

# India's 1<sup>st</sup> Consumer Durables Manufacturing Cluster

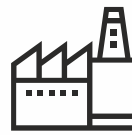
ONE-STOP DESTINATION FOR  
MANUFACTURING DURABLE GOODS



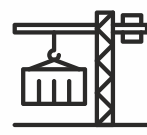
**Ease of Doing  
Business**



**Built-to-Suit  
Facilities**



**World-class  
Infrastructure**



**Speed of  
Execution**

# AEQUS

ecosystems of efficiency

## Business Verticals

### AEROSPACE



- Operations began in **2009**
- **India's 1st Precision Manufacturing SEZ** at Belagavi
- State-of-the-art Technologies
- Global footprint: India, US, & France
- 3 multinational Joint Ventures

### CUSTOMERS



### TOYS



- Operations began in **2016**
- Integrated Product Design & Mfg.
- Injection Molding, Painting, & Assys
- Tooling Design & Manufacturing



### CONSUMER DURABLES



- Operations began in **2020**
- An emerging Global Sourcing Hub for Consumer Durables
- Integrated Design to Product realization
- Agile industrialization & value creation



### INFRASTRUCTURE



- Creating industrial ecosystems
- Aerospace SEZ at Belagavi
- Major cluster projects underway at Koppal & Hubballi
- 1000+ acres industrial space
- 31 operating units, 2M sq. ft. plug & play space



# Industrial parks owned and operated by Aequs

## Belagavi Aerospace Cluster

250+ Acres SEZ



Proud developer of India's first vertically integrated and fully operational "Global Aerospace Manufacturing Ecosystem"

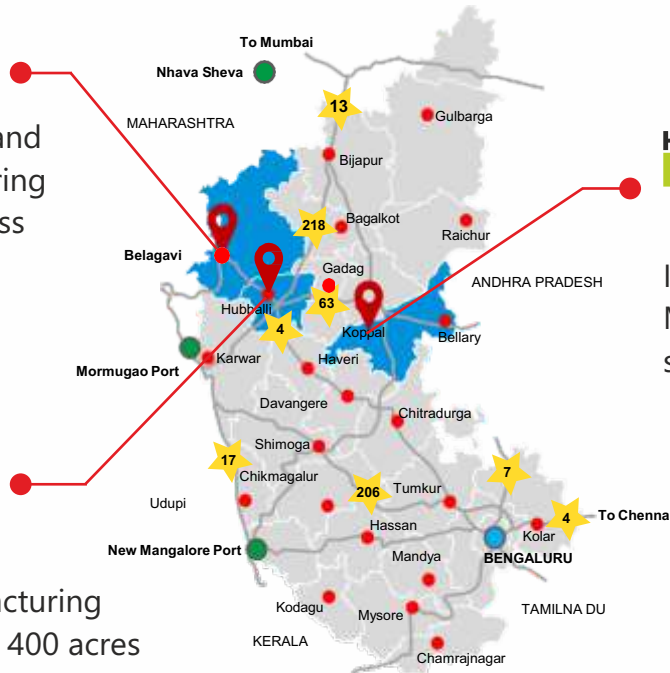
### India Locations



Precision engineering and Aerospace manufacturing ecosystem spread across 260+ acres

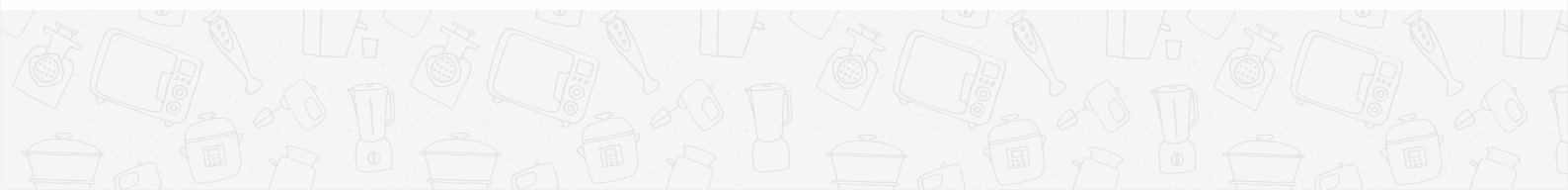


India's first Consumer Durable Goods manufacturing ecosystem spread over 400 acres



