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ADVERTORIAL

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Sunrise State Andhra Pradesh

Surging ahead on path of progress

ANDHRA PRADESH is India's Sunrise state and the gateway of the nation. It has embarked on a journey of consistent double-digit growth and is confident of emerging as a developed state by 2029, as stated by Chandrababu Naidu, Chief Minister of the state.

Andhra Pradesh was rated as the top state in the country for ease of doing business by the World Bank and the Government of India. This shows its continued commitment to provide best in class policies, stable industrial relations and an investor-friendly business environment. The state offers quality power, robust industrial infrastructure, a large industrial land bank, excellent connectivity and a skilled workforce, key ingredients of a vibrant and globally competitive investment destination. The state offers immense investment opportunities across Industry, Infrastructure, Urban development, Tourism , IT, Education, and Healthcare sectors. It is also developing a world class capital city at Amaravathi.

Why Andhra Pradesh

- Ranked No. 1 on Ease of doing Business by World Bank-Government of India (October 2016)
- Top state in attracting private sector investment by RBI (September 2016)
- No. 1 in implementation of Energy Efficiency and Conservation Programmes by World Bank (October 2016)
- Top state in the 'infrastructure' category by India Today (November 2016)
- Leader in marine exports
- GSDP growth rate of 12.26% in Q1 2016
- Single Desk Portal to provide all clearances/approvals to set up an industry within 21 working days; rated as a best practice by World Bank (September 2015); a global outlook and a target to be amongst the three best states in India; target to set up 14 ports by 2029 & 12 airports by 2020.
- Set to emerge as a 'logistics hub' of global repute
- Development of 888 km of Inland Waterways
- Potential to develop Coastal Employment Zone. The state has received many accolades over the past 2 years.

Andhra Pradesh set to become a Mobile Hub

Xiaomi, the Chinese major in mobile handset making, is setting up a second manufacturing unit at Sri City in Nellore district of the state. It has partnered with Foxconn; the new facility will be exclusive to Xiaomi. The Sri City unit will be Xiaomi's second production hub outside its home base of China. Foxconn had started its smart phone assembly plant at a 40,000 square foot facility at Sri City industrial park in Andhra Pradesh in May 2015.

The AP government has set a target of manufacturing 20 million mobile handsets in the state in view of its employment potential. The government had offered land and other facilities to 4-5 domestic companies to develop a mobile handset manufacturing cluster near Tirupati, in addition to Sri City's Foxconn operations. Xiaomi decided to go ahead with assembling phones at the Sri City facility because of the presence of skilled technical manpower, and the speed with which the state government moved on the proposal.

IT — the Economy's Driver

In a major boost to the fledging IT industry in AP, HCL signed an agreement with the Government of Andhra Pradesh to open a development and training centre at Vijayawada. The centre is a part of the Andhra Pradesh government's plan to promote holistic growth and boost IT investment within the state.

HCL aims to hire, employ and train 5000 local residents in the region with an emphasis on gender equality.

The Andhra Pradesh government is committed to economic development and providing more opportunities to the young workforce of the state. The HCL IT and training centre will offer a great platform to local talent in cities like Vijayawada. It will also further our vision of becoming the best state in the country by 2029, said Nara Chandrababu Naidu.

IT investment proposals worth ₹3,649 crore are at various stages of implementation, generating employment for 4755 people. Estimated IT export of ₹570 crore during the year is envisaged.

Andhra Pradesh — State of The Year, awarded by CNBC

Andhra Pradesh bagged the 'State of The Year' award announced by CNBC TV 18 under the 'Business Leader' category. HDFC CMD Aditya Puri, State Bank of India CMD Arundhati Bhattacharya, KKR CEO Sanjay Nayar, E&Y Chairman Rajiv Memani and corporate advocate Cyrill Shroff were the members of the jury which selected Andhra Pradesh for the award. The honour would encourage the AP government to perform even better in all sectors, said Chandrababu Naidu.

