



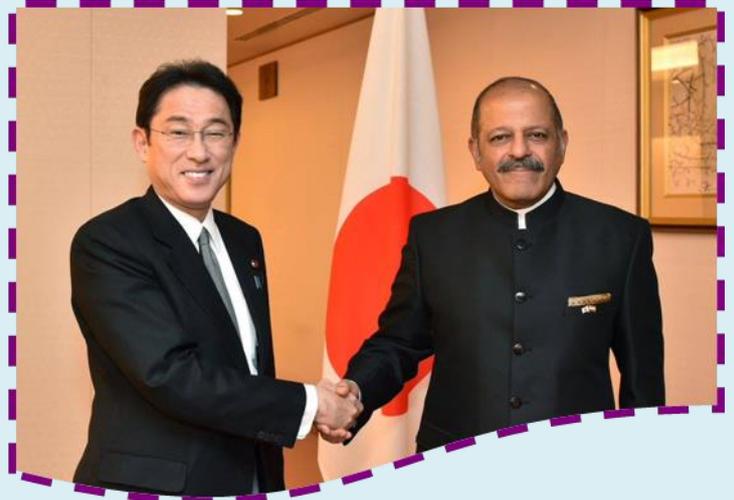
Embassy of India

Tokyo

NEWSLETTER

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All differences in this world are of degree, and not of kind, because oneness is the secret of everything.

- Swami Vivekananda

Visit of H.E. Dr. S. Jaishankar, Foreign Secretary of India to Tokyo (25-26 February)

H.E. Dr. S. Jaishankar, Foreign Secretary of India, visited Tokyo on 25-26 February. He participated in the 2nd Trilateral Meeting between India, Japan and Australia on 26 February. He also had bilateral meetings with H.E. Mr Akitaka Saiki, Vice Minister for Foreign Affairs, Japan and H.E. Mr. Peter Varghese, DFAT Secretary, Australia. H.E. Ambassador Shri Sujan R. Chinoy hosted a banquet at India House in honour of Dr.S.Jaishankar.

Ambassador H.E. Shri Sujan R. Chinoy called on H.E. Mr Fumio Kishida, Foreign Minister of Japan

Ambassador of India H.E. Shri Sujan R. Chinoy called on H.E. Mr Fumio Kishida, Foreign Minister of Japan on 22 February. They discussed the upswing in India-Japan ties under the guidance of the leaders of the two countries.

Ambassador H.E. Shri Sujan R. Chinoy visit to the headquarters of Suzuki Motor Corporation

Ambassador H.E. Shri Sujan R. Chinoy visited the headquarters of Suzuki Motor Corporation in Hamamatsu on 10 February. He held a meeting with Mr. Osamu Suzuki, Chairman and CEO along with Mr Kenichi Ayukawa, Managing Director & CEO Maruti Suzuki India Limited. Ambassador also made a visit to Suzuki Kosai Plant and was briefed about the Japanese concept of "Kaizen" Continuous Improvement and the assembly line and the production platform. A similar production unit is to come up in Gujarat with an annual capacity of 750,000 Units per annum. He also met and interacted with interns from Gujarat, India who were undergoing training at Kosai Plant. Mr Kenichi Ayukawa, MD & CEO Maruti Suzuki India was also present.

Ambassador H.E. Shri Sujan R. Chinoy visit to Tokamachi Snow Festival

Ambassador H.E. Shri Sujan R. Chinoy attended a reception in his honour on 19 February 2016 and later delivered a talk on "India & Japan in a Changing Global Environment" in Tokamachi City, Niigata Prefecture, during a visit coordinated by Mr.Tokio Hasegawa, Director of the well-known Mithila Museum, an NGO devoted to the promotion of ethnic Indian art and culture. Ambassador's talk was attended by Mr. Yoshifumi Sekiguchi, the Mayor of Tokamachi City.

H.E. Ambassador Sujan R. Chinoy participated in the Tokamachi Snow Festival (Yuki Matsuri) on 20 February and supported with his presence the performances at this famous annual festival of a traditional dance troupe from the state of Manipur in India led by Shri Sinam Singh Basu. The Manipuri dance troupe's visit to Japan was sponsored by Indian Council for Cultural Relations. He also spent time interacting with local citizens, Friends of India (even attempting to sing a Japanese song on Karaoke for them: "Sakura Sakura") and little school children. He attended the inauguration of the Snow Festival alongside the Mayor of Tokamachi City Mr. Yoshifumi Sekiguchi. His visit was aimed at strengthening the cultural ties between the two countries.

Return of Lost Money to the Rightful Owner of a delegate of the Energy Dialogue

A few days after the successful meeting of the 8th India-Japan Energy Dialogue, held in Tokyo on 12-14 January, the Embassy received a call from Mr. Masato Hiramoto, a Japanese national, working at NIDEC on 19 January 2016. Mr. Hiramoto conveyed that, while checking the brochures received during B2B meetings with Indian counterparts during the Energy Dialogue, he found a packet containing US\$ 3000/- and JPY 52,000/-. He requested the Mission to locate the actual owner of the money so that it could be returned to the owner. While appreciating Mr. Hiramoto's gesture, the Embassy requested that he send more details, including the brochures with which the money was found and also any other information which would help in locating the actual owner.

The 8th India-Japan Energy Dialogue had witnessed the participation of Hon'ble Minister of State of India (IC) for Power, Coal, New and Renewable Energy as well as a large official delegation. Numerous Indian and Japanese companies had also participated. On the basis of facts and details provided by Mr. Hiramoto, the Embassy undertook a meticulous examination of Indian companies which had participated and interacted with a number of them to trace the legitimate owner. The persistent efforts of the Embassy paid off when, after thorough examination and due process, the Embassy was able to identify Shri J.K. Jain, Chairman & Managing Director, FIEM Industries as the owner of the

money. The Embassy got in touch with Shri Jain who confirmed that he was indeed the actual owner. He promptly thanked the Embassy and appreciated the efforts undertaken by the Embassy.