India's first Toys Manufacturing ecosystem spread over 400 acres

- National Highway
- ★ No. National Highway No.
- Major Cities
- Ports
- Cities



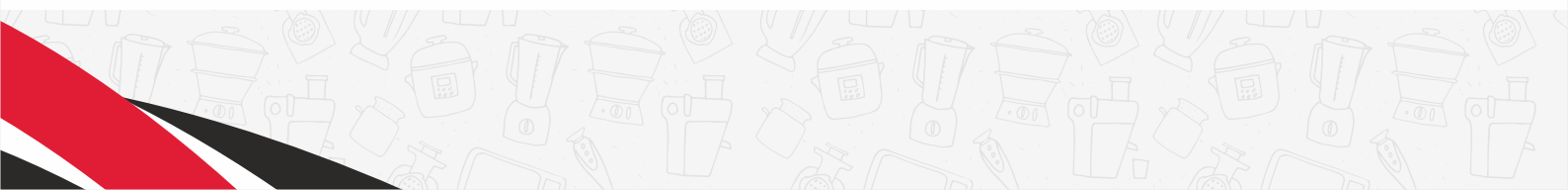
# Hubballi Durable Goods Cluster

One-stop destination for manufacturing durable goods



The first of its kind in India, the Hubballi Durable Goods Cluster (HDC) offers a hassle-free business environment, end-to-end logistics solutions, co-located manufacturing value chain, and matching infrastructure for internationally competitive manufacturing.

Spread over 400 acres, with fiscal incentives focused on exporters (SEZ), Domestic businesses (DTA) & International traders (FTWZ). HDC favours new product design, innovative manufacturing, and reliable distribution solutions.





**Special Economic Zone (SEZ)**



**Domestic Tariff Area (DTA)**



**MSME & Vendor Zone**



**Free Trade Warehousing Zone (FTWZ)**



**Warehouse and Logistics Centre**

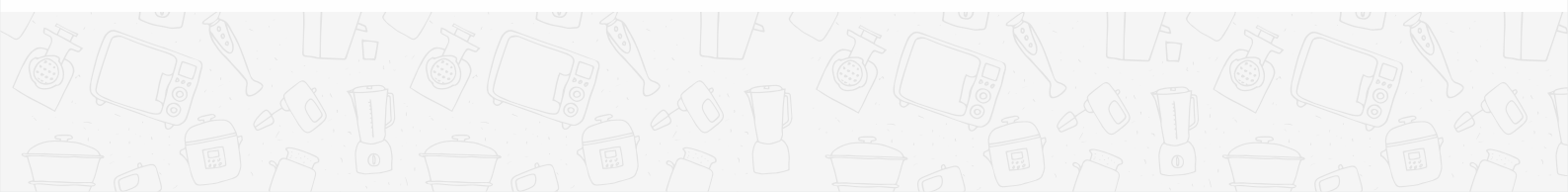


**Skill Development Centre**

HDC provides ease of doing business by acting as a single point of contact for Government approvals, plant construction, staffing, transportation, canteen, residential, shopping, healthcare, and training needs.

