

The Cluster with Maximum Potential

LIVE | WORK | PLAY @MANGALURU

Destination for Fintech, IT-ITeS



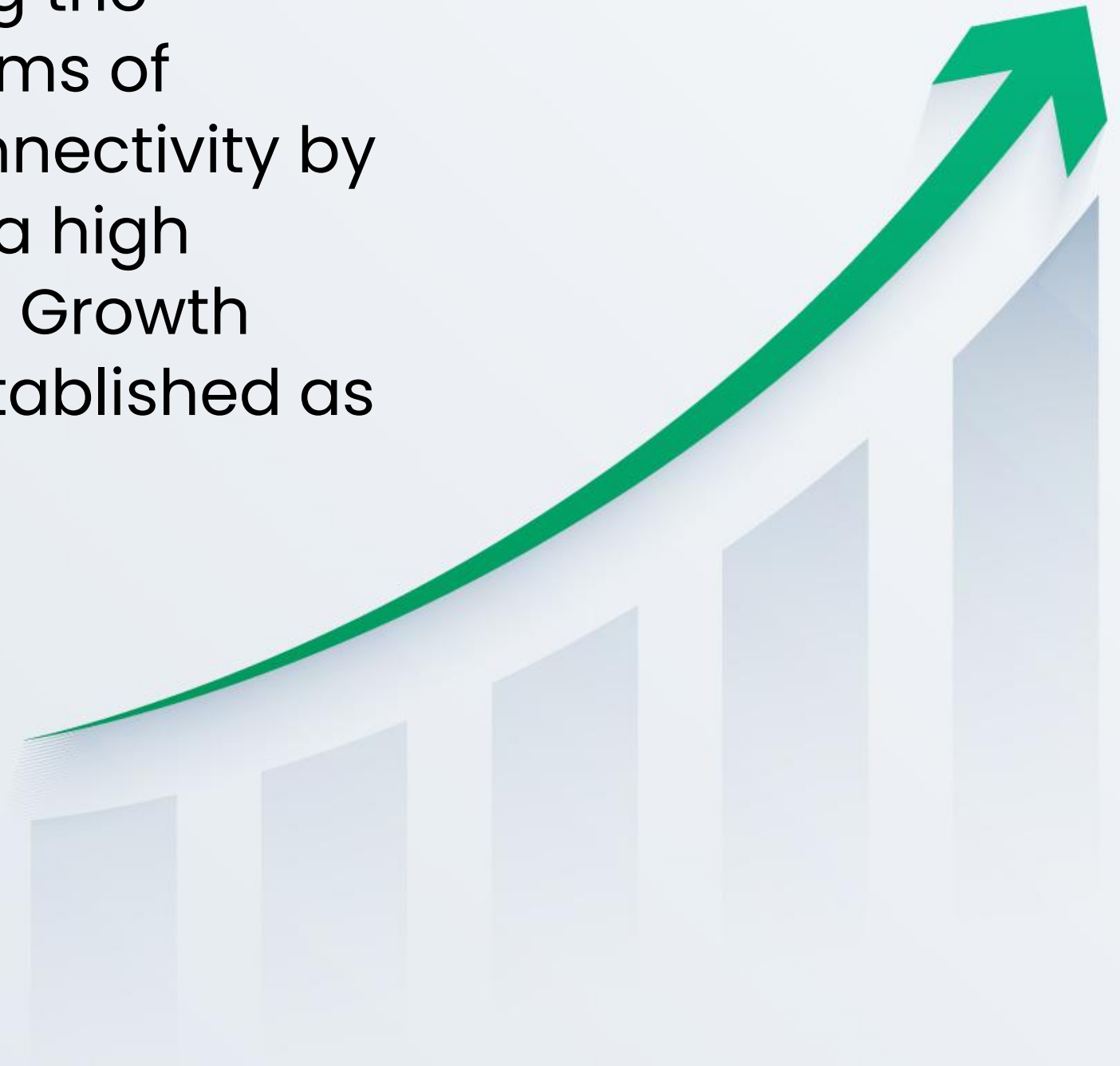
PROMOTED BY



#SiliconBeachofINDIA

Mangaluru Cluster

- The cluster is nestled with verdant green cover and clean air and is a fine blend of the old-world charm and modern sophistication.
- Mangaluru with its 'Intellectual Capital', having the advantage of its manageable size, both in terms of extent and demography, having excellent connectivity by all the four modes of transportation and with a high potential for developing all types of Economic Growth Centres (EGC), is an ideal Indian City to be established as a Global City.