After verification of the details, the money was handed over to the representative of FIEM Industries in Tokyo by H.E. Shri Sujan R. Chinoy, Ambassador of India to Japan in the presence of Mr. Masato Hiramoto on 23 February 2016. Ambassador appreciated the extraordinary integrity and honesty displayed by Hiramoto-San which was also endorsed by the representative of FIEM Industries. In his remarks, Hiramoto-San said that this was what would have been expected of any Japanese national were that person to be in his place. In Japan, such acts of honesty and integrity are the norm in society.

Visa-on-Arrival

Government of India brought into effect visa-on-arrival for Japanese nationals from 1 March 2016, which was announced by Hon'ble Prime Minister of India H.E. Shri Narendra Modi during the State Visit of Japanese Prime Minister H.E. Mr. Shinzo Abe to India in December 2015. Visa-on-Arrival is provided to Japanese nationals only at six designated International Airports namely, Delhi, Mumbai, Chennai, Kolkata, Bangalore and Hyderabad. Visa-on-Arrival is extended to a Japanese national who is visiting India for a period not exceeding 30 days and for business, tourism, conference and medical purposes; who does not have a residence or occupation in India; who holds a passport with a minimum validity of six months; who is a person of assured financial standing (the production of a return ticket/onward journey ticket and availability of sufficient money to spend during his stay in India); who is not a persona-non-grata to the Government of India; who is not considered an undesirable person. For more details please visit the website of Indian Embassy, Tokyo at www.indembassy-tokyo.gov.in

International Fleet Review -2016 (IFR-16): 04-08 Feb 2016

Historically a Fleet Review is an assembly of ships at a pre-designated place for the purpose of paying respects to the sovereign of the nation and to display their commitment to them. In turn, the sovereign by reviewing the ships affirms his faith in the fleet and its ability to defend the nation's maritime interests. Assembling of Ships without any belligerent intentions is now the norm in modern times. Leading nations of the world, occasionally invite their maritime neighbours to participate with their ships in the review. Normally called 'International Fleet Review', the event allows the host nation an occasion to display its maritime capabilities and mutual trust amongst maritime nations.

The India International Fleet review-2016 (IFR-16) was held at Vishakhapatnam from 04-08 Feb 16. This was the Eleventh Fleet review since Independence, with the first event held in 1953 and second with the participation of foreign Navies.

Admiral Tomohisa Takei, Chief of Staff, Japan Maritime Self Defence Force (JMSDF) visited India to witness the Event. JMSDF despatched JS MATSUYUKI to participate in the IFR-16. In addition, Professor Eiichi Katahara from NIDS, Tokyo, Japan, participated in the International Maritime Conference and delivered a lecture on '**Japan's Security Role in Indo- Pacific Region.**'

In addition to the 65 Indian Navy Warships and 45 aircraft, the IFR-16 witnessed participation of 51 Country delegations; 21 Countries with 24 Ships; and 24 visiting Naval Chiefs.

Addressing the Fleet during the Review, the Hon'ble President and the Supreme Commander of the Armed Forces of India, HE Shri Pranab Mukherjee said that, "**IFR 2016, while showcasing the prowess of the Indian Navy, has brought together navies from across the globe here on Indian shores, signifying our common desire to use the seas to promote peace, cooperation and friendship, as also to develop partnerships for a secure maritime future.**"

World Hindi Day

World Hindi Day was celebrated on 12 February 2016 in the Auditorium of the Vivekananda Cultural Centre of the Embassy of India in Tokyo. Ambassador H.E. Shri Sujan R. Chinoy gave the opening remarks and read out from Hon'ble Prime Minister's speech on the occasion of World Hindi Day. He congratulated all the Hindi scholars engaged in promoting Hindi in Japanese institutions and schools. 10 Japanese scholars who have learned Hindi shared their experiences with learning Hindi language. Children from three Indian Schools in Tokyo participated enthusiastically with their stirring recitations of Hindi poetry. Ambassador H.E. Shri Sujan R. Chinoy distributed certificates to all the 18 students who participated in the poetry recitation competition and prizes to the top three students.

Clean Coal Technology Transfer Programme

Clean Coal Technology Transfer Programme : Representatives from various Indian State Power Generation companies - NTPC, APGENCO, GSECL, DVC, UPRVUNL, RRUVNL, BSPGCL, WBPDC and TANGEDCO in two groups participated in the "Clean Coal Technology (CCT) Transfer Programme in Japan, under the India-Japan Cooperation Project on "Efficiency and Environmental Improvement of Coal Fired Power Stations" organized by JCOAL/Ministry of Economy, Trade and Industry, Japan between 27 January to 3 February, 2016 and 2 February to 10 February 2016. The Programme included visits to MHPS, Kure Works, J-Power, Takehara Power Plant, Kyushu Electric Power Company, Reihoku Thermal Power Station, J-Power's Isogo Coal Fired Power Plant.

Wrap-up discussions at the end of each Programme were held in the Embassy on 2 and 9 February, 2016 for the two groups. Shri Amit Kumar, DCM gave the opening remarks giving an overview of the Indian Power Sector. Mr. Masamichi Hashiguchi, Secretary General, JCOAL presented an overview of the CEA-JCOAL cooperation. Dr Purnima Rupal, Counsellor(S&T) interacted with the participants to discuss the benefits of this tailor-made CCT Transfer Programme.

National Science Day

The National Science Day was celebrated at India International School in Japan, Tokyo. Mrs Nirmal Jain, Chairperson, teachers & students of the Indian International School in Japan (IISJ) participated in the Science quiz competition organized for the junior & senior students on the occasion of National Science Day on 28 February 2016. Dr Purnima Rupal, Counsellor(S &T) was invited as the chief guest on this occasion. She apprised the students about this year's theme -"Make in India: S&T driven Innovations".

Visit of delegation from All India Rubber Industries Association

A 14-member delegation from All India Rubber Industries Association (AIRIA) visited Tokyo, Japan from February 08-13, 2016 to provide an interactive platform for strategic alliances, technology transfer, subcontracting partnership and export-import tie-ups with Japanese companies.

