

# CHRYsalIS

A Mahindra World City, Jaipur Newsletter

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## FROM THE COO's DESK

The caterpillar is slowly blooming into a butterfly!

When we launched 'Chrysalis' last month, the idea was to spread the word about Jaipur as a destination not only for business but also about Jaipur becoming truly International and a mélange of cultures. December to February are always busy months for Jaipur and there are many social and cultural events.

The talk of the town last month was the grand event of Jaipur Literature Festival (JLF), which now has become Asia's largest literature festival and amongst the best in the world. Besides JLF we had three days of Congress Brainstorming Session at Jaipur, thus bringing leaders from across the country to the city and an annual theatre and film festival.

January was an equally busy month for us too. We added two brand new customers taking the total customer strength to 43. I heartily welcome 'Mahindra & Mahindra Ltd' and 'Prithvi Steels' to our fold in our journey to build one of India's best integrated business cities.

Happy Reading!

**B K Subbaiah**  
Chief Operating Officer

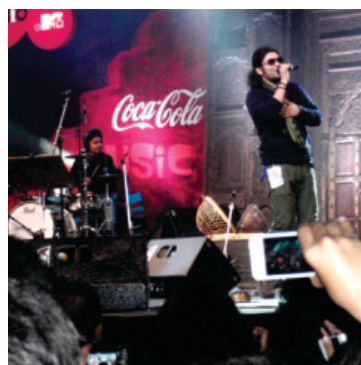
## JAIPUR BUZZ

### Readers Digest – Jaipur Literature Festival



Literary Fiesta turned into a Literary Frenzy at the Diggi Palace lawns during this year's Jaipur Literature Festival. The crowds from across the globe poured in to meet and debate with their favorite authors and waited patiently in long queues for that one autograph to fill their own private library with personalized copies. The cool breeze was met with endless cups of "Kulaad Chai" and energy & vibrancy of the festival was indeed contagious. The magnitude of JLF has grown multifold with about 300 authors, 150 poets & musicians being invited this year. The highlight of JLF was the talk given by The Dalai Lama captivating his huge audiences and managed to connect to everyone on an individual level. The number of enthusiastic attendees has gone up in multiple counts over the years with more than 1, 50, 000 people attending the festival this year.

The winter evenings came alive with the musical concerts organized by Coke Studio. This was their second year in Jaipur and encouraged by the accolades of last year – this time they were determined to satisfy the musical cravings of all genres.



This year's JLF tuned out to be exceptionally memorable festival where even the authors and debating panelist were awestruck by the huge admires and fan-following. The heated discussion and endless reading session went past in a blissful daze leaving everyone clamoring for more with promises to block dairies for the next year.

## SPOTLIGHT

## KnitPro International

KnitPro International is part of Noida-based Indeutsch Group of Companies, known for its industrial capabilities of using creative technology for producing hobby & craft products such as fine needles, hooks and accessories for the hand knitting and crochet market, providing knitting and crochet tools to the International market. KnitPro started as a joint venture with a combine of German/Swiss companies in 1988 and has, over the last 20 years, strived to achieve perfection in all that it has set out to do. Their products are sold in over 50 countries worldwide and the unit is directly selling products under its own brand through a vast global distribution network. In fact the brand 'KnitPro' has been recognized as the fastest growing brand in Europe in the field of knitting accessories. The group has been an innovative-leader in its field and currently provides employment to more than one thousand people. They are a company very proud of their design and workmanship.



They are a very customer-centric company with a belief that the best way to satisfy customers is to listen and learn from them. They have an international advisory panel of knitters and crocheters and have developed a wide range of needle styles and types that meet the needs of all fiber pros & aspirants. They are innovators and aspire for designing a wide range of products which can be handpicked as per each customer's requirement and standard. The world of creative satisfaction is opened extensively with easy to use products. Their enormous range of products includes Symfonie Needles, Dreamz Needles, Karbonz Needles, Nova Needles, Basix Needles, Trendz Needles, Crochet Hooks and other accessories.



### KnitPro International at Mahindra World City, Jaipur

KnitPro has set up a state of the art facility in the Engineering & Related Industries SEZ at MWCJ, spread over 2 acres of land with an investment in excess of Rs. 10 crores and currently employees more than 300 people. In June 2011, KnitPro became the pioneer at MWCJ as becoming the first operational company from the manufacturing zone to send out exports to Europe.



On the day of the commencement of the exports, **Mr. R C Jain, President, KnitPro International** said, "We are overwhelmed by the support provided to our unit by all the SEZ authorities and the entire MWC team and we hope to grow with MWC, Jaipur which has created a benchmark in the infrastructure segment in India. It is truly our privilege to be the first manufacturing unit to commence exports from the MWC and we look forward to a long innings at MWCJ."



