



Department of Industries & Commerce
Government of Kerala

INVEST KERALA PRIMER



SIMPLER | FASTER | FRIENDLIER

AN INDUSTRY
INVESTMENT GUIDE
FOR INVESTORS
TO EXPLORE
THE STATE'S
POTENTIAL &
UNIQUE INVESTMENT
OPPORTUNITIES



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- ▶ **KERALA AT A GLANCE**
What is the current Investment Climate?
- ▶ **TOP REASONS TO INVEST IN KERALA**
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Where to Invest?
- ▶ **INVESTMENT FRAMEWORKS AND GUIDELINES**
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How to reach ?



KERALA AT A GLANCE

CURRENT
INVESTMENT
CLIMATE



KERALA'S LANDMARK ACHIEVEMENTS THAT MAKES IT DIFFERENT FROM OTHERS

Kerala has for many years and continues to lead India on the social development front and is a leader in achievement of Sustainable Development Goals relating to health, education and gender equality. We are valued higher than many States in India for these parameters.

► GOOD GOVERNANCE

Best governed State in India for three consecutive years (Public Affairs Index)
Best in Law and Order with great communal harmony.

► Quality of Life

Education and health standards of Keralites are much above those enjoyed in rest of India.
The Physical Quality of Life Index of Kerala is in line with Scandinavian standards.

► Highly Skilled Workforce

Kerala has a massive talent pool that is increasingly strategic to driving success for the State.
The State holds some very good universities aligned to industry standards.

► Digital Transformation

First Digital State in India.
Country's first State to make access to Internet a basic right.
Highest mobile network and optic fibre penetration in India.

► Best Startup Ecosystem

Startup Village has incubated over 500 startups in Kerala.
Maker Village is the most advanced incubation centre for hardware startups in India.

► Role-model State for Healthcare Development

Kerala is viewed as role-model State for its healthcare development with its child development indicator levels being comparable to that of developed nations.



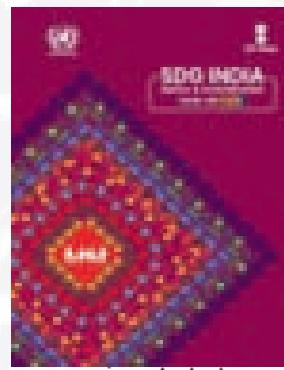
OUR SOCIAL DEVELOPMENT ACCOLADES

HEALTH INDEX



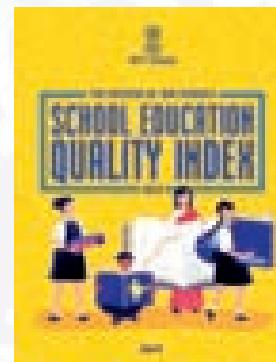
Ranked 1st in the Country

SUSTAINABLE DEVELOPMENT GOALS INDIA INDEX



Top State in the Country

SCHOOL EDUCATION QUALITY INDEX



Ranked 1st in the Country

INDIA INNOVATION INDEX

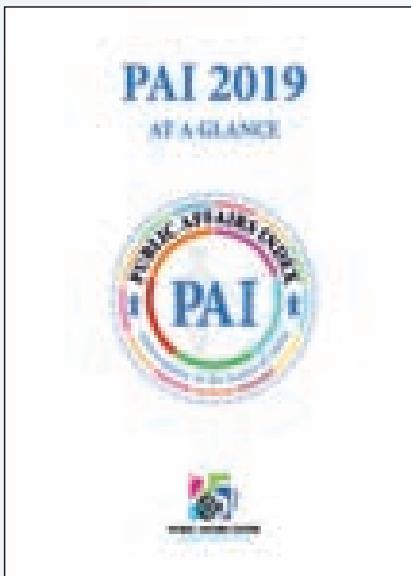


Top State in the Country

OUR SOCIAL DEVELOPMENT ACCOLADES

PUBLIC AFFAIRS INDEX 2019

Ranked 1st in the Country



- ▶ Kerala has topped PAI as best-governed State for 4th consecutive year since 2016 among large States.
- ▶ PAI 2019 places equal importance on the 3 pillars of Equity, Growth and Sustainability.
- ▶ Each of the three pillars is circumscribed by 5 governance praxis themes-Voice and Accountability, Government Effectiveness, Rule of Law, Regulatory Quality and Control of Corruption.





