

## Madhya Pradesh to benefit through Production Linked Incentive (PLI) - Pinnacle Industries

**Indore, February 18 2022:** Pinnacle Industries, India's leading automotive seating, interiors & Specialty Vehicles company, incorporated in Madhya Pradesh, is thankful to the Indian Government for their continued support, focus and impetus on alternative technology and new-age mobility solutions. Pinnacle Mobility Solutions, a subsidiary of Pinnacle Industries is one of 20 applicants approved under the Central Government's Automotive PLI scheme.

Pinnacle Industries Limited was established in 1996, and today has 3 manufacturing facilities that employ close to 1000 employees in Madhya Pradesh. With the approval of the Auto PLI application, Pinnacle Industries plans to foray into new mobility solutions and further accentuate Madhya Pradesh's manufacturing sector and economy. The PLI scheme will help boost domestic manufacturing of advanced automotive technology products, this will reduce import dependence and help overcome cost disabilities by creating economies of scale. Building a robust supply chain, we will be producing in India for India and "For the World"

Pinnacle Industries, through the subsidiary company Pinnacle Mobility Solutions are fully committed to creating sustainable & greener mobility solutions in collaboration with partners, that has global leadership in this space. The company's concept is entirely **Made in India for India and the World.**

**Mr. Sudhir Mehta, Chairman & Managing Director of Pinnacle Industries Ltd. said,** "Pinnacle Industries has built the entire concept from scratch and in India. We are extremely bullish on our concept and will invest significantly in the venture, whatever is required. We will discuss our plans in detail focusing on the State of Madhya Pradesh at an appropriate time, right now we are thankful to the government for this initiative and opportunity presented to us".

Madhya Pradesh stands 5th among Indian states in ease of doing business ranking conducted by World Bank and DIPP. The State government has worked diligently over the past decade to develop the state as an industrial hub and promote it as a potential investment destination. The State government has made an investment of more than \$15.4 billion in support infrastructure in the last five years. Madhya Pradesh is leader in textile manufacturing, automobiles, food processing, engineering and agriculture equipment manufacturing. The peaceful manpower of the State is an added advantage for industrial development. All the above-mentioned factors pave the way for the Madhya Pradesh to become a developed state.

The PLI scheme, through these development-focused initiatives will ensure an ecosystem of local manufacturing for advanced and green technologies at global scales. The benefits will also filter down the entire value chain, providing a boost to the MSME sector.

Madhya Pradesh as a state has a huge potential in terms of industrial and agricultural infrastructure. This scheme has now opened more doors for companies to invest in the State.

## PRESS NOTE

According to a report, The Production Linked Incentive (PLI) scheme has received an excellent response, with the potential to create 60 lakh new job opportunities.

The State government incentive schemes – Supply side has two parts –Fiscal and Non-Fiscal. The Fiscal incentive scheme includes • Capital subsidy linked to investment outlay • Training subsidy linked to job creation • Gross or Net GST refund on supply of goods or services • Exemption or concession from stamp duty on transfer or lease of land • Concessional rates of power tariff • Concessional land • Interest free loans • Sector specific policies

The Non-Fiscal incentive scheme includes • Single window clearance for permits • Infrastructure benefits viz roads, water supply, IT infrastructure etc

Madhya Pradesh is one of the States that is offered moderate incentives among others like Delhi, Haryana, Punjab, Rajasthan, Uttar Pradesh, Himachal Pradesh.

PLI will also help bring in business opportunities of developing new business models and entering new markets. It will help in changing business model by evaluating alternative business models for eligible auto OEMs – e.g. feasibility to now manufacture in India rather than CKD / SKDs. With the PLI the FDI inflow from global companies into eligible products / companies will increase. New Product Introduction - Under PLI scheme, eligible companies can expand their portfolio, to offer products from the 22 segments, aligning their portfolio with growing segments.

The Production Linked Incentive (PLI) is supposed to be a game changer Scheme, it has helped in drawing huge investment to the country and also in building manufacturing capabilities. The scheme, announced in the Union Budget 2021-22 with an outlay of Rs 1.97 lakh crore, covers 13 champion sectors like textile, steel, telecom, automobiles and pharmaceuticals.

The PLI Scheme, identified 13 champion sectors and huge incentives have been announced as a result of which investments are happening in those sectors in a very big way.

### **About Pinnacle Industries:**

Pinnacle Industries Ltd. is India's leading automotive seating, interiors and speciality vehicles company. The journey of Pinnacle Industries started in 1996 in Pithampur, Madhya Pradesh, India with a vision to provide a range of industry best seating and interiors products for commercial vehicles. Pinnacle Industries has continuously expanded its product range through investing in its employees, clientele and technology partners to emerge as India's largest automotive seating, interiors & speciality vehicles company.