INSIDE

Resurrecting Brand Hyderabad

In a two-part series, Mint reviews the situation in the two states formed by the bifurcation of Andhra Pradesh on 2 June 2014. In the first part, the focus is on Telangana.> P12
Resurrecting Brand Hyderabad

After pretests leading to the bifurcation of AP and creation of Telangana dented its reputation, the city is slowly rebuilding its image a year on

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It was the boost to the information technology (IT) sector in the late 1990s that gave Hyderabad, till then known only for its rich heritage, its inter-
national image. Global IT majors flocked to the city, and new-age startups mushroomed. But corporate, corporate scandals, and state-run public undertakings since 2005 leading to the bifurcation of Andhra Pradesh, the second-largest state in India, has adversely affected the state's image. However, some have been able to accelerate growth. Today, the city is once again on the map, with a new wave of startups and IT firms.

The state government has announced a series of initiatives and incentives to attract investment and create jobs. The state has also launched a new brand campaign called "Make in Telangana" to promote its business environment.

Indian Express Group, which owns the Indian Express, has set up a newsroom in Hyderabad to cover the city's growth. The group has also launched a new magazine, "Hyderabad Today," which focuses on the city's growth and development.

The state government has also announced a new airport, the Hyderabad Airport Expansion Project (HYDERAIP), which will be completed in the next five years.

In terms of investment, the state has already attracted over $1 billion in investment in the first quarter of the financial year. In terms of employment, the state has created over 50,000 jobs in the IT and ITES sectors alone.

In terms of infrastructure, the state has launched several projects, including the Hyderabad Metro Rail Project and the Hyderabad Ring Road.

The state government has also announced a new policy for the IT and ITES sector, which includes tax incentives, power supply, and other incentives.

In terms of education, the state has launched several initiatives, including the Telangana State Open University and the Telangana State Polytechnic University.

In terms of tourism, the state has launched several initiatives, including the Telangana Tourism Board, which promotes tourism in the state.

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