KERALA IS A LEADER AMONG OTHER STATES

	INDIA	KERALA
Human Development Index 2018 ¹	0.647	0.836
Infant Mortality Rate 2018 ²	33	7
Population Density (sq. km)	464	859
Road Density (km per 1000 sq. km) ³	1206	5543
Rail Density (rail routes per 1000 km) ³	20	27
International Airports ⁴	34	4
Female Sex Ratio ⁵	0.943	1.084

1 Based on UNDP 2018 Statistical update for Human Development Indices

2 Niti Aayog

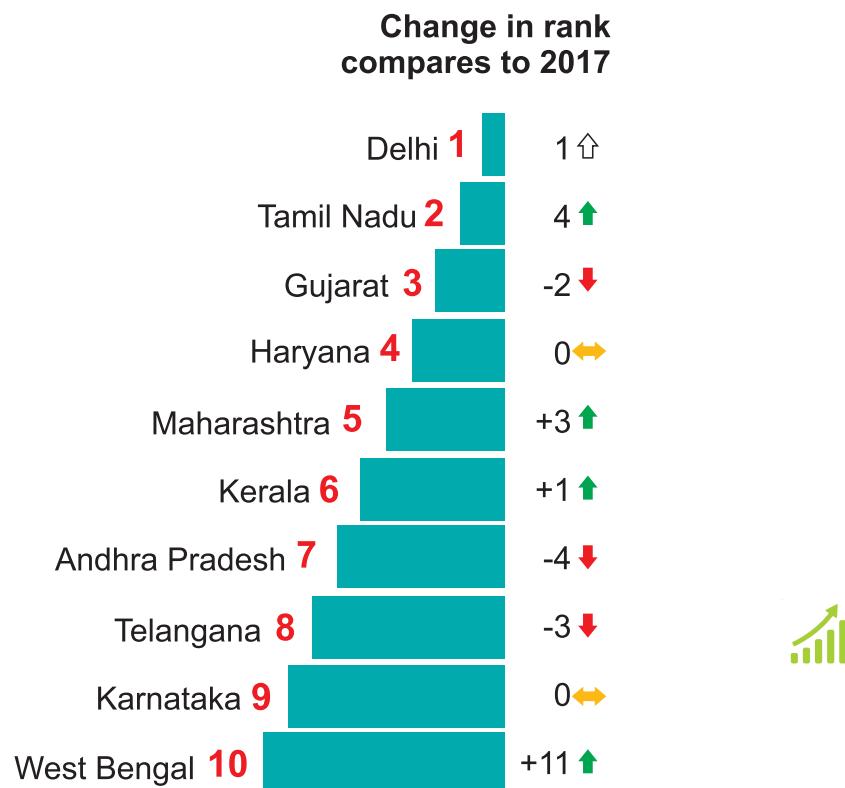
3 Infrastructure Statistics

4 Maps of India

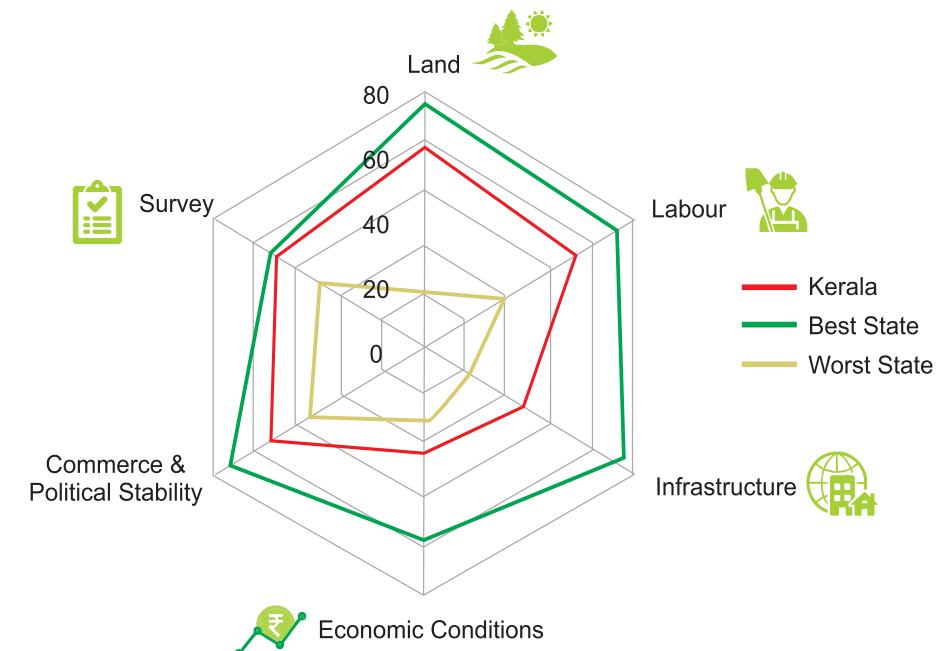
5 Niti Aayog

KERALA'S INVESTMENT POTENTIAL RANKING

THE NCAER STATE INVESTMENT POTENTIAL INDEX 2018 (N-SIPI)



