

**RAJASTHAN  
IS READY**



# RAJASTHAN IS READY

...with its wealth of unexploited natural resources, with sound infrastructure and a vast pool of trained manpower... with a policy environment for business to grow & prosper and with innumerable opportunities for profitable investment.



**RAJASTHAN  
HAS ALWAYS  
VALUED  
PARTNERSHIPS  
IN GROWTH**

# WELCOME TO RAJASTHAN



I am delighted to announce that the Government of Rajasthan is organising the Resurgent Rajasthan Partnership Summit on 19th and 20th November 2015 in Jaipur. Our vision is to see Rajasthan as the most developed, front-runner state in the country and this event is part of our endeavour to take the state forward on the path of inclusive and comprehensive development.

We recognize the role that businesses can play in assisting the state to move to a higher growth trajectory. It is our firm belief that forging partnerships and deepening our engagement with the private sector will allow us to harness the demographic dividend and create a habitat for employment and economic growth.

Rajasthan is rich in natural resources and enjoys a unique spatial advantage. The state offers a competitive policy environment, developed infrastructure, a remarkable talent pool and geographic advantage by virtue of its location to investors. Promising investment opportunities can be found across a wide range of sectors which include information technology, automotives, renewable energy, tourism, healthcare, agro-processing, minerals, textiles, defence, electronic hardware and MSME.

Rajasthan has always valued partnerships in growth. We are constantly striving to simplify regulations and to further improve the ease of doing business in the state.

I invite you all to review what we have on offer and to pursue your business and investment interests here in Rajasthan.

I look forward to welcoming you in Jaipur.

**Vasundhara Raje**  
Chief Minister, Rajasthan

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# RAJASTHAN QUICK FACTS

<b>State GDP</b>	Rs.5745.49 billion (at current prices: 2014-15)
<b>Economic growth rate</b>	11.00% (at current prices: 2014-15) as per GSDP
<b>Per capita income</b>	Rs.72,156 (at current prices: 2014-15)
<b>Geography</b>	The Aravalli range that stretches from the north-eastern to south-western part creates a geo-climatic divide. The western region is mostly desert while the eastern region is fertile.
<b>Area</b>	342,239 sq km (Largest state in India)
<b>Location</b>	North-western India; shares domestic borders with the states of Punjab, Haryana, Uttar Pradesh, Madhya Pradesh and Gujarat
<b>Key industries</b>	Cement and other mineral-based industries, textile, tourism, gems & jewellery, dimensional stones (marble and granite) and agro-processing.
<b>Major exports</b>	Gems & jewellery, woollen carpets, hand-printed apparels & furnishings, tie & dye clothes, handicraft articles, marble, granite, and engineering goods
<b>Emerging industries</b>	Auto & Auto-component Manufacturing, Solar Component Manufacturing, IT & ITeS, Ceramics & Glass, Oil & Gas, Power Generation and Road Construction
<b>Population</b>	68.5 million
<b>State capital</b>	Jaipur
<b>Cities and towns</b>	222
<b>Districts</b>	33
<b>Population density</b>	200 persons per sq km
<b>Languages</b>	Hindi and Rajasthani dialects; English is widely used in business, higher education and professions
<b>Major cities</b>	Jaipur, Jodhpur, Udaipur, Kota, Ajmer, Bikaner, Bhilwara, Alwar
<b>Literacy</b>	66.11%





# UNIQUE INVESTOR ADVANTAGES

## RAJASTHAN IS CONNECTED

Direct access to large markets of five neighbouring states

## STRATEGIC LOCATION & MARKET ACCESS

8,380 sq km of Rajasthan falls in the National Capital Region (NCR), which is around 24.5% of the total NCR. Rajasthan shares its border with five major Indian states: Punjab, Haryana, Uttar Pradesh, Madhya Pradesh and Gujarat. Industries in Rajasthan have to their advantage, access to this enormous market.

## EXCELLENT CONNECTIVITY

Rajasthan has the second largest network of National Highways in the country with a total highway length exceeding 7,310 km. National Highways provide excellent connectivity to cities like Delhi, Ahmedabad, Vadodara, Mumbai, Jabalpur, Bhopal, Agra, Gwalior, Indore and Amritsar. The total road length in the State is approximately 205,003 km.

Over, 5871 km of rail network runs through the State connecting every part. The State is also connected to all major cities in India and to ports in Mumbai, Kandla and Mundra in Gujarat.

The State has a fully operational international airport at Jaipur, with direct flights to Dubai, Sharjah and Muscat. Rajasthan has airports at Jodhpur, Udaipur and airstrips in other major districts.

An Air-Cargo Complex at Jaipur, and Inland Container Depots at Jaipur, Jodhpur, Kota, Udaipur, Bhilwara & Bhiwadi facilitate trade within and outside India.

Source: Economic Review 2014-15



## SKILLED MANPOWER

To ensure abundant availability of trained human resources, Rajasthan's constant endeavour is to build as well as support the growth of a robust educational infrastructure. With 45 universities, Rajasthan has 7% of all universities in the country (Deloitte survey on Higher Education 2014).

The State houses many prestigious institutions for higher education such as BITS (Birla Institute of Technology & Science), IIT (Indian Institute of Technology), FDDI (Footwear Design & Development Institute), NIFT (National Institute of Fashion Technology) and IIM (Indian Institute of Management).

The technical institutes in the State have an intake capacity of about 1,21,721 students.

## INDUSTRIAL POWER

With firm steps to augment availability of power for industrial, commercial, domestic and agricultural consumption, Rajasthan has arrived at a total power generation capacity of over 15000 mw with over 23% from renewable energy sources.

To fuel industrial development, State plans to add another 6500 mw in generation capacity over the next five years. Besides, Rajasthan is also aggressively targeting 25000 mw capacity in the solar sector.

## INDUSTRIAL LAND

Rajasthan, geographically the largest state of India, offers land in plenty and at competitive prices. To catalyse industrialisation, Rajasthan State Industrial Development and Investment Corporation Ltd. (RIICO) has developed 327 industrial areas by acquiring around 74228 acre of land.

Special Purpose Industrial Parks addressing infrastructural needs of specific industries have also been set up for Agro Processing, Stone, Leather, IT and Bio-tech industries.

### Japanese & Korean Industrial Zones

A special Japanese Zone, 120 km from New Delhi, spread in 1167 acre has been setup in Neemrana (Alwar). It is the first country specific industrial zone in India. It houses known Japanese companies like Nissin, ACI Mitsui, Daikin and Mytex Polymer. A total of 473 acre land has been allotted to 45 units at Neemrana wherein 37 units have already commenced their production. The zone is being extended by another 500 acre at Ghiloth.

A similar exclusive industrial zone spread in approximately 263 acre is being developed at Ghiloth near Neemrana for Korean companies.

### Special Economic Zones

Rajasthan has SEZs for gems & jewellery (Jaipur) and handicrafts (Jodhpur) besides a world-class multi-product SEZ - Mahindra World City (JV of RIICO and Mahindra Group).

### Gas-based Power

RIICO has signed a joint action plan with Gas Authority of India Ltd (GAIL) to facilitate and promote natural gas usage in RIICO industrial areas. RIICO will provide GAIL with land and related approvals for laying natural gas pipelines and spurlines. RIICO is also planning to establish a new industrial area in vicinity of existing natural gas pipeline network. This will provide industries located here, access to gas-based power.

For details, visit: [riico.co.in](http://riico.co.in)

# RAJASTHAN IS ALL SET

327 well developed industrial areas across the State to locate in







# RAJASTHAN INVESTMENT PROMOTION SCHEME 2014



The Rajasthan Investment Promotion Scheme 2014 (RIPS-2014) is a comprehensive package of attractive incentives for setting up businesses in the State. Besides a general package, the Scheme also offers incentives for investment in specific sectors.

