



**Embassy of India
Tunis, Tunisia**

PRESS RELEASE

'Make in India' campaign launched in Tunis – 26 September 2014



The Make in India campaign was launched in Tunis on 26 September 2014 with an event that attracted significant members of the business and media communities of Tunisia.

The event began with a video recording of the speech by His Excellency Mr. Narendra Modi, Prime Minister of India, at the launch in New Delhi of the Make in India campaign which was held on 25 September 2014. Thereafter, a short film was screened on the various measures that have been taken by the Government of India in the last 3 months to improve the business and investment climate and, in particular, to promote manufacturing in India. Thereafter, Ambassador Nagma M. Mallick, in her speech, provided some details on why India was an attractive destination for Foreign Direct Investment, mentioning, inter

alia, India's high placement in various international indexes on capital confidence, the large proportion of her population that was young and vigorous, the large scientific and research community and her innovative entrepreneurs and their frugal business practices. By way of example, she mentioned the recent success shown by India's Mars Orbiter Mission which had shown such enormous scientific achievement at such a low cost. She detailed the new investment-friendly measures taken by the government over the last 3 months and the good response that these had won from foreign investors.

There was a lively and detailed question-answer session on the measures in place to attract manufacturing units in India and on the two-way investment flows between India and Tunisia. Keen media interest was also evinced in the campaign.

26th September 2014
Tunis