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CITY PROFILE SERIES

City Profile – Chennai

Comprehensive Industry Overview of the City, PEST Analysis & Analysis of Key Industries Automobiles, Electronics Hardware, Information Technology, Petrochemicals, Textiles, Banking & Finance, Healthcare, Construction & Real Estate

Investor's Pilot Post COVID 19



Industry Cluster

November 2020 | \$ 250



Chennai City – Brief Overview

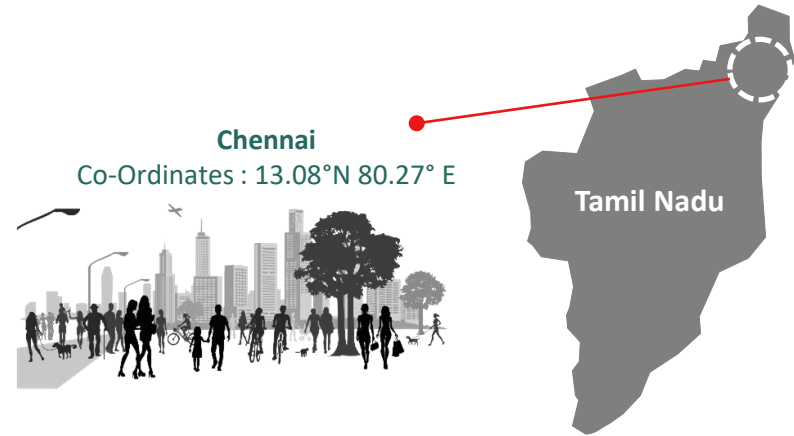
Chennai formerly known as Madras is the capital of the Indian state of Tamil Nadu. Located on the Coromandel Coast of the Bay of Bengal, it is one of the largest cultural, economic and educational centres of south India. Chennai is an economically powerful city on the south-east coast of India with rich cultural heritage co-exists harmoniously with industrial and services sectors that have successfully drawn people from across the country.

The presence of ports and a long coastline enabled **Chennai** to develop into an industrial city. The nature of industries evolved over a period and Chennai currently houses numerous automobile companies, auto ancillaries, electronics hardware and services sector driven by IT/ITeS companies. Moreover, the Tamil Nadu Industrial Development Corporation is contriving to set up an IT Investment Region in Chennai with an investment of approx. INR 25,000 Crore. Chennai is poised to continue its growth momentum despite the recent headwinds faced by the automobile sector. Since the economy is not dependent individually on the sector, the services and electronic hardware manufacturing are expected to keep the economy strong. The planned and under-development infrastructure initiatives are likely to unlock the latent potential of several emerging localities and create opportunities for further real estate development. As businesses thrive and expand, the city is bound to become one of the potential business investment location in the country.

Major Industries Include –
Automobiles, Electronics Hardware, Information Technology, Petrochemicals, Textiles, Banking & Finance and Healthcare, Construction & Real Estate



Chennai City – Key Statistics



Chennai
Co-Ordinates : 13.08°N 80.27° E

Chennai – Quick Preview

Area	426 sq. km
Population	70,88,000 (as per Census 2011)
Literacy Rate	90.33 %
Average Annual Rainfall	1400 mm
STD Code	044
Popularly Known As	Gateway of South India

Source: eninrac research

Chennai – City Snapshots



426 sq. km
Area of the City

7.08 Mn.
Population

Key
Transportation
Infrastructure



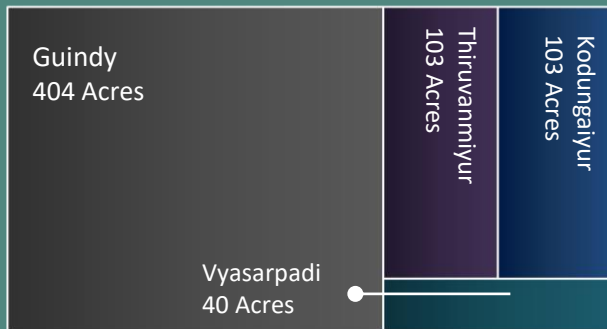
Airport - 01

Railway Stations - 04

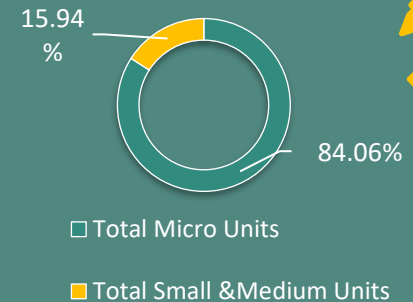
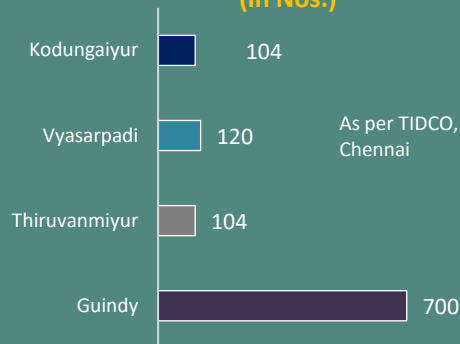
Total Road Length - 2780 Kms

Ports- 02

Details of Industrial Areas in Chennai Land Developed (Acres)



Number of Units (in Nos.)



Select Large Scale Industries & PSU's in City



Potential for new MSME's include Electronic, Tourism, Food Processing, Auto components, Hotels, Logistics and Warehousing, Textile, Biotechnology, Chemical and Pharmaceuticals, Agro Based Products

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

- Understanding basic facts of Chennai 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

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



MUST BUY FOR

- 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;



Augmenting Value to Your Business

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

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- A. Political Stability/Instability
- B. Level of Corruption
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- D. Fiscal (tax) Policies
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- C. Airports
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- F. Road Infra
- G. PPP Projects and Real Estate
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- B. PSU/CPSU
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- D. State Level Private Companies
- E. Regional Growth Leaders
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7. Investment Index Benchmark – Self Reliant Chennai

- 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



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