Creating the Fintech ecosystem

Fintech Vizag Valley is Government of Andhra Pradesh's flagship initiative that brings together industry, academia and investors to innovate, co-create and build the fintech ecosystem. The Fintech spring conference 2017 marks the beginning of this journey. The primary objective of the event is to explore trends and opportunities in fintech. This is a platform where the finest minds of the financial and startup community get to share mind space with thought leaders, business leaders, artists, actors, musicians, futurists and entrepreneurs. To accelerate the evolution of Fintech Valley, the Government of Andhra Pradesh has also initiated a fintech networking event every month. The flagship Global Fintech summit will take place on February 19 and 20, 2018. This event provides the opportunity to participate in the $1 million global fintech award challenge and ₹1 crore Indian fintech award challenge.

44 Mega Industrial Projects

The state of Andhra Pradesh is set to become an industrial hub because of the unique industrial policy adopted by Chandrabadu Naidu, the visionary leader. Many multinational companies have approached the Single Desk for setting up as many as 44 mega projects in the last one and a half years. Investments of ₹238,761 crore are expected to reach the state.

14-Day Permission

For setting up an industry, one required 20 to 30 permissions. Staring from industrial department, electricity, and forests to fire and safety and municipal administration, all had to give clearance to allow an industry to come up. This mechanism of getting permission from each department was a major hurdle for industrialists so, keeping in mind their convenience, the government of AP has come up with a 'SINGLE DESK' policy which provides permission within 14 days if all the requirements are duly met.

Digital classrooms are transforming education in Andhra Pradesh

As the state progresses towards its dream of a technology-driven knowledge economy, it believes transforming every sector from bottom-up is the way to go.

In the field of education, it has rolled out a massive digital literacy campaign across the state that includes digital classrooms which provide access to learning tools and educational content that would otherwise be out of reach for students and teachers in rural areas.

Despite umpteen challenges, the state has digitised over 1,000 schools with the help of donations and constant support from NRIs. Through the AP Janmabhoomi website, they have made their donations and have followed up on their contributions. Each NRI donated $750 to make the dream of digital classrooms and quality education come true for rural students in Andhra Pradesh.

In order to implement this effectively, we have also had local college students, interns and volunteers visiting these schools to train the school kids in technologies, without their having to leave their villages and migrate to urban areas in search of better education.

Several college students are now part of this programme and they train teachers and students in various softwares, using computers, projectors and other technological aids.

This way, we are not only exposing college students to real-life challenges but also allowing them to serve in schools and impart digital skills to others. At the end of their programme in digital literacy, these college students receive a certificate of merit for their service in these schools.

This is a call to all the youngsters who have the opportunity to educate the disadvantaged and thereby better their lives. The government believes that it has made development a participative model where everyone can work towards making Andhra Pradesh the best state in the country.

Sri City — An Integrated Business City

SRI CITY, comprising a special economic zone (SEZ), a Domestic Tariff Zone (DTZ), Free Trade Warehousing Zone (FTWZ) and an Electronic Manufacturing Cluster (EMC), all in its precincts, emerges as a vibrant 'Integrated Business City', equipped with world-class infrastructure and offering holistic solutions for multiple investment options and lifestyle purposes. It is located along National Highway-16 at the border of Andhra Pradesh and Tamil Nadu, about 55 km north of Chennai, and spread across 100 sq km area in Chittoor and Nellore district. Its strategic location, excellent connectivity and planned amenities have made Sri City a preferred business destination for investors.

Its steady growth in a short span stands testimony to the dynamic leadership of Ravindra Sannareddy, who is the Founder Managing Director. His pioneering vision and rich experience in international business enterprise has made Sri City a striking example of new urbanism in India, built with the concept of 'Work, Live, Learn and Play'.

