

# 'Pune will be the best industrial destination in future'

**Pune is the toast of the season as it is being hailed as the fastest growing industrial hub with both manufacturing and IT sector fuelling its popularity as a preferred industrial destination.**

Entrepreneurial history, location, education levels, work culture and climate are some of the elements that have ensured that Pune has and will continue to be the premium choice as a business destination. In the past year, several global automobile companies have announced new projects in India. Many of these are being located near Pune, a

Thereafter, we looked at establishing a global footprint.

**With manufacturing facilities of your company spread over 10 locations and six countries, how will you compare Pune with these locations?**

Pune has a large number of engineering and management talent with a lot of growth opportunities but suffers from poor infrastructure. Infrastructure growth is way behind and not kept pace with the development of the city.



It's a surprising fact: The world's largest factory for forgings - parts for engines, axels and the like - sits not in Detroit, Tokyo or Stuttgart, but in the industrial city of Pune in western India. The factory, equipped with gleaming robots and networked with plants overseas for technical support, belongs to Bharat Forge, foremost among a group of auto parts companies that are rapidly putting India on the world map for manufacturing and **Amit Kalyani**, executive director, Bharat Forge Ltd is positive about the greater success for both Pune and his company. In this interview with **Archana Nayudu** he shares his Pune perspective.

clear indication of our city's emergence as a global automotive manufacturing hub.

Global companies such as General Motors, Daimler AG, Volkswagen AG, Tata-Fiat, International Truck and Engine Corporation (ITEC), Piaggio Vehicles, Hyundai Heavy Industries are setting up manufacturing operations in the Pune region. The presence of a strong local component manufacturing industry has obviously been a crucial factor in determining their choice of location. Equally important is the availability of high-quality, skilled knowledge resources that is attracting these global companies.

**How much will you credit Pune for the unparallel growth that your group has achieved? Tell us about your journey which started from Pune and has made its presence felt across the world.**

Several industry giants have set up base in Pune, which has helped propel growth in terms of creating a working environment where we have implemented a business philosophy that has enabled us to create a globally competitive manufacturing platform for ourselves in India.

**What are the strategic and natural advantages of Pune as an industrial hub?**

Proximity to Mumbai, high-quality, skilled knowledge resources, affluent, modern, cosmopolitan culture, favourable law & order situation, better climate, and well established industrial base are the key advantages of Pune.

**Infrastructure is a big hurdle for Pune to achieve the potential growth that the region can achieve, do you think enough is done to improve it?**

Infrastructure in Pune is extremely poor, roads are crumbling, and the quality of life is deteriorating. Pollution has also increased significantly. However, with the government now laying an emphasis on improving infrastructure, in the next four to five years, we will see dramatic improvement, which is vital for manufacturing competitiveness in the region.

**Your vision for Pune as an industrial hub five years down the line...**

International companies choosing Pune first, not just India! Best industrial destination!