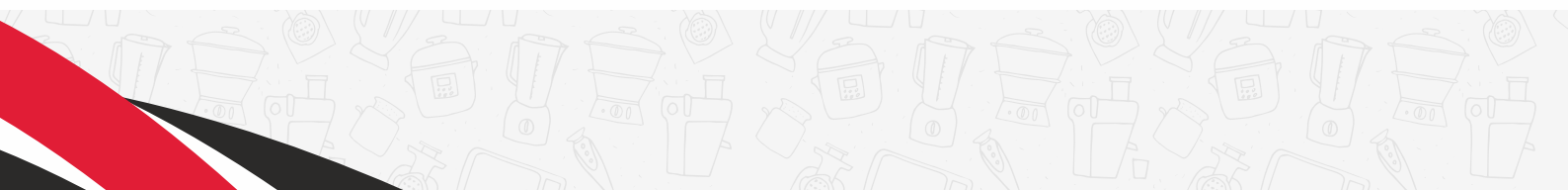
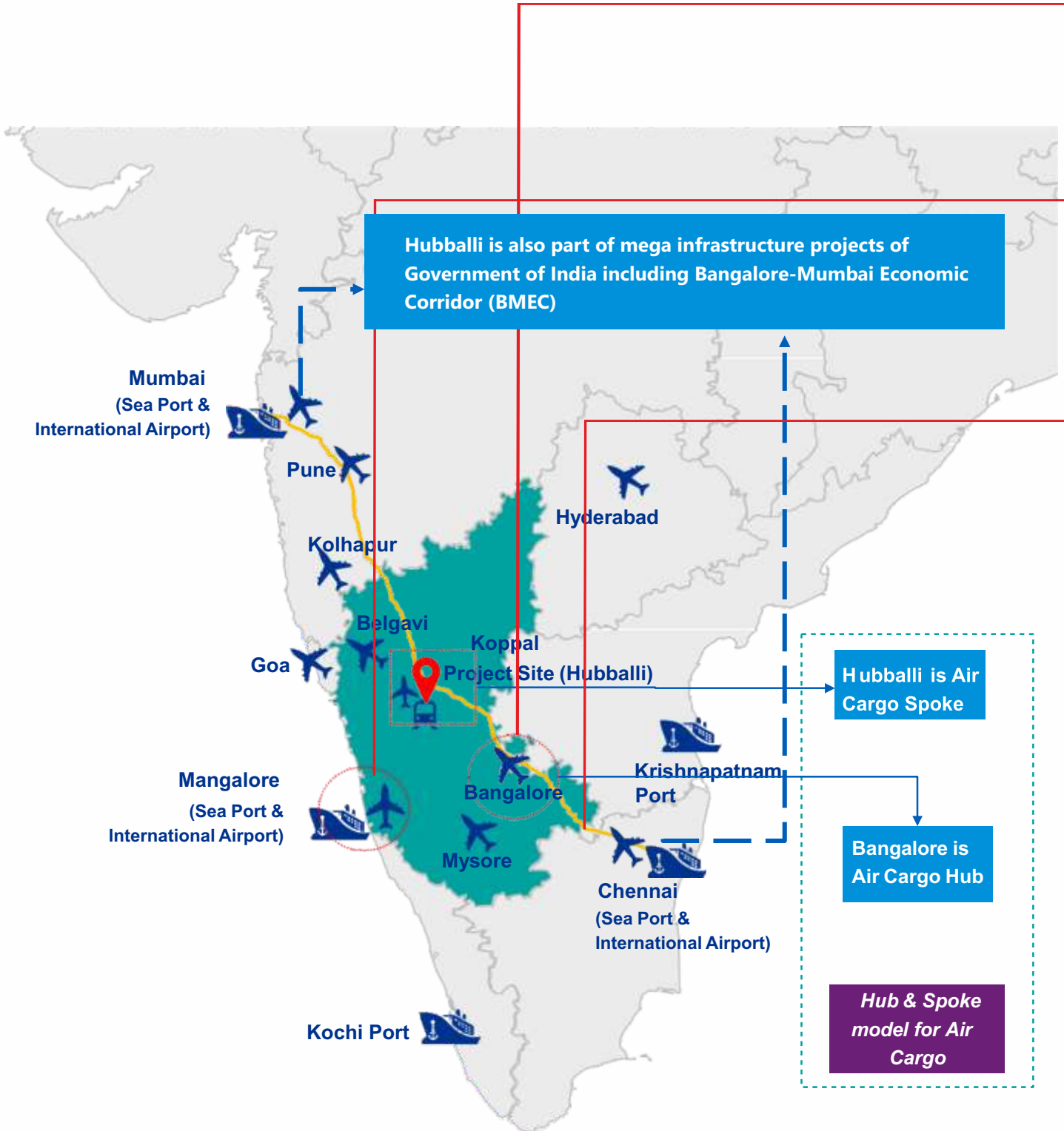
HDC offers a sustainable and zero discharge

manufacturing ecosystem through groundwater recharging, rainwater harvesting, use of recycled water, STP, WTP, hazardous waste disposal, green building certified, energy-efficient, environmentally friendly buildings & facilities and landscaping and green cover among other efforts.



