



CONSOCIA
ADVISORY

Communications & PR Review

August 2024



HIGHLIGHTS

74

Total Number of
Stories published
(28th July to 20th Aug.)

74+ 1_(RBM)

AUGUST (including
PR+ Media Interview)

4

AUGUST (excluding
PR)

44

TOTAL PRINT(28th July
to 20th Aug.)

28

TOTAL ONLINE(28th
July to 20th Aug.)

2

Press releases issued

TRADITIONAL PR

1,699

Reactions

64

Comments

9

Reposts

LinkedIn

(28th July to 18th August)

91,800

Impressions

13,534

Clicks

Twitter

(28th July to 18th August)

4,518

Impressions

230

Engagement

UNIT TO COMMENCE BIZ IN 2025: CHANDRASEKARAN Foundation laid for Tata's ₹27,000-crore chip plant



TATA ELECTRONICS has laid the foundation stone of its ₹27,000-crore semiconductor assembly and testing unit in Madhya Pradesh. The unit is expected to commence operations in 2025. The foundation stone was laid by Union Minister Anshu Chauhan in the presence of Tata Group Chairman Ratan Tata and IESD Chairman Anshu Chauhan. The ceremony was held at the construction site of the plant in Jabalpur.

VARINDIA

Strategic Partnership Agreement, MOU Signing Ceremony

The partnership is a significant milestone in the development of India's electronics and semiconductor industry.

Government

IESA, MPSEDC ink MoU to boost electronics & semiconductor sector in Madhya Pradesh

This strategic alliance aims to develop a vibrant ecosystem to expand electronic business services, design, printed circuit board (PCB) design and manufacturing, electronic component manufacturing, and semiconductor ATMP in Madhya Pradesh, contributing to India's vision of becoming an ESDM powerhouse.

Dr Veerappa, Chairman of IESA, said, "We are pleased to collaborate with MPSEDC, which is working diligently with the Government of Madhya Pradesh to create enabling policies and negotiate with prospective conglomerates for setting up ESDM facilities. Through this partnership, we aim to establish an institutional mechanism for formal interaction between MPSEDC and the industry for expansion in MP as a contribution to India's \$500 billion ESDM market by 2030."

Commenting on the MoU, Anshu Chauhan, President of IESA, "Madhya Pradesh has long envisioned the development of the ESDM sector and has been actively joining ESDM events and supporting IESA's flagship event, Vision Summit. This MoU signed in the presence of Shri. Mohan Yadav, Hon'ble Chief Minister of Madhya Pradesh during his visit to Bangalore, marks a landmark milestone for MPSEDC and IESA. It paves the way for fast-tracked industrial development in the ESDM sector in Madhya Pradesh, with a focus on manufacturing and job creation."

Central Chronicle

IESA & MPSEDC Ink Landmark MoU to Boost Electronics & Semiconductor Sector in Madhya Pradesh

Madhya Pradesh State Electronics Development Corporation Limited (MPSEDC) and the Indian Electronics Semiconductor Association (IESA) have signed a Memorandum of Understanding (MoU) to stimulate the establishment of Electronics System Design and Manufacturing (ESDM) ecosystem ventures.

This strategic alliance aims to develop a vibrant ecosystem to expand electronic business services (EMS), printed circuit board (PCB) design and manufacturing, electronic component manufacturing, and semiconductor ATMP in Madhya Pradesh, contributing to India's vision of becoming an ESDM powerhouse. Dr Veerappa, Chairman of IESA, expressed, "We are pleased to collaborate with MPSEDC, which is working diligently with the Government of Madhya Pradesh to create enabling policies and negotiate with prospective conglomerates for setting up ESDM facilities.

Through this partnership, we aim to establish an institutional mechanism for formal interaction between MPSEDC and

TECHCIRCLE

After Singapore, IESA in talks with South Korea, Japan, and Taiwan for semicon partnerships



Chandrasekaran | T. Prasad

Sanje Samachara

ಭಯದ ಬೆಳೆ ದೇಶ 2024 ಮತ್ತು ಕರ್ನಾಟಕದ ಕಾರ್ವಾಣಿಯನ್ನು ಕುರಿತು ಸುದ್ದಿಗೋಷ್ಠಿ

ಮಾಹಿತ್ಯ ಮತ್ತು ಸಂವಹನ ತಂತ್ರಜ್ಞಾನ ಕ್ಷೇತ್ರದಲ್ಲಿ ಭಾರತದ ಮುನ್ನಡೆಗಾಗಿ ಕರ್ನಾಟಕದ ಪಾತ್ರವನ್ನು ಹೆಚ್ಚಿಸುವ ಬಗ್ಗೆ ಆಯುಕ್ತ ಸಚಿವರು ಮಾತನಾಡಿದರು. ಕರ್ನಾಟಕದ ತಂತ್ರಜ್ಞಾನ ಕ್ಷೇತ್ರವು ಭಾರತದ ಮುನ್ನಡೆಗಾಗಿ ಕಾರ್ವಾಣಿಯನ್ನು ಕಟ್ಟುವಲ್ಲಿ ಮುಖ್ಯ ಪಾತ್ರವನ್ನು ವಹಿಸುತ್ತದೆ ಎಂದು ಅವರು ಹೇಳಿದರು. ಭಾರತದ ತಂತ್ರಜ್ಞಾನ ಕ್ಷೇತ್ರವು ಭಾರತದ ಮುನ್ನಡೆಗಾಗಿ ಕಾರ್ವಾಣಿಯನ್ನು ಕಟ್ಟುವಲ್ಲಿ ಮುಖ್ಯ ಪಾತ್ರವನ್ನು ವಹಿಸುತ್ತದೆ ಎಂದು ಅವರು ಹೇಳಿದರು. ಭಾರತದ ತಂತ್ರಜ್ಞಾನ ಕ್ಷೇತ್ರವು ಭಾರತದ ಮುನ್ನಡೆಗಾಗಿ ಕಾರ್ವಾಣಿಯನ್ನು ಕಟ್ಟುವಲ್ಲಿ ಮುಖ್ಯ ಪಾತ್ರವನ್ನು ವಹಿಸುತ್ತದೆ ಎಂದು ಅವರು ಹೇಳಿದರು.

Business Standard

IESA to facilitate sending workforce to Singapore for semicon training

In an effort to build talent for the semiconductor industry in India, the India Electronics and Semiconductor Association (IESA) is planning to facilitate sending a batch of people — from industry to academics — on deployment to Singapore in the coming months.

This is part of the recently announced memorandum of understanding (MoU) with Singapore Semiconductor Industries Association (SSIA).

Under the partnership with SSIA, the two main priority areas will be skilling — training and the technology know-how partnership between Indian and Singaporean firms, said Chandrak.

"There are several companies in Singapore which have the knowledge and technology at multiple value-chain levels of semiconductor manufacturing. This is right from design to testing to wafer fab, assembly test marking operations, logistics and distribution. They have got a very good amount of talent and knowledge expertise. We want to bring that on part of the partnership. Priority areas, number one is the skill training, and then building in-business technology cooperation, technology transfer and joint venture arrangements in the future," he added.



MPSEDC, IESA ink MoU to boost electronics sector in the State

STAFF REPORTER ■ BHOPAL

Madhya Pradesh State Electronics Development Corporation Limited (MPSEDC) and the Indian Electronics Semiconductor Association (IESA) have signed a Memorandum of Understanding (MoU) to stimulate the establishment of Electronics System Design and Manufacturing (ESDM) ecosystem ventures.

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