## Highlights

- **Provisions of E-Governance:** Enabling electronic mechanism for time bound approvals
- **Employment:** Both direct & indirect (contract) employment included; reimbursement limits enhanced; provision for annualized increment
- **Manufacturing Sector**
  - Investment Subsidy @ 30% of VAT and CST for 7 years
  - Employment Generation Subsidy up to 20% of VAT and CST for 7 years
  - 50% exemption in Electricity Duty, Land Tax and Mandi Tax for 7 years
  - 50% exemption in Conversion Charges for change of land use
  - 50% exemption in Stamp Duty on purchase or lease of land
  - Additional Investment Subsidy for Women/PwD/SC/ST to the extent of 10% of VAT and CST
  - 100% exemption from Entry Tax, to the enterprise making investment more than Rs.750 crore
- **Service Sector**
  - Reimbursement of 50% of amount of VAT paid on purchase of plant and machinery or equipment for 7 years
- 50% exemption in Electricity Duty for 7 years
- 50% exemption in Entertainment Tax, Land Tax and Luxury Tax for 7 years
- 50% exemption in Conversion Charges for change of land use
- 50% exemption in Stamp Duty for purchase or lease of land
- Additional 10% reimbursement of VAT/CST paid, for Women/ PwD/SC/ST
- 100% exemption from Entry Tax, to the enterprise making investment more than Rs.750 crore

### Customized Package for

- Enterprise investing >Rs.500 crore or with employment > 500 persons
- Enterprise investing > Rs.100 crore using minerals which are available in abundance in the State
- Service Enterprise investing > Rs.200 crore or providing employment to > 500 persons

To see the entire Scheme document, visit:  
[InvestRajasthan.com](http://InvestRajasthan.com)



## SINGLE WINDOW INVESTMENT APPROVAL

A Single Window System is operational as a single point interaction mechanism for entrepreneurs to interact with the State for statutory approvals for their projects. The Rajasthan Enterprises Single Window Enabling and Clearance Act 2011 is also in place.

The entire process of application and monitoring is through a web-enabled software called the Single Point Electronic Monitoring and Clearance System. Using this web-interface, entrepreneurs can register, fill and monitor application forms electronically. SWS renders transparency to the system. Forms along with the enclosures have to be submitted at the nodal office physically.

An officer is appointed at the nodal agency, who assists the investor in filling forms and guides him/her through the entire process. Time frames have been specified for various clearances and approvals from the concerned departments as well as the nodal agency.

Application through SWS is mandatory for all Projects involving investment above Rs.1 crore and who are interested in availing benefits under RIPS 2014.

### Committees for Approvals:

- The District Empowered Committee (DEC) headed by District Collector for investment proposal between Rs.1 crore and Rs.10 crore. Districts Industries Centre (DIC) is the nodal agency for DEC
- The State Empowered Committee (SEC) headed by Chief Secretary for investment proposal above Rs.10 crore. SEC examines applications for permissions and customised packages and makes recommendations to council of ministers. BIP is the nodal agency for SEC
- Investor also has the right to appeal (before the State Empowered Committee) against the decision of rejection by the concerned department
- DEC/SEC empowered to review and decide on time-out cases



For more details visit:  
[bipraj.raj.nic.in](http://bipraj.raj.nic.in)

## STATE POLICIES

Rajasthan has systematically created a policy environment that nurtures private enterprise and makes investing in the State profitable. In addition to a general package of financial incentives, sector-specific policies have been formulated to promote investment.

### Sector specific Policies & Schemes

- Rajasthan Investment Promotion Scheme 2014
- Rajasthan Solar Energy Policy 2014
- Policy for Promoting Generation of Electricity from Wind 2012
- Rajasthan Incentive Scheme for BPO Centres & KPO Centres 2011
- Policy for Promotion of Agro-Processing and Agri-Businesses, 2010
- Rajasthan Township Policy 2010
- Rajasthan Tourism Trade (Facilitation & Regulation) Act 2010
- Policy for Promoting Generation of Electricity from Biomass 2010
- Rajasthan Eco-tourism Policy 2010
- Policy Package for Micro, Small and Medium Enterprises 2008
- Rajasthan Tourism Unit Policy 2007
- Guidelines for Establishment of Private Universities 2007
- New Tourism and Mineral Policy (on anvil)

All Policy documents can be seen at:  
[InvestRajasthan.com](http://InvestRajasthan.com)



## INFRASTRUCTURE

### Connectivity

**Road:** A well developed network of transport and communication facilities is an important indicator of the economic health and development of the State. All development sectors get the benefits of improved transport and communication system. As a result of efforts made to develop this sector, the road length in the State during the year 2014-15 has reached 2,05,003 km.

Source: Economic Review 2014-15

**Railways:** The length of railway routes in the State at the end of March, 2013 was 5,871.65 km. Out of this, 4,801.18 km was covered under broad gauge. All industrial hubs in the State are connected by rail route to different parts of the country.

**Air:** Rajasthan houses an International Airport at Jaipur, with Direct flights to Dubai, Sharjah, and Muscat. Two domestic airports are located at Jodhpur, Udaipur and airstrips in other major districts.

Source: Economic Review 2014-15

### Inland Container Depots (ICDs)

Inland Container Depots are located in the State at Jaipur, Jodhpur, Bhilwara, Bhiwadi and Kota. Three new ICDs are being set up at Bikaner, Hindaun and Kathuwas (Alwar).

Source: commerce.nic.in

### Telecommunication

Excellent mobile networks are operational throughout the State with all major operators like Airtel, BSNL, Reliance, Docomo, Idea, Aircel, Vodafone and MTS providing service. High speed Internet connectivity is available in remotest corners of the State.

## QUALITY OF LIFE

Well-planned and congestion-free cities of Rajasthan have strong urban infrastructure with a variety of accommodation options, wide roads, parks, clean drinking water and other civic facilities.

### Accommodation

Cities of Rajasthan offer a variety of housing options – independent houses, gated communities, apartments, condos, studio apartments and service apartments – at strikingly affordable rentals compared to a metro.

### Education

The cities have excellent educational institutions including public and convent schools affiliated to CBSE, ICSE and IB boards. Undergraduate and postgraduate colleges and technical colleges offer a variety of traditional and new age courses.

### Healthcare

Modern healthcare facilities are available across the State. Cities and towns now have a number of speciality and super speciality hospitals like Fortis, Narayana Hrudalaya, Eternal Heart Care Centre (EHCC) and Mahatma Gandhi Medical College & Hospital.