The National Council of Applied Economic Research (NCAER) State Investment Potential Index 2018 - N-SIPI has been constructed using six pillars that can be classified under the following four broad categories: factor-driven (land and labour), efficiency-driven (infrastructure), growth-driven (economic climate, political stability and governance) and perceptions-driven (responses to the surveys).



A wide-angle aerial photograph of a city at sunset. The sky is a gradient from blue to orange. In the foreground, a modern blue and white train is moving along an elevated track. The city below is densely packed with buildings, many of which are illuminated with warm lights. The overall atmosphere is vibrant and dynamic.

TOP REASONS TO INVEST IN KERALA

WHY TO
INVEST?

TOP 5 REASONS TO INVEST IN KERALA

UNIQUE GEOGRAPHY AND NATURAL ADVANTAGES THAT OPENS UP A WORLD OF OPPORTUNITIES

1

AN EVER-GROWING ECONOMY

PROACTIVE GOVERNMENT

2

3

GEO-STRATEGIC LOCATION

SECTOR SPECIFIC INDUSTRIAL PARKS

4

5

HIGH QUALITY SKILLED MANPOWER



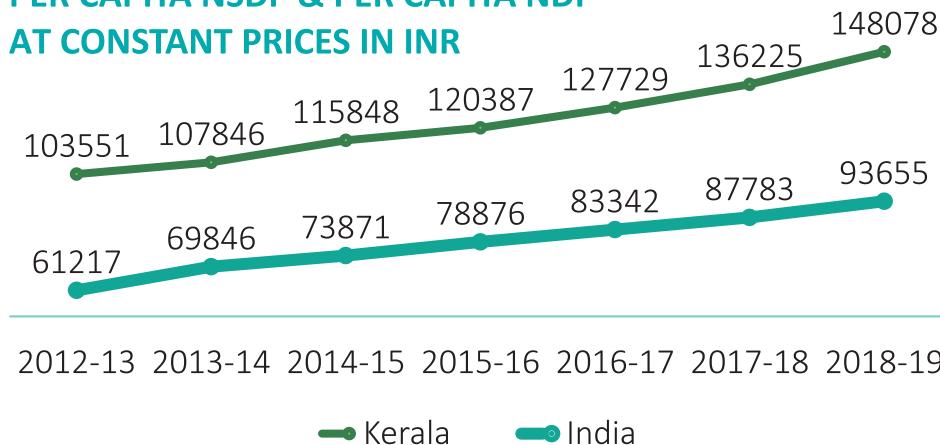
AN EVER GROWING ECONOMY

Kerala has a steady continuously growing economy. Over the past two-plus decades (1990 to 2018), Kerala has grown at an impressive rate, increasing its GSDP from 12,195 Crore to 5,51,412 Crore. Kerala's economy has faced a number of setbacks over the last two years. The State had been hit by Cyclone Ockhi in 2017 and by severe floods resulting from unusually heavy rains in 2018 and again in 2019. The economic crisis in the Gulf countries has also adversely affected Kerala economy. Despite such setbacks, GSVA in Kerala grew at the rates of 6.8% and 7.5% respectively in 2017-18 and 2018-19.

PER CAPITA STATE INCOME

Between 2012-13 and 2018-19 the per capita NSDP at constant prices was higher than the national level

PER CAPITA NSDP & PER CAPITA NDP AT CONSTANT PRICES IN INR



1 GDP
Growth rate 2018-19
India
6.8%

2 GSDP
Growth rate 2018-19
Kerala
7.5%

AN EVER GROWING ECONOMY

Kerala is a consumer State with high Per Capita Income & Consumer Expenditure

URBAN
3044

URBAN
2477

RURAL
2356

RURAL
1287

Kerala
India

AVERAGE MONTHLY PER CAPITA CONSUMER EXPENDITURE (INR)

PROACTIVE GOVERNMENT

Kerala has been a pioneer in ease-of-doing business, implementing amendments and alterations to policies and proactively putting systems such as online single-window clearance (K-SWIFT) in place. The new Kerala's Industrial & Commercial Policy 2018 is the backbone of Kerala's Investment Landscape. The policy aims to accelerate the industrial growth in the State by attracting a steady stream of investment into the industry, infrastructure and core strength sectors.