EDUCATION HUB OF INDIA

Mangaluru is a renowned education hub of India, with students from all over the world—Gulf, South Asia, Europe and Africa. Many students from other parts of the country also choose Mangalore as a preferred destination for their higher education.

01

23 Engineering Colleges, 15 Medical and Dental Colleges

02

Over 51000 Students connected to the Mangalore University

03

Other major Colleges/Universities include:
St. Aloysius College, Canara College, Manipal Group, Nitte Group of Institutions

04

Centres offering part time courses in Mangalore include ICFAI, GNOU, KSOU, Manipal Sikkim University

05

CAT GMAT training institutes



THE CLUSTER WITH MAXIMUM POTENTIAL

Current State

STPI operational
since 2002

INR 3,000+ crore
export revenues
per year

10,000 IT professionals
and **3,000** related jobs

120+ IT companies

5
Large

30
Medium

120
Small

Aspirations

INR 9,000 crore export
revenues per year by 2025

8-10 New Large IT companies

25,000 IT professionals and
6,000 related jobs

100 Start ups with
600 crore turnover

Enablers

Education Hub with
23+ Engineering
Colleges

Connected by Road,
Rail, Sea and Air to
major cities of India
and ME Asia

Better quality of life
with lesser commute,
lower cost of living

Connectivity



Mangalore is well connected by Air, Rail, Road and Sea



Three National Highways pass through Mangalore



Fastest growing Airport in India with International flight connectivity.
Mangalore's Bajpe Airport is 10km away from the heart of the city.



One of the major sea port Deep water, all-weather Port



The city is well connected with Southern Railway, Konkan Railway and South West Railway



The IT Landscape

Mangaluru is an upcoming & fast developing emerging smart city in Karnataka currently home to over 150 IT companies aggregating an export revenue of over INR 3000cr+ per year. The Mangalore Software Technology Parks of India (STPI) setup in 2002 along with the key parameters of high literacy, entrepreneurship, commitment, loyalty and low attrition makes it a very attractive destination for the IT/ITES companies.

Major information technology (IT) and outsourcing companies

Infosys Ltd, Cognizant and MPhasis BPO

Other MNC's with offshore development centre

Mresult, Everi, Ternerfi, Expertise Inc.
Royal World Facilitators, Arkieva

Home grown IT service companies

Diya Systems/Glow Touch, Robosoft, Novigo Solutions, Invenger, Codecraft Technologies.

Home grown IT products/Solution Providers

Winman solutions, Semnox , Mangalore Infotech, AyushCare, Karanji Infotec, i-point

Incubation @ Mangalore Cluster

Mangaluru has a very vibrant eco-system that promotes entrepreneurship through incubation and innovation centres. Some of the prominent incubation centres are :



- **STPI Derebail** operational since 2000
- **Manipal Incubation Centre** operational since 2014
- **Sahyadri Incubation Centre** operational since 2015
- **K-Tech** operational since 2017
- **CEOL** operational since 2018
- **NITK STEP**
- **MITE Incubation Centre**
- **Yenepoya Technology Incubator**
- **St. Aloysius Incubation Centre**
- **Advanced Bio-Tech innovation center for Aqua Marine, College of Fisheries**

IT Infrastructure

Mangaluru Cluster also has world class IT infrastructures which includes IT SEZ and private IT tech parks. Some of the prominent IT SEZ and Tech parks are:

- **IT SEZ Mudipu operational since 2007**
- **Export Promotion Investment Park (EPIP) operational since 2010**
- **Soorya Tech Park(Private) operational since 2014**
- **Several Coworking Spaces & Business Parks Operational**

PRIVATE IT/BUSINESS


PARKS

- **Ajanta Business Park – Operational**
- **Vertex One – operational**
- **IT Park @ Goldfinch City – Upcoming**
- **IT Park by Westline Builders – Upcoming**



Existing Players in the Cluster

IT, ITeS & BPM



Robosoft Technologies[®] - a **TECHNOPRO** company.