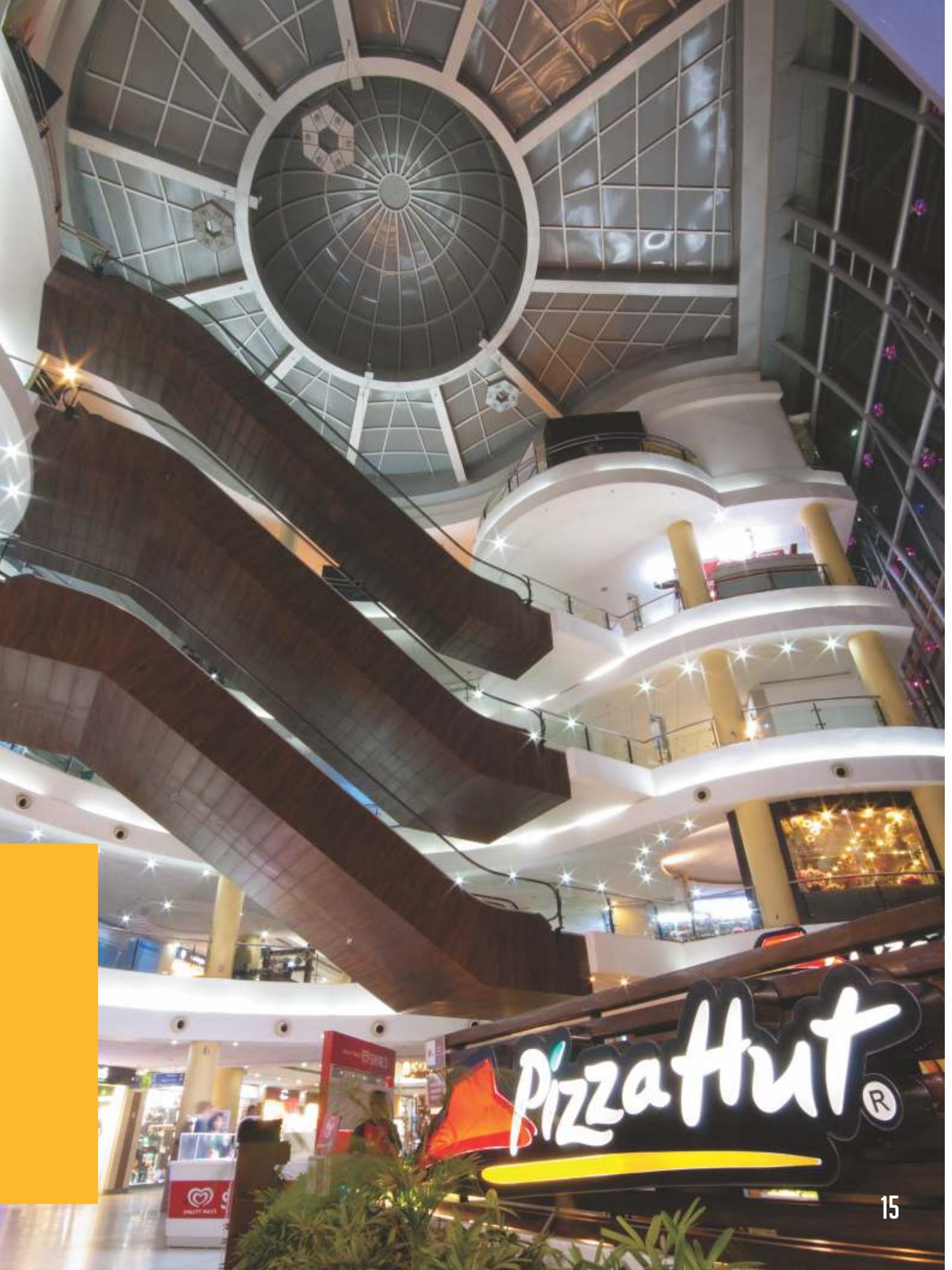
### Utility & Recreation

Private & public sector banks, supermarkets, brand stores, departmental stores and shopping malls are commonplace. Cities in Rajasthan offer a variety of recreation options with multiplexes, restaurants, cafés, theatres, art galleries, health centres, spas, clubs, pubs and discotheques.

# RAJASTHAN IS EXCITING

Great cities to live in with a variety of housing options and an exciting life





# DELHI-MUMBAI INDUSTRIAL CORRIDOR

Rajasthan is a natural corridor between the wealthy northern and the prosperous western states of the country, and this makes it an important logistics centre.

Dedicated Freight Corridor (DFC) is a 1,483 km long rail corridor connecting Jawaharlal Nehru Port near Mumbai to Dadri near Delhi. DFC will allow high-speed connectivity for high axle load wagons (25 tonnes) of double stacked container trains supported by high power locomotives. A band of 150 km has been chosen on both sides of the DFC to be developed as the Delhi-Mumbai Industrial Corridor (DMIC).

## DMIC in Rajasthan

With nearly 39% of DFC passing through Rajasthan, opportunities for industrial establishment along the route are eminent as the corridor will make Rajasthan easily accessible to western and northern markets. About 60% of the State's area (in 22 districts including major districts such as Jaipur, Alwar, Kota and Bhilwara) falls within the project influence area. With this, the State will become an attractive destination for setting up industrial and support infrastructure units.

In Khushkhhera-Bhiwadi-Neemrana region, an integrated industrial township is being developed. On the similar concept a township along with other support infrastructure and projects are being planned in Jodhpur-Pali-Marwar area under DMIC in the first phase.

## Development Plans under DMIC

Greenfield integrated township within the investment region of Khushkhhera-Bhiwadi-Neemrana to be developed as a model future city spread over 165 sq km housing a world-class knowledge city with support infrastructure and residential, commercial, industrial zones and institutional zones. Master plan has been notified.

- Great connectivity with road, air & rail networks
- Sufficient availability of power, gas, etc.
- Greenfield airport/aerotropolis with a world-class integrated logistics warehousing hub

- Central Spine, a road corridor to connect the Shahjahanpur-Neemrana-Behror urban complex in Neemrana and Bhiwadi-Tapukara Industrial complex
- Jodhpur-Pali-Marwar node will be developed as the second node under DMIC project. The region is expected to have a civil airport facility, an integrated multi-modal logistics hub and mass rapid transit system (MRTS) with a well-connected road network.
- DMIC will do away with the limitation of Rajasthan being a land-locked state and will generate unprecedented developmental opportunities.

## Delhi-Mumbai Industrial Corridor



- Industrial Regions
  - A Khushkhhera-Bhiwadi-Neemrana
  - B Ajmer-Kishangarh
- Industrial Areas
  - C Jaipur-Dausa
  - D Rajsamand-Bhilwara
  - E Jodhpur-Pali-Marwar
- DFC Alignment
- ..... DMIC Influence
- ⊙ Junctions along DFC
- End Terminals

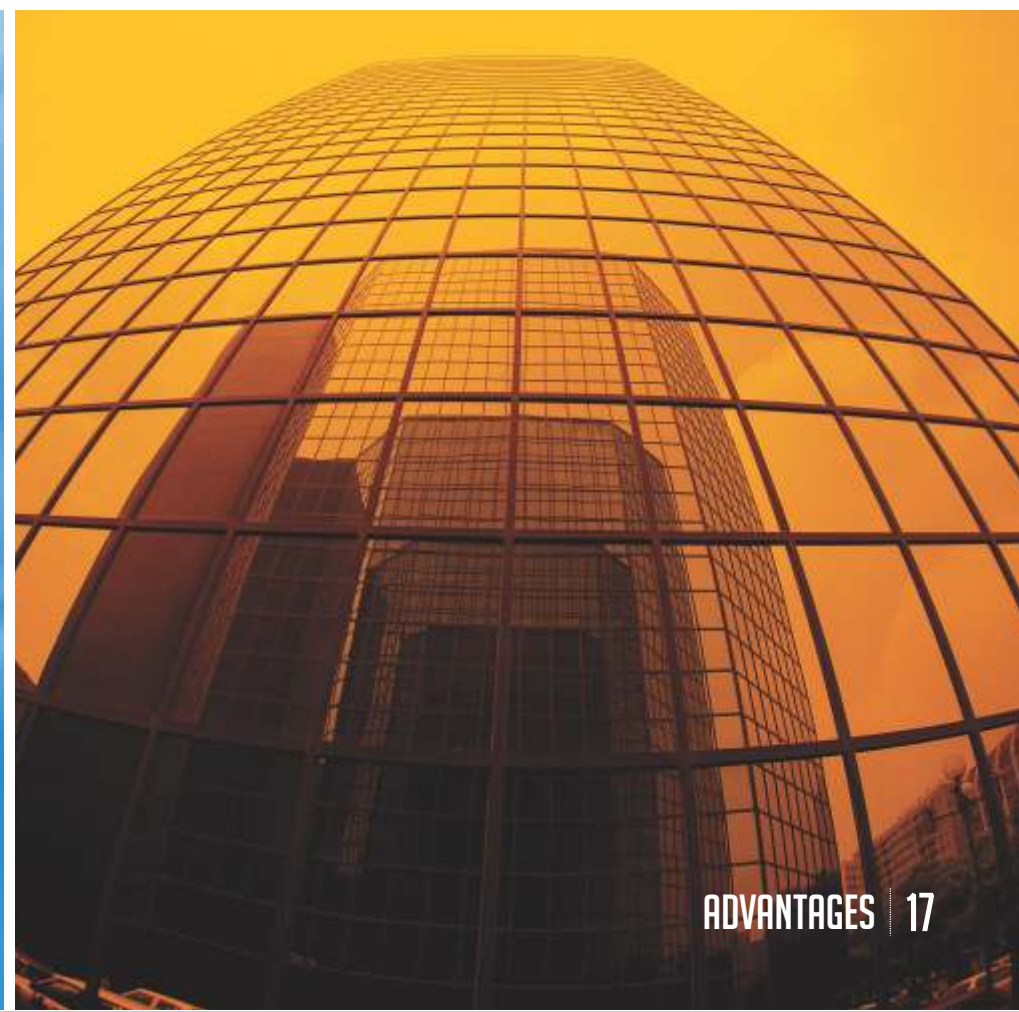
Indicative Map. Not to Scale.