In its true sense, it is a multi-product business city, with well demarcated industrial zones within the SEZ and DTZ, having global footprint industries, with interests in varied sectors like Automotive, IT/ITES/BPO, Engineering, Logistics & warehousing, Apparel & Fashion, Biotech/Formulation, Electronics/Hardware, Renewable Energy, Fast Moving Consumer Goods (FMCG), Food & Beverages, among others.

Besides the high quality infrastructure facilities and support services, all industrial units in SEZ enjoy duty-free import of capital goods and raw materials. Attractive fiscal incentives, and simpler customs, banking and other procedures are also made available. Robust infrastructure in the form of roads, water, power, telecom and sewage network service in all the zones, make Sri City a hassle-free business destination.

With the presence of a balanced mix of manufacturing industries in different sectors and an active programme of imparting vocational training, enhancing skills in different trades and creating large employment opportunities in the state, Sri City stands as an example of 'Make in India' and 'Make in AP', the dream campaigns of the Central and State governments, respectively.

Sri City is now home to Cadbury, PepsiCo, Colgate Palmolive, Kellogg's, Isuzu, Kobelco, Alstom and 36 other top multinationals representing 27 countries. In all, over 150 companies have already established their facilities at Sri City, of which a dozen are Fortune 500 companies. The total committed investment is of ₹25,000 crore and would offer employment opportunities to more than 35,000 persons. Foxconn, the Chinese Multinational Electronics Contract Manufacturing Company, has a huge set-up in Sri City with around 10,000 employees, mostly women.

As an emerging smart business city based on a holistic development model and sustainable environmental practices, Sri City has attracted several high-profile business and diplomatic delegations from countries such as USA, Japan, Korea, Singapore, Malaysia, Germany, Thailand, Taiwan, China, Australia and Canada.

With the presence of major auto original equipment manufacturers (OEMs) such as Isuzu, Kobelco Group, and several Japanese automotive ancillary companies like NS Instruments, Nittan Valve, NHK Springs, Piolax, Mitsubishi Metal One, etc., there exists a strong ecosystem for the automobile sector in Sri City. With the setting up of Alstom's Rolling stock manufacturing unit, steel industry components production unit of Danieli, VRV, Venture, BFG, Bergen Pipe Supports, and a few more companies, Sri City has also become a hub of light engineering industries.

Sensing that there is a huge opportunity for India to become an electronic hardware manufacturing hub, Sri City developed an electronics hardware manufacturing cluster. It had tied up with Electronic Industries Association of India (ELCINA) to enable association members and other electronics manufacturers to set up facilities to cater to the domestic and export market.

Residential areas, commercial hubs, world-class healthcare, educational establishments, recreation centres and other necessary amenities will support the industrial zones at Sri City, making it a truly integrated centre for commercial enterprise and living. Sri City aims to become a carbon neutral city, and one of the best places in India to live and work in.

In recognition of its world-class infrastructure, international standards and constant commitment, Sri City has received several prestigious awards.

Sri City as a centre of learning

Sri City, known as India's premier industrial destination, is also becoming a world class educational hub. The education zone in Sri City, situated amidst the industries, enables world-class universities to start campuses, focusing on a varied range of streams quickly. The Indian Institute of Information Technology (IIIT), IFMR University have already set up centres at Sri City. With effect from the academic year 2017-18, the Great Lakes International University will be operational. Healthcare institutions at Sri City include the Frontier Lifeline Hospital, Sankara Nethralaya Hospital & Research Centres and Kanchi Kamakoti Child Trust. Sankara Nethralaya will set up an Institute of Occupational Optometry and Visual Sciences. More vocational colleges and corporate training centres will nurture world-class talent that the industries in Sri City can tap and the region will soon emerge as a hub of employment opportunities.

Since the bifurcation of the state, Sri City, with its plug-and-play infrastructure, has become one of the key industrial destinations in Andhra Pradesh (AP). Since the state government has embarked on a massive exercise for large industrial investments, Sri City is getting featured in states' list of clusters for investment. It has also emerged as a 'must visit business city' for various National and International delegations. Being a glowing example of a great business destination, Sri City stands out as one of the best places for long term growth and development.

