

MITL Celebrates Six Years of AURIC Smart City, Ushering in a New Era of Industrial Digitalization and Infrastructure

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Maharashtra Industrial Township Limited (MITL) celebrated the 6th Anniversary of AURIC Industrial Smart City at AURIC Hall, Shendra Industrial Area today. Today's event also marked one year since Prime Minister Shri Narendra Modi dedicated the Bidkin Industrial Area (BIA) to the nation on September 29, 2024, ushering in a new phase of industrial development in the Marathwada region. The celebration highlighted AURIC's achievements and its vision for future growth.

On this occasion, MITL launched several initiatives to strengthen AURIC's digital and service ecosystem. These included the unveiling of the MITL logo and website, rollout of the Utility Billing Dashboard and Right to Services feature, and release of a coffee table book chronicling AURIC's vision and journey.

A major boost to logistics was marked by the inauguration of the AURIC–Samruddhi Connector, providing direct access from the city to the Samruddhi Mahamarg (Mumbai–Nagpur Expressway). This strategic link significantly improves AURIC's connectivity to Mumbai, Nagpur, and JNPT Port, strengthening its position as a gateway for domestic and global markets. It is also expected to drastically cut transportation time and costs, significantly improving the ease of doing business for industries within AURIC.

The celebrations were graced by Hon'ble Shri Uday Samant, Minister (Industries, Marathi Language), Government of Maharashtra, as Chief Guest. Other dignitaries included Hon'ble Shri Atul Save, GoM, Hon'ble Shri Sanjay Shirsat (Social Justice Minister and Guardian Minister, Chh. Sambhajinagar), Hon'ble Shri Indranil Naik (MoS, Industries), Dr. P. Anbalagan, I.A.S. (Secretary, Industries & Chairman, MITL), and Shri P. Velrasu, I.A.S. (CEO, MIDC).

Six Years of Growth and Transformation

Over the past six years, AURIC has emerged as a symbol of industrial transformation in Maharashtra. With 327 plots allotted across 3,039 acres of industrial land and 137 acres of mixed-use land, the city has attracted projects with an investment potential of over ₹72,036 crore and the capacity to generate 63,700+ jobs. Currently, 78 units are operational, 70+ factories are under construction, and 182+ are preparing to begin construction.

Ready-to-Use, World-Class Infrastructure

AURIC is fully prepared to welcome industries, offering complete "plug-n-play" infrastructure at the plot level. The city has been developed with wide roads, reliable power and water supply, and advanced systems for sewage and waste treatment (Common Effluent Treatment Plants). This world-class infrastructure significantly reduces the time and cost for setting up a factory.

Benefits for All Investors (Local and Global)

Boosting MSMEs and Small-Scale Businesses: By providing fully developed land plots and a smooth operational environment, small businesses can focus on production and exporting Indian businesses, rather than worrying about infrastructure hassles.

Attracting Large-Scale and Global Investment: AURIC is an "easy-entry" point for both domestic and international investors. Major investment interest has already been seen, with companies like Ather Energy (EVs), Lubrizol (chemicals), Toyota Kirloskar (automobiles), and JSW Green Mobility etc. committing to

large land parcels. This success, especially in the Bidkin Industrial Area (BIA), will bring over ₹56,200 crore in investments and create over 35,000 jobs, transforming the economy of Marathwada.

Vision for Industrial Excellence and 'Viksit Bharat@2047'

During his address at the anniversary celebration, Industries Minister Shri Uday Samant highlighted AURIC's central role in Maharashtra's industrial growth and its vital contribution toward the national goal of Viksit Bharat@2047.

He also emphasized the huge potential of AURIC to attract massive investments and become a global manufacturing destination aligned with the 'Make in India, Make for the World' vision. He affirmed that the government will continue to provide a supportive policy environment to ensure AURIC remains a model industrial smart city for the state and the nation.

Looking ahead, Minister Samant announced plans to acquire more land for the city's expansion. He committed that this process will be carried out with the utmost care, ensuring that the livelihoods of farmers are not disrupted.

Shri P. D. Malikner, I.A.S. (Retd.), MD, MITL and Shri Datta Bhadakwad, Jt. MD, MITL cordially invited attendees to invest in AURIC and reaffirmed MITL's commitment to developing AURIC into a global manufacturing powerhouse aligned with the 'Make in India, Make for the World' vision.



About AURIC

AURIC (Shendra-Bidkin Industrial Area) is a master-planned, greenfield smart city and a critical hub for the Delhi-Mumbai Industrial Corridor (DMIC).

Developed by MITL (a joint venture of NICDIT and MIDC), its mission is to create a world-class manufacturing ecosystem that goes beyond traditional industrial parks. AURIC champions a "Walk-to-Work" model, seamlessly integrating residential, commercial, and industrial zones to boost efficiency and quality of life.

AURIC is designed as an economic catalyst, spreading investment and modern infrastructure across the Marathwada region to significantly contribute to India's manufacturing strength.

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