These images are indicative.



# SECTORS FOR INVESTMENT

## RAJASTHAN IS BLOOMING

India's largest producer of crops with value-addition potential

### AGRO & FOOD PROCESSING

Rajasthan, with its diverse agro-climatic conditions is richly endowed in the cultivation of a variety of crops. Agriculture & allied activities make up for 20.45% of the State's GDP, with 62% of total working population of the State dependent on this for livelihood. In 2014-15, the total production of food grains in the State was estimated as 201.66 lakh tonnes.

#### Rajasthan's leading position in the sector

- Fourth largest producer of food grains in India
- Largest producer of mustard, guar seed and moth beans
- Largest producer of spices like fenugreek, coriander & cumin
- Second largest producer of gram
- Second largest Producer of oil seeds
- Third largest producer of soya bean and fourth largest producer of ground nut

- State contributes 12% of milk, 35% of goat meat & 40% of wool to the country's production. There are eight well defined breeds of sheep that produce quality carpet wool, and three breeds of goats.

Rajasthan has proximity to large consumer markets that have a big share of India's food consumption.

Rajasthan also offers immense opportunities in the areas of organic farming, contract farming and in creation of post-harvest infrastructure such as special ware-houses, cold chains, and testing & certification facilities.

#### Related State Policy

- Policy for Promotion of Agro-Processing and Agri-Businesses, 2010

Source: Economic Review 2014-15







## DEFENCE MANUFACTURING

Indian defence industry is one of the fastest-growing global defence markets. The composite cap of foreign exchange has been raised to 49% with full Indian management and control through the Foreign Investment Promotion Board route. Steps have been initiated by the Government of India to boost the confidence of private sector to invest in the defence industries, that include:

- Encouraging R&D
- Indigenization & Import substitution
- In the recent union budget announcement, an allocation of Rs.100 crore has been made as Technology Development Fund for Research & Development in defence sector.

Government of Rajasthan is working on strengthening of infrastructure, policy framework and incentive structure for the defence sector. RIICO has identified land parcels to promote and encourage defence manufacturing units to set up.

## HEALTHCARE

Rajasthan offers opportunity for private sector investment in medical & healthcare institutions and medical, dental & paramedical colleges.

The State is aggressively promoting Medical and Health sector. Evidence of this is the presence of medical institutions like Fortis Hospital, Manipal Hospitals, EPCH, Narayan Hrudayalaya Multi-specialty Hospital, Aravali Hospitals, Santokba Durlabhji Memorial Hospital and Bhagwaan Mahaveer Cancer Hospital & Research Centre here.

Rajasthan seeks private investment in health sector in order to facilitate establishment of quality health institutions within the framework of the set standards and norms. The State is already a major tourist destination and has tremendous potential for extending this into medical tourism.



# ELECTRONIC SYSTEM DESIGN & MANUFACTURING (ESDM)

ESDM sector is growing to new frontiers in India. Rajasthan is positioned to offer the players in this sector, unparalleled advantages to locate here, grow & benefit.

The huge and growing automotive industry based in and around the State is a major growth driver for the ESDM industries set up in Rajasthan. The State is also emerging as the most favored destination for solar power and ceramic & glass sectors. Input requirement of numerous companies in these industries will be a ready market for ESDM players that choose to locate here.

## Bhiwadi – The Ideal ESDM Ecosystem

Bhiwadi, located around 60 km from Indira Gandhi International Airport, New Delhi, is being developed as an ESDM hub. Basic infrastructure like power sub stations, roads, drains, power lines, etc. is being developed here.

## State Initiatives

- 100 acres land has been allotted to Electronic Industries Association of India (ELCINA) for setting up of EMC at Salarpur Khushkheda Extension by RIICO.
- 125 acres of land at Kaladwas Extension, Udaipur has reserved for developing dedicated zone for IT/ITeS & Electronics Industries.
- Mahindra World City, a multi-product SEZ spread over 3000 acres has been established at Jaipur.
- In light of Government of India's Modified Special Incentive Package Scheme, Jaipur, Bhiwadi, Neemrana, Udaipur, Ajmer and Kota have been notified for Brownfield Electronic Manufacturing Cluster for ESDM activities.



# RAJASTHAN IS IN THE CIRCUIT

Booming auto & solar component OEM markets



# RAJASTHAN IS REVVING

Home to leading auto & auto component units

## AUTO & AUTO COMPONENT MANUFACTURING

Rajasthan enjoys direct access to markets of western & northern India. A strategic location with the Delhi-Mumbai Industrial Corridor passing through the State and reduced logistics cost have helped Rajasthan become one of the top choices for investing in the auto & auto component manufacturing sector. Rajasthan's skilled & relatively low cost labour, uninterrupted power availability and availability of large contiguous land parcels reserved for automobile sector make it an unparalleled destination.

Rajasthan has a strong auto manufacturing ecosystem with companies across the value chain located here. The State is already host to leading two- and four-wheeler units and over 100 component manufacturing units based in Bhiwadi, Neemrana and Pathredi in Alwar district.

### Proximity to Automotive Markets

Approximately 60 per cent of passenger car production, 55 per cent of motor cycle production and 25 per cent of tractor

production of India is concentrated in the National Capital Region (NCR) that is located within a radius of 200 km from Alwar district in Rajasthan. The zone offers access to 57 per cent of the total automobile sales in the country.

### Reserved Land Parcels

Land parcels reserved for Automobile Sector at Karauli and Salarpur (Bhiwadi) region. It is approximately 60 km from IG International Airport, New Delhi which is part of NCR.

### Major Players

Honda Cars | Ashok Leyland | JCB | Honda Scooter & Two-wheeler | Eicher Polaris | Hero Motocorp | Caparo | Nissin | NBC | Federal Mogul | Continental Engines | Bestex | Shriram Pistons | Sunbeam Auto | Bosch | Lorom | Unicharm | TAFE | Mahindra | Amtek | Mikuni | Hitech Gears

### RAJASTHAN'S AUTO CLUSTERS

Distance from (km) ▼	Bhiwadi	Pathredi/Chopanki	Khushkhhera /Tapukra
New Delhi International Airport	55	60	60
Gurgaon	40	60	65
Jaipur	200	200	200
Alwar	90	90	80
Bhiwadi	-	5	10
Neemrana	45	50	55
Delhi-Jaipur highway	5	10	15



COMPLEX ZONE

## MSME

The manufacturing sector in Rajasthan, particularly the MSME sector is catching up steadily. The sector's contribution towards the State's industrial production, export, employment and creation of entrepreneurship base is very significant.

