the south of Madurai and 80 Kms to the north of Kanyakumari

NH7A, an extension of NH & is connected to Thoothukudi Port.

Railways

The district is also well connected by rail having 247 kms of track & 26 railways stations. They are directly connected to major cities in Tamil Nadu, Kerala and Rest of India.

Seaport

Nearest port is Thoothukudi VOC port, which is located 50 kms away from Tirunelveli.

VOC 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.

Thoothukudi port is an all-weather port, well sheltered from the fury of storms and cyclonic winds. It has 9 berths in addition to Coal and Oil Jetties. Well connected by broad guage rail and road with major cities.

Educational Infrastructure

The average literacy rate of Tirunelveli is 82.5%, higher than the national average of 74.04%

322 Schools	2 Universities	20 ITI
15 Polytechnic	14 Engineering Colleges	42 Arts & Science Colleges

Tourism

Tirunelveli is renowned tourist destination that is frequented by thousands of visitors from throughout the country, irrespective of times of year.



Agasthiyar Falls - Papanasam

As per Hindu legend, during the divine wedding of Shiva and Parvathi, there was heavy crowd at Kailash, the abode of Shiva. Sage Agasthya could not view event and prayed to Shiva at this place to get him a view of the event. Pleased by his devotion, Shiva appeared to the sage and his wife Lopamundra along with Parvathi in his marriage attire. Shiva made the place his abode and came to be called Papansanathar and the falls nearby the temple got the name of Agasthiyar as Agasthiyar Falls. As per another legend, sage Urosamar floated a set of flowers in the river and the first flower reached the shore at this place. The sage established a temple for Papanasanathar and worshipped the deity here.

Manimuthar Dam

The Manimuthar Dam is situated at the foothills of the scenic Podhigai Hills. It is built on Thamirabarani river. The spot where the waters, the mountains, and the sky meet offers a spectacular view and features marvellous natural beauty.





Kalakkadu-Mundanthurai Tiger Reserve

The Kalakad Mundanthurai Tiger Reserve (KMTR) in Tirunelveli and Kanyakumari District of Tamil nadu is one of the protected areas having diverse flora and fauna.

KMTR was declared as the “First Tiger Reserve of Tamil Nadu” and 17th Tiger reserve of the country. Forests of this reserve has rich biodiversity and endemism



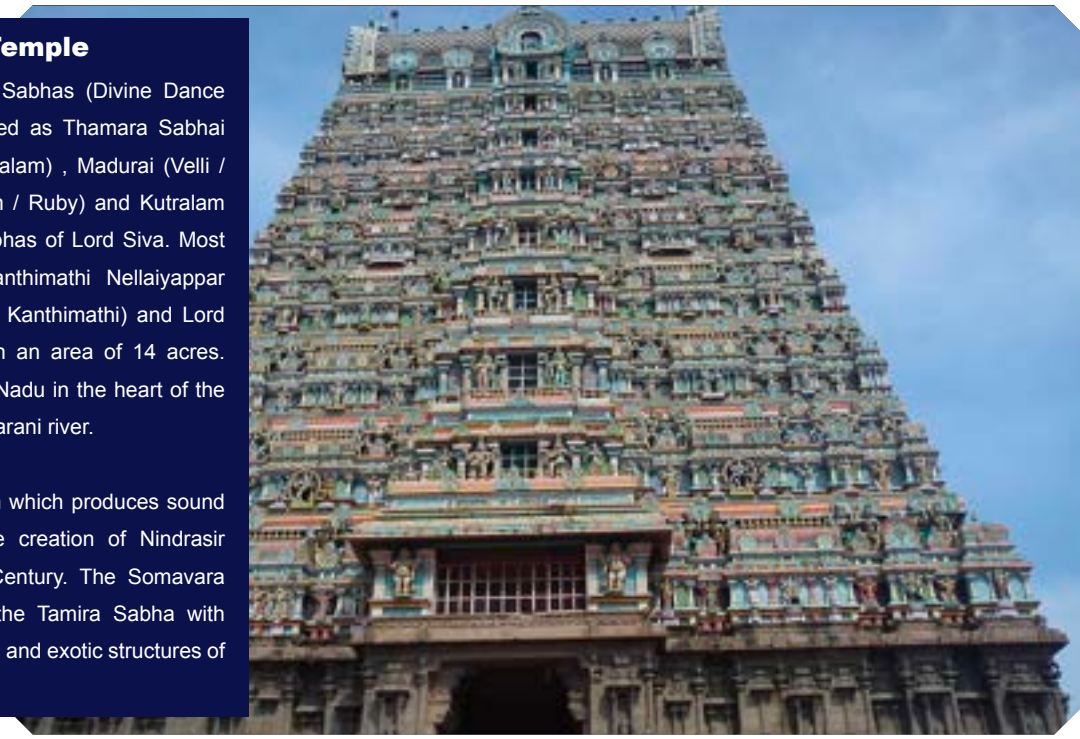
Koonthankulam Bird Sanctuary

A tiny village in the far south, Koonthankulam in Nanguneri Taluk of Tirunelveli District is emerging as a new favourite for the migratory birds. It is just 38 kms away from Tirunelveli and is in the nearby Nanguneri Taluk. It may soon be catapulted into the list of popular water bird sanctuaries in the country. Migratory birds start coming by December end and fly away to their northern homes by June or July after they lay eggs, hatch them and the young ones grow old enough to fly with the older ones. About 35 species of birds visit this calm but congenial village for breeding.