*The more we come out and do good to others, the more our hearts will be purified,
and God will be in them*

- Swami Vivekananda

India: Charting a New Reform Path

In an environment where economic growth is modest, India today stands as a bright spot among the global economies. The International Monetary Fund (IMF) in its report has projected India's growth for 2015 at 7.3%, and rising to 7.5% in 2016. In its report dated 12th November 2015, the IMF said that while emerging economy growth remains fragile and could be derailed in an environment of declining commodity prices, reduced capital flows, and higher financial market volatility, India's growth will benefit from recent policy reforms, a consequent pickup in investment, and lower commodity prices. Moody's ratings revised India's sovereign rating outlook to "positive" from "stable".

Foreign direct investment flows during the 2014-2015 reached US\$ 44 billion. FDI has also for the first time in seven years exceeded the current account deficit. The government's continued push towards FDI liberalization will continue to aid FDI flows. The Financial Times of London in its ranking of the top destinations for greenfield investment (measured by estimated capital expenditure) in the first half of 2015 shows India at number one, having attracted roughly \$31 billion, \$3 billion more than China and \$4 billion more than the US.

Administrative reforms, simplification of approval processes, including online project approval and easier environmental clearance procedures, are expected to improve business sentiment and the ease of doing business in India. The Project Monitoring Group (PMG) set up under the Cabinet is reviewing a total of 704 projects worth US\$ 451 billion, which have not received approvals because of hurdles like lack of fuel, green clearances and land acquisition with investments. To date the PMG has cleared a total of 411 projects entailing investments of US\$ 253 billion. The government has set an ambitious deadline of 2016 for implementing the Goods and Services Tax (GST). A clear cut road map for lowering corporate tax from 30% to 25% over the next 4 years has been laid down.

Other forward looking initiatives by the government include nod for IPOs/FPOs by banks to raise funds, as long as government equity remains 52% or over. Nod for real estate and infrastructure investment trusts, with tax benefits. Cabinet nod for 100 Smart Cities Project. US\$130 billion proposed spending on railways over five years on schemes including high-speed trains. Successful conclusion of two rounds of coal block auctions, more lined up. Impasse in mining sector ended with the passage of new bill for regulation and development. Successful conclusion of auctions for telecom spectrum for mobile telephony and broadband. Single-window scheme for various clearances to steel, coal and power projects. Clarity in tax treatment on income of foreign fund whose fund managers are located in India, as also on transfer pricing for resident and non-resident tax payers and waiving of retrospective imposition of a minimum alternative tax (MAT) affecting foreign funds.

In November 2015 the Cabinet approved a bailout plan for state government-owned electricity distribution companies (Discoms) in a move that could fundamentally change India's power sector and also reduce the stress on books of banks that have loaned money to these financially unsound utilities. The rescue plan, called Ujwa IDiscom Assurance Yojna (UDAY), which is optional and to be operationalised through signing of a tripartite MoU (between Ministry of Power, the concerned State Government and the Discom) seeks to provide a solution to State Discoms and empower them to break-even in next 2-3 years.

November 2015 also saw the government awarding contracts to set up two locomotive plants. The contracts are two of the first and the largest to be awarded to foreign firms since India last year allowed 100% FDI in the railway sector. General Electric Co. (GE) will build a diesel locomotive factory and Alstom SA will set up an electric locomotive in the state of Bihar. The plants will be set up at an estimated cost of around Rs. 2,052 crore and Rs. 1,294 crore respectively. The two projects involve manufacturing 1,000 diesel locomotives and 800 electric locomotives over the next 10 years and are

together worth about Rs. 40,000 crore. While the Railways will have 26% equity and provide land, the foreign companies will have a stake of the remaining 74% in each of the plants. The plants will be up and running within 3 years and 80% of all parts used in the manufacture of the locomotives will be sourced locally.

Medium-term growth prospects have also improved following recent policy initiatives towards unlocking coal and other mining activity, liberalization of FDI limits (100% in railways, 49% in insurance, and 49% in defence with the caveat that FDI in defence could go up to 100% with the control vested in the hands of the Indian JV partner and approval be secured from the government) and a renewed thrust on public investment in infrastructure, which would help to improve the investment climate. To boost the investment environment in the country, the government on November 10, 2015 further eased FDI norms across 15 sectors. Some of the new FDI norms include: composite FDI cap in the Banking sector has been raised to 74%, minimum investment commitment and floor area stipulation for FDI in construction has been done away with, FDI limit in news and current affairs TV channels and FM radio has been raised to 49% from 26%, FDI limit in Teleports, Direct-to-Home (DTH), digital cable networks, Mobile TV has been raised from 74% to 100%; FDI of up to 49% under automatic route is now allowed in Regional Air Transport Services; FDI of up to 49% is allowed in the defence sector under the automatic route and if in excess of 49% will be considered by Foreign Investment Promotion Board (FIPB). The cap for approval by the Foreign Investment Promotion Board (FIPB) has been increased to Rs 5,000 crore from Rs 3,000 crore. The Cabinet Committee on Economic Affairs (CCEA) will only decide on FDI proposals not under the automatic route and beyond Rs 5,000 crore.

As a result of the above measures, India has moved up 16 positions to rank 55th on a global index of the world's most competitive economies compiled by the World Economic Forum. The jump in India's position underlines the country's recent economic recovery, improvement in the competitiveness of the country's institutions and its macroeconomic environment. According to the Baseline Profitability Index of the Foreign Policy Journal, India has recently been ranked No. 1 among 110 countries making it the world's topmost investment destination. The US International Trade Commission in its report Trade and Investment Policies in India (2014-15) mentioned that the Indian government has made significant changes in addressing barriers to trade and investment. Areas identified in the report where significant policy changes have been made include: FDI; tariffs and customs procedures; local content and localization requirements, particularly concerning ICT goods; and standards and technical regulations. The World Bank now ranks India at 130 out of 189 countries on the Ease of Doing Business. That is up 12 places from its original ranking last year and 4 places from its rank on a revised list (based on a new methodology). According to the WB report, it takes 29 days to start a business in India today, unlike the 127 days it used to take in 2004. The biggest improvement was seen in the area of providing electricity connection to businesses, where India's ranking improved from 99 in 2015 to 70 in 2016. India is ranked 8th in terms of protecting minority investors, 42nd in getting credit, but scores poorly in dealing with construction permit with a rank of 183 out of 189 countries. Enforcing contract (rank 178), paying taxes (rank 157), resolving insolvency (rank 136) are other areas where India ranks poorly. Forward movement on the goods and services tax (GST), setting up of commercial courts, enacting the bankruptcy law, simplifying taxation and corporate law, and easing the entry-exit norms are expected to give a boost to India's ranking in 2016-17.

