



CITY PROFILE SERIES

# City Profile – Mysore

Comprehensive Industry Overview of the City, PEST Analysis & Analysis of Key Industries Including Information Technology & Services, Tourism, Textiles, Wood & Furniture, Pharmaceuticals, Agro Based Products, Leather, Metals & Minerals, Electronics

September 2021 | \$ 250

Investor's Pilot Post COVID 19



Industry Cluster



## Mysore City – Brief Overview

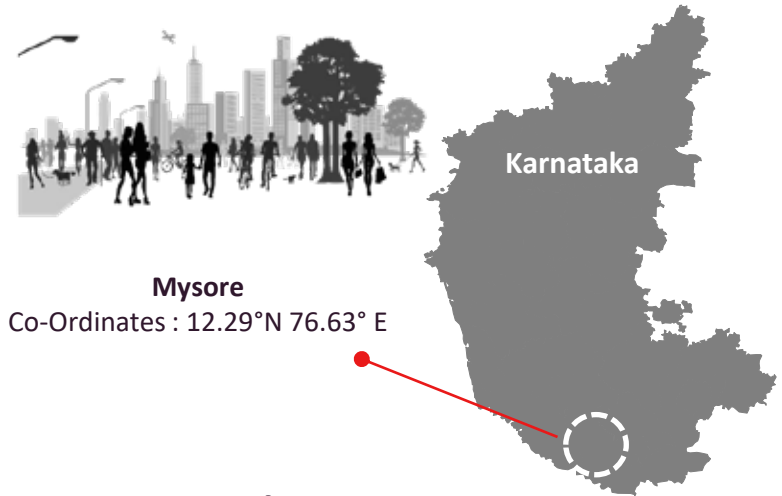
Mysore is a beautiful city with lush green surroundings, well sculpted temples, and splendid architectural buildings, attracting thousands of tourists year-round. It is the third largest city in Karnataka based at the foothills of magnificent Chamundi hill. Mysore, known as the City of Palace, is a major tourist destination and the major income is generated by tourism industry. Tourism is the major contributor to the economy of the city along with small scale industries and textile-based establishments.

**Mysore** is also home to weaving industry, bronze work, arts and handicrafts made of sandalwood and salt and lime production skyrocketed in the city paving way for industrialization which helped into economic growth. 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. Major industries like tyres industry, Textiles, Electronic Systems, Silk Factory(KSIC) and information Technology have the great potential to become the leading opportunity areas for investment. Also, Mysuru is emerging as an IT hub with the second-largest software exports in the city, places Mysore as the front runner to be a 'Next - Best' City for Global Industrial Offshoring in India.

**Major Industries Include – Information Technology & Services, Tourism, Textiles, Wood & Furniture, Pharmaceuticals, Agro Based Products, Leather, Metals & Minerals, Electronics**



## Mysore City – Key Statistics



**Mysore**

Co-Ordinates : 12.29°N 76.63° E

## Mysore – Quick Preview

Area	155.7 sq. km
Population	9,20,550 (as per Census 2011)
Literacy Rate	86.84 %
Average Annual Rainfall	798 mm
STD Code	0821
Popularly Known As	City of Palace

Source: eninrac research

# Mysore – City Snapshots

 **155 sq. km**

Area of the City



**0.92 Mn.**

Population

Key Transportation Infrastructure



Airport - 01



Railway Stations - 02



Total Road Length\*

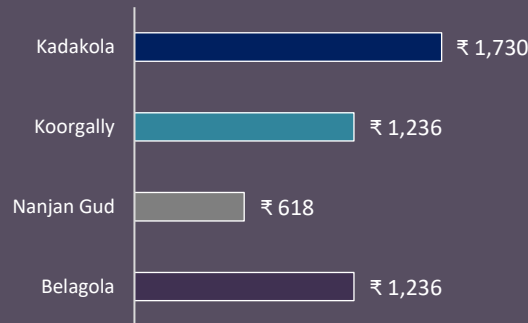
- 1182 Kms

## Details of Industrial Areas in Mysore Land Developed (Hectares)



## Prevailing Rates (in ₹/Sq Mtr)

As per KIADB, Mysore



Small Units  
Medium and Large Units

## Select Large Scale Industries in City



Potential for new MSME's include Food Processing, commercial, hospitality, retail and healthcare, institutional and recreational facilities, Oil and Gas, Retail, Heavy Engineering, Logistics and Warehousing, Cotton and Textiles

## 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 Mysore 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 Mysore city;
- Examining Political Scenario for Mysore city;
- Examining Economic Scenario for Mysore city;
- Examining Social Scenario for Mysore city;
- Examining Technological & Infrastructural aspects for Mysore city;
- Examining profiles for key industries invested in Mysore city;
- Coming up with Overall Attractiveness of Mysore 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;



## CONTENTS & COVERAGE

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### 1. City Facts - Mysore

- 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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- 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 Mysore

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



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

- Simon Van Booy



## CITY PROFILES

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