01

***NEW INDUSTRIAL POLICY TO TRANSFORM
THE INDUSTRIAL ECO-SYSTEM***

02

***THE KERALA INVESTMENT
FACILITATION ACT 2018***

03

***KERALA SINGLE WINDOW BOARD &
INDUSTRIAL TOWNSHIP ACT 2019***

04

***THE KERALA MSME
FACILITATION ACT 2019***

ONLINE INTERFACES FOR INVESTORS

K-SWIFT



INVEST
KERALA
PORTAL



PROACTIVE GOVERNMENT

- 27** NUMBER OF ACTS AMENDED - 7
- 26** GOVERNMENT ORDERS, CIRCULARS ISSUED
- 18** POLICIES – INDUSTRIAL POLICY 2018, LAND LEASE POLICY 2019
- 06** INFRASTRUCTURE DEVELOPMENT
- 31** NUMBER OF RULES AMENDED - 10
- 08** ONLINE TRANSFORMATIONS : KSWIFT, IBPMS, INVEST KERALA WEB PORTALS
- 10** SECTORIAL INDUSTRIAL PARKS



Numerous measures are taken by the Government to ease the industrial licensing process by the State in the recent past including introduction of end to end online systems, extended validity of licenses, automated approvals based on self – certification and introduction of deemed approvals. Emphasis were laid on simplification and rationalization of the existing rules and introduction of information technology to make governance more efficient, effective, transparent and user-friendly. The above reforms include various changes in clauses under Acts/ Rules/Policies/portal version updates, new parks proposed etc.

Government is currently working on
“The Kerala Micro Small and Medium Enterprises
Facilitation (amendment) Ordinance 2020” for
Issue of Industrial License within 7 days
through KSWIFT

PROACTIVE GOVERNMENT

INDUSTRIAL LICENSING IN A NUTSHELL

USER-FRIENDLY GOVERNMENT INTERFACE E-PLATFORMS :

KSWIFT and Invest Kerala Portal.

COMPOSITE LICENSE IN 30 DAYS:

For projects below INR 15 Cr (<USD 2 Mn) District-level Boards and for projects above INR 15 Cr (>USD 2 Mn) State-level Boards are constituted for issuing clearances within 30 days.

AUTOMATED APPROVALS FOR MSME PROJECTS:

Exempted from obtaining approvals under State Acts for a period of three years and a grace period of six months to obtain approvals.

PROVISION EXISTS FOR DEEMED APPROVALS:

Projects would be 'deemed cleared' once the mandatory 30-day waiting period unless put on hold due to genuine reasons.

MORE THAN 1/3RD OF THE TOTAL MSMES IN THE STATE WERE FORMED IN THE LAST 4 YEARS
GENERATING EMPLOYMENT OF MORE THAN 1.5 LAKHS

EASE OF DOING BUSINESS: KERALA SCORES



* This is based on implementation % approved by Department for Promotion of Industry and Internal Trade (DPIIT). Revised scores based on feedback on these reforms are awaited.

GEO-STRATEGIC LOCATION ADVANTAGE

Kerala is strategically located on the trans-national trade corridor connecting Europe and Pacific rim with highest number of airports with global connectivity in the Country. Kerala's strategic location and huge diaspora span across the world make it a very attractive proposition for Investors across the globe.

- ▶ Kerala's geo-strategic location on the international maritime route and long coastline is poised to be an ideal gateway for Investors from North East Asia to gain direct access to the emerging North and East African markets, and offers a unique opportunity for Investors from European and North American region to the South Asian markets.
- ▶ The State is accessible through international seaport at Kochi and 4 international airports at Thiruvananthapuram, Kochi, Kozhikode and Kannur.
- ▶ Kerala has a huge Non-Resident Diaspora spread across more than 160 countries. We are the only State with such large diaspora hence enabling cross-cultural influences and knowledge exchange to build a vibrant ecosystem for investors.



SECTOR SPECIFIC INDUSTRIAL PARKS

The State offers sector specific industrial parks for the exclusive growth and development of specified industrial sectors such as Aerospace & Defence, Electronics Manufacturing, Food Processing, Petrochemical, Life Sciences, Medical Devices Cluster etc.