# Location Advantage

Hubballi, Karnataka



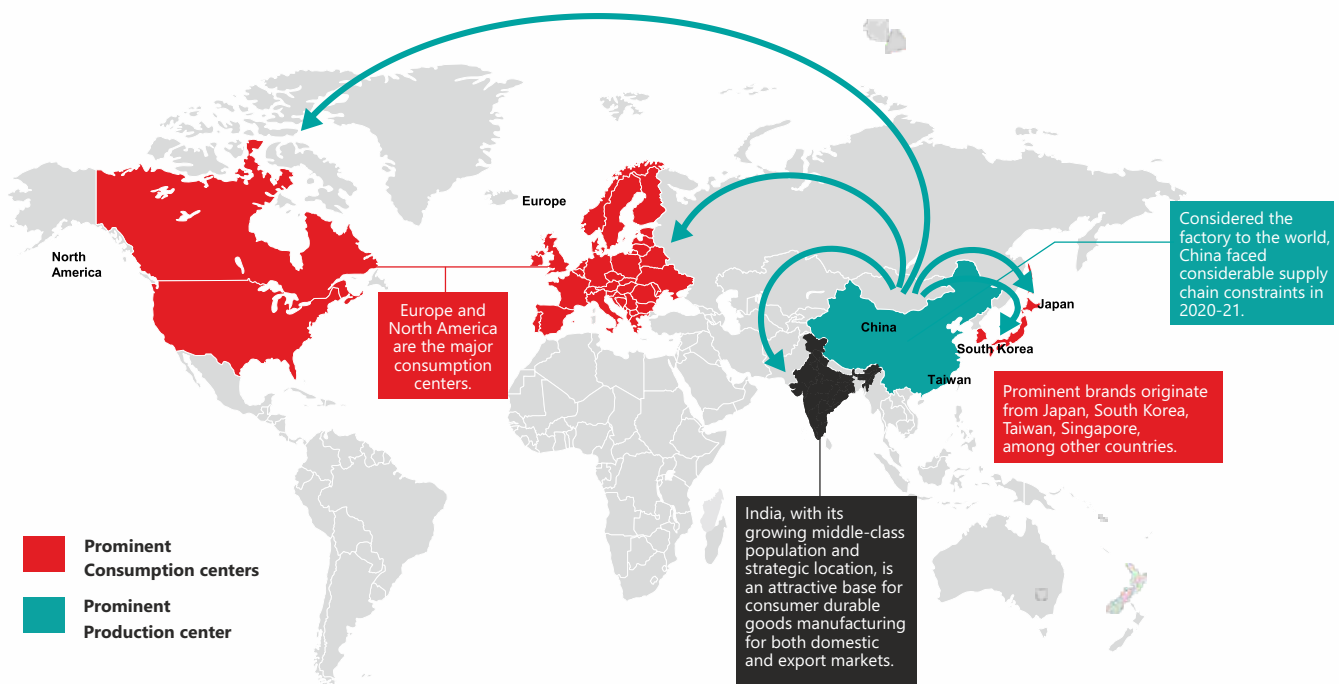
## HDC connectivity with prominent transportation nodes in India

Airports and Cities ✈️	Driving Distance (in Kms)
Hubballi city and domestic airport	9
Belgaum city and domestic airport	90
Mangalore city and international airport	350
Bangalore city and international airport	440