* RED { READ. ENGAGE. DELIVER. } IS THE MARKETING SOLUTIONS TEAM OF THE INDIAN EXPRESS GROUP

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Sunrise State Andhra Pradesh

Healthcare of international standards

MAXCure Group of Hospitals is backed by high-end technology, infrastructure and expert doctors matching global standards of healthcare.

In keeping with our 'patient-centric' approach to healthcare delivery, we have 300 beds for critical care with 1:1 patient: nurse ratio being maintained in critical areas. Our 500-member strong team of doctors — surgeons, physicians and specialists— is hailed for their expertise and international experience.

- 1000-bed facility
- EPIC— For the first time in India, ECHO machine which gives 4D Images
- 24×7 in-house cardiologist, trauma team, Neuro team, surgical back-up, critical care experts, emergency experts, all under one roof.

MaxCure 1st Responder program

The MaxCure Emergency Department is very active on public awareness activities. We have been conducting training sessions on Basic life support, First Aid training for Minor trauma and accidents, Fire injuries, Heart attack, Stroke, Drowning, Poisoning, for School children, MNC employees, NGOs, Traffic police under the "MaxCure 1st Responder Program".

Training for Medical Practitioners/First

WE HAVE 300 BEDS FOR CRITICAL CARE, WITH A 1:1 PATIENT:NURSE RATIO BEING MAINTAINED IN CRITICAL AREAS

Medical Responders

We recognise the role of medical practitioners (MBBS, BAMS, BHMS, PMP, RMP, etc) in the initial management of patients at villages and towns. Hence we have been organising training sessions on 'Basic life support' and 'Early Identification and diagnosis of various life/limb threatening conditions'.

The MaxCure Emergency department is not only into the Diagnosis and management of critically ill patients but also has a team of Academic experts to guide Emergency medicine residents.

The goal behind Emergency academics is to educate, train, engage and inspire our students in the field of Emergency medicine so that they can emerge as world-class professionals in the field.

Academic Activities at MaxCure Emergency Department

EMERGENCY MEDICINE RESIDENCY PROGRAMME:

Master's in Emergency Medicine — 3 years' training programme in collaboration with the Society for Emergency Medicine India (SEMI); Full member of the International Federation of Emergency Medicine (IFEM)

Membership of Royal College of Emergency Medicine (MRCEM)— Guidance for all parts of the examinations — ADRENALINE TEAM initiative

American Heart Association (AHA) Certified International Training Center (AHA, ITC)—Sahrudaya Healthcare Pvt Ltd

Medical Tourism

As a leading multi-superspeciality hospital in Hyderabad, we receive patients from across the world, including Middle East, Africa, Europe and USA. MaxCure Hospitals is ideal for the international patient:

Our key specialties are led by successful surgeons from across the world — with education and experience in USA, UK, Canada and other countries. In addition, our doctors frequently travel abroad to do follow-ups, to speak at conferences and for helping develop the healthcare system for our partners across the world.

Our facilities are designed to support the patient including:

Services offered to International Patients:

- **Translators**
- **Money Exchange**
- **Visa Support and Travel Support**
- **Free pick-up and drop**

There's a dedicated international patient coordinator who hand-holds the patient through the entire process.

Best of MaxCure!

Our International Patient Coordinators include translators and other staff trained to make your stay comfortable.