In all, 15,221 industrial units have been registered during 2014-15. These units with a total investment of 1,863.36 crore have generated direct employment for 76,403 persons.

Handicrafts and handlooms, gems and jewellery, agro based/food processing units, leather and leather products including footwear, textiles and apparels, stone, ceramics & pottery, light engineering are the important MSME sectors in Rajasthan.

## RENEWABLE ENERGY

Rajasthan has made significant strides in the past few years in the power sector. Participation of private sector to develop power facilities in the State has been an important intervention to boost up the generation capacity.

### Wind Energy

Rajasthan is India's leading state in tapping wind energy for power generation. The wind energy potential in the State is estimated to be about 5,400 mw. A total of 3,065.55 mw wind power capacity has been installed by December 2014.

### Solar Energy

Rajasthan shines bright on the solar map of India with 300-330 clear sunny days – comparable to deserts of California, Nevada, Colorado and Arizona. Barmer, Bikaner, Jaisalmer and Jodhpur are the key regions with best solar radiation in the State.

Rajasthan is endowed with two critical resources that are essential to solar power production: high level of solar radiation (6-7 kWh/ m<sup>2</sup>/ day) and large tracts of relatively flat, undeveloped land. These factors were key contributors to the State receiving maximum share of 873 mw out of 1,100 mw allocations (79.36%) in phase-I of Jawahar Lal Nehru National Solar Mission (JNNSM). Under the second phase of JNNSM, 355 mw has been allotted to Rajasthan out of a total 750 mw.

Till December 2014, Solar Power generation plants of 866.60 mw capacity has been established.

The State Government through its MSME Policy, assists entrepreneurs and small businesses by:

- Bearing 50% of the capital cost incurred by SMEs for establishment of effluent treatment plant/facility provided the unit uses 80% of the recycled water
- Providing incentives for setting up research, development, and testing laboratories
- Encouraging cluster development

### Biomass Energy

Among different renewable energy sources, Biomass is a versatile energy source, that is clean, reduces greenhouse gas emissions, as it is widely distributed. The main source for biomass energy in the State of Rajasthan is mustard husk and Julie Flora. Biomass-based power projects with capacity of 99.30 mw have been installed in the State by December 2014.

### Related State Policies

- Rajasthan Solar Energy Policy, 2014
- Policy for Promoting Generation of Electricity from Wind, 2012
- Policy for Promoting Generation of Electricity from Biomass, 2010

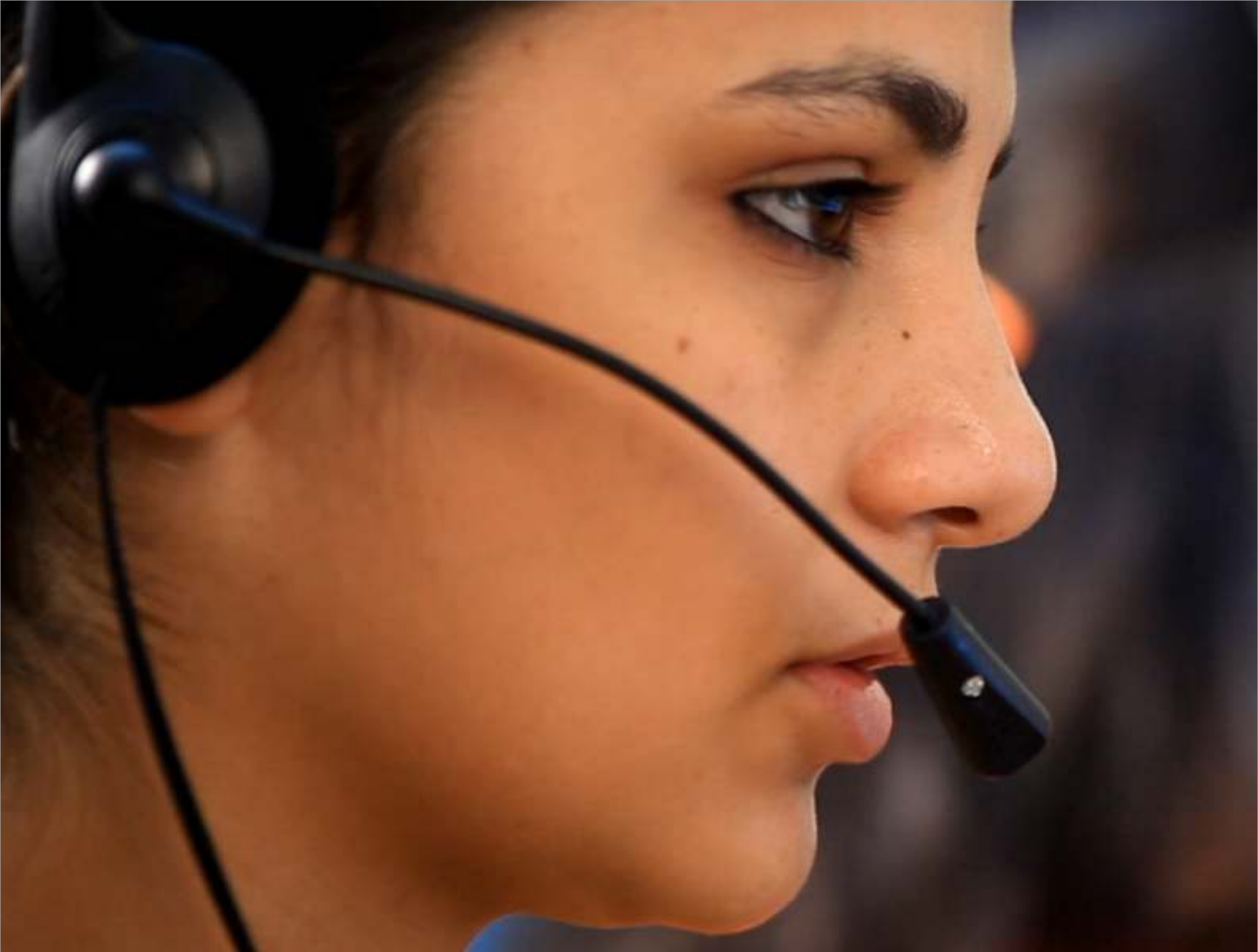
Source: Economic Review 2014-15

**RAJASTHAN  
IS SHINING BRIGHT**  
Highest insolation and large tracts of land









## IT & IT ENABLED SERVICES

The State offers a number of competitive advantages to IT/ITeS companies.

**Institutions for feeding the sector:** Rajasthan has over 1,300 technical educational institutions with an annual intake capacity of over 2.2 lakh students. The State accounts for highest number of India's finance professionals: CAs, ICWAs. The State Government has also set up the Rajasthan Knowledge Corporation Limited to promote IT literacy on a large scale.

**Attractive Tier-2 Locations:** The State offers lower manpower costs, lower staff attrition rates, lower land and office space costs and access to large pool of relatively untapped educated professionals. Costs for IT professionals in Rajasthan such as software analysts and project coordinators are lower as compared to NCR.

**Infrastructure:** Mahindra Group and Rajasthan Industrial and Investment Corporation (RIICO) have jointly developed an integrated business location in Jaipur – the Mahindra World City, an SEZ providing world-class location to investors in this sector. The SEZ has a dedicated IT/ITeS zone spread over 750 acres and provides seamless telecom and broadband connectivity, quality satellite linkage and a range of voice and data solutions.

Mahindra World City at Jaipur is the biggest IT SEZ in the country. It already houses multinationals like Deutsche Bank, Genpact, Infosys, Metlife, Nucleus Software, EXL and Systweak Software.