HUGE TALENT POOL OF SKILLED WORKFORCE

SKILLING LANDSCAPE OF THE STATE

01

Kerala has a massive talent pool and holds some very good universities aligned to industry standards.

More than 150 thousand effervescent young graduates pass out every year.

02

03

English is the common language used at workplace. All skilled workforce and graduates are well trained and fluent in communicating in English.

Low attrition rate is observed amongst workers in Kerala.

04

05

State provides Industry-ready training programs under the aegis of State Skill Development Project.

INDUSTRY FOCUSED SKILLING INFRASTRUCTURE

Kerala Academy for Skills Excellence (KASE) is incorporated to pursue its main objectives to promote, establish, setup, monitor, govern and regulate institutions and academies for skills excellence for development of core employability skills, competency standards and for promoting technology that meets the demands of various industries globally.

Additional Skill Acquisition Programme (ASAP), part of the State Skill Development Project aims at tackling the problem of educational unemployment by introducing market-relevant foundation training, vocational training and career counseling alongside the general curriculum.

KEY INVESTMENT OPPORTUNITIES

*WHERE
TO INVEST*



STRATEGIC INVESTMENT AREAS OF THE STATE

LIFE SCIENCES & HEALTHCARE

AGRO & FOOD PROCESSING

AEROSPACE & DEFENCE

PETROCHEMICALS

ELECTRONICS MANUFACTURING

MSME

MARINE PROCESSING

INFORMATION TECHNOLOGY



KEY OFFERINGS OF INDUSTRIAL PARKS

-  ***Sector specific plug & play infrastructure***
-  ***Effluent treatment plants, waste disposal facilities etc.***
-  ***Single window clearance boards at all parks***
-  ***Standard design modules housing advanced facilities***
-  ***Internal roads, power & water connection***
-  ***GIS based online system for land allotment***
-  ***Warehouses incubation centers common facility centers etc.***
-  ***Excellent opportunity for expansion and diversification***
-  ***Attractive incentive schemes***
-  ***Communication systems***



LAND BANK

More than 500 acres of Land is available across the State

DISTRICT	KINFRA	KSIDC	DIC
Thiruvananthapuram	0.35	20.00	7.88
Kollam	5.94		4.62
Pathanamthitta	24.73	-	-
Palakkad	55.52	15.20	6.95
Malappuram	18.97	-	-
Wayanad	0.45	-	-
Kannur	79.99	123.04	9.00
Kasaragod	4.62	-	58.89
Kozhikode	-	97.26	-
Alappuzha	-	35.69	-
Ernakulam	18.00	-	-
Thrissur	-	-	8.55
Total (In acres)	208.57	291.19	95.89





MEGA PROJECTS

KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT CORPORATION (KINFRA)



01

MEGA FOOD PARK, PALAKKAD



- 79.42 acres
- Coimbatore International Airport
- Cochin Seaport & ICTT
- Palakkad Railway Station

ELECTRONICS MANUFACTURING CLUSTER, KOCHI

66.87 acres

• Cochin International Airport

• Cochin Seaport

• Ernakulam Town Railway Station

02



03

PETROCHEMICAL PARK, KOCHI



- 481 acres
- Cochin International Airport
- Cochin Seaport & ICTT
- Ernakulam Junction Railway Station

DEFENCE PARK, OTTAPALAM, PALAKKAD

60 acres

• Coimbatore International Airport

• Cochin Seaport & ICTT

• Palakkad Junction Railway Station

04



MEGA PROJECTS

KERALA STATE INDUSTRIAL DEVELOPMENT CORPORATION LIMITED (KSIDC)



01

BIO 360LIFE SCIENCES PARK PHASE II



- Location: Thonakkal, Thiruvananthapuram
- 123 acres
- Thiruvananthapuram International Airport
- Vizhinjam Seaport

