CHAPTER IV
BRIEF PROFILE OF PIMPRI-CHINCHWAD
AREA & IDENTIFIED INDUSTRIES

4.1 INTRODUCTION

In order to understand this research work it is considered appropriate to have a brief profile of the study area as well as the identified industries to understand the observations and findings in the right perspective.

Pimpri-Chinchwad

Pimpri and Chinchwad were initially twin cities of Pune district of Maharashtra. With the demographic growth as well as area wise growth both the cities are having independent Municipal Corporations. Pimpri Chinchwad is located on the North-West of Pune City and is very well connected by road as well as railway route. Now both the corporations have promoted a new company namely Pune Mahanagar Parivahan Mahamandal Limited for the communication within both the cities and the outskirts.

As per the latest census of India conducted in 2011 the population of Pimpri Chinchwad Corporation area is 17,29,320 which comprises of 9.45 lakhs male and 7.83 female. The literacy rate of this area is higher than the national average. ²⁹

The local main spoken language of this area is Marathi. The number of Sindhi families is also quite large who speak Sindhi language.

Geography

The Pimpri Chinchwad city is situated at 530 meters above the sea level. It’s climate is very pleasant round the year. The city is bestowed with three rivers namely Pavana, Mula and Indrayani. Pavana River supplies water to this city. There are number of industries which pollute these rivers due to dumping of contamination,

debris, and industrial effluents etc. The local body has taken several steps including creating awareness amongst the masses to keep the Rivers free from pollution.

History

This PCMC is comprised of the following original main areas.

- Chinchwad
- Pimpri, Nigdi
- Akurdi
- Kalewadi
- Bhosari

The name Chinchwad is originated from the presence of Tamarind (Chinch) and Banayan (Wad) trees. Chinchwad is also a holy place as the Shrine of Sant Moraya Gosavi is located here. Chinchwad is the birth place of Chaphekar Brothers who have led their lives in the freedom struggle. Adjacent to Chinchwad is Bhosari which was known as Bojapuri. It was the capital of Raja Bhoj 2000 years ago.

Because of the industrialization of this area there is a huge migration from all over the country.

Transport

The twin city is very well connected by the railway route as well as by road. Lohagaon – Pune is the nearest Airport for this twin town. Because of the vast industrial development and as a result of genuine demand a new airport is being located in the vicinity of this twin city and it is likely to come up within a two-three years time. Vallabhanagar – a suburb of Pimpri has a bus depot of Maharashtra State Road Transport from where this twin town is connected to all parts of Maharashtra. In view of the huge transport between this twin city and Pune Municipal Corporation Area recently Bus Rapid Transport (BRT) has been put in operation and is gaining mass acceptance.

There are about 29 suburbs of Pimpri-Cinchwad twin city which are detailed hereunder:
1. Pimpri  
2. Chinchwad  
3. Bijalinar, Chinchwad  
4. Nigdi  
5. Nigdi Pradhikaran  
6. Akurdi  
7. Tathawade  
8. Bhosari  
9. Talegaon Dabhide  
10. Talwade  
11. Hinjewadi  
12. Sambhajinagar  
13. Ajmera Colony - Masulka colony  
14. Sangvi  
15. Pimple Nilakh\Aundh Camp  
16. Wakad  
17. Sant Tukaram Nagar / Nehrunagar  
18. Pimple Gurav  
19. Kalewadi  
20. Thergaon  
21. Chikhali  
22. Rahatni  
23. Punawale  
24. Pimple Saudagar  
25. MOSHI  
26. Ravet  
27. Dapodi  
28. Pradhikaran  
29. Shahunagar

One of the first large scale industry that was started immediately after attaining the independence was established at Pimpri. It was in 1954, Hindustan Antibiotics Ltd. was established to manufacture penicillin. This was the starting point of industrialization of Pune district. Today, Pimpri Chinchwad area is well developed so far as industries are concerned there is no parallel in the state of Maharashtra. There are two large scale MIDC (Maharashtra Industrial Development Corporation’s) industrial areas located in this twin town at Bhosari and at Chinchwad. MIDC has provided all the infrastructural development facilities in these two industrial estates.

