

By Amit Brahmabhatt

**I**nspira Infrastructures Ltd is floated by the promoters of Ajanta Pharma Group, a niche player in the pharma industry operating in various therapeutic areas, will be emerging as one of the most sought after special economic zones (SEZs) in the country due to their world-class facilities and support infrastructure.

Although Inspira has plans to develop several niche SEZ projects in Maharashtra, they are currently working actively on two major industry verticals, namely a pharmaceutical SEZ and a biotech SEZ both coming up at Aurangabad.

Inspira is led by a team of professionals from various functions of the infrastructure industry under the active guidance of Mr Ravi Agrawal who is the Director, Business Development. SEZ TIMES spoke at length with Mr. Agrawal to learn more about Inspira's plans and aspirations. *Excerpts:*

**ture venture under Inspira?**

Our group's infrastructure projects are led by Inspira Infrastructures Ltd, which is purely into creating world-class infrastructure, especially product-specific SEZs and integrated housing complexes and townships. Currently we are executing nearly five projects which are at various stages of development, out of which we are working on three SEZs.

**Could you please illustrate on the various SEZs you have chalked out in your projects?**

Although we have envisaged three different SEZs in different niche verticals like, pharma, biotech and textiles we are right now focused on Pharma and Biotech SEZs. Both these SEZs are located in Shendra, Aurangabad, adjacent to each other.

**Could you please throw some light on the pharma SEZ, how did you think of entering this particular segment?**



Ravi Agrawal, Director, Business Development

## INSPIRA SEZs

### Inspired by the world class

**Could you please tell us something more about the core promoters of Inspira, its line of business and domain expertise?**

The core promoters of Inspira are same as the promoters of Ajanta Pharma, which is in fact the flagship company of the Ajanta group. Ajanta Pharma was established in 1973 and currently markets its products in more than 52 countries around the world, with a total team strength of about 2,000 people and three formulation manufacturing facilities in India. The company's annual sales are in excess of US\$ 80 million. Some of our niche therapeutic areas are ophthalmology, dermatology, cardiology, orthopaedic and gastroenterology segments. As a matter of fact, Ajanta is the sixth largest pharma company in ophthalmology segment in India.

**Can you please describe the group's infrastruc-**

The most interesting thing to note is we have ventured into an area in which we not only have the right expertise but which we understand to the fullest. Pharma is our core activity and we understand what kind of infrastructure is needed to develop a top-notch pharma cluster. Our pharma SEZ will have world-class infrastructure for companies to leverage their respective strengths and products. Another interesting factor is that the Aurangabad region has already grown into a huge pharma cluster in Western India due to abundant cheaper talent and excellent logistics. Leading pharma companies like Wockhardt, Baxter, Johnson & Johnson, Glenmark, Ajanta Pharma, Lupin, IPCA, AMRI, FDC etc, are already established and are expanding in Aurangabad. To execute the project, we have built a strong team from the infra industry.

**What are some of the location features of the pharma SEZ?**

The pharma SEZ will spread across 100 hectares (247 acres) of land. We have deployed the best available consultants for this project. While the feasibility has been done by Jones Lang LaSalle, the master planning has been done by Halcrow of UK, which has ensured that the project marks the perfect blend of traditional business, professional approach, aesthetics and environmental conservation. With integrated development we propose to have a "walk to work" culture. Out of the total 100 hectares available, 50 per cent of the land will be made available for the processing area of Pharma industries and the rest for enabling residential, commercial and recreational facilities to the users of the SEZ.

**What about the biotech SEZ, how did that idea germinate?**

Biotech is an obvious extension of pharma. Bio Pharmaceuticals is the largest segment of export in Biotech exports and the industry has one of the most promising therapeutic solutions to offer in the coming future. Its proximity and connectivity to Mumbai and Pune also attracts companies to Aurangabad. The biotech SEZ will be set on 10 hectares of the area next to the pharma SEZ at Shendra in Aurangabad.

The most inspiring feature of the biotech SEZ is its location. Aurangabad is one of the fastest emerging new Biotech centres. New biotech ventures are also being planned in the city to boost the biotech activity. The SEZ is thus expected to attract investments and it will offer specialist business zones with customized infrastructure to give companies a competitive edge. While it is well connected domestically, the international Airport slated for inauguration by January 2009 will further boost the City's Biotech attractiveness to international players.

**What are the other advantages of the site for these SEZs?**

Obviously being a SEZ, all the available fiscal and tax incentives will naturally be available for the units at our SEZs. The biggest advantage of the site is that, apart from being a fast developing industrial cluster, close to cities like Mumbai and Pune, it is just about 10 kms away from the domestic airport on main state highway. Aurangabad and surrounding area has several biotech, science and engineering colleges ensuring availability of fresh talent and abundant manpower.

Besides, the most important feature will be that since these projects are within the Maharashtra Industrial Development Zone, it has access to uninterrupted power and assured water supply. Our SEZ is already connected by a congestion-free well-maintained four lane road from the SEZ to the state highway till Airport.

**Industrial activity is fine, but what about people working there, would it be like second home?**

It will actually be more like a home to the people working there. High quality accommodation with recreational and social facilities will be available in the SEZ itself. Besides we are using pollution free and sturdy infrastructure using environment-friendly techniques to maintain & keep it that way. Scenic beauty of mountains, greenery maintained in the location along with all modern amenities will ensure attraction for employees towards the facility as a second home near the work place.

**What about other SEZ projects from Inspira?**

We already have formal approval for third SEZ for textiles. This is a joint venture with MIDC and a clear land is already in possession. Currently, our initial studies are ongoing and we will commence work during the first half of next year.