Annexure 3.

Why a large Corporate/MNC/SME company can occupy space in IT Park into 60%/ 80% Built-up Area as per the IT & ITeS Policy of the Government of Maharashtra.

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Corporate, Indian and Multi-nationals, SMEs from across sectors are looking towards Mumbai, for their office space requirements. This space usage they seek is for their Corporate Office, Head Quarters etc.

Mumbai is already projected on the global platform of being an International Financial Centre. And Mumbai is undoubtedly the undisputed Financial Capital of India. As more offices look towards Mumbai from within India and MNCs, Mumbai is gaining prominence on the services sector. This in turn is helping generate huge employment in Mumbai.

The activities in a corporate office or headquarters of a large corporate house, Indian or MNC and SME, include corporate finance, telecommunications, software publishing, consultancy, data processing, database activities and distribution of electronic content, other computer-related activities, research and experimental development, business and management consultancy activities and architectural, engineering and other technical activities.

A large corporate office has many departments depending on the sectors it operates in. The activities in the corporate office are primarily IT platform based with a centralized back-end driven platform using database servers and the front end using various IT platforms like B2B, CRM, ERP etc. Thus a typical corporate office is high on IT based activity using various IT peripherals. Some departments and the IT/Financial activities associated with them are as follows:

1. A Human Resource involves use of database processing, data-mining and uses data servers.
2. The financial/accounting in a corporate office involves investments, corporate finance and other financial activities.
3. Marketing involves online marketing activities, consultancy, research which involves data-processing and data mining.
4. Product development department in some corporate company involves research and consultancy.
5. IT Department involves usage of data-servers, data processing of the highest order, and database management.
6. Logistics and supply chain departments involve high computer related activity, tracking, back-end support platforms, ERP and GPS technology.
7. Customer service, legal departments involve high-level of research, data-mining, database management, analytics, consultancy, research.
8. Architectural, engineering and planning involves data exchange using data servers, data-processing, imaging technology.

Mumbai is the first home to Corporate houses and MNCs from the world. And their activities definitely should be considered as pre-dominantly IT and IT enabled and thus the Corporate/ MNCs/SME can occupy space in the 60%/ 80% allocated space in an IT Park.