

## SPOTLIGHT

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### ► Sector in Focus

#### Ancillary & Downstream Industries in Metal Sector

As one of the fastest growing economies, India is a major consumer of metal and metal products made of steel, stainless steel and aluminum. India is the largest consumer of sponge iron, 2nd largest consumer of stainless steel and 3rd largest consumer of finished steel in the world.



The per capita consumption of metal products in India is relatively low compared to the world average. The growing national economy and emphasis on developing new

applications for downstream metal products present significant opportunity for investments in the sector.

Odisha has consistently ranked amongst the top States in terms of attracting live manufacturing investments. The State has always been the preferred destination for investments in the metal sector.

It has 54% of the total aluminum smelting capacity of the country and is also the largest Steel and Stainless steel producer in the country. With the presence of mother plants, rich resources and a long coastline, Odisha offers significant opportunities for ancillary and downstream industries in the metal sector.

The State Government has identified downstream and ancillary in metal as one of the six Focus Sectors of the State providing special policy and incentive support for the sector.

Multiple dedicated Investment Regions and Industrial Parks in the sector are being developed in the State including the National Investment and Manufacturing Zone at Kalinganagar, Downstream Aluminum Park at Angul and Stainless Steel Industrial Park at Kalinganagar. These industrial parks will have committed feedstock from

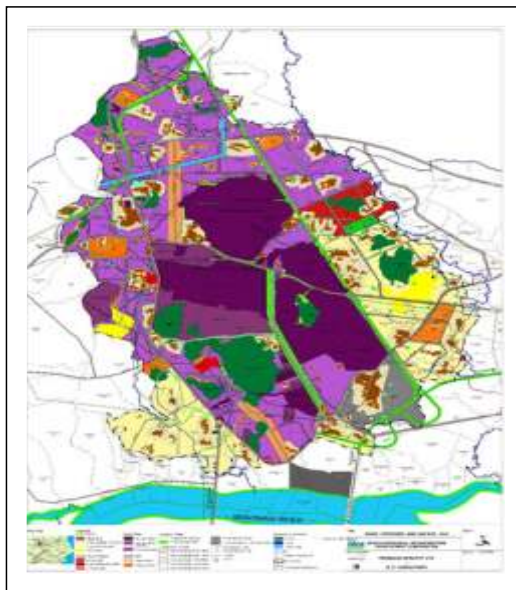
the mother plants in the vicinity and world class infrastructure to support the manufacturing units. To facilitate the investors, short profiles have been prepared with key features of various projects that an investor may consider to set up in the State and are available on:

[www.investodisha.gov.in](http://www.investodisha.gov.in)



## ► Industrial Infrastructure

### National Investment and Manufacturing Zone, Kalinganagar



To leverage the competitive advantage that the State offers for core manufacturing investments, the State is developing a National Investment and Manufacturing Zone (NIMZ) at Kalinganagar creating state-of-the-art infrastructure catering to metal and manufacturing industry. The Zone is well-connected through a network of road and rail linkages to the hinterland and is in close proximity to Paradip and Dhamra ports, providing a competitive advantage to access the ASEAN markets.

The zone is spread over an area of 40,339 acres and borders the districts of Cuttack in the south, Keonjhar in the north, Dhenkanal along the west and Kendrapara & Bhadrak along the east.

Availability of diverse and large mineral reserves of aluminium, chrome and other feedstock in addition to the presence of 9 major steel companies producing nearly 21 million tons of steel will enable potential investors in setting up their units especially those in auto ancillary, component manufacturing, equipment/ process manufacturing, etc. sectors. An estimated investment of over \$15.21 billion is expected to be made in the NIMZ.

The NIMZ has a common warehousing unit integrated with a Packaging Unit, Loading and unloading Docks, Logistics Infrastructure Facility with weighbridge, secured parking lots and 24\*7 surveillance system. The Zone shall also have exclusive areas earmarked to be developed as downstream/ancillary industrial parks. These parks and the supporting physical and social infrastructure are proposed to be developed on PPP basis providing significant business opportunities for the developers as well.

## ► Ease of Doing Business

### Key reforms by the Department of Energy

The State Government has been proactively introducing new business reforms to facilitate development of an investment-friendly business ecosystem.

In this regard, the Department of Energy, has undertaken several steps to make it easy for industries to set up and operate in the State. Consumers can now inspect, test and self-certify their electrical installations, taking help from authorized Chartered Electrical Safety Engineers to expedite commencement of supply of electricity.

The Department has implemented numerous other reforms for industries such as:

- Charged electrical connections (up to 150 KVA) is provided within 7 days (where no 'Right of Way' (RoW) is required) and within 15 days where RoW is required from concerned agencies
- LT and HT electricity connections are now mandated to be provided to industries within 15 days and 30 days from receiving the complete application, respectively.
- The Department provides a fixed cost estimate for a new connection Rs. 6,000 per KVA if infrastructure is available and Rs. 11,300 per KVA if not, instead of inspection based varied estimates which earlier resulted in substantial delays and grievances.
- Application for new connection, and payment of fees and bills can now be done online using GO SWIFT portal
- Pollution Certificate is not required for giving electricity connection at LT (upto 200 KVA) to industries.
- Industrial consumers now have to submit only 2 documents for getting a new electricity connection, instead of 14 documents required earlier.

## ► Other Key Events

### State Level Workshop on Ease of Doing Business

A State level workshop was organized on Oct 13, 2017 to disseminate information regarding the key business reforms undertaken by the State Government.

The workshop was organized in commemoration of the 100th meeting of the State Level Facilitation Cell (SLFC) held on that day. A new Investors' Guide providing step-by-step information on investing in the State was also released during the event. Government officials from concerned Departments and investor community from all over the State attended the workshop.



#### Chief Editor:

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### Aluminum Meet for Downstream and Ancillary Companies

The Government of Odisha organized a first-of-its-kind Aluminum Meet for Downstream and Ancillary industries on October 16, 2017 in association with CII. The investor community was apprised about the unique competitive advantages, business ecosystem and the investment opportunities in the Aluminium sector in the State.



### Odisha delegation visits Japan & Thailand




A State delegation led by Shri Shashi Bhusan Behera Minister (Finance & Excise) along with a CII led business delegation visited Japan and Thailand with the objective of meetings with prospective investors and promoting the tourism potential of the State.

On Oct 30 and 31, the delegation organized roadshow at Tokyo with participation from more than 100 companies and held one-to-one G2B meetings with 15 leading companies and associations in focus sectors of the State.

**For more information, log on to [www.investodisha.gov.in](http://www.investodisha.gov.in)**

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