Today, this area is popularly known as Industrial Township. A large number of small scale, ancillary MSMEs and large scale industries have their presence in this area. To name a few large scale industries in this Pimpri Chinchwad area, are:

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<tr>
<td>1.</td>
<td>Telco,</td>
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<td>2.</td>
<td>Bajaj Auto Ltd.,</td>
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<td>3.</td>
<td>Premier</td>
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<td>4.</td>
<td>Bajaj tempo</td>
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<td>Sandvik Asia</td>
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<td>6.</td>
<td>Forbes Marshall</td>
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<td>7.</td>
<td>Phillips India</td>
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<td>8.</td>
<td>Bajaj Auto</td>
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<td>9.</td>
<td>Kirloskar Cummins</td>
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<td>10.</td>
<td>Kirloskar Filters</td>
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<td>11.</td>
<td>Kalyani Sharp</td>
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<td>12.</td>
<td>Mahindra And Mahindra</td>
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<td>13.</td>
<td>Hindustan Antibiotics</td>
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<td>14.</td>
<td>Kirloskar Pneumatics</td>
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<td>15.</td>
<td>Tata Electric And Locomotive Company</td>
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<td>16.</td>
<td>Mercedes Benz India Ltd</td>
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<td>17.</td>
<td>Kirloskar Oil Engines</td>
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<td>18.</td>
<td>Indian card Clothing</td>
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<td>19.</td>
<td>Alfa Laval</td>
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<td>20.</td>
<td>SKF Bearings</td>
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<td>21.</td>
<td>State Transport Body Building Division</td>
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<td>22.</td>
<td>Weikfield India</td>
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<td>23.</td>
<td>Serum India</td>
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<td>24.</td>
<td>Duro Shocks</td>
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<td>25.</td>
<td>Kinetic Honda</td>
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Pimpri-Chinchwad industrial belt: Placing Pune at the front

All together there are over 4000 industrial units of all types in this area. This is one of the largest developed industrial parts of India. Telco, Bajaj, Kinetic (now Force Motors) are the pioneering automobile industries of this area. These industries have developed number of vendors in Ancillary sector and have provided employment to a large number of youths of this area.

After the globalization and entry of multinationals took place in India after 1991. Pune has witnessed a large inflow of automobile giants preferring to establish their manufacturing base in and around Pune as a result of which this area is now being regarded as an Automobile Hub of India. In the vicinity of this area there are lots of consumer durable manufacturing industries as also electronic goods manufacturing industries. Some of the domestic large scale industries from this area have made their global presence e.g. Bharat Forge is being regarded as world number one so far as forging industry is concerned, Tata Motors has opened its units even in European countries. These industries have been successful in obtaining much needed foreign exchange inflow and enriched our export performance.

Thermax Babcock & Wilcox has developed an innovative combustor called Hopper Bottom Atmospheric Fluid Bed Combustor which permits the use of multi fuel, high alkali bio-mass for sustained operation of bio-mass power plants.

Since 1990s there is a very good development of establishment of service sector industries in and around Pune. These past 25 years have witnessed a rapid growth of Information Technology industries and today all the world known IT industries have located their units in Pune-Pimpri-Chinchwad and its surrounding area. There are software industries as well as large scale Business Process Outsourcing industries. To name a few world fame IT companies we may state: Infosys, Tata Consultancy Services, Cognizant Technologies, Persistent Systems, Tech Mahindra etc. These industries are earning sizable foreign exchange as they are mainly exporting their services overseas. These industries have provided employment to over One lakh youths from all over India. Today Pune city is also being known as IT Hub.
As a result of this huge industrialization there is a spurt in the demand for electricity which the State Govt. has to arrange from the national electricity grid. Now the government has issued letters of intent for number of industries for generation of power and it is hoped that in another 5 years period the State will be self reliant so far as its power requirement is concerned. The government is seriously working on these projects.

