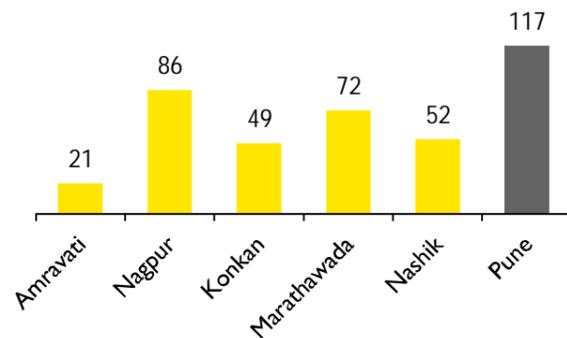


## Update on the Mega Projects in the State

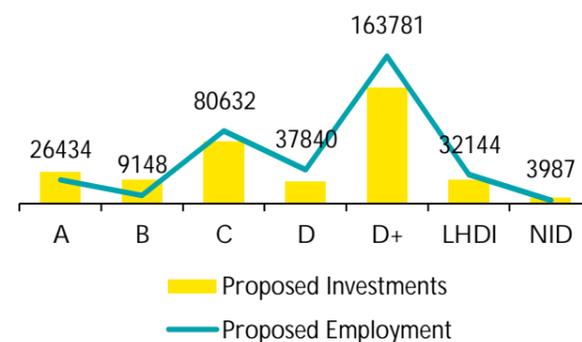
### Mega Projects



Revenue Region wise distribution of Mega Projects



Taluka wise Division of Investments and Employment



The Government of Maharashtra had declared Industrial Mega project policy from 2nd June, 2005. The main purpose of this policy has been to attract more investment in state and generate more employment opportunities as well as to compete with other state for the leading position. The Mega Project Policy has received a tremendous response and has been continued in the Industrial Policy 2013 as well. Under the Mega Project policy, the Government of Maharashtra has approved 397 mega projects with an investment of INR 3.21 lakh crore and creating employment opportunities for 3.53 lac persons. Over 75 per cent of the projects are located in the less industrialized regions of the state, thus promoting balanced development.

Some of the key highlights in the of the mega projects investments are as follows —

- Maximum number of Mega Projects are in Pune 117
- More than 35 per cent of the projects are in production as on Aug 2013
- Maximum investment in the metal and metal products sector with investment of 1.01 Lakh Crore (31.87 % share)
- Other top sectors include Auto & Auto ancillaries at 15.62 % and Coke And Refined Petroleum Products at 13.3 per cent share
- The top three together constitute 60.8 per cent of state's total mega project investment
- Maximum employment was provided by the 'Textiles & Apparel' Sector of ~1.19 lakh (a share of 33.8 per cent)
- Other leading sectors include
  - Metal & Metal products — 72668 at 20.52 per cent
  - Auto & Auto ancillaries — 56865 at 16.06 per cent
  - Agro processing sector — 25407 at 7.17 per cent
- Out of 397 projects, 300 are in less developed regions
- The less developed regions contribute to the sum of proposed investments of INR 1.86 lakh crore and proposed employment to 2.37 lakh people
- The D+ regions have received the maximum interest with 147 projects, giving a employment to 1.63 lakh people
- Nagpur region has 62 projects in the 'D+' regions

## SCA makes its Foray into Maharashtra

### Investment News



*"The company had earmarked an investment of nearly INR 200 crore over the next year-and-a-half, to be used in setting up a plant at Ranjangaon, near Pune, besides forming a sales & marketing team and in pushing its products in the country.... By early 2015, our manufacturing facility should be up and running", said Cecilia Edebo, vice-president, consumer goods, SCA Hygiene Products India*

The world's second-largest baby diaper maker will finally launch its brand Libero in the country by next month in a bid to partake of the growth in one of the world's most promising consumer markets.

Cecilia Edebo, vice-president, consumer goods, SCA Hygiene Products India, said the company had earmarked an investment of nearly INR 200 crore over the next year-and-a-half, to be used in setting up a plant at Ranjangaon, near Pune, besides forming a sales & marketing team and in pushing its products in the country.

Apart from Libero, which competes in most markets across the world with P&G's Pampers, Kimberly Clarke's Huggies and Unicharm's Mamy Poko Pants, will also roll out products such as Tena, which operates in the adult diaper and hygiene market, and Tempo, the world's largest consumer tissue brand.

Tork, which is into hand sanitisers and other hygiene products in the institutional segment, has been operational in India for a few years now through the import route.

Ms. Edebo says that the 9.8-billion-euro (or Rs 85,000 crore) company will for the next few quarters import most of its products into the country till its plant comes on upstream. "By early 2015, our manufacturing facility should be up and running," Edebo says.

The push into emerging markets, Ms. Edebo explains, is part of SCA's larger goal of growing its presence in these areas, which currently are not very significant contributors to the company's overall turnover. Bulk of SCA's revenues come from Europe and North & South America respectively. "In the last two years, however, we have identified West Asia, Africa and India as important markets and have set up a regional base in Istanbul, Turkey as part of this endeavor," Ms. Edebo says.