Courtesy: XP Division, MEA.

Truth can be stated in a thousand different ways, yet each one can be true.

Indian Pharmaceutical Industry

Introduction

The Indian pharmaceuticals market is the third largest in terms of volume and thirteenth largest in terms of value, as per a report by Equity Master. Branded generics dominate the pharmaceuticals market, constituting nearly 70 to 80 per cent of the market. India is the largest provider of generic drugs globally with the Indian generics accounting for 20 per cent of global exports in terms of volume. Of late, consolidation has become an important characteristic of the Indian pharmaceutical market as the industry is highly fragmented.

India enjoys an important position in the global pharmaceuticals sector. The country also has a large pool of scientists and engineers who have the potential to steer the industry ahead to an even higher level.

The UN-backed Medicines Patent Pool has signed six sub-licences with Aurobindo, Cipla, Desano, Emcure, Hetero Labs and Laurus Labs, allowing them to make generic anti-AIDS medicine TenofovirAlafenamide (TAF) for 112 developing countries.

Market Size

According to India Ratings, a Fitch company, the Indian pharmaceutical industry is estimated to grow at 20 per cent compound annual growth rate (CAGR) over the next five years. The Indian pharma industry, which is expected to grow over 15 per cent per annum between 2015 and 2020, will outperform the global pharma industry, which is set to grow at an annual rate of 5 per cent between the same period¹. Presently the market size of the pharmaceutical industry in India stands at US\$ 20 billion. As on March 2014, Indian pharmaceutical manufacturing facilities registered with the US Food and Drug Administration (FDA) stood at 523, highest for any country outside the US.

Indian pharmaceutical firms are eyeing acquisition opportunities in Japan's growing generic market as the Japanese government aims to increase the penetration of generic drugs to 60 per cent of the market by 2017 from 30 per cent in 2014, due to ageing population and rising health costs.

India's biotechnology industry comprising bio-pharmaceuticals, bio-services, bio-agriculture, bio-industry and bioinformatics is expected to grow at an average growth rate of around 30 per cent a year and reach US\$ 100 billion by 2025. Biopharma, comprising vaccines, therapeutics and diagnostics, is the largest sub-sector contributing nearly 62 per cent of the total revenues at Rs 12,600 crore (US\$ 1.9 billion).

Investments

The Union Cabinet has given its nod for the amendment of the existing Foreign Direct Investment (FDI) policy in the pharmaceutical sector in order to allow FDI up to 100 per cent under the automatic route for manufacturing of medical devices subject to certain conditions.

The drugs and pharmaceuticals sector attracted cumulative FDI inflows worth US\$ 13.32 billion between April 2000 and September 2015, according to data released by the Department of Industrial Policy and Promotion (DIPP).

Some of the major investments in the Indian pharmaceutical sector are as follows: Cipla announced the acquisition of two US-based companies, InvaGen Pharmaceuticals Inc. and Exelan Pharmaceuticals Inc., for US\$ 550 million. Glaxosmithkline Pharmaceuticals has started work on its largest greenfield tablet manufacturing facility in Vemgal in Kolar district, Karnataka, with an estimated investment of Rs 1,000 crore (US\$ 150 million). Lupin has acquired two US based pharmaceutical firms, Gavis

