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CITY PROFILE SERIES

# City Profile – Agra

Comprehensive Industry Overview of the City, PEST Analysis & Analysis of Key Industries Including Agro Based, Ready Made Garments, Leather Based, Engineering Based, Wood & Wooden Based, IT, Glass, Hospitality, Automobile, Tourism, Technology, Construction & Real Estate

July 2021 | \$ 250

Investor's Pilot Post COVID 19



Industry Cluster



## Agra City – Brief Overview

Agra is the city of the inimitable Taj Mahal, one of the seven wonders of the World. The city of Agra is a major tourist destination in India and has a legacy of rich art & cultural heritage. Tourism is the major contributor to the economy of the city along with small scale industries and agro based establishments. As a result of growth and expansion this city is engaging more in developing existing infrastructure and since tourism is the major grosser, it’s evolving growth prospects offer viable investment opportunities. Apart from tourism, the city boasts developed manufacturing clusters for leather goods, handicrafts, brass ware, garment & apparel and automobile industry, encompassing approximately 7200 small scale industries. Further, the city’s untapped real estate market is witnessing a boom with 40-45% growth over last five years, making it a safe investment sector.

The state government’s effort to attract foreign investments, post COVID 19 and Germany Based footwear brand Von Welx shifting its manufacturing base to Agra from China, places **Agra** as the front runner to be a ‘Next - Best’ City for Global Industrial Re-shoring in India.

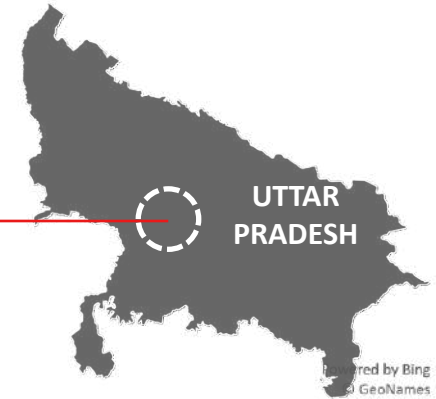
**Major Industries Include – Agro Based, Ready Made Garments, Leather Based, Engineering Based, Wood & Wooden Based, IT, Glass, Hospitality, Automobile, Tourism, Technology, Construction & Real Estate**



## Agra City – Key Statistics



**Agra**  
Co-Ordinates : 27.17° N 78.00° E

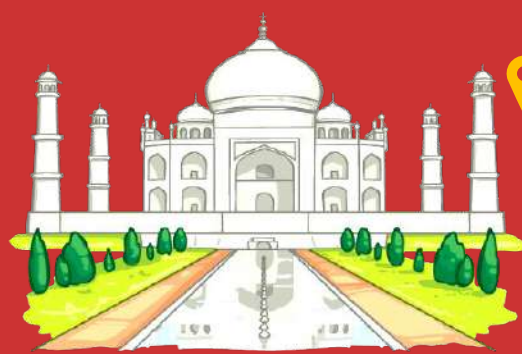


## Agra – Quick Preview

Area	141 sq. km
Population	21,60,000
Literacy Rate	73%
Average Annual Rainfall	745 mm
STD Code	0562
Popularly Known As	The City of the Taj

Source: eninrac research

# Agra – City Snapshots



**141 sq. km**  
Area of the City

**2.16 Mn.**  
Population

**Key Transportation Infrastructure**



**Airport - 01**

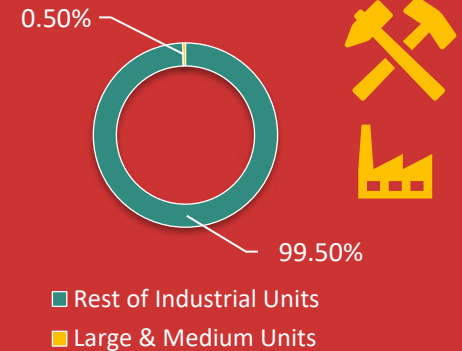
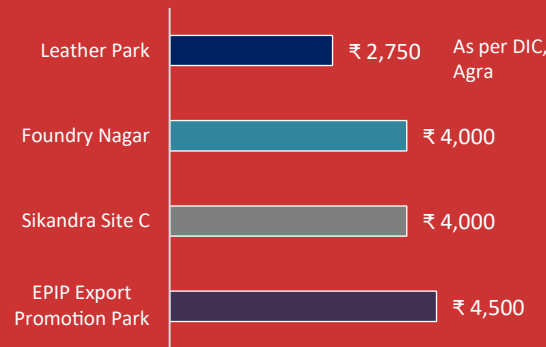
**Railway Stations - 06**

**National, State, Main District Highway - 420 Kms**

## Details of Key Identified Clusters

Leather Park 283.20 Acres	Sikandra Site C 182.45 Acres	Foundry Nagar 180.40 Acres
		EPIP Export Promotion Park 101 Acres

## Prevailing Rate per Sqm (in ₹/ Sqm)



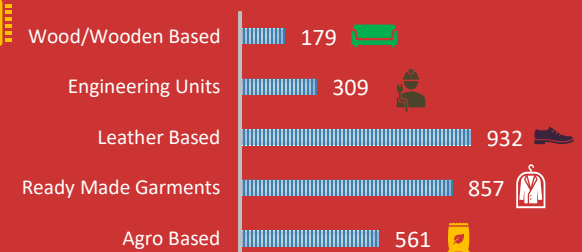
## Select Large Scale Industries in City



Potential for new MSME's include I.T., Health Services, Transportation, Civil Construction, Leather Footwear, Leather Goods, Handicraft Items, Engineering Goods, Hospitality Services, Garment Manufacturing, Hotels, Agro Based Products, etc.