Engineering & Manufacturing



Pharma & Biotech



Automotive



LAMINA
SUSPENSION PRODUCTS LTD



Other Players



KDEM'S INITIATIVES @ THE CLUSTER

ACTIVITIES CONDUCTED	STAKEHOLDERS INVOLVED
1 Mangaluru cluster policy talk with IT companies	Event connecting all IT companies in the cluster and disseminating information regarding the policy incentives applicable under the GoK's IT Policy, Start-Up Policy, AVGC Policy etc.
2 Mangaluru cluster policy talk with IT companies	Webinar connecting 10+ real estate players from the cluster and taking their requirements for development of real estate sector in the cluster for incoming demand of companies.
3 Industry Academia Connect	Synergy event between industry, academic institutions, and GoK
4 Mangaluru Technovanza 2021	The Eco System

ADVANTAGE MANGALURU

**Infrastructure
lesser by**

25%

- Cost-Efficient than Bengaluru

Hiring Cost



- Lower cost to hiring
- Access to talent

**Government
subsidies**

10%

- through government subsidies

**Infrastructure
Costs**

46%

- Cost-Efficient than Bengaluru

25-

30%



MANGALURU WORK LIFE BALANCE

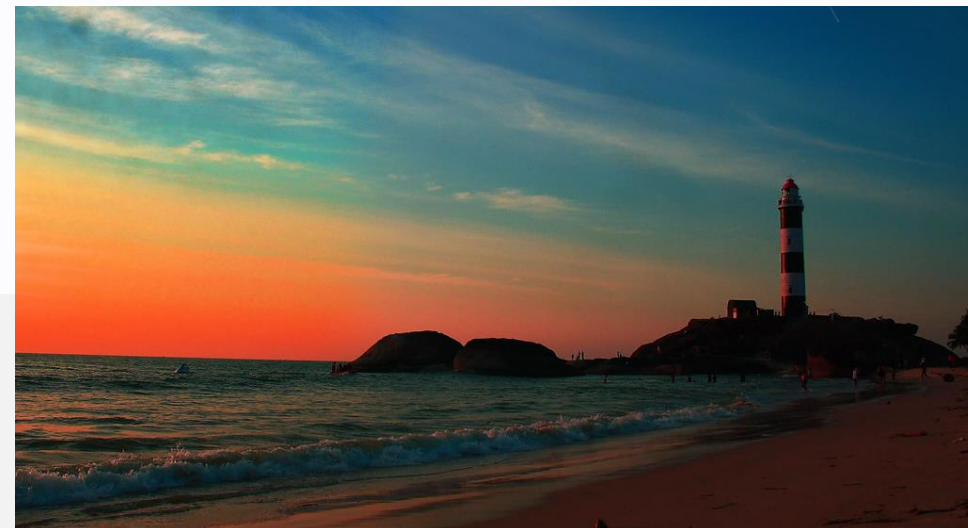


Mangaluru has a rich social infrastructure with options for entertainment or leisure including multiple beaches, parks and gardens, and theatres.

These include famous places like:

- Panambur Beach
- Tannirbhavi Beach
- Hampankatta Market
- Kadri Park
- Mangaluru has a vibrant nightlife which will enable employees to have a better work-leisure experience.

-
- Great residential communities
 - Clubs and restaurants
 - Top-notch internet connectivity
 - Cosmopolitan vibe
 - Proximity to the pristine Western Ghats
 - Trekking
 - Resorts in the Western Ghats
 - World-class medical infrastructure



MANGALURU vs METROPOLITAN CITIES

WORKING IN MANGALURU OFFERS A PLETHORA OF BENEFITS SUCH AS

LOWER COST OF LIVING

Mangaluru offers a more affordable cost of living compared to metropolitan cities, allowing employees to enjoy a higher standard of living.