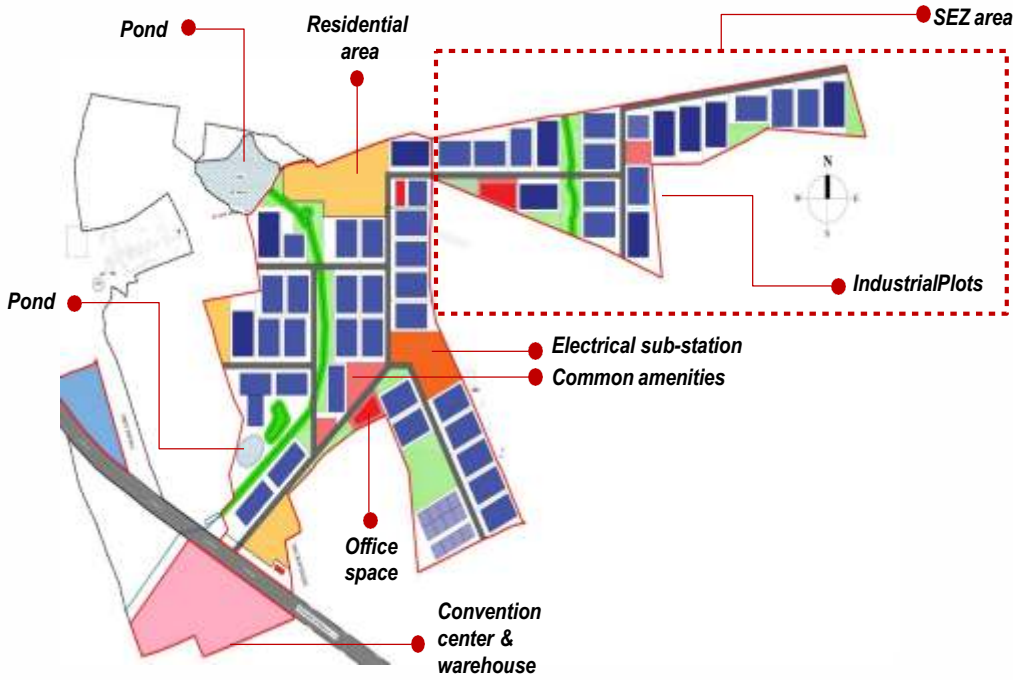
Seaports 🚢	Driving Distance (in Kms)
Mangalore seaport	350
JNPT/Mumbai (largest container port of India)	550
Krishnapatnam Port (India's most efficient port)	700
Chennai port (auto-components hub)	770

National Highways 🚗	Driving Distance (in Kms)
NH-4: Most prominent National Highway connecting 4 of the top 10 cities in India (Mumbai-Pune-Bangalore-Chennai). This highway also ensures logistics movement from seaports, airports and railway stations connected to the project site.	0 (the highway passes through the site)

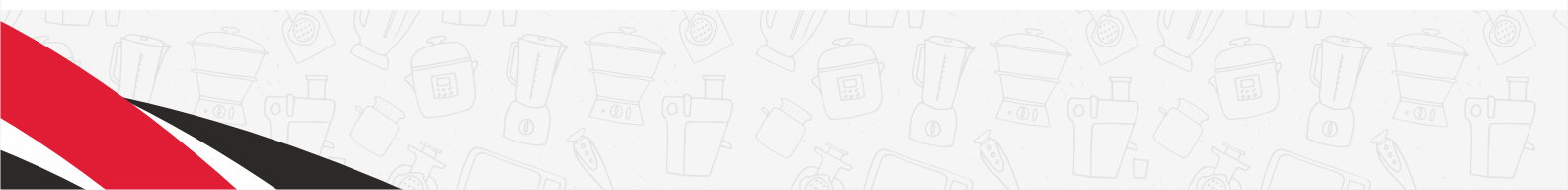
## Prominent nodes in the global supply chain of consumer durables and electronics



# HDC Masterplan



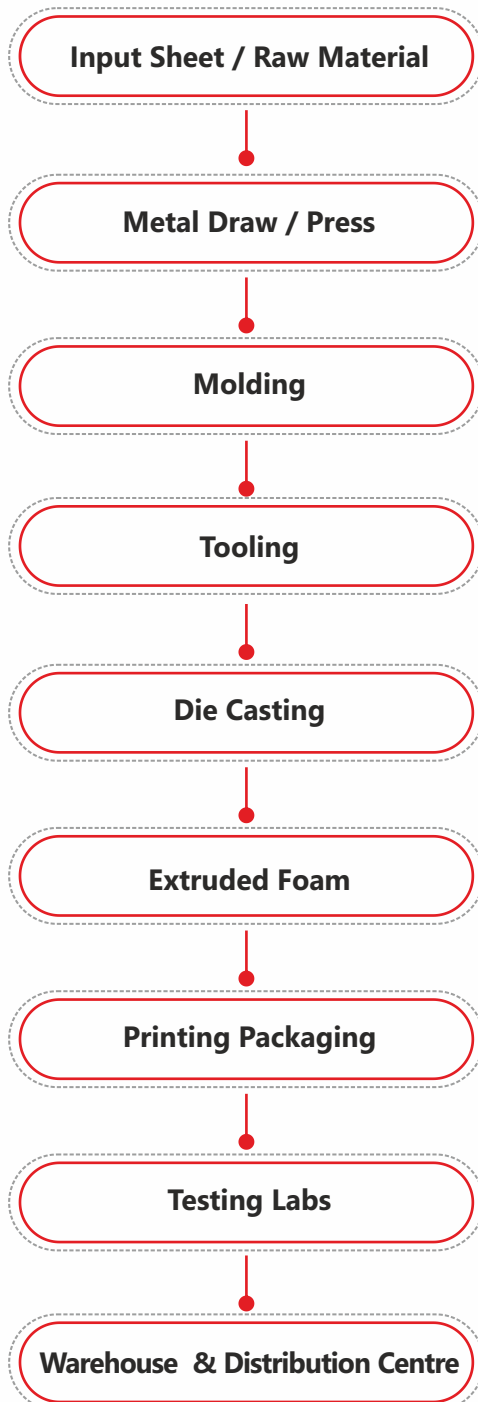
Master Plan Break-up	Hectares	Area
SEZ area	57	140
DTA area	85	210
Commercial area	13	31
Truck parking area	4	10
Open area & roads	11	29
<b>Total area</b>	<b>170</b>	<b>420</b>