## Key MSME Industrial Units in Numbers





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- The city profiling helps to analyse comprehensive political scenario of the city including Political Stability, Trade & Fiscal Policies, Trade Agreements, Ease of doing Business etc.;
  - City profiling shall augment the understanding of the Economic scenario of the city including FDI Inflows & Potential, GDP Growth rate, Employment Rate and Structure etc.;
  - The city profile demystifies Social Environment & gives Technological Overview of the city including status of public infrastructure, mass transit systems, railway/airport infrastructure, smart city indexation, SEZs, hospitality index, health infra etc.;
  - City profiles projects detailed analysis for existing MNCs, PSUs, CPSUs, Private Companies, noteworthy Start-Ups & Regional Growth Leaders companies with comprehensive input upon potential investment industries
  - The city profiling examines explore fresh investment opportunities across a city and draws an investment benchmark with other potential cities on regional, state and national levels;

## REPORT INSIGHTS

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- Understanding basic facts of Agra city like area, overall population, industrial clusters etc.;
- Understanding Political Scenario for the city including government sanctions, tax regime, government support/incentives etc.
- Understanding Economic Trends & Outlook which covers various aspects like industrial licensing, rate of urbanisation, economic growth etc.;
- Unravelling Social Environment for the city including population spread, literacy rate, status of training and skill development centers/institutes etc. ;
- Analysing Technological & Infrastructural growth of the city;
- Detailed Profiling of Key Companies already invested/plans to invest in the city;
- Identifying potential sectors/industries for investments in near future;



## KEY HIGHLIGHTS

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- Examining basic facts like area, overall population, industrial clusters etc. for Agra city;
- Examining Political Scenario for Agra city;
- Examining Economic Scenario for Agra city;
- Examining Social Scenario for Agra city;
- Examining Technological & Infrastructural aspects for Agra city;
- Examining profiles for key industries invested in Agra city;
- Coming up with Overall Attractiveness of Agra City with the help of “Investment Index Benchmark” on regional, state and national level;



## MUST BUY FOR

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- Private Industrial Conglomerates;
- Public Industrial Conglomerates;
- MSME Industries;
- Multinational Companies;
- National Level Private Companies;
- State Level Private Companies;
- Regional Growth Leaders;
- Start-Ups;
- Financial Institutions;
- Private Project Developers;
- EPC Service Providers;
- Turnkey Solution Providers;
- Project Financing Agencies;
- Industry Associations;
- Technical Consulting Groups;
- Project Consultants;
- Research Agencies;
- Urban Local Bodies;



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## CONTENTS & COVERAGE

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### 1. City Facts - Agra

- A. Area
- B. Overall Population
- C. Industrial Clusters
- D. Economic Zones
- E. Benefits at State level
- F. Infrastructure – Ports, Airports, Rail Infra, Road Infra

### 2. Political Analysis

- A. Political Stability/Instability
- B. Level of Corruption
- C. Legality of Lobbying
- D. Fiscal (tax) Policies
- E. Trade Policies (Duties/Tariffs)
- F. Regulation/Deregulation
- G. Trade Agreements
- H. Government Sanctions

### 3. Economic Analysis

- A. Industrial Licensing
- B. FDI Track and Potential
- C. Real GDP Growth
- D. Economic Growth Mapping
- E. Employment Rate and Structure
- F. New Developments and Investment
- G. Key Industries to retain Support Map
- H. Rate of Urbanization

### 4. Social Analysis

- A. Population Spread
- B. Literacy Rate
- C. Main universities/Colleges
- D. Training and Skill Development Institution
- E. Health Infra and Facilities
- F. Hospitality Index

### 5. Technology and Infrastructure

- A. Public Transport
- B. Mass Transit Systems
- C. Airports
- D. Railway Station/Infra
- E. Ports
- F. Road Infra
- G. PPP Projects and Real Estate
- H. Electric Power Demand/Supply
- I. Power Distribution Tariffs
- J. Power Transmission Infra
- K. Fortune 500 companies
- L. Regional Growth Companies
- M. Smart City Index
- N. Office Spaces & Rents
- O. Special Economic Zones
- P. Key Industrial Clusters
  - i. By Type
  - ii. By Size



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## CONTENTS & COVERAGE

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- Q. MSMEs and Start-Up's Growth
- R. Warehouse and Cold Storage
- S. Logistics Support

### 6. Key Companies

- A. MNC's
- B. PSU/CPSU
- C. National Level Private Companies
- D. State Level Private Companies
- E. Regional Growth Leaders
- F. Noteworthy Start-Ups

### 7. Investment Index Benchmark – Self Reliant Agra

- A. Regional Level
- B. State Level
- C. National Level



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For those who are lost, there will always be cities that feel like home.

- Simon Van Booy



## CITY PROFILES

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