



Media team from Punjab visits Sri City

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Sri City, September 6, 2022

Under the 'Ek Bharat Shreshtha Bharat' programme, which was launched by Government of India to celebrate the cultural vibrancy of India while establishing a strong mechanism to inculcate nationalism and cultural awareness, as part of their tour to Andhra Pradesh, a 15 member team of Journalists from Punjab have visited Sri City on Monday evening.

Mr. C. Ravindranath, Head, Media & Public Relations extended a warm welcome, and briefed them on the unique features of the business city, and explained, how Sri City stands out as a true manifestation of 'Make in India' campaign in diverse sectors, and its contribution towards substituting imports by significantly multiplying exports is conspicuous. The visitors noted that with the advent of Sri City how the economic landscape of the backward region improved with vibrant industrial activity.

Following the briefing session the team went around the industrial park and observed the blooming industrial activity. They visited the production unit of Vermeiren India Rehab Private Limited, a wholly-owned subsidiary of the Belgium-based Vermeiren Group, which manufactures rehabilitation equipment like wheelchairs, hospital beds, shell chairs, comfort chairs and other allied products. They all interacted with Mr. Syed Riaz Qadri, Managing Director of the company and quizzed on various products and demand for their export across the world.

Thanking Sri City for hosting the visit, Ms. Aneesha Sareen of Hindustan Times said, "Our visit to Sri City was an enriching experience in which we learned firsthand how a Special Economic Zone (SEZ) operates. Also, we learnt about how the 200 companies from different countries have improved people's lives and empowered the women in the region. With a host of advantages Sri City has drawn investors from all around the world."

Stating that it was a learning experience to visit the Vermeiren India Ltd., that produces sophisticated wheel chairs and other products for the world at large, Mr. Karam Parkash of The Tribune in Chandigarh said, "The tour exposed us to Sri City Integrated Business City, which places Andhra Pradesh prominently on the world business and investment map." Mr. Rajesh Bali, IIS, Press Information Bureau (PIB) Officer (Jalandhar) and Nodal Officer of the Media Team Tour told, "The visit to Sri City was an enthralling experience. It is very heartening to note that women workforce forms more than half of the total manpower. Proud to note that several companies in Sri City are strong markers of 'Make in India' initiative and exporting goods to the tune of USD 2 Billion since its inception till date."



Mr. G. Hari, Asst., General Manager, Marketing, Mr. D. Navi and Mr. P. Balaji, Public Relation Officials of Sri City conducted the visit, Mr. Krishnamohan, AP Tourism officer coordinated the tour programme organised by the PIB, Vijayawada.



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A team of journalists on a Press Tour from **#Punjab** to **#AndhraPradesh**, led by @PIB_Jalandhar under @EBSB_Edumin, visited Sri City. **#EkBharatShreshthaBharat #EBSB**



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MAKE IN INDIA concept Presentation through PPT given by C.Ravindrabath Consultant Media Relations, Hari AGM (Mktg) to journalists team.

#MakeInIndia #EkBharatShreshthaBharat #EBSB



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Sri City visit by Press Tour team from **#Punjabi**
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Vermeiren company visit in Sri City, manufacturers of wheel chairs, **#Belgium** company 95% products are exported.

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