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IN JUST SEVEN YEARS, SRI CITY IN CHITTOOR DISTRICT HAS GROWN FROM EMPTY BARREN LAND INTO AN INTEGRATED INDUSTRIAL AND RESIDENTIAL TOWNSHIP, HOLDING INVESTMENTS OF ₹20,000 CRORE

Land of plenty in the middle of nowhere

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It's a long drive through semi-barren land. And then there is a sudden burst of greenery. Enter the gates that loom large and you are on a broad, clean road lined by manicured bushes. You see a cluster of large buildings on one side, furious construction activity on the other. A couple of meters down, you are greeted by a large green board which reads 'Peepul Blvd', reminiscent of street name-boards in the western world.

You are at the entrance of the land where power and water are in perennial supply, a land which houses international biggies like Cadbury's, Pepsi, Alstom, Unicharm and Isuzu; the place which is considered an investors' paradise – Sri City, an integrated industrial and residential township.

From being a piece of barren land just seven years ago, the township in the Chittoor district of Rayalaseema now holds investments of more than ₹20,000 crore, and is today one of the bustling industrial regions in south India.

Initially, Sri City wasn't given much credit for this achievement, and was looked at as a fallback option of sorts where investors rushed to when Tamil Nadu was no longer the ideal investors' destination. It was said that the lack of a conducive environment in TN only propelled the township's growth, but today, Sri City is a king standing on its own merit. It houses more than 100 units, including global multinationals, which have brought in more than ₹20,000 crore of investments, and employs 20,000 people, most from neighbouring regions.

BOOMING TOWN: With the industrial part of Sri City going according to the plan, the promoters have now begun readying the residential complexes and soft infrastructure

And now that Sri City has gotten a critical mass on the industrial front, the promoters are turning their focus onto part two of the plan—soft infrastructure. Critical to a township of this scale is residential complexes for employees, and other soft infrastructure to support their stay.

"We were waiting for the industrial part of the township to come up to a certain level before focusing on the social infrastructure," says Ravindra Sannareddy, promoter of Sri City. The township has 50 apartments for supervisor-level employees, houses and dormitories to accommodate about 800 people who live and work in the township, although a major chunk of the employees today come from nearby towns and villages and don't require residential facilities on the campus. The idea is to ready another 500 apartments over the next few years. There will be single, double and triple-bedroom houses, villas and high-end luxury residences in various locations of Sri City. While this by itself could be a business opportunity for Sri City, the company is looking at it more as a necessity than a perk for workers. The development of such a township is bound to hike real-estate prices in the region, but keeping that low is among Sannareddy's priorities.

Having to keep hundreds of expats happy in Sri City requires more than just providing good housing. To give foreigners a "home feel", streets in Sri City are called boulevards rather than colonies. Sannareddy is also planning country-specific enclaves within resi-

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CITY HAUL

➤ **SIZE OF THE TOWNSHIP** | **7000 ACRES, 40% OF TOTAL AREA** is now occupied

➤ **DISTANCE FROM TIRUPATI** | **107KM**

➤ **TOTAL INVESTMENT INTO THE TOWNSHIP** – **₹1,000 CRORE BY SRI CITY AND ₹20,000 FROM 100 COMPANIES** (42 multinational) across sectors like automotive, engineering, logistics & warehousing, apparel & fashion, biotech/pharma, hardware, renewable energy, food & beverages

➤ **TOP COMPANIES THAT HAVE INVESTED** | ISUZU, PepsiCo, Cadbury, Colgate Palmolive, Kellogg's, Kobelco, Lavazza, Unicharm

➤ **BENEFITS** | Special Economic Zone, Domestic Tariff Zone, and Free Trade and Warehousing Zone, **UNINTERRUPTED POWER AND WATER SUPPLY**

➤ **JOBS CREATED SO FAR** | **20,000.** Expected to create **75,000 DIRECT JOBS & 100,000 INDIRECT JOBS** in 5 yrs

➤ **EXPORTS FROM THE ZONE** | **₹ 1,000 CRORE, ₹500 CRORE** this year

➤ **NET FOREIGN EXCHANGE EARNINGS IN 5 YEARS** | **₹300 CRORE**

SOFT INFRASTRUCTURE

➤ **HOUSING** | **100 APARTMENTS, 500 MORE** in the pipeline

➤ **EDUCATIONAL INSTITUTES** | Chennai Business School of Excellence | Great Lakes Institute of Management

➤ **HEALTHCARE FACILITIES** | Frontier Lifeline and Sankara Nethralaya

➤ **RECREATIONAL INFRASTRUCTURE** | Cricket ground | Football ground & indoor sports | Badminton & tennis courts | Golf course in the pipeline

> We want to give foreign investors a "home feel". One enclave, for instance, will have houses like those in Japan for Japanese staff
>
> **Ravindra Sannareddy**
> PROMOTER OF SRI CITY

dential zones. "The Japanese enclave, for instance, will have houses designed like those in Japan, so Japanese employees feel closer to home," says Sannareddy. In tow with housing comes other social infrastructure like schools, colleges and healthcare facilities. Sri City now has a CBSE school, the Chennai Business School of Excellence, an IIIT, an IFMR management school, and healthcare facilities run by Frontier Lifeline and Sankara Nethralaya. In the pipeline is another management school by Great Lakes Institute of Management. Also in the works are facilities like an 18-hole golf course to go with the existing cricket and football grounds and indoor games studio. A five-star hotel is also 'coming-soon'.

When Sannareddy first came up with the concept, the idea was to bring economic development to the place he hails from, provide jobs and uplift people in the region. Going by the rate at which companies are investing in the township, Sri City as a brand and as a product has established its merits and is on track to achieve its goals. What needs to be seen is how well these supporting projects aid the development of the township and beyond.