Pune is also a world famous Education Centre. There are more than a dozen universities (including Deemed Universities) which cater to the man power requirement of both the IT as well as Automobile Industry. Almost all the faculties of post graduation facilities are available in Pune city.

**Business Information**

Pune and Pimpri Chinchwad are the two twin corporation governing the respective cities. Over the past two decades this entire region is developing at a rapid stride and lots of multinational organizations are establishing their organization in and around these two cities. Particularly the IT sector is developing at a very fast speed and the government of Maharashtra has announced that they want to develop this area for IT sector on a big scale for which they are offering several sops. Along with this industrial development, Pune is also being developed as an educational hub and number of new educational institutions is coming up on the education map of Pune Metropolitan city.

In both these twin cities (Pimpri Chinchawad) and Pune there is availability of all modern health care facilities which can be rated as worldclass. Even there is inflow of foreign patients in Pune hospital. Both the Municipal Corporations are creating awareness amongst the masses about ensuing hygienic environment in their residential area.

There is lot of environmental awareness in both these cities. It is gratifying to note that the Govt. of India has selected to develop Pune city as a “SMART CITY” – a new concept evolved by the present Modi Govt.
As the industrialization is growing fast, there is huge inflow of migration of workers from all over India which has given boost to the building construction industry. Today, this is one of the biggest industrial sector of Pune region providing employment to thousands of employees and workers. Pune is regarded as one of the fastest growing cities of the world.

4.2 IDENTIFIED LARGE SCALE COMPANIES

A) **Tata Motors Group**

Telco was the pioneer automobile large scale industry in Pimpri-Chinchwad area established in the year 1945. Today it is the largest automobile company manufacturing commercial and passenger vehicles in India.

Apart from the domestic sales of their product it is also being sold in the various export markets. Company’s manufacturing activities are spread all over India e.g. Jamshedpur, Pune, Lucknow, Pantnagar, Sanand, Dharwad etc. After the globalization the company has expanded its operations in various other countries like UK, Korea, Thailand, and South Africa. The company has taken over Jaguar Land Rover brand in 2008.

The company has a thrust on the Research and Development. The company is a pioneer in accepting Corporate Social Responsibility well before the legislation was passed. Over 5000 engineers and technicians are working in its R & D. Centre. The company is one of the largest employment providers in this area.

B) **Kirloskar Oil Engines Ltd. (KOEL)**

Kirloskar Group is one of the renowned industrial group from Maharashtra and Kirloskar Oil Engines Ltd. is the flag ship company of this group. Its first manufacturing unit was established in Kirloskarwadi in Sangli District. The company has manufacturing units with state of the art technology. Company has its manufacturing unit in Pune. It manufactures oil engines of a wide range of sizes and it does not only meet the domestic requirement but also exports its engines which have a good demand. The company has established its offices in Dubai, South Africa and
Kenya and has representatives in Indonesia, Nigeria etc. The company has established a well knit distribution network in the Middle East.

KOEL commands market leadership in the manufacturing of diesel engines, agricultural pump sets and generating sets. The company has introduced “Kirloskar Green Gen Set” which is a preferred brand amongst customers.

Company is engaged in providing customized power solutions to suit a wide range of applications. It’s generator sets are in both open and soundproof environment friendly canopies.

**The major markets served are**

The company’s buyers are mainly in service industries such as Telecom, Information Technology / Information Technologies Enterprise Solutions, Business Process Outsourcing, shopping malls, hotels, hospitals and banks, educational and financial institutions. Company serves large customer base including number of infrastructure projects like airports, bridges, residential and commercial township complexes.

