



Mr. Rajesh C. Doshi
Chairman, Manas Infracon

How would you describe the industrial growth of Vadodara in recent years?

Vadodara has witnessed revolutionary success since 1991, when annual growth had touched 4%. Several industrialists like our family, established their industries between 1980s and the 1990s. Their contribution to India's overall industrial growth has been so profound that India, even today, heavily depends on the city of Vadodara for its manufacturers. Vadodara and its surrounding is budding with more and more large scale industries and there is immense potential for the supporting MSME's due to this rise in Vadodara.

How can we further push our industrial growth?

Along with supporting the big industries, giving MSMEs a rugged, corporate and a modern working environment is the only way to push industrial growth across all segments. According to statistics, 25 lac MSME units have been registered in India by 2020. Our young entrepreneurs and existing MSME's need more support to grow through these troubled times.

As an industrialist yourself, how can we encourage the industrial growth of Vadodara?

We need more MSMEs and need to upgrade the working environment of the existing MSME's in Vadodara. The city based industrial zones in Vadodara lack space and the available spaces lack even the most basic utilities. There are barely any spaces available for new start-ups or the existing MSME's to grow further.

What kind of work environment would give MSMEs of Vadodara a strong foundation?

Nearly 70% of Industries in Vadodara are MSMEs. This zone lacks quality spaces for MSMEs, and the spaces available have zero modern utility benefits to make things easier for industrial units. All the units here have low ceiling heights, single storey, unplanned structures, no space for loading/unloading goods by large trucks, terrible road access, lack ventilation, and have cramped spaces through which material movement becomes extremely difficult.

How will higher MSME growth contribute to the growth of Vadodara?

In any city, it is by and large the MSMEs that bring innovative products and solutions. They lead to rising entrepreneurs and additional job opportunities and upliftment of the society in all aspects. This contributes to an influx of new and diverse industrial projects. With major technological advancement happening in the engineering, power and manufacturing sector, Vadodara MSMEs have a bright future ahead.

Do you have any upcoming projects that support the MSME's growth?

At Manas Infracon, we consider every project we do should help the growth of its customers. All our projects including the commercial office project on Old Padra Road called **Neptune Prime**, or the new **Vardhini Industrial Hub** in Makarpura GIDC, are for the growth of MSME's. In both our projects, we have identified practical functional problems from the smallest to the biggest and given solutions for those in our projects. The Vardhini Industrial Hub is a milestone for the MSMEs of Vadodara on their path to success. It is Vadodara's first ever vertical industrial building and that too in the most prime location of Makarpura GIDC. Our family comes from an industrial background and we have seen the struggles of the entrepreneurs who have the drive to grow, and I have lived through them myself.

Why should someone consider MSME units as a realty investment against other properties?

It's really simple, there are nearly no good spaces for MSME's in Vadodara. Vardhini is



not just filling that gap, but is resolving problems of the entire segment. We have put our heart and soul into this because we know Vadodara is in dire need of a concept like this. Vardhini is literally a dream project for any entrepreneur looking for an industrial workshop space. So as to investors are concerned, due to the lack of good industrial properties, the yields on this is far more than all the other segments enabling us to give **guaranteed rental returns of 9% per annum to our investors.**

June 29, is World Industrial Design Day. What kind of innovation is incorporated in the design of Vardhini Industrial Hub?

At Manas Infracon, we consider every project as the work of our life. **Vardhini Industrial Hub is India's First Vertical Industrial Building designed with Modern and World Best Facilities and Planning in the heart of Makarpura GIDC. We have built a 31' x 60' special loading/unloading bay and have dedicated 40% of the total built up space only for efficient material handling. 1.5 Tonne Goods Lift, 16' clear slab height for all the workshops on all levels with full length shutter openings, 9" brick walls, structure designed to operate industrial activity with 2Tonne EOT Crane in all units on all levels, water supply-drainage in all units, 100% cross ventilated building, fire safety systems, stand-by DG Set, 15000 Sq Ft of parking space, spaces for vehicles to move in and out of the facility as smoothly as possible by created multiple entry points on all four directions to access respective units without causing congestion. Designed to look corporate but with industrial functionality giving a whole new outlook to MSME Industry Entrepreneurs. We have put so much thought to resolve as many problems that can create a big difference to the overall growth of MSMEs.**

MAKARPURA GIDC, VADODARA



9% RENTAL GUARANTEE | LOAN FACILITY AVAILABLE

VARDHINI
INDUSTRIAL HUB

1ST TIME IN INDIA

Vertical Industrial Spaces with World Best Infrastructure

**16' SLAB HEIGHT • HEAVY GOODS LIFT
STANDBY GENERATOR • E.O.T. CRANE PROVISION
31' WIDE ENTRY • FIRE SAFETY SYSTEMS
& MANY MORE UNSEEN FEATURES**

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