Kanthimathi – Nellayappar Temple

This is one of the Five Celestial Dance Sabhas (Divine Dance Stages) of Lord Siva. This temple is called as Thamara Sabhai (Copper). Chidambaram (Pon / Gold Ambalam) , Madurai (Velli / Silver Ambalam), Tiruvalankadu (Rathinam / Ruby) and Kutralam (Chitiram / Murals) are the other Four Sabhas of Lord Siva. Most popular and famous twin temple of Kanthimathi Nellaiyappar dedicated to Goddess Parvathi (called as Kanthimathi) and Lord Siva (called as Nellaiyappar) is located in an area of 14 acres. It is one of the biggest of its kind in Tamil Nadu in the heart of the Tirunelveli Town, on the banks of Thamirabarani river.

The Musical Pillars in the Mani Mandapam which produces sound in various pitches when struck, was the creation of Nindrasir Nedumaran (Koon Pandian) in the 7th Century. The Somavara Mandapam, the 1000 pillared hall, and the Tamira Sabha with excellent wood work, are the most attractive and exotic structures of this huge Temple Complex.



Cuisine

Tirunelveli cuisine is typically a South Indian cuisine with rice, making the most common part of the day-to-day diet. Tirunelveli has a plentiful culinary art, including regional recipes, traditional vegetarian dishes and non-vegetarian items. Tirunelveli cuisine is regarded as one of the most aromatic cuisine of Tamil Nadu as the distinguishable aroma and taste is attained by mixing various spices and seasoners that include ginger, garlic, peppercorns, mustard seeds, curry leaves, coriander leaves, coriander seeds, green chili, nutmeg, coconut and so on.

Region Delicacies

- Varagu Ulundhu Saadham
- Nellai Sodhi/Maapillai Sodhi
- Vazhaikkai Puttu
- Ellu Thuvaiyal
- Aviyal
- Ulundham Paruppu saadham
- Nellai Sambar
- Puli Milagai
- Naarthangai Pachadi
- Kurunai Dosa



Tirunelveli Halwa

Known for its extra rich taste and soft texture, the Tirunelveli Halwa is made with ghee and wheat, and uses water sourced only from the nearby Thamirabarani river.

Employee Korner



Mr. Mageswar Radhakrishnan

Senior Manager

Tell us something random about yourself

I indulge in wall painting – especially school walls – as I strongly believe it helps create better environment for learning.

Of course I love food and Tamizh poetry. I did try my hands on choreography (lyrical hip-hop)



What are you reading currently?

I like fiction. More keen on quora – as it gives answers to those you have on your mind too!

If you had to pick a living persona as a mentor, who would it be and why?

My mom was always my inspiration. She is no more now, but I strongly carry her values around.

If you had to create a remembrance/ celebration day for a person/object/cause, what would it be?

Anytime it should be Mother's Day! From bringing you out to the world to making you what you are, it is not easy, especially for a woman!

What is your best feature? What is the best compliment you have received for it?

That I dance well and I am philanthropic. I think I have inspired a few college students to stick to my NGO as volunteers for 5 years now. Imagine someone at my age spending most of his/ her weekends and holidays for social cause. So satisfying!

Three things from your bucket list

- To explore new waterfalls in my State
- To read "Ponniyin Selvan"
- To try bungee jumping

How would you describe your job to someone from another planet?

That I sell Tamil Nadu – literally and figuratively!

2021 sure was a bust when it came to travel but where would you have gone if it had been a "normal" year?

Europe was my post-wedding destination. I am still keen to take my wife, when travel opens up!

If you want to be a south Indian dish, which one is it and why?

Biriyani, everyone would love it, has every feature, affordable to every-one and, Man! Just look at the varieties!

What's your favourite hangout spot in the city?

Seashore – especially the sunrise and sunset – vera level!

Apart from Chennai, which TN city/town would you be comfortable living in?

Coimbatore – great food, good people, gorgeous weather!

What was the last gift you gave to someone?

A painted school to 138 kids from a tribal village near Kodaikanal.

What do you geek out on?

Chess – I love the game for the strategy that I can apply at my work too :-P. Otherwise I can talk on food endlessly!





Ms. Sahana Priyadharshine

Associate Vice President

Tell us something random about yourself

A handloom enthusiast, I love collecting handloom sarees from all parts of India.

What are you reading currently?

'I too had a dream' by Dr. Verghese Kurien

If you had to pick a living persona as a mentor, who would it be and why?

I cannot help but be in awe of the humility and strong ethics of Thiru. Ratan Tata and his predecessors in Tata leadership, that these qualities continue to resonate throughout the organization over time. I would consider myself blessed to have him as my mentor.

If you had to create a remembrance/ celebration day for a person/object/cause, what would it be?