ELECTRONIC HARDWARE PARK

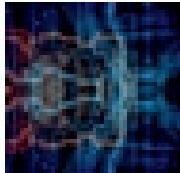
Location: Amballur, Ernakulam

100 acres

Cochin International Airport

Cochin Seaport

Ernakulam Town Railway Station



02

KUTTIYADI COCONUT INDUSTRIAL PARK



- Location: Velom, Kozhikode
- 115 acres
- Beypore Seaport

INTEGRATED WASTE MANAGEMENT PLANT

Locations: Thiruvananthapuram,
Malappuram, Thrissur and Kozhikode

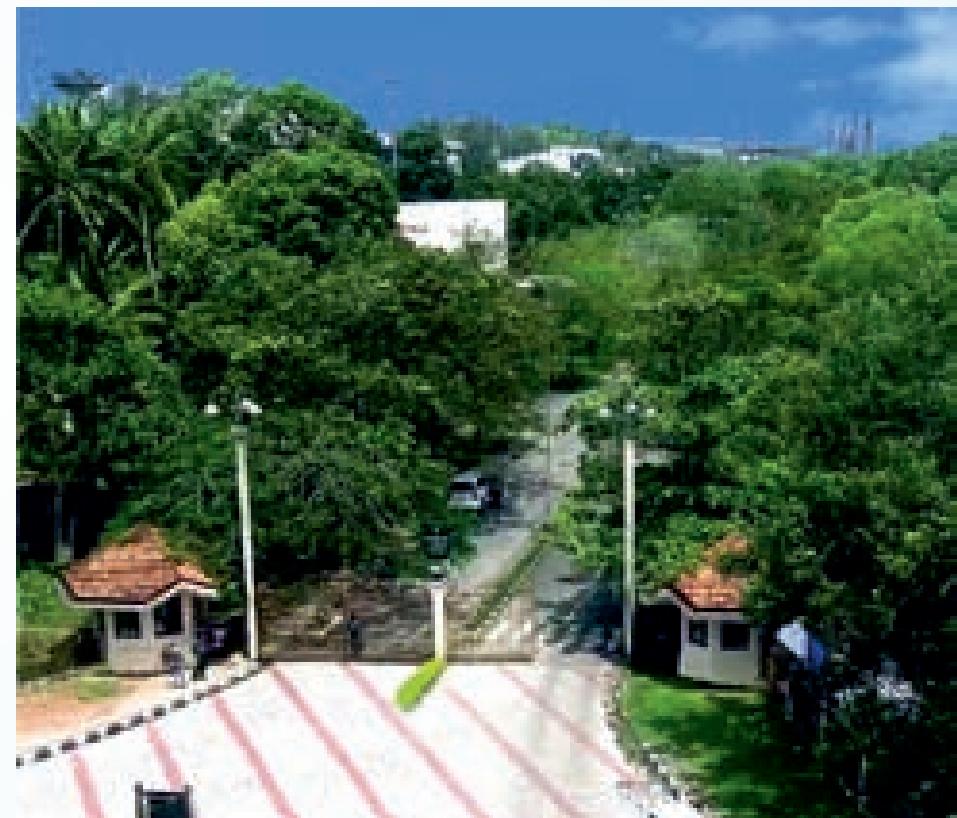
Thiruvananthapuram & Cochin

International Airports

Cochin and Vizhinjam Seaports



04



MEGA PROJECTS

05

INTEGRATED MANUFACTURING CLUSTER



- 1000 acres
- Ernakulam to Palakkad
- Cochin International Airport
- Cochin Seaport

06

MULTI MODAL LOGISTICS PARK, ERNAKULAM



- 100 acres
- Cochin International Airport
- Cochin Seaport

07

DEVELOPMENT OF AZHIKKAL PORT



- 152.45 acres
- Kannur International Airport
- New Mangalore Seaport

08

KERALA MARITIME CLUSTER



- 97 acres
- Cochin International Airport
- Cochin Seaport

KODUNGALLUR PORT



41.2 acres

Cochin International Airport

09

FREE TRADE WAREHOUSING ZONE, THIRUVANANTHAPURAM



25 acres

Thiruvananthapuram
International Airport

Thiruvananthapuram Seaport

10

GREENFIELD AIRPORT, SABARIMALA



5th International Airport

Spread over 2268 acres

Cochin Seaport

11

MEGA PROJECTS

12

SEMI HIGH SPEED RAILWAY PROJECT



- Thiruvananthapuram to Kasargod
- 50,000 crore project

13

METROLITE THIRUVANANTHAPURAM



- 29.55 acres
- Thiruvananthapuram International Airport
- Vizhinjam Seaport

14

CRYOGENIC WAREHOUSE, ERNAKULAM



- 10 acres
- Cochin International Airport
- Cochin Seaport

ELECTRIC BUS RAPID TRANSIT : POOTHOTTA - ANGAMALY



- 65,000 passenger trips
- Cochin International Airport
- Cochin Seaport

15

AEROPOLIS, KANNUR



- 452 acres
- Kannur International Airport
- New Mangalore Seaport

16

KOCHI METRO RAIL PROJECT PHASE 3



- 31.93 acres
- Cochin International Airport
- Cochin Seaport

17

MEGA PROJECTS

18



MODEL STREET & E-BUS PRIORITY CORRIDOR, ERNAKULAM

- Cochin International Airport
- Cochin Seaport

19



KOCHI METRO BLISS CITY

- 31 acres
- Cochin International Airport
- Cochin Seaport

20



GREEN MOBILITY CORRIDOR FOR CARBON NEUTRAL, SABARIMALA

- Nilakkal to Pamba
- Thiruvananthapuram International Airport
- Vizhinjam Seaport