In addition to this, major cities like Jodhpur, Udaipur and Kota are also being developed as centers for IT/ITeS sector. These cities have IT/ITeS Parks ranging from 5-10 acres developed by RIICO.



# RAJASTHAN IS LOGGED IN

Choice of eminent IT and KPO companies

Financial & other incentives offered by the State include training incentives, rebate on patent registration fee, mega project incentive, simplified labour laws and capital subsidy.

## Major Investors

Genpact | Infosys | Deutsche Bank | HCL | Metlife | Neggaro | Data Infosys | E-connect | Metacube | EXL Service | Nucleus Software | Compucom | Systweak

## Related State Policy

- Rajasthan Incentive Scheme for BPO Centres & KPO Centres 2011

## FINANCIAL SERVICES

Rajasthan is known to produce proficient and skilled finance and accounts professionals like chartered accountants, cost accountants and company secretaries, in large numbers. This coupled with low cost of operations makes it an attractive location for setting up back office operations in accounting & finance and financial services.

Numerous financial BPOs including ICICI and Deutsche Bank are already operating in the State.

## MINES & MINERALS

Rajasthan enjoys a virtual monopoly in the production of minerals like wollastonite, lead, zinc, calcite, gypsum, rock phosphate, silver, marble, sandstone and serpentine (green marble).

There are approximately 3,403 mining leases for major minerals and 11,861 minor leases, and 18,249 quarry licenses that exist in the State. A new Policy is on the anvil.

Western Rajasthan has proven large deposits of hydrocarbons and Barmer has estimated reserves of 6.5-7.2 billion barrels (900-1000 million tonnes of crude oil equivalent). Production of Crude Oil in Rajasthan commenced in the year 2009.

25-30 billion cubic metre natural gas reserves have been discovered in Manohar Tiba, Tanot, Dandewala and Shahgarh in Jaisalmer basin. Additionally, 25 million tonnes heavy oil reserves and 53 MT bitumen have been discovered in Bikaner-Nagaur Basin.

Scope for Industrial Development in the Barmer Region of Rajasthan includes:

- Petrochemicals based industries such as Polypropylene, Polyethylene, etc.
- Downstream ancillary industries such as automotive parts, films, pipes, packaged liquid products, tires and plastic materials, etc.
- Petro-engineering units such as manufacturing of fasteners, pipe fittings, electrical materials, etc.
- Support Industries such as workshops, fabrication shops, units for and support institutions like training & development, trading & export, promotion/exhibition centers, etc.

- Development of new industrial areas after Green Zone in radius of Refinery-cum-Petrochemical Complex

### Scope of setting up of mineral-based industries:

Considering the availability of minerals in the State, there is tremendous scope for setting up of new mineral-based industries. Various minerals mined in Rajasthan are being sent to other states in raw form. The State is therefore, deprived of the value addition in minerals as well as employment avenues to rural and backward classes. The State government is focusing on encouraging the establishment of mineral based industries in the State.

## CEMENT

Rajasthan is the leading producer of cement grade limestone and steel grade limestone. With this raw material availability advantage, Rajasthan is one of the largest cement producing states in India and the largest producer in north and west India. The State has a capacity of over 44 million tonnes per annum.

Rajasthan is host to almost all major cement producing groups such as Aditya Birla Group, Mangalam Cement, Ambuja Cement, JK Cements, ACC, Lafarge, Binani Cement and Bangur Group, Shree Cement, Wonder Cement, Grasim Cement and Ultratech. Besides the growing local real-estate and construction industry, companies locating here get the advantage of excellent access to large markets in adjoining states.

# RAJASTHAN IS BOUNTIFUL

India's largest producer of many non-ferrous minerals





# RAJASTHAN IS WEAVING MAGIC

A promising textile industry hub

## ROAD CONSTRUCTION

Rajasthan was the first State to formulate a Policy for Build-Operate-Transfer (BOT) Projects in 1994 to facilitate the entry of private sector in the Road Sector.

Over the next five years, the State Government plans to build 20,000 km of State Highways through Public Private Partnership.

A new State Highway Authority is being constituted to initiate this programme in a time-bound manner. The Authority will have comprehensive functions and powers to build and operate State Highways.

## TEXTILE

Over last few decades, Rajasthan has emerged as a promising textile hub. Abundance of raw material and trained labour have been the key drivers of this growth.

Rajasthan enjoys leading position in production of polyester viscose yarn and synthetic suiting material as well as in processing of low-cost, low-weight fabric. The State is the largest producer of PV suitings in the country.

Bhilwara has emerged as India's largest manufacturer of suiting fabrics and yarn, and Barmer has been added in the list of towns of export excellence. With a network of backward and forward linkages, Rajasthan's textile industry offers significant competitive advantage. 16 ATDC Smart Centers have been set up in Rajasthan for providing trained manpower.

Eight integrated textile parks have been sanctioned in Rajasthan with GoI assistance of Rs.40 crore each.

Rajasthan Investment Promotion Scheme 2014 provides incentives and exemptions for:

- Powerloom Sector (in specified areas i.e. Jodhpur, Pali and Barmer)
- Textile & Technical Textile Sector, and
- Textile Parks

### Leading Players in Rajasthan

Banswara Syntex | BSL | Ginni International | Maharaja Shree Umaid Mills | Mayur Uniquoters | Nitin Spinners | RSWM Limited | Sangam India | Sutlej Textiles & Industries







## URBAN INFRASTRUCTURE

A number of ambitious infrastructure projects have been undertaken in the recent past. Bus Rapid Transit System and Metro Rail project are already being implemented in Jaipur. A large number of projects such as Jaipur Ring Road, rejuvenation of Amanishah Stream, affordable housing, waste water treatment facility, solid waste management, street furniture and ASCO lighting system are in the pipeline.

Government of Rajasthan has approved the Rajasthan Urban Sector Development Program (RUSDP - RUIDP Phase III) with loan assistance from Asian Development Bank. RUSDP will complement the ongoing efforts to improve service delivery in water supply, sewerage sectors including total sanitation to the residents of the selected cities. RUSDP comprises Project Loan of \$250 million & Program Loan of \$250 million (total: \$500 million). Total program size would be \$610 million.

The Project Loan component will be used in water distribution network improvements and sewerage systems in the six project cities – Sriganganagar, Hanumangarh, Jhunjhunu, Pali, Tonk and Bhilwara. Main works under the project will be related to water supply distribution network improvement; sewerage system including sewerage network and treatment facility; house service connections in water supply and sewerage sectors and; reuse of treated waste water, etc.