India Forest Day on the birthday of Thiru. Jadav Payeng. Strongly believe that such selfless and lifelong service should be celebrated

What is your best feature? What is the best compliment you have received for it?

Dimple on left cheek. Received many compliments and the best was from my husband.

Three things from your bucket list

- Learn Driving
- Build a Miyawaki Forest
- Try Astral Travel

How would you describe your job to someone from another planet?

If you're looking to establish a base in Earth and you're looking for the best possible place, you have come to the right person

2021 sure was a bust when it came to travel but where would you have gone if it had been a "normal" year?

Maldives and Masinagudi were on the list, look forward to travelling there sometime soon

If you want to be a south Indian dish, which one is it and why?

Definitely Medu Vada :P Tasty and Healthy :)

What's your favourite hangout spot in the city?

Elliot's Beach, Besant Nagar enjoying the sea breeze in moonlight

Apart from Chennai, which TN city/town would you be comfortable living in?

Yelagiri Hills, my go-to rejuvenation spot during holidays. Love the weather, trees, silence, and valley view.

What was the last gift you gave to someone?

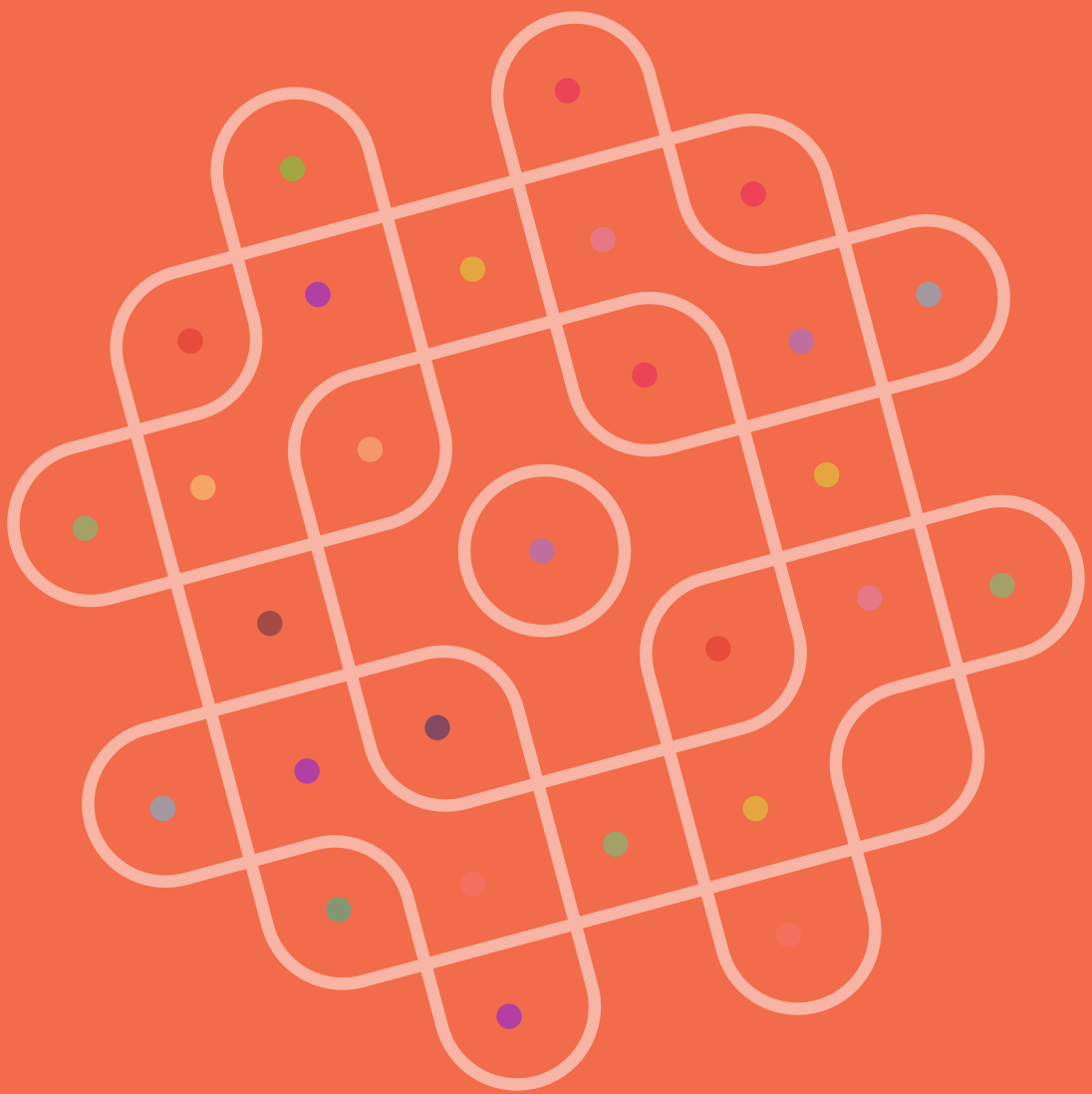
Football cum Basketball combo to my nephew, who is turning 1 year old.

What do you geek out on?

Purpose of life



Notes



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