

An attractive proposition

Mayar group gears up to woo businesses into its newly-built SEZ near Gurgaon

Strategically located at Sohna in Haryana, Keystone Knowledge Park is North India's first and only Special Economic Zone dedicated to R&D, biotechnology, pharmaceutical, chemicals and other allied areas. The recently-built SEZ by Delhi-based Mayar group with diversified business interests, is 28 km from Gurgaon and 22 km from Faridabad, situated close to Kundali-Manesar-Palwal Expressway. The 40-acre SEZ has come up as part of the group's 167-acre mix development project, master-planned by Singapore-based Jurong Consultants and designed by globally-recognised architect Raj Rewal.

At present, the SEZ is offering 250,000 sq ft of ready-to-occupy laboratory space for large corporates and start-ups. Besides, there are around 15 industrial plots, which can be developed by industries as per their specific requirements. Apart from infrastructure facilities, the 20-acre processing zone, is well supported by 20-acre non processing zone, which will host service apartments and a wellness resort. Both these projects are likely to be taken up for development shortly. The SEZ will also get due support from mega-housing project, which the group is planning to develop under the Haryana government's recently-formulated policy for development of low density eco-friendly residential housing colonies in agriculture zones. The policy is aimed to discourage sporadic development of farmhouses in agricultural zones and promote planned development of low density, eco-friendly colonies.

"Through our SEZ project, we want to create a hub for R&D and innovations in the northern region of the country. This will be a centre of excellence that attracts global MNC and Indian corporates. We also aim to support and incubate start-ups to



Sud: creating a vibrant eco-system

create a vibrant ecosystem in this region," says Ajit K. Sud, chairman, Mayar group, who believes that fresh and concerted efforts in the field of R&D, are paramount for the successful implementation of the Centre's 'Make In India' initiative, even as corporates are in the process of evaluating the macro and micro economic conditions.

"The campus provides world class

environment to entities for developing new products and solutions with higher productivity. To achieve this, we at Mayar group hired best talent in designing, master planning, engineering, consulting and construction of this state-of-the-art facility," says R. Gupta, managing director of Mayar Infrastructure Development Pvt Ltd, the group company that has promoted the SEZ project where the company has already invested around ₹200 crore in developing the infrastructure facility as also the building offering the laboratory space.

Modern facility

The SEZ project which was conceptualised around five years ago and the construction work for the same started around three years back, has already implemented its processing segment for the prospective firms. The company, which is awaiting its first tenant, has recently appointed Biotech Consortium India Ltd (BCIL) for marketing and promotion of the project. BCIL is an entity promoted by the Department of Biotechnology, ministry of science & technology, for commercialisation of biotechnology and is a leading consulting organisation engaged in biotechnology activities.

"Keystone Knowledge Park is the first biotech park of its kind in the NCR region. The state-of-the-art facility offered by the SEZ for research & development, as well as manufacturing, addresses a much needed platform for

The growth story

The ₹7,000-crore in sales Mayar group is primarily into trading business having interest in newsprint, timber and building material. Established way back in 1948, the company, backed by a workforce of about 2,000 employees, has also diversified into infrastructure, hospitality, wellness, and shipping. Recently, the group has ventured into offshore drilling by acquiring one offshore rig. Over the years, the company has created its presence in countries like New Zealand, Singapore, Hong Kong, Myanmar, Africa, the US and Europe. The group, the largest

supplier of newsprint in the country, is also one of the leading importers of timber logs into India. The company has recently also entered into the soft wood market and has bought forestry rights for 700 hectares in New Zealand. The group, which entered the wellness space in 2004 with one centre – Amatra in Hotel Ashok, New Delhi, later added two more centres – at Three Graces at Hotel Le-Meridien, and in Vasant Vihar, in New Delhi. It is currently running one of the largest wellness chains in Singapore with nine centres, employing around 400 people.

biotechnology industry in northern India,” says Purnima Sharma, managing director of BCIL which, along with the state government, is currently in the process of promoting this project in a major way.

The company has also roped in trade and industry associations like FICCI and CII as also foreign trade bodies like Japan External Trade Organisation, Korea Trade Promotion Corporation and Indo-German Chamber of Commerce to promote the project among their members. It is in touch with government institutions and departments like Indian Council of Medical Research, IITs, Council of Scientific & Industrial Research, Indian Council of Agricultural Research, Indian Agricultural Research Institute and Translational Health Science and Technology Institute.

The company has initiated discussion with Karma Medical Products Co Ltd, a Taiwan-based medical products company engaged in manufacturing specialised wheel-chairs. The Taiwanese entity is exploring the possibility setting up an R&D base in India. Pharmaceutical majors like Abbott, Sun Pharma, Cipla and Glenmark have also been approached by the company, which has also made a comprehensive presentation to the members of Pharmaceutical Export Promotion Council and Chemical Export Promotion Council.

Apart from large companies, there are focussed approach to attract start-ups and small enterprises from the SME sector where the company is in an advanced stage of discussion with companies like Tina Organics, Eurolux Fragrance and Advent Medical Devices. Delhi-based Tina Organics is engaged in the production of performance chemicals, phosphate ester, fire resistance hydraulic fluid and health safety chemicals, while Gurgaon-based Eurolux Fragrance is into contract manufacturing of high-value perfumes and toiletries. Advent Medical Devices, based in Delhi, manufactures accessories and products, used in angioplasty, angiography and endoscopy.

“We have seen the SEZ. It is quite good and we are interested in setting



Mayor group's SEZ offers ready-to-occupy laboratory space for corporates and start-ups

up our R&D and manufacturing facility over a space of around 10,000 sq ft. At present, we are evaluating the cost and other factors,” says Mahendra Singh, managing director, Advent Medical Devices.

Big role

“We are making a concerted effort to attract businesses which can utilise our facilities and gain significantly due to the overall ecosystem that we intent to offer to our customers. After a recent slowdown, things are gradually looking up and businesses have shown their interest in moving to our facilities. It is now only a matter of time,” says Sud, who believes that macro economic situation is now changing and this along with Gurgaon/ NCR as a region will play a big role in making Keystone Knowledge Park a preferred destination for R&D activities. Notably, the Haryana government is currently in the process of launching its new industrial policy for which it has sought suggestions and feedbacks against the draft policy uploaded on its site. As per the draft of the new policy, the state government is planning to develop Haryana as an innovation/ R&D hub and the state will provide all necessary support for the same.

“There is definitely need for a policy intervention to make such initiative a success story. Moreover, the proximity to Gurgaon will be advantageous to such a project, but it remains to be seen how the entire catchment area shapes up going forward. The not-so-favourable economic situation in the past has adversely impacted the progress of such facilities. However, there is a pent-up demand and hopefully things begin falling in place soon,” says Ashok Kumar, managing director of foreign property consultant Cresa Partners.

As per Sanjay Dutt, executive managing director, South Asia, Cushman & Wakefield, apart from the quality of the facility offered at such a specialized SEZ, the role of state and central governments in providing much-needed sops and facilitation will also be imperative. “Such SEZs should be attractive enough in terms of doing business as also making investments. Moreover, there is need to promote and market such a product in a more concerted manner so that investors are encouraged and feel assured in moving into these facilities,” adds Dutt.

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