Pharmaceuticals LLC and Novel Laboratories Inc, in a deal worth at US\$ 880 million. Several online pharmacy retailers like PharmEasy, Netmeds, Orbimed, are attracting investments from several investors, due to double digit growth in the Rs 97,000 crore (US\$ 14.8 billion) Indian pharmacy market. Stelis Biopharma announced the breakthrough construction of its customised, multi-product, biopharmaceutical manufacturing facility at Bio-Xcell Biotechnology Park in Nusajaya, Johor, Malaysia's park and ecosystem for industrial and healthcare biotechnology at a total project investment amount of US\$ 60 million. Strides Arcolab entered into a licensing agreement with US-based Gilead Sciences Inc to manufacture and distribute the latter's cost-efficient Tenofovir Alafenamide (TAF) product to treat HIV patients in developing countries. The licence to manufacture Gilead's low-cost drug extends to 112 countries. CDC, the UK's development finance institution, invested US\$ 48 million in Narayana Hrudayalaya hospitals, a multi-speciality healthcare provider, with an aim to expand affordable treatment in eastern, central and western India. Cadila Healthcare Ltd announced the launch of a biosimilar for Adalimumab - for rheumatoid arthritis and other auto immune disorders. The drug will be marketed under the brand name Exemptia at one-fifth of the price for the branded version-Humira. Cadila's biosimilar is the first in class and an exact replica of the original in terms of safety, purity and potency of the product, claims the company. Torrent Pharmaceuticals entered into an exclusive licensing agreement with Reliance Life Sciences for marketing three biosimilars in India — Rituximab, Adalimumab and Cetuximab. Indian Immunologicals Ltd plans to set up a new vaccine manufacturing facility in Pondicherry with an investment of Rs 300 crore (US\$ 45 million). SRF Ltd has acquired Global DuPont Dymel, the pharmaceutical propellant business of DuPont, for US\$ 20 million. Intas Pharmaceuticals is the first global company to launch a biosimilar version of Lucentis, the world's largest selling drug for treatment of degenerative eye condition called Razumab. Government Initiatives The Addendum 2015 of the Indian Pharmacopoeia (IP) 2014, published by the Indian Pharmacopoeia Commission (IPC) on behalf of the Ministry of Health & Family Welfare, is expected to play a significant role in enhancing the quality of medicines that would in turn promote public health and accelerate the growth and development of pharmaceutical sector. The Government of India unveiled 'Pharma Vision 2020' aimed at making India a global leader in end-to-end drug manufacture. Approval time for new facilities has been reduced to boost investments. Further, the government introduced mechanisms such as the Drug Price Control Order and the National Pharmaceutical Pricing Authority to deal with the issue of affordability and availability of medicines. Romania is keen to tie up with the Indian pharmaceutical companies for research and develop new drugs. "Romania will collaborate with India for license acquisition to sale India's drugs in Europe," said Mr Mario Crute, Counsellor in Ministry of health in Romania at GCCI. The country will tie up with the Indian pharmaceutical companies for research and develop new drugs. Some of the major initiatives taken by the government to promote the pharmaceutical sector in India are as follows: The Government of India plans to incentivise bulk drug manufacturers, including both state-run and private companies, to encourage 'Make in India' programme and reduce dependence on imports of active pharmaceutical ingredients (API), nearly 85 per cent of which come from China. The Department of Pharmaceuticals has set up an inter-ministerial co-ordination committee, which would periodically review, coordinate and facilitate the resolution of the issues and constraints faced by the Indian pharmaceutical companies. The Department of Pharmaceuticals has planned to launch a venture capital fund of Rs 1,000 crore (US\$ 154 million) to support start-ups in the research and development in the pharmaceutical and biotech industry. Indian and global companies have expressed 175 investment intentions worth Rs 1,000 crore (US\$ 150 million) in the pharmaceutical sector of Gujarat. The memorandums of understanding (MoUs) would be signed during the Vibrant Gujarat Summit. Telangana has proposed to set up India's largest integrated pharmaceutical city spread over 11,000 acres near Hyderabad, complete with effluent treatment plants and a township for employees, in a bid to attract investment of Rs 30,000 crore (US\$ 4.5 billion) in phases. Hyderabad, which is known as the bulk drug capital of India, accounts for nearly a fifth of India's exports of drugs, which stood at Rs 95,000 crore (US\$ 14.3 billion) in 2014-15. At the launch of Cluster Development Programme of pharmaceutical sector, Mr Ananth Kumar, Minister of Fertiliser and Chemicals, announced that six pharmaceutical parks will be approved and established this year which will have sufficient infrastructure and facilities for testing and treatment of drugs and also for imparting training

to industry professionals. Road Ahead The Indian pharmaceutical market size is expected to grow to US\$ 100 billion by 2025, driven by increasing consumer spending, rapid urbanisation, and raising healthcare insurance among others. Going forward, better growth in domestic sales would also depend on the ability of companies to align their product portfolio towards chronic therapies for diseases such as such as cardiovascular, anti-diabetes, anti-depressants and anti-cancers that are on the rise. The Indian government has taken many steps to reduce costs and bring down healthcare expenses. Speedy introduction of generic drugs into the market has remained in focus and is expected to benefit the Indian pharmaceutical companies. In addition, the thrust on rural health programmes, lifesaving drugs and preventive vaccines also augurs well for the pharmaceutical companies. Exchange rate used INR 1= US\$ 0.015 as on December 17, 2015 References: Consolidated FDI Policy, Department of Industrial Policy & Promotion (DIPP), Press Information Bureau (PIB), Media Reports, Pharmaceuticals Export Promotion Council

Note: 1According to a study by UBM India, the Indian arm of London-based media and events company

Courtesy://www.ibef.org

All differences in this world are of degree, and not of kind, because oneness is the secret of everything.

- Swami Vivekananda

Mysuru – The city of Palaces of South India

Mysuru/Mysore is the second biggest city in the state of Karnataka, 140 kms away from the state headquarters, Bengaluru. It is the erstwhile capital of the Mysuru Maharajas, who ruled Mysuru State from this royal city, for several centuries. Thanks to royal patronage, artists, writers and craftsmen have flourished in Mysuru, making it the cultural epicentre of Karnataka.

Mysuru still retains an aura of old world charm and much of the city's architectural heritage remains intact. The city's proximity to famous wild life sanctuaries and its very own zoo make it a popular destination for wildlife enthusiasts from across the world. It is also a popular destination for learning Yoga among Japanese.

Mysuru is the home of the Wodyers who ruled Mysuru for more than 500 years, known as the City of Palaces, Mysuru retains a quaint charm, that never fails to enchant. Mysuru is a popular tourist destination, offering several attractions ranging from the royal splendour of Mysuru City and its fabulous Dasara Festival to exquisite temples, pilgrimage centres and scenic spots. The Wodyer dynasty was established in 1399 which had a succession of 25 kings who ruled until 1947, when Mysuru became part of the Indian Union. The Wadiyars were great patrons of the arts, and the finest craftsmen in the state were employed to work on the Palaces. Wadiyar period was a new era of prose literature as an independent literary medium and it was in other words a prose writing in the form of the history of the Mysuru rulers.

Brief History of Mysuru

Mysuru city was the capital of the former royal Mysuru province. The word Mysuru expands to 'Mahishasurana Ooru', which means the town of Mahishasura. According to Hindu mythology Mahishasura was a demon king who was killed by the warrior goddess Chamundeshwari on Chamundi hill near Mysuru. Ever since, the people of Mysuru have worshipped Chamundeshwari as their tutelary deity.

The Wadiyar royal family ruled Mysuru since the 14th century except for a short period of 40 years in the 18th century when Hyder Ali and Tipu Sultan were the rulers. Hyder Ali was a general in the army of the Wadiyar king who rose to become the ruler of Mysuru. His son Tipu Sultan followed in his footsteps expanding Mysuru's territories in a series of daring battles, until he was killed when fighting the British. Following his death in 1799 the kingdom again returned to the Wadiyar family who ruled Mysuru till monarchy was abolished in 1947, when India gained independence.