### Related State Policies

- Rajasthan Township Policy, 2010

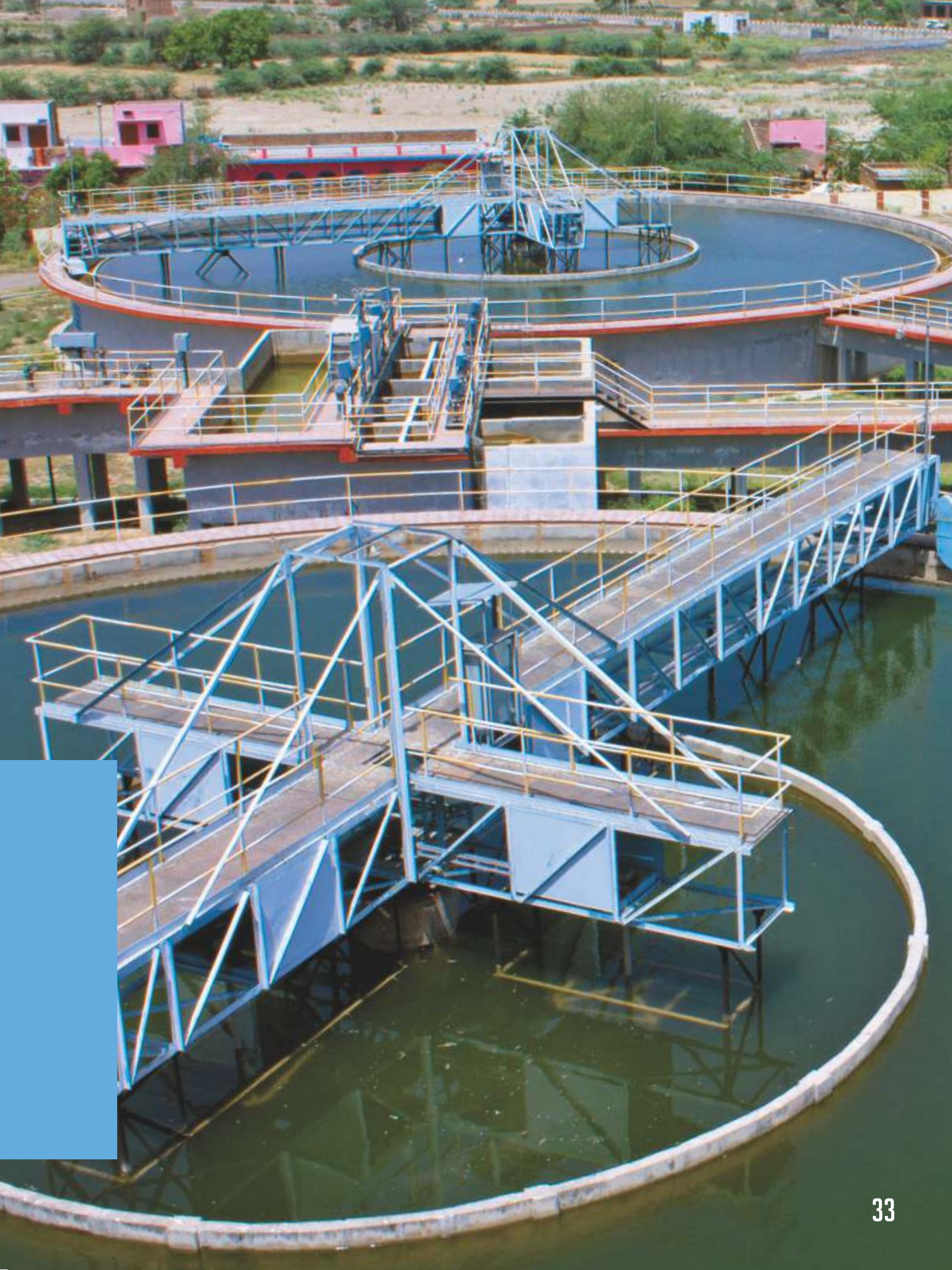
## DRINKING WATER

Rajasthan is aggressively building an extensive network of major drinking water projects across the State. The State has sanctioned 109 large drinking water projects which will benefit 83 cities and more than 18000 villages & hamlets. The rivers of the State are rain-fed and identified by 14 major basins divided into 59 sub basins. Some major projects like Narmada, Mahi, Bisalpur, Ganga Canal Modernization, etc. are benefiting the State for drinking water and irrigation.

The scope in the segment includes supply and laying of transmission pipelines, construction of clear water reservoirs, pumping stations, filtration plants, etc. Major players who are already present include NCC Ltd, L&T Construction and IVRL. There lies a huge potential for infrastructure companies to take up these projects.

**RAJASTHAN  
IS BUILDING  
THE FUTURE**

Mega PPP Projects in Urban & Water sectors





## TOURISM

Dotted with rugged forts and beautiful palaces, lakes, wildlife and bird sanctuaries, charming cities, fairs & festivals and colourful culture, Rajasthan is one of the most favoured tourist destinations in the country for both, domestic and foreign tourists. Lonely Planet Magazine selected Rajasthan State as the Best Cultural Destination at the Lonely Planet Magazine India Travel Awards in 2013 and the best destination for families at the Lonely Planet Magazine India Travel Awards in 2014. During the calendar year 2013, over 31.73 million tourists visited Rajasthan.

Rajasthan is already home to many of the finest 5-star and luxury hotels of the world like the Rambagh Palace, Rajvillas and Udaivilas which regularly feature among the best in the subcontinent.

However, a shortfall of about 36,000 rooms is estimated in the State by 2021 to cater to the ever growing tourist influx. Tourism is a major thrust sector for the State Government. Attractive opportunities also exist in development of specialised tourism products such as spas, adventure tourism, camps & safaris, meetings, incentives, eco-tourism, conferences, and exhibitions, etc.

### Leading Players in Rajasthan

Taj Group | Oberoi Group | Fairmont | ITC Hotels | Radisson Blu | Holiday Inn | Le Meridien | Marriott | Hilton

### Related State Policies

- Rajasthan Tourism Unit Policy 2007
- Rajasthan Tourism Trade (Facilitation & Regulation) Act 2010
- Rajasthan Eco-tourism Policy 2010  
(New Tourism Unit Policy to be announced soon)





## HIGHER & TECHNICAL EDUCATION

Rising literacy and education levels have opened up opportunities for setting up of institutions for higher education. In recent times, the education scenario in Rajasthan has changed considerably and institutions in the State now attract students from different parts of India. This trend is likely to get stronger as besides good education, well connected cities of Rajasthan offer good, safe and low cost living option to students.

The growing higher and technical education sector in the State has attracted many major institutions and private universities such as NIIT University, Raffles University, Amity University and Manipal University to set up campuses here.

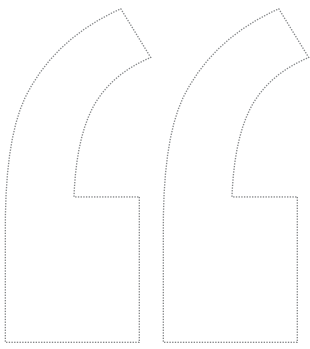
### Related State Policy

- Guidelines for Establishment of Private Universities 2007

# RAJASTHAN IS AWESOME

Favourite destination of millions of tourists





# INVESTOR EXPERIENCES

As a business location, Jaipur stands out for its location and connectivity to booming markets in north and west India, excellent infrastructure, low start up and running costs and good availability of trained manpower.



**Anand Mahindra**  
Chairman and Managing Director  
Mahindra & Mahindra Ltd.

Cities of Rajasthan offer a good pool of qualified young manpower and low operating costs – an excellent advantage-mix for an IT and ITeS services company. Infosys is happy to have located in Jaipur and plans to further strengthen its presence here.



**S. D. Shibulal**  
Former CEO & MD, Infosys

Our chairman, Lord Bamford asked us “why not Rajasthan?” for our new unit. So amongst other states, we looked at Rajasthan. We ultimately settled on Jaipur, the capital city of Rajasthan. Connectivity of the site is excellent and the bureaucracy and political leadership are very pro-active in assisting us through the entire process of getting approvals.



**Vipin Sondhi**  
Managing Director, JCB India Ltd.

India is the second largest motorcycle market in the world. Rajasthan emerged as the most suitable state for locating Honda's second manufacturing facility based on the proximity to north and west markets and the existing plants.



**V. Sridhar**  
Senior Vice President (Manufacturing)  
Honda Motorcycle & Scooter India

Hindustan Zinc operates the world’s largest zinc mine in Rampura Agucha in Rajasthan. The state holds immense potential for mining of base and noble metals.



**Anil Agarwal**  
Chairman, Vedanta Group

Lafarge is very satisfied with the investment climate in the State of Rajasthan. We also used the Single Window Clearance system of the State, which helped us a lot for the efficient implementation of the project.



