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# View: Domestic investments must also be celebrated

By Ajay Khanna, ET CONTRIBUTORS Last Updated: Aug 18, 2021, 11:19 AM IST

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## Synopsis

Fresh Investments are vital; whether it's green or blue doesn't matter. Investment is essential & we should be triumphant about it. Domestic businesses both public & private – large, medium, small, startups bring fresh investment that often may be more than the total foreign investments in a year. However, the cheering is missing.



Investing in India is important, but those invested in India need to be looked after as well.

The other day, as I was going through my morning newspapers, something caught my attention. It was heartening to see the state of **Telangana** proactively welcoming an Indian company with open arms & with a red carpet to set up its operations in the state. An optimistic & welcoming gesture for Indian investors. Since the last few years, we have witnessed a

spirit of 'competitive federalism' and states are competing to attract fresh investments. Cherish the spirit of freedom with insightful new

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One cannot emphasize enough the significance of fresh investments as the primary factor for economic growth, job creation and welfare of the society. At USD 81.72 billion, India received the highest amount of foreign **investment** last year. The increase in **FDI** inflow, in a difficult year, happened in a backdrop of a series of positive policy steps taken by the Government to improve ease of doing business, attract investments into building manufacturing capacity and an ambitious infrastructure projects pipeline.

We rightly celebrate fresh FDI's year after year. The details about which states and sectors have attracted fresh FDI's are announced with great pomp and show. Organisations such as Invest India at the national level or some at the state levels such as Karnataka Industrial Area Development Board (KIADB), Maharashtra Industry Trade and Investment Facilitation (MAITRI) work proactively towards attracting foreign investments.

Domestic investments - both private and public — are also promising to grow. Taking advantage of the investor-friendly initiatives such as Atmanirbhar Bharat, PLI schemes and financial incentives, domestic companies are looking to expand their production base and create new capacities. However, while highlighting the success of attracting FDI, we do not rejoice domestic investments with the same vigour. In fact if you look around, you may not even find a single source of macro level data on domestic investments.

Fresh Investments are vital; whether it's green or blue doesn't matter. Investment is essential & we should be triumphant about it. Domestic businesses both public & private – large, medium, small, startups bring fresh investment that often may be more than the total foreign investments in a year. However, the cheering is missing. Rarely there is news in the media or government announcements giving details of consolidated yearly domestic investments.

India is a complex place for doing business. While special handholding and positive assurances for foreign players are necessary, domestic investors equally deserve similar assurances and facilitations. There should be excitement for the domestic investments that are taking place. Monitoring and tracking domestic investments in a methodical way would create a conviction at the Government level to value and support these investments as well. Highlighting sectors, states and job creation can manifest a more optimistic outlook of the Governments towards these domestic investments.

It is **ETPrime** encouraging for **Freedom Offer on ET Prime** foreign investors to have interactions with the Governments. Such interactions create a more transparent and promising environment for business. It is also important to have similar platforms & opportunities for domestic investors as well to be able to share challenges, deal with the policy and procedural issues and arrive at solutions.

Investment is essential. We should be triumphant about it. Existing domestic companies in the states can also be showcased as their 'brand ambassadors' and can work as goodwill advocates for future foreign investments. Potential Indian investors need to be welcomed, nurtured and showcased as much as foreign investors. The red carpet must be for all investors domestic or foreign,

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new or existing, to strengthen the path to an investment-led economic growth.

Investing in India is important, but those invested in India need to be looked after as well.

*Ajay Khanna is with Jubilant Bhartia Group & co-founder of Pafi. Views are personal*

(Disclaimer: The opinions expressed in this column are that of the writer. The facts and opinions expressed here do not reflect the views of [www.economictimes.com](http://www.economictimes.com).)

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ET Spotlight Last Updated: Aug 16, 2021, 05:55 PM IST

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#### Synopsis

The exclusive lifestyle offered by Lodha Evoq is complimented with the newly launched and modern Parisian style clubhouse with exclusive amenities that include an indoor games room, party lounge, library/reading room, pool room and a well-equipped gymnasium.



It is common knowledge today that people want more from their homes. Their living space goes beyond the basic conventional norms. A home has also become a canvas, which reflects the homeowner's story and fortunes. It is a concrete representation of a person's taste and preferences. People are opting for luxury homes not only because of the prestige of the postal address but also because it is a significant milestone of all the success they have attained. Their home serves as a pleasant reminder of their achievements.

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The exclusive lifestyle offered by Lodha Evoq is complimented with the newly launched and modern Parisian style clubhouse with exclusive amenities that include an indoor games room, party lounge, library/reading room, pool room and a well-equipped gymnasium. One of the other special features of the clubhouse is an outdoor area called ‘The Alfresco’ that brings out the charm of enjoying outdoor seating by a gorgeous poolside view. These exclusive amenities are enhanced by the exceptional hospitality service by Saint Amand, Lodha’s in-house lifestyle, hospitality and property management service.



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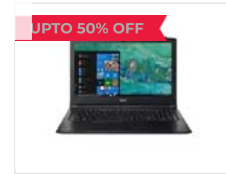
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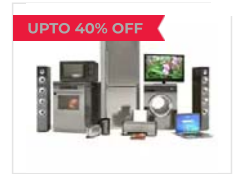
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With only 3 residences per floor, Lodha Evoq offers utmost privacy & exclusivity to a select group of like-minded families along with open and green spaces of up to 15 acres with panoramic views of the Bandra-Worli Sea link and Eastern Seaboard. The development is extremely well connected and is situated at the meeting point of four vital transport hubs: Monorail, metro, eastern freeway, and BKC-Sion elevated road.



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Home is where the heart is, and the exquisite offerings at Lodha Evoq transform the living space into a realm full of inspiration. It is a space wherein one truly experiences & can celebrate life's milestones. While it adds to the emotion, its thoughtful design balances ecology with luxury, turning it into an abode full of rich possibilities that one could ever dream of.

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