In nut shell, one can say wherever there is a standby requirement of power one will find that the generator set is supplied by the KOEL. The company also caters to the defense requirements on a large scale.

KOEL’s engines are the first choice when powering earth moving, construction, mining, fluid handling equipment and marine applications are being taken up. The company’s products meet the international standards and are emission-compliant.

**Building for the future**

KOEL is the market leader in the power generation activity. Its products are being used both by agriculturists as well as industrial units. It has heavily invested in Research and Development. It has provided employment to a large number of youths from this region.
The Company’s Human Resources Development Department has focused on the training and development of its employees. It has introduced various new techniques like six sigma, quality circle etc., in improving the employee productivity and quality.

The company is currently focusing on the export market as it fetches better return. The company supports its employees and has a very good team of committed staff.

C) Cognizant Technology Solutions Ltd.

The company is having its headquarter at, Plot No 26/27 Rajiv Gandhi Infotech Park, Hinjewadi, Pune - 411057, MIDC Hinjewadi. Its contact numbers of Phone: +(91)-20-66521100, 40216000, 39196000 Phone: +(91)-20-22933555

Website: www.cognizant.com

Cognizant Technology Solutions Pune, is the fastest growing IT company having its presence at Hinjewadi and Pune. It is an IT Consulting and BPO organization. It is an internationally renowned company having its presence in US, South East Asia and UK. It has a strong hold on the Indian market. Apart from Pune the company has its establishments, in Mumbai, Bangalore, Chennai, Hyderabad, Coimbatore, Gurgaon, Kerla and Kolkata.

Achievements of Cognizant Technology Solutions

This international company has to its credit several recognitions and awards. Forbes fast Tech 25, one of Fortune World’s Most Admired Company, Innovation Week’s Top Innovator, CRM Magazine’s award for CRM Market winner and many others.

The company offers a wide range of services encompassing application services, business process services, consulting, quality assurance and information infrastructure services.
Cognizant Pune IT Park monitors business activities and movement on the application and if needed they will redevelop it so as to keep up with increasing competition.

Table 4.1: Performance of the Cognizant Technology Solutions during the study period

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<thead>
<tr>
<th>Item</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<td>Income from operations</td>
<td>516,670</td>
<td>618,490</td>
<td>861,852</td>
<td>1,136,468</td>
<td>1,361,496</td>
<td>1,677,910</td>
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Source: Annual Reports of the company for the respective years.

D) Tech Mahindra Ltd.

This is one of the leading companies from Mahindra Group. Earlier this company was known as Mahindra British Telecom Ltd. which was established in the year 1986. The company provides solutions and services to the telecommunication industry. British Telecommunications plc (BT) from U.K. is in partnership with this IT Company.

This is a listed company on the Mumbai and National Stock Exchange. 51% of the capital is held by Mahindra, 36% is by British Telecom Plc. and the rest is with the general public.

The company’s offices have been spread over in Europe, North America, the Australia and New Zealand region and Asia Pacific.

The business of the Satyam Software Company has been taken over by this company and now it has become a company having a major share in the IT sector.

Company’s focus is on quality and solutions that add value to the client’s businesses. Tech Mahindra is ISO 9001:2000 certified and is assessed at SEI-CMMI Level 5. Tech Mahindra is also BS7799 certified across all development centres.

Tech Mahindra is a leading provider of solutions and services in the Information, Communications & Technology (ICT) industry.
Tech Mahindra has successfully implemented more than 18 Greenfield Operations globally and has over 151 active customer engagements mostly in the Telecom sector.

In the Telecom sector, Tech Mahindra has niche and proven domain expertise, distinctive IT skills, research and development, innovative delivery models and approach to off-shoring.

The company has a global presence and has operations in 31 countries with 17 sales offices and 15 delivery centers. The company has a track record for value delivery and is supported by over 47,000 professionals who provide a unique blend of culture, domain expertise and in depth technology skill sets.