History of Mysuru Palace

A testament to the irrepressible spirit of the people of Mysuru and their kings, the Mysuru Palace has survived political upheavals, disaster and destruction, only to rise out of the ashes more magnificent than ever.



Grandeur of Mysore Palace, illuminated at night

The current Mysuru Palace – the fourth to occupy this site – was designed by the British architect Henry Irwin after its predecessor was destroyed in a fire in 1897. The imposing building that stands today was completed in 1912, but it is believed that a Mysuru Palace was established as part of a wooden fortress, by the royal family of Mysuru, the Wodeyars, as early as the fourteenth century.

In 1638 the palace was struck by lightning and rebuilt by Kantirava Narasa Raja Wodeyar (1638 - 1659 AD), who extended the existing structures, adding new pavilions. The glory of the new building was to prove short-lived. The death of Chikka Devaraja Wodeyar (1673 - 1704 AD) in the eighteenth century plunged the kingdom into a period of political instability.

During these turbulent times the Mysuru Palace slipped into a state of neglect culminating in its demolition in 1793 by Tipu Sultan, the son of Hyder Ali, a maverick general in the king's army who rose to become the ruler of Mysuru.

In 1799, when upon the death of Tipu Sultan the five-year old Krishnaraja Wodeyar III (1794-1868) AD assumed the throne, the coronation ceremony took place under a marquee. One of king's first tasks, on his accession, was to commission a new palace built in the Hindu architectural style and completed in 1803. The hastily constructed palace soon fell into disrepair and in 1897 was razed to the ground by a fire at the wedding ceremony of princess Jayalakshmmanni.

The destiny of the Mysuru Palace then passed to Queen Regent Kempananjammani Vanivilasa Sanndihana, who commissioned well-known British architect Henry Irwin to build a new palace, that would dominate the skyline of Mysuru and be a tribute to the legacy of Mysuru and the Wodeyars. It was completed in 1912 at a cost of Rs.41,47,913. A masterpiece in Indo-Saracenic architecture, on par with great Mughal residences of North India and the stately colonial public buildings of the South.

The Palace is a three storied structure in the Indo-Saracenic style, having beautifully designed square towers at cardinal points, covered with domes. The Durbar Hall with its ornate ceiling and sculpted pillars and the Kalyanamantapa (Marriage Pavilion) with its glazed tiled flooring and stained glass, domed ceiling are worth noting. Intricately carved doors, the golden howdah (elephant seat), paintings as well as the fabulous, jewel encrusted golden throne (displayed during Dasara) are amongst the palace's other treasures. The walled palace complex houses the Residential Museum (incorporating some of the Palace's living quarters), temples and shrines including the Shwetha Varahaswamy temple. The palace is illuminated on Sundays, Public Holidays as well as during the

Dasara Celebrations when 97,000 electric bulbs are used to illuminate it. Palace is being illuminated on every Sunday and all public holidays from 7pm to 7.30 pm. Braille Guide for Visually Challenged Tourists is available.

Quick Facts

Population:	22,81,653
Languages:	Kannada, English and Hindi
Best Time to Visit:	October to March
Temperature in summer:	Max 34° C Min 21°C
Temperature in winter:	Max 30°C Min 12°C
Rainfall yearly average:	80 cms
Clothing summer:	Cottons
Clothing winter:	Cottons and light woollens at night
STD Code:	0821
ISD Code:	+ 91

Climate

It may not be the first location you might consider for a cooler summer holiday, but, because of its altitude, Mysuru enjoys wonderful weather all year round. The highest temperatures are from May to June (23-35°C), and even at its coolest, the temperature rarely drops below 16°C. The rainy season is from June to August, but even then it seldom rains all day.

TOURIST INFORMATION CENTRES:

Tourist Information Center - KFC building, 48 Church street, Bangalore, Karnataka, India. Tel: (91) - 080 - 25585417

Karnataka Tourism Information Centre - Airport Road - Bangalore

Commissioner of Tourism - Govt. of Karnataka. # 49 Khanija Bhavan, IIInd floor, Race Course Road, Bangalore. Ph: 080 - 22352828.

Asst. Director Regional Tourist office - Old Exhibition Building. Irvin Road, Mysuru. Ph: 0821 - 2422096 Fax: 2421833

Regional Tourist Office - Old Exhibition Road, Mysuru, Karnataka, India. Tel: (91) - 0821-2422096

Karnataka State Tourism Development Corporation -Yatrinivas Buildings, J.L.B Road Mysuru, Karnataka, India. Tel: (91) - 0821 - 2423652.

SOURCE: Official website of Mysuru Palace Board <http://mysorepalace.gov.in/>

FACTFILE

Capital:Chennai

Geographical Area (sq km):130,058

State Language: Tamil and English

Literacy Rate:80.09 per cent

Key Industries:

Textiles, heavy commercial vehicles, automobile and auto components, engineering, IT and ITeS, cement, banking and financial services, drugs and pharmaceuticals, electronic hardware and tourism

Economic Snapshot: GSDP of



Source : India Brand Equity Foundation

State Profile: Tamil Nadu

Tamil Nadu is the fourth largest state of India. Located in the southernmost part of the country, Tamil Nadu is surrounded by Andhra Pradesh from the north, Karnataka and Kerala from the west, Indian Ocean from the south, and Bay of Bengal from the east.

In 2014-15, Tamil Nadu contributed 7.9 per cent to India's overall gross domestic product (GDP). Gross state domestic product (GSDP) of Tamil Nadu grew at a compound annual growth rate (CAGR) of 12.67 per cent between 2004-05 and 2014-15, reaching US\$ 161.2 billion in 2014-15. Per capita GSDP of US\$ 2,339.9 (at current prices) is nearly 68 per cent higher than the national average of US\$ 1,389.6.

Tamil Nadu has a diversified manufacturing sector and features among the leaders in several industries like automobiles and auto components, engineering, pharmaceuticals, garments, textile products, leather products, chemicals, plastics, etc. It ranks first among the states in terms of number of factories and industrial workers.

