



Business Line
The White Paper on Business

PUNE

Moving India Ahead

A Business Line & CII initiative



Confederation of Indian Industry
Since 1895

Growing by leaps and bounds

Alka Kshirsagar

With a location that's less than 200 km, and a mere 200 minutes drive away, from Mumbai, Pune is often called the satellite of the metropolis. Tradition has accorded the smaller city with the status of being Maharashtra's cultural capital and anointed the other as the country's business capital. But those in the know will certify that on economic and industrial fronts, Pune has been growing with a fierce vengeance.

"Pune has an interesting blend of Indian and multinational companies. And this is not a recent phenomenon. This blend has resulted in a work culture that naturally supports global businesses. This, in my opinion, is its strength," says Mr Suhas Baxi, Chairman, CII Pune Zonal Council and Managing Director, Demag Cranes & Components (I) Pvt Ltd.

This, perhaps, is one of the reasons why the first Hybrid Manufacturing Cluster in India, inaugurated on May 24, was set up by the CII in Pune. Under the leadership of Mr C. Narasimhan, Chief Adviser, CII National Cluster Programme, nine mid-size heavy engineering industry units from Ahmednagar, Pune and Mumbai will be provided guidance on becoming world-class companies.

NUMBERS SPEAK

The city's rapid economic development is clearly reflected in the Economic Survey of Maharashtra 2009-10. The latest report on the State's industrial and financial health affirms that when it comes to contributing to the kitty, Pune division has overtaken the "Maximum City".

Consider the following: Taken at current prices, the preliminary figure for 2008-09 Gross Domestic Product (GDP) of Pune division (Pune, Satara, Sangli, Solapur Kolhapur) at Rs 1,55,197 crore is the highest among seven divisions in the state, beating even Mumbai by around



The Mumbai Pune expressway. — Paul Noronha

half a per cent. In this context, it is relevant that Maharashtra's GDP at Rs 6,92,749 crore is 14.4 per cent of that of India.

Further number crunching reveals more statistics that are indicative of the growing economic importance of the city and its surrounding areas, broadly referred to as the Pune region.

Pune contributed over Rs 6,400 crore more than Mumbai to the State kitty, generating Rs 1,34,922 crore, which is

22.6 per cent of the total income (net State Domestic Product) of Rs 5,97,542 crore. Mumbai's contribution stood at Rs 1,28,511 crore or 21.5 per cent.

CONTRIBUTING FACTORS

It is easy to figure out why industry in Pune has grown rapidly in the five decades since the first industries began appearing on the Mumbai-Pune road in the late fifties: the climate is pleasant nine to 10 months, the innumerable educational

institutions, including the over 100-year-old engineering college, produce an army of qualified workforce, and the city is well connected by road, rail and air. The decision to set up an industrial estate put all the factors necessary to give a fillip to industrial growth.

Today, Pune is not only home to India's biggest automobile company, Tata Motors, and the second largest two-wheeler maker, Bajaj Auto, recent times have seen several large original equip-

ment manufacturers (OEMs) setting up base here giving it the moniker India's own "Motown".

On the engineering industry front, companies headquartered here include Thermax, Praj, Cummins, Kirloskar Brothers, Kirloskar Pneumatics, Kirloskar Oil Engines, Alfa Laval, Atlas Copco, SKF, Forbes Marshall and Finolex. Wind energy major Suzlon has recently moved into its spanking new corporate office at Hadapsar.

In addition, several global equipment manufacturers such as JCB, Hyundai Heavy Industries, Sany Heavy Industries and white goods makers such as Whirlpool, Haier and LG have manufacturing units in Pune.

MSME EXPLOSION

The growth of the MSME segment (micro, small and medium enterprises) in the region has been equally robust. According to statistics compiled by the Maharashtra Chamber of Commerce Industry and Agriculture (MCCIA), as of November 30, 2009, the number of MSMEs in Pune was 56,663, which is 37.4 per cent of those in the State, generating employment for 3,01,098.

The corresponding numbers pertaining to Mumbai are 12,341 and 1,06,214 respectively.

The number of co-operative industrial units in operation in Pune is 3,000, nearly 50 per cent of that in Maharashtra.

While the engineering and auto industry provide the backbone of manufacturing sector, the agro industry is represented through a Food Park (to process agro produce) at Shirwal, several wineries and a Floriculture Park at Talegaon.

Pune is one of the major hubs for the IT industry in the country. During 2008-09, software exports from the region totalled \$5,228 million, accounting for 60 per cent of the \$8,786 million from Maharashtra.

In tandem with business, banks too have seen major growth. Pune is the headquarters for Bank of Maharashtra - which recently turned 75 - as it is for several co-op banks.

According to the RBI, as of December 31, 2009, Pune has 460 bank branches with around Rs 57,000 crore of deposits and Rs 41,000 crore of advances. It is the seventh largest centre in India in terms of deposits and eight largest borrower, contributing almost 1.35 per cent to all-India deposits and 1.37 per cent of the overall loans/advances.

'simplifying'

complex process needs

Demag Cranes are known around the world as a leading example of reliable German Technology.

With our new manufacturing plant and R&D centre in Chakan, Pune, we are reinforcing our drive to simplify complex processes through technology.

DEMAG
Cranes & Components

email: info@demagcranes.co.in
www.demagcranes.co.in

Chain Hoists | Rope Hoists | KBK Cranes | Jib Cranes | Process Cranes | Standard Cranes | Portal Cranes | Geared Motors & Drives

A Synergy for Success !

- Vantage Location • 100% D G Backup • Excellent Connectivity • Ample Parking
- World Class Specifications • Areas from 50,000 to 7 Lacs Sq. Ft. • Ready for fitouts



Actual Site Photograph

ICC - DEVI GAURAV TECH. PARK

On Old Mumbai-Pune Highway, Near Nasik Phata, Pimpri, Pune

'Well begun is half done'. Choose the perfect business destination and ensure your progress on the ladder of success. Devi Gaurav Tech. Park, Pune promises to be a perfect reflection of your vision and corporate identity. An imposing elevation, an impressive glass facade, together with a vantage location and world class specifications create the perfect synergy for success!

Ideally Suited For : • IT • BPO
• Bank • Insurance Companies
• Retail Showrooms

Actual Site Photographs



Our other Project :

Empress Towers

Behind Empress Gardens, Pune

4 BRHK Ultra Luxurious
Condominiums + Serv + Terrace
(3,547 Sq. Ft.)

Completion by Jan 2011



DEVI
CONSTRUCTION CO.

Devi House, 37, Shivajinagar, Pune - 411 005,
Tel: 91 20 26122340, 26122804. Fax: 91 20 2553 3231.

Email: devicpl@gmail.com. Website : www.devigroup.com

ICC - DEVI GAURAV TECHNOLOGY PARK