



JANASANYOG, ASSAM  
CHIEF MINISTER'S PUBLIC RELATIONS CELL, DISPUR

PRESS RELEASE

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### **CM inaugurates manufacturing facility of Britannia Industries**

#### **The journey to establish Assam as the most industry friendly state has started: CM**

Dispur, July 16: “Many people had apprehensions about the realisation of more than 200 MOUs signed during Advantage Assam: Global Investors’ Summit. But the state government has been able to prove that industrial renaissance has truly begun in the state. As a result of those MoUs Tata Trusts has collaborated with the state government in building 19 cancer hospitals in Assam, Future Group has set up a shopping mall and now Britannia Industries has set up its biggest Greenfield manufacturing facility here which is largest in the country. Our government acts on the promises and fulfils them.” Chief Minister Sarbananda Sonowal today said while inaugurating the largest Greenfield manufacturing facility of Britannia Industries at Rampur in the city outskirts.

Britannia Industries Ltd, one of the leading food companies in the country, has set up the manufacturing plant with an investment of Rs 170 crore and it is the company’s largest Greenfield manufacturing facility in the country. More than 1000 people have been provided employment in the facility and the plant has an annual production capacity of 60,000 tonnes. The facility is built with the ambition of adding more manufacturing units of new products in near future.

Urging the local people of Rampur under Palashbari assembly constituency to consider the manufacturing plant as their own, the chief minister said that only a sense of ownership of the people can help the company grow here and generate more employment opportunities for the residents. Acknowledging Prime Minister Narendra Modi’s thrust to push NE towards high growth trajectory, Sonowal said that central government’s policy reforms in the shape of North East Industrial Development Scheme (NEIDS), 2017 has enabled the state government to embark on the journey to make Assam the most industry friendly state in the country.

Appreciating the Britannia Industries for employing 70 percent women in the total workforce in the plant, the chief minister invoked Prime Minister Modi’s “Beti Bachao, Beti Padhao” motto for enabling the women to take leading roles in the society. The Prime Minister has termed the Northeast region as ‘Astalaxmi’ of the country and state government has taken all steps for industrial development of the state at a rapid pace. The youth of the state are being skilled in various trades and now, as Assam is gaining momentum in development there is a strong belief that the state can compete with developed states in achieving high growth rate, Sonowal opined.

Website: [cm.assam.gov.in/assam.mygov.in](http://cm.assam.gov.in/assam.mygov.in)

 /CMOfficeAssam

E-mail: [cmprcell09@gmail.com](mailto:cmprcell09@gmail.com)

 /cmofficeassam



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“It is a true example of Make in India and the major corporate entities of the country must come forward in achieving the government’s target of making Guwahati the gateway to South East Asia. Setting up base here would help them expand their businesses into SE Asian and ASEAN countries taking advantage of Act East Policy,” the chief minister asserted.

Speaking on the occasion, Industries and Commerce Minister Chandra Mohan Patowary urged the local youths of the area to take advantage of these industrial players coming here which will generate employment opportunities. He also informed that consumer goods major ITC is also setting up a manufacturing plant nearby which would provide more jobs to the youth here. As part of the government’s push for industrial growth, a jute manufacturing plant at Chaygaon and another one at Tihu will come up soon where nearly 6000 people will be employed. Saying that industrial corridor from Amingaon to Tihu would also bring a lot of industries to the lower Assam region, Patowary remarked that plans are afoot to start international flight from Guwahati to SE Asian countries in October this year which will give impetus to business activities here.

Managing Director of Britannia Industries Ltd. Varun Berry informed that the company has plans of expanding its footprint in Assam by setting up a Finished Goods Distribution Centre with an investment of Rs 20 crore which will cater to the entire Northeast market. He also thanked the Assam Government for extending full cooperation to his company.

Local MLA of Palashbari Pranab Kalita and VP Britannia Industries Vinay Singh Kushwaha also spoke in the programme which was attended by many other dignitaries.

**Swakkhyar/16.7.2018**