21



KERALA BUS PORT LIMITED (KBPL)

- Thiruvananthapuram, Kochi, Kozhikode & Kannur
- Cochin International Airport
- Cochin Seaport

GREEN BUS, KOZHIKODE

20.46 acres

- Kozhikode International Airport
- Beypore Seaport



22



KOCHI BUS EXPRESS

- 1 Lakh passenger trips
- Cochin International Airport
- Cochin Seaport

23



MEDICAL DEVICES CLUSTER, ERNAKULAM

250 – 300 acres

- Cochin International Airport
- Cochin Seaport

24

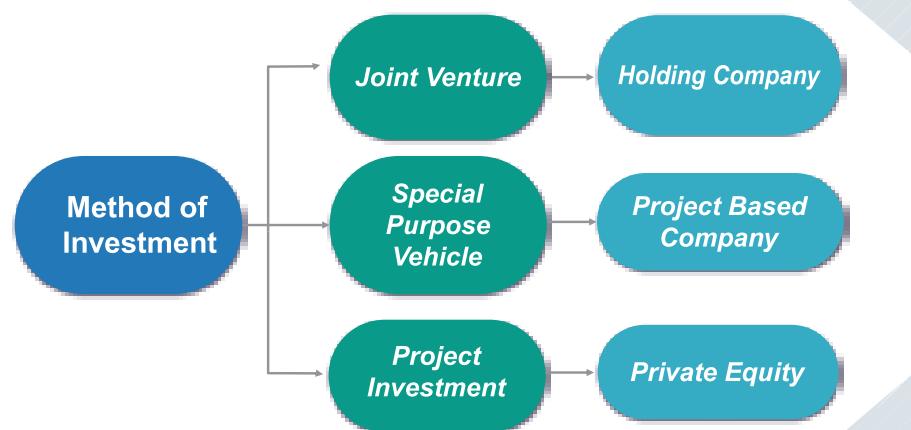
INVESTMENT FRAMEWORKS AND GUIDELINES

HOW TO INVEST?



INVESTMENT FRAME WORKS

Legal Structure



EXIT PLAN

Exit plans would be structured based on discussion with the investors. Few possible options are:



- Strategic investor to be identified at appropriate valuation and life cycle of the project—players looking at consolidation.
- Exit models to be explored, such as Infrastructure investment trusts, Future IPO at the main or alternate markets and others.
- Explore opportunity for Government to buy back.
- Strategic acquisitions or mergers or management buyout.

INDUSTRIAL LAND LEASE RULES

KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT CORPORATION (KINFRA)

1

The applicant submits application available at various parks along with a DPR. The application shall be accompanied by a processing fee of INR 5000 + 18% GST. The Lease period is 30 years. Proposal to be placed before District Industries Land Allotment Committee.

2

Once the proposal is cleared by the Land Allotment Committee, intimation letter will be issued to the Allotee and the Allotee shall remit 10% of the total amount of lease premium as Earnest Money Deposit (EMD) within 30 days.

3

On remitting EMD, allotment letter will be issued and Allotee shall remit 40% of lease premium within 30 days. On remitting lease premium, License Agreement would be executed, validity of which is 24 months.

4

During this period, Allotee has to submit the drawings, construct the building, installation of plant and machinery and the unit shall be ready for commercial production. The balance lease premium is to be remitted within 5 Years.

5

Once the unit is ready for commercial production, Lease Deed will be executed for 28 years. Please note that the deeds are exempted from Stamp duty and Registration. In case of cancellation of the allotment, 10% EMD will be forfeited.

INDUSTRIAL LAND LEASE RULES

KERALA STATE INDUSTRIAL DEVELOPMENT CORPORATION LIMITED (KSIDC)

1

The applicant submits application form along with project report and processing fee of INR 10,000 + 18% GST. The proposal after evaluation will be placed before District Industrial Land Allotment Committee (DILAC) for approval and allotment letter would be issued post approval.