Due to its achievements as an auto production hub, Chennai has been dubbed as the "Detroit of India". Tirupur and Coimbatore are the major textile centres in Tamil Nadu. Tirupur is known as the 'Knitting City', while Coimbatore is called the 'Manchester of South India'. Close proximity with East Asian countries is also enabling Chennai to become an international finance hub.

Tamil Nadu has a well-developed infrastructure with an excellent road and rail network, three major ports, 23 minor ports, and seven airports across the state providing excellent connectivity. As of January 2016, Tamil Nadu had a total installed power generation capacity of 24,746.8 megawatt (MW).

In line with Vision 2023, it aims to step up infrastructure investment from 4-5 per cent of GSDP currently to 10 per cent by 2015 and about 11.5 per cent by 2019. The Tamil Nadu government is also holding discussions with various industry bodies to frame a start-up policy.

Recent Developments

- Japan has offered development assistance loan worth Rs 1,069 crore (US\$ 157 million) for phase-4 of the Chennai metro project.
- Out of the three Ultra Mega Power Projects (UMPPs) to be auctioned by the Government of India, one is in Cheyyur in Tamil Nadu.
- Tamil Nadu government has proposed to address severe water supply problem in urban areas of the state under Atal Mission for Rejuvenation and Urban Transformation (AMRUT). The state government has submitted annual Action Plan for 2015-16 under Atal Mission with a project expenditure outlay of Rs 3,249 crore (US\$ 478 million) to the Ministry of Urban Development.

Trade Fairs & Business Exhibitions in India in March – May, 2016

S N	Event	Organizer	Product Profile
1	India Ceramics 2016 March 2-4, 2016	MesseMuchen International and Unifair Exhibition Service http://www.indian-ceramics.com/index.html	International trade fair on Ceramic Industry
2	Plastasia 2016 March 3-6, 2016	Triune Exhibitors Pvt. Ltd. www.triuneehibitors.com	International trade fair on Plastic Industry
3	5th edition of India Aviation 2016 March 16-20, 2016	Ministry of Civil Aviation, Govt. of India and Federation of Indian Chamber of Commerce & Industry (FICCI) http://india-aviation.in	International trade fair on Aircraft Manufacturing, Aircraft Machinery & Equipment, Aircraft Interiors, Airlines, Airlines Services & Air Cargo, Airports Infrastructure & Equipment, Space Industry and Skill Development & Aviation Training Institutes
4	India International Leather Fair (IILF), Kolkata March 18-20, 2016	India Trade Promotion Organization http://www.iilfleatherfair.com/leatherfair/kolkata/index.php	International trade fair on Leather products, Raw materials, Chemicals, Machinery, Accessories, Components
5	CAPINDIA Mega Exhibition 2016 March 20-22, 2016	CAPEXIL (formerly Chemicals & Allied Products Export Promotion Council) http://capindia.org.in	International networking event in Chemicals and Allied Products & Plastics Sector.
6	Gem & Jewellery India International Exhibition March 18-20, 2016	UBM India and Madras Jewellers & Diamond Merchants Association (MJDMA) http://chennai.jewelleryfair.in	International trade fair for Gem & Jewellery
7	DieMould	Tool and Gauge Manufacturers Association – India	International

	India 2016 April 6-9, 2016	http://www.diemouldindia.org/index.php	trade fair for Die & Mould Industry
8	Maritime India Summit 2016 (MIS 2016) April 14-16, 2016	Ministry of Shipping ,Government of India http://www.maritimeinvest.in	Global Investment Summit on Maritime Industry
9	2nd edition of Global Exhibition on Services (GES) April 21-23, 2016	Ministry of Commerce and Industry, Govt. of India, Services Export Promotion Council (SEPC), India Trade Promotion Organization (ITPO) and Confederation of Indian Industry (CII) http://www.gesdelhi.in/ges-2016	International exhibition on Service sector industry which includes IT and Telecom, Tourism, Media & Entertainment, Healthcare, Logistics, Professional Services, Education, SMEs in Services, R&D, Space, Financial Services, Skills
10	5th edition of Technotex – 2016 April 21-23, 2016	Federation of Indian Chambers of Commerce and Industry (FICCI) http://www.technotexindia.in	International trade fair for all kinds of technical textiles.
11	IPHEX 2016 – International Exhibition for Pharma and Healthcare April 27-29, 2016	Pharmaceutical Export Promotion Council of India (Pharmexcil) http://www.iphex-india.com	International Expo for Pharmaceuticals and Healthcare products.
12	2nd Smart Cities India 2016 Expo May 11-13, 2016	Exhibitions India Pvt. Ltd. http://www.smartcitiesindia.com	International Expo for Smart Cities sector
13	Kashmir Expo 2016 – 7th International Buyer Seller Meet May 14-16, 2016	The Kashmir Chamber of Commerce & Industry http://www.thekcci.com	International Buyer-Seller Meet on handicrafts, carpets, shawls, sozni, wood carvings, rugs, embroidered bags,

			embroidered fabrics and other natural products of high nutritive and medicinal value, etc.
14	World of Concrete India 2016 May 18-20, 2016	Inter-Ads Exhibitions Pvt. Ltd. http://interads.in/woc/index.html	International exhibition for concrete industries
15	Power-Gen India & Central Asia 2016 May 18-20, 2016	Inter-Ads Exhibitions Pvt. Ltd. http://www.power-genindia.com	International exhibitions for Power Plants & Equipments, Turbines, Boilers, Gensets, Technology & Services related to Power Generation Transmission, Distribution, Renewable & Hydro Energy.