## WELCOME ABOARD

## Mahindra &amp; Mahindra Ltd

The latest addition in the MWCJ family is “Mahindra & Mahindra” setting up a distribution hub for spare parts business in the northern region. The new facility will be started with an investment of Rs. 30 Cr and will provide direct employment to over 300 people. The spare parts business unit caters to the spare parts requirements of Mahindra vehicles and tractors in use by customers to provide them with the best and genuine spares through capabilities in sourcing, assembling, warehousing and distribution. As part of its expansion strategy, the business unit plans to create hubs across India to cater to the fast growing demand for genuine spare parts.

**Mahindra**  
Rise.

Dr Pawan Goenka, President – Mahindra Automotive & Farm Equipment Sector said, "For our new parts distribution hub for Northern markets, Mahindra World City, Jaipur was the ideal choice for us. MWC is strategically located on NH 8 and provides world class infrastructure, connectivity with key markets and a conducive ecosystem to meet all our business needs."

The Company has signed up with MWCJ for 10 acres of land in the DTA zone in February 2013.

## MWCJ UPDATE

## Coalesce – Customer Connect



Coalesce the customer meet at MWC, Jaipur provides an opportunity for the operational companies to come together and discuss areas of improvement and working together.

The second edition of Coalesce brought together MWCJ clients to form joint task forces on areas of transportation, security and compliance.

## Asean Students Visit Mahindra World City, Jaipur

A delegation of 65 students from the ASEAN countries visited Mahindra World City, Jaipur. ASEAN-India Student Exchange Program is a joint initiative by Ministry of External Affairs (MEA), Government of India and Confederation of Indian Industry (CII) to enable ASEAN students to learn more about the modern vibrant India.

Students were happy to learn about the progress of Special Economic Zones in India and the philosophy and approach of Mahindra Group towards practicing responsible urbanisation by creating economic clusters through Mahindra World Cities that reduce burden on infrastructure of existing cities.

These students are coming from Brunel Darussalam, Cambodia, Philippines, Indonesia, Lao PDR and Malaysia.



## MWCJ UPDATE

## Mahindra World City, Jaipur Team at CII Partnership Summit, Agra



Mahindra World City team participated in the CII Partnership Summit held at Agra. The coveted forum brought together multiple stakeholders and policy thought-leaders to exchange ideas and evolve solutions to the most urgent challenges confronting the world today. The Summit is a collaboration of the Department of Industrial Policy and Promotion of the Ministry of Commerce and Industry of India, the Government of Uttar Pradesh, and the Confederation of Indian Industry.

## Sustainability / CSR – Helping Hand



It is said that charity begins at home and we at MWCJ organized a charity drive called “ESHAAS” under which all employees of MWCJ collected woolens, clothes and other household items to donate to all our on-site labours and their families. It's a very small step considering the huge gratitude and big smiles we got in return.



## TALK TO US

Please share your feedback, suggestions and ideas with us and help us to keep Chrysalis buzzing and upbeat.

Write to us at [chrysalis@mahindraworldcity.com](mailto:chrysalis@mahindraworldcity.com)

We would love to hear from you.

## About Mahindra World City, Jaipur

Mahindra World City, Jaipur – Integrated Business City is an ambitious project by US \$15.4 billion Mahindra Group which enunciates the success of Mahindra World City, Chennai – Corporate India's first fully operational Multi – Sector SEZ.

Perfectly positioned just off NH 8 Mahindra World City, Jaipur is a joint venture between Mahindra Group and RIICO, Government of Rajasthan. Spread over 3000 acres Mahindra World City has been master planned by Jurong Corporation, Singapore.

Mahindra World City, Jaipur is planned to boost an all-round industrial growth across different segments of industry. There are dedicated SEZs for the following sectors:

- IT/ITeS (Corporate India's Largest IT centric development in 750 acres)
- Engineering & Related Industries
- Handicraft
- Gems & Jewellery
- Ware housing & Logistics
- Apparel & Furnishing
- Domestic Tariff Area
- Social Infrastructure

Mahindra World City, Jaipur offers world-class infrastructure like wide-road network, stable power supply, relatively lower cost of operations, seamless data connectivity, amenities like food court, ATM, jogging tracks, amphitheatre, etc, professional operations & maintenance, scenic landscaping and more.

Mahindra World City, Jaipur is being developed to meet the highest benchmark of infrastructure development with a keen focus on 'Sustainability'. It has been identified as part of a list of



16 projects globally and of those only 2 projects in India by the Clinton Climate Initiative (CCI), a foundation promoted by Former US President Bill Clinton for sustainable development.

43 companies have already signed-up with MWCJ in various zones viz. IT/ITeS, Engineering & Related Industries, Handicrafts and DTA, which include names like Infosys, JCB, Wipro, Mahindra & Mahindra, Deutsche Bank, State Bank of India, ICICI Bank, EXL, Nucleus Software, Nagarro Software, Truworth, Girnar Soft, QH Talbros, Dynamic Cables, Poly Medicure, Gravita India, Knit Pro, Ratan Textiles etc.

At the full capacity occupancy & operations level it is expected to attract investment of over Rs.10,000 crores and would create direct employment for approximately 100,000 people and indirect employment for 150,000 people.

We invite organizations to partner us in our vision of creating a world class business ecosystem.

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