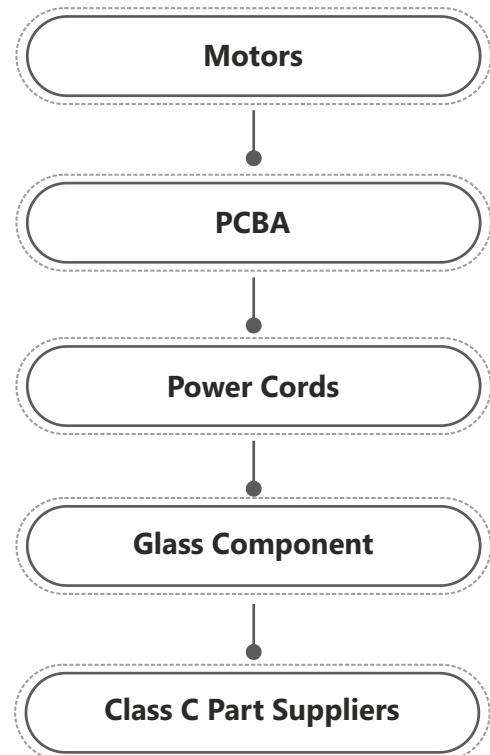


# HDC: End-to-end manufacturing value chain

## OEM Assembly Line



## Components

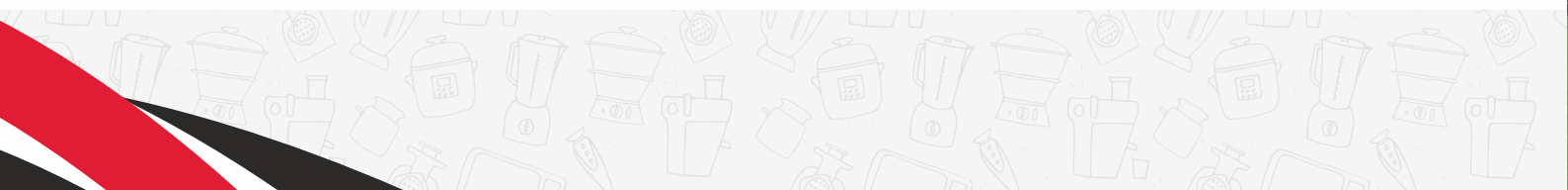


HDC will house component manufacturing facilities and services to enable finished goods manufacturers to benefit from the fully integrated ecosystem.



## Low Risk and Asset Light Models

We bring to you an integrated manufacturing ecosystem that comprises of everything that you would require to support your manufacturing footprint at the Hubballi Durable Goods Cluster.





# Infrastructure facilities at HDC



## Power

Complete infrastructure including cable trench, substation yard, HTDG yard, and RMUs. Power sourcing of up to 50KVA (supply capacity 50 MW) from HESCOM. Power capacity shall be enhanced phased wise.

HTDG - 50KVA (phased increase) will be always available for power backup.



## Water Supply

Complete truck infrastructure planned for campus water supply starting from borewell collection water tanks to raw water and treated water storage. All facilities will be provided with treated water for domestic usage/industrial usage from WTP.