Arise! Awake! and stop not until the goal is reached - Swami Vivekananda

Trade Queries from India

SN	Company Name	Commercial Interest
1.	N.MoosaKaleemullah M/s Agro carbons Coimbatore, India Skype:moosa19852 ph no: +91-9597462204 agrocarbonsindia@gmail.com	Coconut shell charcoal,Jaggery,Activated carbons.
2.	M/s Natural AgroEx Kind Attn: Mr. Puneet Jain 501 Class of Pearl, K-48-49, Income Tax Colony, Durgapura, Jaipur (Raj) India	Coconut shell charcoal,Jaggery
3.	M/s Lakshmi Enterprises Kind Attn: Dr. J. Swaminathan jslakshmi1938@gmail.com Garware Polyester Ltd., Aurangabad-431 133, MS, INDIA. Mobile: +91 9158178064 Tel. No.: +91 240 2567400 Ext 975	Window Films
4.	M/s TITAN BIOTECH LTD Kind Attn: Mr. BichitraBarik ex2@titanbiotechltd.com A-2/3, 303, 3 rd floor Lusa Tower, Azadpur Commercial Complex, Delhi, 110033 India	Bio chemical
5.	M/s Balaji Enterprises Kind Attn: Mr. Gopal Wankhede balajienterprisesmlk@gmail.com Buldana Road, Malkapur 443101 Maharashtra, India Tel No. 91-3321682209	PCV Resin suspension Grade
6	M/s Birla Home Decor Kind Attn: Mr. SachinDeshmane sales@birlahomedecor.com Birla Home Décor, India Mobile no. +91-8879797858	Home furnishing/Upholstery, Home Textile Fabrics.
7	Kind Attn: Mr. Samkit Jai M/s Smiik International smiikinternational@gmail.com 203, Second Floor Shivom Building 578 MG road 452001, Madhya Pradesh, India # +91 9754444463	Cotton
8	Kind Attn: Mr. Krishna Kumar P. M/s Nature International Nature International Coimbatore, Tamilnadu, INDIA Mobile : +91 962 944 7577 (Whatsapp) Work : +91 968 888 2614 Email : natureindiainternational@gmail.com Website : www.mynature.co.in	Cardamom and Spice
9	Kind Attn: Mr. Aditya Gangrade M/s Sethi Seeds India Private Limited. adityagangrade5@gmail.com	Wheat flour
10	Kind Attn: Mr. D. Baskar M/s G. J. Home Collections No. 2027/2, SS Chambers, Near ValluvarArangam, Madurai Bye pass Road,	Textiles

	Karur 639 002 gjhomecollections@gmail.com gjhomecollections@yahoo.co.in Phone : +91 99655 88154	
11	Kind Attn: Mr. R. PrasannaVenkatesh M/s Premium Exports premiumexpo85@gmail.com Mobile : +91 - 9566-117-022	Coir
12	Kind Attn: Mr. SAPARISH M/s TARROW EXPORTS tarrowexports@gmail.com	Coconut oil and groundnut oil products
13	Kind Attn: M/s Vivin Exports #1/269A Vivin Villa, Raja nagar Natchikurichi, Somarasampettai post Trichirapalli, Tamilnadu. Pin Code- 620 102 E.Mail : vivinexpo2015@gmail.com Phone Number:+91-98942 16353	Coconut oil, Agricultural products, Spices
14	Kind Attn: Mr. Vinay Gupta M/s Unnati Writing Products Pvt. Ltd. vinaygupta4225@gmail.com UNNATI WRITING PRODUCTS (P) LTD 36, Buroshibtolla Main Road, Kolkata-700038 Mob : +91 9830694225 Skype : vinay.gupta874	Ball pen & pen
15	M/s. Nagano Ceramics Co.,Ltd. Kind Attn: Mr. Kondo kondo@nagacera.com	Environmental organization
16	M/s Natural AgroEx Kind Attn: Mr. Puneet Jain puneet@naturalagroex.in 501 Class of Pearl, k-48-49, Income Tax Colony, Durgapura, Jaipur 302018 India	Wheat and Barley.
17	Kind Attn: Mr. HimanshuKushwaha M/s. KDH Agro Pvt. Ltd. himanshu@kdhagro.in 122 Sahakar Nagar, Opposite RRCAT, Indore, Madhya Pradesh India	Spices, Dry fruits, Oil seeds, Rice and Pulses & Grains
18	Kind Attn: Mr. Nayan V. Ghoniya M/s PramukhImpotr and Export global.pramukh@gmail.com	Onion, garlic, sesame, coriander, cotton seed, Agricultural products
19	Arun Prakash .B Proprietor A&D Exports Office: No: 2/1-452 Muneesh Nagar Vilampatti Road Sivakasi – 626124 India Web: www.aanddexports.com Mobile &whatsapp: +91 - 8220 210 718 Skype: aanddexports	Herbal

God helps those who help themselves

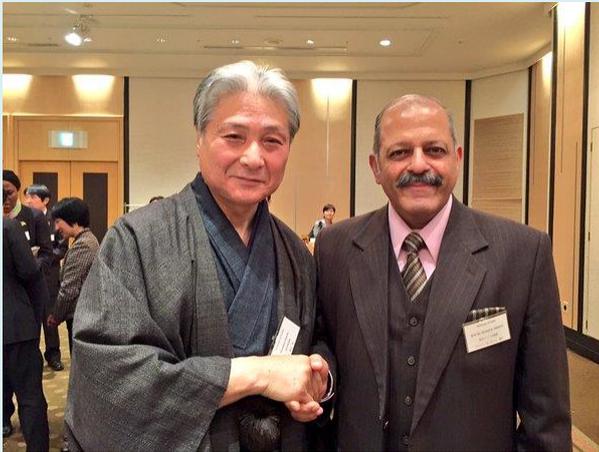
– Swami Vivekananda

Photo Gallery



1. Ambassador H.E. Mr. Sujan R. Chinoy visited headquarter of Suzuki Motor Corporation and met Mr. Osamu Suzuki, Chairman and CEO

2. Ambassador H.E. Shri Sujan R. Chinoy met Admiral Tomohisa Takei, Chief of Staff, Japan Maritime Self Defense Force (JMSDF)



3. Ambassador H.E. Shri Sujan R. Chinoy met Mr Tomikazu Fukuda, Governor of Tochigi Prefecture

4. Ambassador H.E. Shri Sujan R. Chinoy met JICA President Mr Shinichi Kitaoka



5. Ambassador HE Shri Sujan R. Chinoy hands over lost money to representative of FIEM Industries

6. Ambassador HE Shri Sujan R. Chinoy and winners of recitation contest on World Hindi Day