

MATRIX OF A DREAM



INTERNATIONAL MEDIA & INFORMATION TECHNOLOGY PARK

imitpark.com



A VISION EXTRAORDINAIRE

Irinjalakuda is home for dreams, and dreamers, who never compromise. Be it Koodiyattom or IT, Irinjalakuda will have only the best.



International Media and Information Technology (IMIT) Park, being conceived by the Irinjalakuda Social Welfare Cooperative Society (ISWCS), is the latest and probably the biggest media and IT venture from the region. It will stamp this idyllic township, sandwiched by metro cities of Kochi and Thrissur, into its rightful position in global recognition.

The minds behind the Society did not hesitate to dream big. Because, they realised that big dreams are launch pads for great visions. Converting Irinjalakuda to an IT and Media hub of international stature is no small step. It is a leap, and a huge one at that.

The new dawn of 2021 will witness an IT and Media hub with the first phase launched at Kattoor by November 2020. The second phase to be launched at Irinjalakuda by January 2021 will create ideal working space for more than a hundred selected IT talents.

By September 2021, the third phase of the IMIT Park project will be up and running in an area of 25,000 sq.ft. that will house nearly 1,500 best brains in the world converting equations of masterly vision to reality. They will create galaxies of possibilities for technological advancement and bring in investment to the land, will be at their creative best from this space.

Once it gets going, IMIT Park will be the glorious path for women empowerment and the icon of fostering young talents. Social reformation cannot aim higher than this; Social engagement cannot get bigger than this.

**Now, if there is a grander dream than this, we are all ears!
If there is none, join us!**



The Man, and His Mission



M.S. Anilkumar, or just MS as he is fondly called, is more than just a person. His presence instils positivity among people around him and encourages them to proactively work towards the realisation of their dreams. From the lanky and energetic young Chairman of the Christ College, Irinjalakuda, Anilkumar has come a long way in life. Yet, he remains the same at heart. He dons many hats – from that of a politician who senses the pulse of the nation to that of an advocate who holds up the umbrella of justice for the needy and a philanthropist who holds mankind precious like an unwavering lamp in his heart. The best part is that he plays all these roles better than anyone else. He heads the ‘Nishagandhi Irinjalakuda Manual’, a unique and largest ever attempt to chronicle the history and lives of people in the region. He is the beacon of hope for hundreds, as demonstrated by the way in which he handheld children from financially-weaker segments to the highway of knowledge through ‘Karunam’ Project. He will be there when people wanted him most, as the beneficiaries of his ‘Ardram’ Project would vouch. Free medicines worth Rs. One crore is distributed every year through Neethi Medicals among those who badly need it. IMIT Park is the new feather in his crown.

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Driven by A Vision



The borders of Irinjalakuda never stopped **Jees Lazar (JL)** from dreaming big. His eyes were always set over the horizon. This vision took him to the heights of becoming Executive Director of JP Morgan Chase & Co, Head of India Equities Technology Division after taking off from experience he gathered right at the beginning of his career from Tata Consultancy Services (TCS) and Cognizant Technology Solutions (CTS). This alumnus of the National Institute of Technology (NIT) Silchar had set his goals very high indeed. But all the while, he had his foot firm on the ground. He keeps returning to his roots and takes his community along with him. All the projects that Jees launched on his own had a strong connect to the local public. He designed exclusive gated communities that promote premium quality and value-oriented social systems. The same applies to IMIT Park. It is another extension of the grand vision that drives Jees continuously towards excellence.

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BUILDING BYTE BY BYTE

IMIT Park will be one-stop destination for all IT-related services as it will house the best and most efficient professionals delivering top-notch solutions. Anything and everything related to IT-based services will find an answer – be it software development, trouble-shooting, ideating IT-based concepts, product engineering, application development, visualising solutions and decoding the mysteries of IT sector – at IMIT Park.



SPEAKING WITH VISUALS

The Media segment of IMIT Park will offer a bouquet of visual media solutions. The search for visual media services will end here at IMIT Park, as support and resources for production of anything visual is delivered here with finesse. This will be a new age media hub delivering sophisticated content for multiple channels of visual media.



BRIDGING THE FUTURE

Comfort of urban living and benefits of sophisticated working environment make IMIT Park the best destination to be when tomorrow dawns. IMIT Park takes the local community along with its march to future, creating job opportunities for the youth and empowering the women in the neighbourhood. This is where social commitment is married to vision about future.

Why must you invest in IMIT Park?

Because, it is the wisest thing to do in the present times. We are going through hard times and IT sector is the segment that has the potential to bounce back first. The future belongs to IT and IMIT Park at Irinjalakuda is riding the crest. This is the perfect time to invest as the horizon of opportunities are just opening up.



India is

- Third most attractive IT investment destinations
- Third largest technology startup hub
- R&D and Product Development Market in India set to touch USD 42 billion by FY2022
- R&D expenditure targeted to reach at least 2 percent of the country's GDP by FY2022

In case, you are still not convinced, IMIT Park is where IT services dovetails to Media production. With Indian Media and Entertainment (M&E) industry emerging as sunrise sector, IMIT Park will be leading the march towards future. When the world translates itself into a digital world and overall internet usage shoots up exponentially, IMIT Park will be the right place to be.

Let's throw in some digits to this scene:

- Indian media and entertainment industry will reach Rs 2.35 trillion by FY 2021
- India ranks 15th in the world music industry
- Expected to be among top 10 music market by 2022
- India is the second fastest growing advertising market in Asia after China

Finally, IMIT Park is where new age living blends with the demands of the contemporary trends. Real estate in today's world has to match the pace of the corporate environment and creation of office space as well as urban and semi-urban accommodations. This puts the odds hugely in favour of IMIT Park. Why? Because,

- Real estate sector in India is expected to touch USD 1 trillion by FY2030
- Real estate will contribute 13 per cent to the country's GDP by 2025
- Indian real estate increased by 19.5 per cent CAGR from 2017 to 2028

If this is not the right time to invest in IMIT Park, what else is? IMIT Park is moving along with the spectacular advancement our nation is making to an illustrious future. This is your chance to join us. Let's move together.

DESTINATION OF A DESTINY



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