They will help you with the following tasks:

- Schedule medical appointments
- Confirm airline reservations
- Help you with any visa-related formalities
- Arrange transportation from the airport to the hospital
- Provide you an early estimate of the cost of services
- Help with hospital admissions and follow-up doctor visits
- Make sure that you are well-informed before taking a decision
- Arrange recreational activities for your family
- Help you acquire copies of medical reports/films after consultations/procedures are done
- Ease communication with MaxCure Hospital doctors

KL U — PURSUING EXCELLENCE IN RESEARCH

KL University, officially the Koneru Lakshmaiah Education Foundation, is a deemed university located in Vaddeswaram, in Guntur District of Andhra Pradesh. KL University, a pioneering institution that supports Academics and Research in Engineering, Science & Technology, Architecture and Management, has high-end infrastructure and a highly experienced faculty, besides its renowned Centre for Innovation, Incubation and Entrepreneurship (CIIE).

It envisions fostering innovation-driven entrepreneurship through incubation, in keeping with KL University's vision of becoming a global university. CIIE is comprised of Centre for Innovation which aims to inculcate a spirit of innovation; Centre for Incubation (TBI) which aims to further innovation through product development, services and process development and commercialisation; and the Centre for Entrepreneurship (EDC) which aims at fostering entrepreneurial skills among students.

Hub of Startups@KLU:

Many Startups have been initiated by K L University students, such as TechStartInc, FOPPLE- Skill Development, Isthriwala (www.isthriwala. com), Ton Metri Solutions, Repair Karega, Printskool. Com, Tenethost, House Dekho, Mentor's Rendezvous, Praan Rakshak, Smart Green, HungerBee, CostTags, Smart Transport, HD Food Services, and Sweety Bio-Tech.

Excellence in SAE E-BAJA, Nationwide Fame

SAE (Society of Automotive Engineers) E-BAJA was a nationwide competition for designing and fabricating an all terrain vehicle. The result was given based upon the performance of the vehicle. This competition's main motto is to enhance the technical skills of B. Tech students practically. E-Baja involves both Mechanical and Electrical engineers for making an Electrical vehicle.

A team of 25 members from second year, third year and final year formed a group called 'KL U SAE Collegiate Club' and started to design and fabricate an Electrical offroad vehicle as per the design specifications and guidelines given by SAE India. After the successful completion of the virtual round in which 250 teams from across India took part, 150 teams were finalised for the main event.

The fabrication of the vehicle took place as per the rule book and after the completion of the exercise, the final check-up was carried out by the technicians representing SAE India. After the inspection, the team registered for the main event which was held over 5 days at Pithampur, Indore. Team Unblockabulls representing K L U won the second position for Best Overall Performance award for the year 2016. The Team Unblockabulls representing KL University won the first position for Best Design & Overall Performance award and second position for the Dr. A P J Abdul Kalam Initiative award for the year 2015.

MaxCure Hospitals: One of the fastest growing healthcare networks in Telangana & AP with over 1100 beds and 150 full-time super-specialists.

MAXCURE GROUP OF HOSPITALS:

Madhapur, Hyderabad, Telangana India	8008 777 555
Secretariat Road, Hyderabad, Telangana India	7680 000 869
Karimnagar, Telangana India	8008 777 111
Nizamabad, Telangana India	9346 033 224
Simhapuri Hospitals, Nellore, AP, India	8008 404 108

MaxCure™ Hospitals

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The Gateway to the world of business

Business & Lifestyle:

- Multi-Product SEZ • Domestic Tariff Zone
- Free Trade & Warehousing Zone(FTWZ)
- Lifestyle Zone

World-class Infrastructure
Special Tax Benefits
Simplified Processes

A wave of change is sweeping India. A wave that has set its sights on the future. A wave that is surging ahead and cannot be ignored.

Sri City has been at the forefront of anticipating this change and has set out to build an infrastructure to sustain the momentum of growth. A growth that includes strengthening the economy and presenting the new face of a young and vibrant India.

Home to over 150 Companies including 45 MNCs from over 27 Countries

Kobelco · Cadbury · Isuzu · Foxconn · Pepsi · Kellogg's · Alstom · West · ZTT · Unicharm · NEC · Windar · IMP · Blue Star · TCI · Ball · NHK and more...

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