

ADVERTORIAL

# Neemrana Calling

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## A home for industries

## Messages

The Rajasthan government has taken many landmark steps to facilitate setting up of industries by entrepreneurs. Chief Minister Shri Ashok Gehlot has recently launched a slew of new policies for Industrial Development. These are the 'Rajasthan Industrial Development Policy'.

Rajasthan Investment Promotion Scheme and the Chief Minister Small-Scale Industries Promotion Scheme have put us on the map as an investor friendly state in the country. Besides, we already have the single window system and the MSME facilitation Act of 2019, to facilitate investment. In addition, policies for promotion of solar, wind and hybrid energy have also been announced in keeping with the movement towards renewable sources of energy. I am certain these policies will provide a conducive atmosphere for industrial development as well as harness the vast potential of the state. We are rich in resources and that opens an enormous amount of investment opportunities. We will set new standards for growth and we welcome all investors to be part of this growth story.

I am sure 'Neemrana Calling' will prove to be a successful medium in taking our message to investors which will ultimately help us fulfil our destiny. I convey my best wishes to *The Indian Express* for the success of this upcoming special edition

**Shri Parsadi Lal Meena, Hon'ble Industries Minister**

I am pleased to note that popular English newspaper *The Indian Express* is coming out with a special edition on one of our prime industrial zones located in the NCR region. Neemrana already has an exclusive Japanese Zone and many top industries of the country are located nearby. This area is well connected to the industrial areas in Shahjahanpur, Bhiwadi and Behror which makes it the epicentre of an upcoming industrial mega-zone. This area has many locational advantages and has been especially marked for investment in modern infrastructure in the future.

I am definite that 'Neemrana Calling' will throw light on the prospects of this region and help in attracting fresh investment and quicken the pace of industrial growth in the state.

I convey my best wishes for the success of this supplement.

**Shri Kuldeep Ranka, Chairman, RIICO**

RIICO has been the facilitator of industrial development of Rajasthan since it was first formed in 1969. The organisation has been responsible for building industrial infrastructure in over 348 industrial areas in the past 50 years. I am happy to report that our efforts are ongoing and there are new industrial areas that have been marked for development around Neemrana as well as all over the state. In addition, providing financial assistance to investors has been a priority for us and is an important part of our endeavours to contribute to the state's growth.

I complement *The Indian Express* for taking the initiative to publish 'Neemrana Calling', which will help in reaching out to serious entrepreneurs across the state, through their wide circulation. It will certainly promote industrialisation in the Shahjahanpur-Behror-Neemrana region.

I wish you good luck and success for this effort.

**Ashutosh AT Pednekar, MD, RIICO**

Neemrana is an ancient historical town built in 1464 AD, in Alwar district of Rajasthan, India, situated at 122 km from Delhi on the Delhi-Jaipur National Highway-48 in Neemrana Tehsil. Neemrana derived its name from a brave local chieftain Nimola Meo, who when defeated by the Chauhans, pleaded that his name be given to his lost kingdom. It is the site of 14th century Hill-Fort ruled by Chauhans till 1947. The erstwhile fort of ruling family now has been converted into heritage hotel which is known as Neemrana Fort Hotel.

Looking at the locational advantage and tremendous potential for development of industrial activities and supportive services, RIICO has developed 7 industrial areas in and around Neemrana having total land area of 3,270.10 acres. At present, 714 units are under production in these industrial areas with an investment of Rs 15,100 crore (approximately) and also providing direct employment to over 46,000 person. RIICO has also developed India's first dedicated Japanese Industrial Zone setting up exclusively for Japanese entrepreneurs at Neemrana.

An Export Promotion Industrial Park is also functioning at Neemrana, in order to promote exports.

Neemrana is most sought industrial destination for National as well as International entrepreneurs especially in the field of automobile, engineering, textile, ceramic-based industries.

All the general industrial areas under Neemrana zone are falling under the category of saturated area. Industrial plots available consequent upon cancellation/surrender if any are allotted through e-auctions only. Industrial plot in Japanese zone NIC(M) Neemrana are allotted on "first come, first serve basis" for Japanese entrepreneurs.

RIICO has developed a new industrial area namely Kolilajoga on 201.68 acres of land at a distance of 1.5 km from NIC(M) Neemrana which is situated on back side of Japanese Zone. The rates of premium land of this Industrial area is Rs 4,500 per sqm.

The allotment of industrial hubs in this area will be by e-auction.