**Martin Kriegner**  
Country CEO, Lafarge India

While evaluating locations for our second plant, we were looking for a location to accommodate a fully integrated car manufacturing facility, with proximity to world-class auto component manufacturers and reasonably close to our existing plant at Greater Noida, UP.

Most importantly, size of the land plot, existing & planned infrastructure support, and availability of the same as per our own plan and schedules... all the above requirements were optimally realized, as a package, at Tapukara. Government of Rajasthan has been very proactive, responsive and in a “partnering” mode, to resolve and expedite the industry’s needs.



**Raman Kumar Sharma**  
Sr. Vice President & Director  
Honda SIEL Cars India Ltd.

Rajasthan now has an established track record of being the preferred location for automotive industry because of its business-friendly environment, strong infrastructure and market access. Based on all of these factors, we at Eicher Polaris, decided to set up our manufacturing base in Jaipur. This also allows us the added advantage of providing good quality of life to our employees.



**Radesh Verma**  
CEO  
Eicher Polaris Pvt Ltd.

Being a global-sized corporation with exciting future plans, Hero Motocorp is constantly looking for opportunities to scale its capabilities and capacities. Rajasthan's industrial climate and policies are very favourable, and this state has become an investment destination of choice for the company.



**Pawan Munjal**  
Vice-Chairman & Managing Director  
Hero Motocorp Ltd.

Our decision to invest in Rajasthan is a strategic one. We are aware of Rajasthan's growth potential and the competitive advantages it offers. We look forward to a long and mutually beneficial relationship with them.



**Akhiro Kubo**  
President & CEO  
Nissin Kogyo Company Ltd, Japan

Of 46 investors from Japan to Neemrana, 40 Japanese companies are already operating here. Big names also joining there are Daikin, Unicharm, Nissin Brakes, Mitsubishi Chemical, Mitsui Chemical...

I believe, the State is one of the most favorable investment destinations for the Japanese.



**N.Noguchi**  
Chairman Director General, JETRO

The scale and achievement of development at our Mangala processing terminal is a matter of pride for us. The current production is 1,25,000 barrels of oil per day and we are upbeat about our operations here and look forward to contributing to socio-economic development of the region.

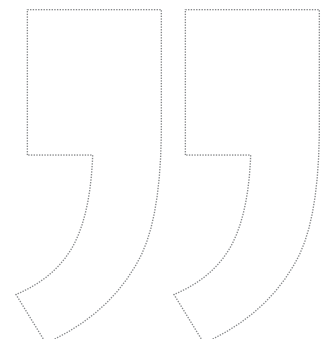


**Rahul Dhir**  
Former MD & CEO  
Cairn India Ltd.

Our Rajasthan project is one of the largest investments of Saint Gobain in a single location. The State Government has been very welcoming and cooperative right from the day project was conceived.



**Benoit D'Iribarne**  
President and Director General  
Saint Gobain





# IMPORTANT CONTACTS

## Bureau of Investment Promotion

Bureau of Investment Promotion (BIP) is the nodal agency of the Government of Rajasthan to facilitate investments in various sectors in the State. Since its inception in the year 1991, BIP has been providing investment facilitation services mainly for large projects by acting as an interface between investors and the government for speedy clearances and redressal of issues. It acts as the single point of contact for complete back-up support right from project conceptualisation to final implementation as well as for post investment services and for ensuring early fructification of investment proposals.

Bureau of Investment Promotion  
Udyog Bhawan, Tilak Marg, Jaipur 302 005, India  
T: +91 141 519 8300, 222 7274, 222 7812, 222 7713  
F: +91 141 222 7506  
E: [bip.raj@nic.in](mailto:bip.raj@nic.in) | [www.investrajasthan.com](http://www.investrajasthan.com)

## Office of the Commissioner of Industries

It is the nodal agency for administering various concessions and facilities for setting up of industries and promotion of SMEs.

Commissioner, Industries  
Udyog Bhawan, Tilak Marg, Jaipur 302 005, Rajasthan, India  
T: +91 141 222 7727-29, 31, 33-34, 222 7630

## Rajasthan State Industrial Development and Investment Corporation Ltd. (RIICO)

RIICO is the nodal agency for development of industrial areas in the State. In its role as a financial institution, it also provides assistance for large and medium scale industrial projects.

RIICO, Udyog Bhawan, Tilak Marg, Jaipur 302 005, India  
T: +91 141 222 7751 - 55 | F: +91 141 510 4804  
E: [riico@riico.co.in](mailto:riico@riico.co.in) | [www.riico.co.in](http://www.riico.co.in)



## Public Health Engineering Department

The department works on development of sustainable sources of drinking water and infrastructure for filtration, storage and supply of drinking water to and within habitations.

PHED, Jal Bhawan 2, Civil Lines, Jaipur 303 006, Rajasthan, India  
T: +91-141-2227851, 2222337. F: +91-141-2222585  
[www.rajwater.gov.in](http://www.rajwater.gov.in)

## Rajasthan Renewable Energy Corporation Ltd. (RREC)

RREC is the State Nodal Agency for promoting & developing non-conventional energy sources in the State.

RREC, E-166, Yudhisthir Marg, C-Scheme, Jaipur 302 005, India  
T: + 91-141-2225859 | [www.rrecl.com](http://www.rrecl.com)

## Rajasthan Foundation

Rajasthan Foundation acts as a platform for strengthening bonds with Non-Resident Rajasthanis.

Rajasthan Foundation  
Yojana Bhavan, Yudhister Marg, C-Scheme, Jaipur 302 005, India  
T: +91 141 222 9111, 222 9444. F: +91 141 511 3224  
E: [rajfound-rj@nic.in](mailto:rajfound-rj@nic.in)

## Urban Development & Housing

UDH, Food Building, Secretariat, Jaipur 302005, India  
T: +91-141-2227061; F: +91-141-5116782, 2227200  
[www.udh.rajasthan.gov.in](http://www.udh.rajasthan.gov.in)



## PARTICIPATE, DELIBERATE, PARTNER...

Rajasthan is a state that believes in partnerships. As the State embarks on its journey towards sustainable long-term growth and inclusive development, we are reaching out to stake holders and partners in this journey.

In order to attract investment from private sector and to sensitize them for investment in the State, Government of Rajasthan is planning a sustained investment promotion campaign over a period of time which would include investor meets, events, conferences culminating into Resurgent Rajasthan Partnership Summit 2015, a global investor's meet on 19-20 November, 2015 in Jaipur.

## Resurgent Rajasthan Partnership Summit

The Resurgent Rajasthan Partnership Summit will be an unprecedented event with strategic conferences, panel discussions, round-table deliberations, presentations and one-on-one business meetings. It will bring together leading investors from all over the world, senior State government officials and local business community for interactions on investment environment and opportunities in Rajasthan.

## Who should attend

- Investors, including representatives of international and domestic businesses of all sizes, that are seeking to establish or expand operations in north and west India
- Representatives of economic development organizations
- Advisors, specialists, companies, chambers of commerce, and associations facilitating direct investment into Rajasthan

## Focus Sectors

- Agro & Food Processing
- Auto and Engineering
- Defence Manufacturing
- ESDM
- Healthcare
- Infrastructure
- IT&ITeS
- Minerals & Ceramics
- MSME
- Renewable Energy
- Textiles
- Tourism

## Investment Proposals

We invite you to send us any fresh proposals that you may be planning for Rajasthan. Such new proposals will receive State's urgent consideration for their finalization before the Summit.

To send your investment proposals log on to [resurgent.rajasthan.gov.in](http://resurgent.rajasthan.gov.in)





This publication is a general guide. Details on resource availability, latest policies, schemes, etc. and appropriate advice should be sought before taking any decision or action. All maps & data graphics are indicative and also not to scale.

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