## Roads

Entry access to campus will be catered through service roads for ease of access. The gated complex will be 21m wide 6-lane and the trunk road will be 14m wide 4-lane for ease of traffic movement. The plots will be well connected to truck lines for hassle-free movement of goods and traffic.



## Gated Complex

The campus access will be controlled through a best-in-class 24-hour security system including turnstiles, CCTV, and face recognition system etc.



## Sewage Treatment Plant

Advanced SBR based 1.42 MLD planned to cater to complete campus in a phased manner. Treated water will be used for flushing and irrigation purposes.



## Storm Water Drainage

Complete concealed drainage system planned across the campus based on historical weather data to avoid urban flooding. Drainage system from individual plot to trunk line connecting to external drainage planned for efficient discharge.



## Gas Supply

Several suppliers like Karnataka Industrial Gas Private Limited available in Hubballi.



## Water Treatment

Planned for 300 cum/ hour WTP in a phased manner.



# Service Offerings

Aequus INFRA understands the requirements of a new firm/manufacturing unit and provides end-to-end assistance from initial requirements like company registration, tax registration, employment registration, VISA assistance and immigration formalities, building plan approvals, fire safety approvals to compliances and regulatory works like environmental protection (ECP, IEE and EIA), customs clearance, banking assistance and legal assistance, and other services.



## Infrastructure

- Ready built factory space on lease basis
- Warehouse space on lease basis
- Worker dormitories on short term lease basis
- Office space on lease basis
- Incubation space
- Common Area Maintenance (CAM) including standard upkeep and maintenance of common spaces



## Support Services

- Integrated Facilities management
- Transportation/logistics services
- Security services and digital surveillance through CCTV cameras
- Internet and telecom services
- Manpower supply
- Landscape management



## Shared Services

- Document management
- Health, Safety, and Environment compliance
- Statutory compliance
- Unit establishment compliance
- HR and Industrial Relationship
- Finance and accounting
- Licenses and permits
- Incentives & subsidy management



## Common facilities

- Health center
- Cafeteria
- Fire station
- Customs office
- Conference/meeting facility
- Training center
- Heavy vehicle parking



## Utilities

- Power supply (details)
- Water supply (details)
- Sewage treatment plant
- Effluent treatment plant



## Engineering Services

- Design
- Construction
- Erection
- Commissioning

## One Stop Shop Grade "A" Offering

- Clear land title
- Lease agreement
- Finalization of specifications
- Factory construction
- Assistance in plant set-up
- Operations and maintenance
- Support and handyman services
- Recruitment service

# Benefits exclusively available for units located at HDC

## Incentives available to HDC units



### Capital subsidy

20% subsidy on capital expenditure  
50% subsidy on (up to INR 25 million) Capex for ETP  
50% subsidy on cost of machinery for R&D center



### Production linked subsidy

Production linked incentive = 2% to 2.5% of annual turnover for 5 years



### Stamp Duty

100% stamp duty reimbursement



### Electricity duty Exemption

100% Duty exemption for 5 years for Medium and Small Enterprises (MSMEs)



### Patent Filing

75% subsidy on patent filing costs



### Employee Salary

50% subsidy on employee salary for 6 months (training duration)

20% capital subsidy over and above the incentives given in Karnataka with a capital outlay of INR 3 billion on first come first serve basis.

## PLI Scheme, Govt. of India

- For manufacturing of Air Conditioners and LED lights, Production Linked Incentive (PLI) Scheme provides an incentive of 4% - 6% of annual turnover for 5 years.
- Scheme is valid for 5 years from FY22, with a total capital outlay of INR 62.38 billion on a first come first serve basis.

## SEZ benefits

- Duty-free import, export, and domestic procurement of goods.
- Exemption from Minimum Alternate Tax (MAT).
- Exemption from state government levies.
- Single window clearance for Central & State level approvals.
- GST exemption: supplies to SEZ are zero rated under IGST Act, 2017.

## Cluster benefits

- Lower capital expenditure due to availability of ready infrastructure.
- Lower time to market as Aequus ensures operations within 8-12 months.
- Readily available ecosystem of suppliers from fabrication/sheet metal works, precision engineering to painting and surface coating and any other supplier requirements.