LESS TRAFFIC AND COMMUTE STRESS

The city provides shorter commute times and less traffic congestion, reducing daily stress for employees.

HIGHER QUALITY OF LIFE

With its coastal location, pleasant climate, and access to natural attractions, Mangaluru promotes a higher quality of life and better work-life balance.

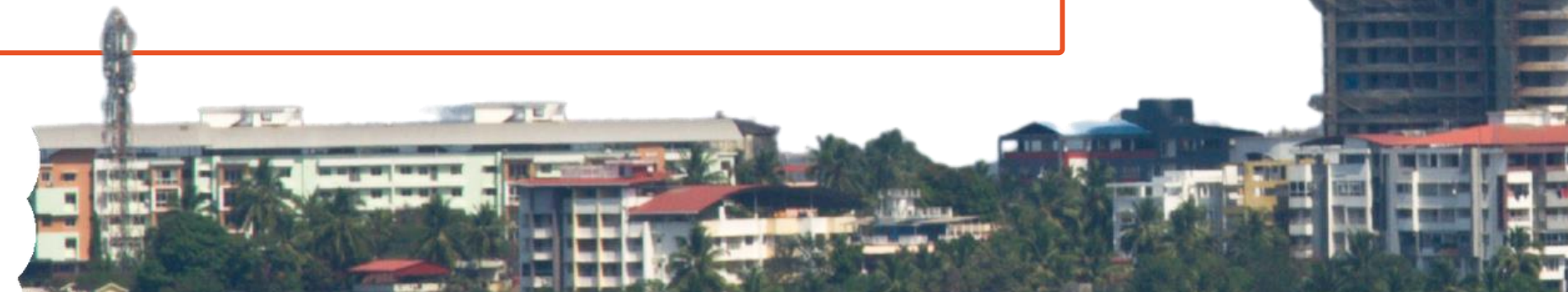
REDUCED POLLUTION

Smaller cities like Mangaluru have lower pollution levels, providing employees with cleaner air and a healthier environment.

LEISURE AND RECREATIONAL OPPORTUNITIES

The city's relaxed pace of life and access to outdoor activities offer employees more leisure time and opportunities for personal enjoyment and growth

ALL OF THIS MAKES FOR A HAPPIER EMPLOYEE WHO IS AS
A RESULT MORE PRODUCTIVE AND SATISFIED AT WORK



RECREATION & LEISURE

Surf in the Arabian Sea.....

Hike in the western Ghat.....

TREKKING DESTINATIONS

BABABUDANGIRI HILLS

GALIKERE

MULLAYANAGIRI HILLS

KEMMANGUNDI



UNWIND BY THE SEA

Clear blue waters, stretches of white sand and dancing coconut palms – a picturesque landscape awaits sea lovers. Adventure sports or long walks on the beach, Udupi has something to offer everyone

Panambur



tannirbavi



KAPU LIGHTHOUSE



OTHER BEACHES: KAPU, MALPE, MARVANTHE

Success Stories



- Started in 1996
- Employs about 1000 people
- In 2021 Acquired by Japanese firm TechnoPro Holdings for 805 Cr



- Turnover of INR 220-230 Crores (USD 30 Mn)
- 24 x 7 operations, PCI / DSS Compliant, ISO27000 and cPanel certified. Member of the prestigious Inc. 5000 list for the last 6 years



- Turnover of INR 50-60 Crores (USD 8 Mn)
- CMM Level 3 Certified, ISO 27001 & ISO 9001 certified, IS Winner of 2020 – India, Regional Partner of the Year from UiPath

Success Stories (Cont..)



- Founded in 2013
- Now has over 600+ Employees



- Turnover of INR 100-110 Crores (USD 15 Mn)
- One of the flagship product, Parafait was adjudged "Innovative Product of the Year" four times in the last 10 years



- Turnover of INR 30-40 Crores (USD 6 Mn)
- ISO 27001, ISO 9001 certified, HIPAA compliant
- CodeCraft's solutions are implemented National Basketball Association in USA, music fans and artists in Japan, Georgia Tech University Campus in USA



**Karnataka Digital
Economy Mission**

Thank You

PARTNERS IN PROGRESS



REACH US

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