2

Upon paying 20% of the onetime lease premium of the land, the Allotee shall enter in to a License Agreement within 90 days from the date of allotment letter.

3

The balance 80% of the onetime lease premium shall be paid in 5 equal annual (16% each) instalments within a period of five years from the date of Allotment Letter.

4

The license period shall be initially for two years, during which Allotee shall complete project implementation and start commercial operation. Post commencement, within a maximum period of 2 years, the license agreement can be renewed for a further period of 3 years for completing the payment of balance one-time lease premium.

5

Once the lease premium is paid in full, a Lease Deed in the form prescribed by KSIDC shall be executed for a period of 30 years from the date of allotment letter.

INDUSTRIAL LAND LEASE RULES

DIRECTORATE OF INDUSTRIES & COMMERCE (DIC)

1

The applicant submits application (directly or online) along with copy of the Detailed Project Report, Building Plan, Site Plan, Proof of the Constitution of the unit etc. (essential documents). The Earnest Money Deposit (EMD) as per the existing Hire purchase Rule is @10%.

2

The application and documents shall be appraised by District Industrial Land Appraisal Committee (DILAC) for allotment up to 10 acres and State Industrial Land Appraisal Committee (SILAC) for allotment of land above 10 acres.

3

The Allottee can opt for hire purchase scheme by remitting 50% of the total cost of the allotted land as initial payment and balance 50% in 5 annual equal installments OR on Outright Purchase basis by remitting 100% of the cost of the allotted land.

4

The Allottee is bound to execute an Agreement with the allotting authority. The Allottee can get the allotted land assigned in their favour on satisfying the three conditions namely 1) Full utilization of the land, 2) Working of the unit in full swing and 3) Remittance of the land value in full.

5

The Allottee is bound to utilize the land for establishing the industry is two years, failing which Fine would be levied. Over and above the resumption interest @ of 10% shall be charged from the date of allotment to the date of resumption.

KERALA SINGLE WINDOW INTERFACE FOR FAST AND TRANSPARENT CLEARANCE

www.kswift.kerala.gov.in

An elaborate e-platform to facilitate the Citizen – Government interface focusing on the transparency dimension will be a game changer in the Ease of Doing Business arena of the State. A transparent fast track online system for entrepreneurs to avoid procedural delays in getting statutory clearances from various authorities throughout the life-cycle of projects.



K-SWIFT ADVANTAGE

- Entrepreneur friendly portal to obtain NOC's with minimal 'running around'.
- Real time status update on the clearance process with timelines.
- Auto generation of deemed approval based beyond set timeline.
- Common Application Form, Integrated payment mechanism.
- Downloadable digital approvals at finger tip.

INVEST KERALA PORTAL

www.invest.kerala.gov.in

A common integrated web portal named 'Invest Kerala' for the Department of Industries and Commerce, Government of Kerala (GoK). The portal will act as a single window facilitator for investment promotion for prospective and aspiring investors.

The Invest Kerala Portal will enable the Department of Industries and Commerce in areas such as

- Single window facilitator for investment promotion.
- Integrated view of various information/ activities/ services of existing portals of KINFRA, DIC, KSIDC & K-BIP.
- Incorporation of the requirements of Ease of Doing Business initiatives of the State.
- Common repository for land bank details, investor wizard, various services, schemes, lenders and relevant reports.
- Dynamic investor query resolution.



INVESTMENT WIZARD

ONE-STOP INVESTMENT WIZARD FOR ALL YOUR INVESTMENT RELATED PROCESSES, TIMELINES AND APPROVALS

The investment wizard provides comprehensive and customised details based on an investor/entrepreneurs market entry mode, value of investment, type of sector, type of business and location. The investor can easily navigate through the wizard questionnaire. Upon completion of the questionnaire, detailed list and steps for approvals and detailed instructions would be provided to the investor.



KNOW YOUR APPROVALS

ONE-STOP INVESTMENT WIZARD FOR ALL YOUR INVESTMENT RELATED PROCESSES, TIMELINES AND APPROVALS

The Invest Kerala Portal provides a dedicated section for 'KNOW YOUR APPROVALS' that list out Department-wise approvals, timelines and associated details.



HOW TO REACH US?

NEED FURTHER
ASSISTANCE
AND SUPPORT



GET IN TOUCH



KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT CORPORATION (KINFRA)

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DIRECTORATE OF INDUSTRIES & COMMERCE (DIC)

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One-stop shop for Investors



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 **TOLL FREE NUMBER: 1800-890-1030**