**Disclaimer:** The incentives mentioned herein are subject to eligibility and fulfillment of terms and conditions mentioned in the concerned government order / industrial policy issued by Government, as revised from time to time.

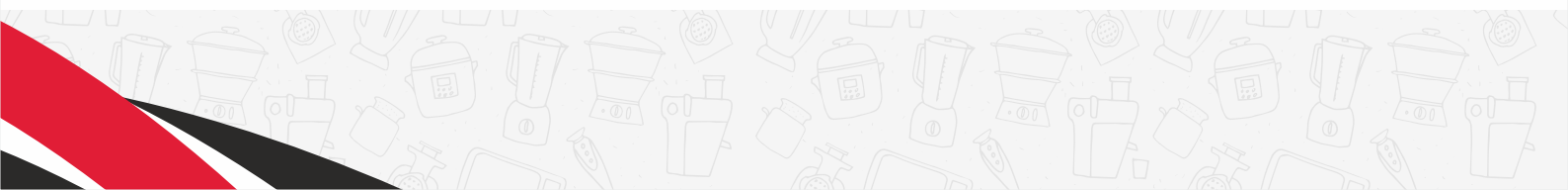
## HDC's scope of product categories

### Illustrative list of units at HDC

White Goods	Brown Goods	Kitchen appliances/ Cookware	Electricals
Refrigerators	LED TVs	Microwave/Ovens	Ceiling/Table Fans
Washing Machines	Music Players	Mixers/Grinders/ Juicers/Blenders	Vacuum Cleaners
Air-conditioners	Speakers/Headphones	Chimneys	Personal Care Devices
Air/Water Heaters	Entertainment systems	Cookware/Kitchenware	Lawn Mowers
Irons	Wearables	Water Heaters	Leaf Blowers
	Chargers & Accessories		

### Manufacturing ecosystem facilitation by Aequs

Metal Draw/Press	Injection/Roto/ Blow Moulding	Motors	Die Casting
Boughtouts	PCBA	Model Making	Tooling
Raw Materials	Glass Components	Class C Parts Supply	Power Cords
Extruded Foam	Printing Packaging	PCBA	Painting/Masking
Paint Making	Packaging Material	Testing Labs	Warehouse Management



## Aequs' Consumer Durable Goods vertical: Contract manufacturing portfolio

### COOKWARE



NON-STICK PANS



SAUCEPANS,  
FRYING PANS



CHOPPERS



CASSEROLE SETS, WOKS, GRILL PANS  
& PANIYARAKKAL

### HOME APPLIANCES



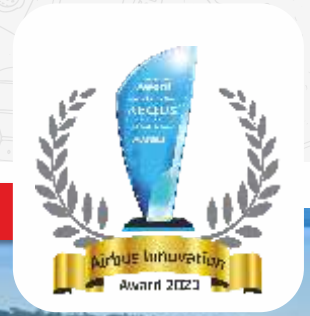
MIXERS, GRINDERS, RICE COOKERS,  
INDUCTION COOKTOPS, KETTLES



TPW FANS, STEAM IRONS,  
VACUUM CLEANERS, WATER HEATERS ETC.

**Built for scale, speed and ease of doing business. HDC will house shared facilities including centres of excellence.**

# AWARD WINNING PROJECT BY AEQUS INFRA



India's first notified Precision Engineering and Manufacturing Special Economic Zone (SEZ)



## About Aequs INFRA

Aequs Infra provides world-class infrastructure and agile industrialization for manufacturing, engineering, and IT/BT companies. The company provides state-of-art and scalable infrastructure, turnkey office spaces, built-to-suit facilities, skilled resources to help companies become globally competitive. Apart from operating the Belagavi Aerospace Cluster, the company is also developing India's first 'Toy Cluster' in Koppal, Karnataka and the 'Consumer Goods Cluster' in Hubballi, Karnataka.

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## About Aequs

Aequs is a diversified contract manufacturing company providing vertically integrated product solutions across the Aerospace, Toys and Consumer Durable Goods industries. By leveraging its manufacturing ecosystems, Aequs reliably delivers supply chain efficiencies to its global customer base. Aequs currently employs over 5,000 people and operates manufacturing facilities across India, France, and the United States.