

# *Kerala's* **Upsurge to Opportunities**



**OVERSEAS KERALITES INVESTMENT & HOLDING LTD**

An initiative to harness investments from Non-Resident Keralites



### **Shri. Pinarayi Vijayan**

Hon'ble Chief Minister of Kerala  
& Chairman,  
Overseas Keralites Investment & Holding Ltd.



## **Overseas Keralites Investment and Holding Ltd (OKIH)**

One of the major recommendations of the first edition of Loka Kerala Sabha, Overseas Keralites Investment and Holding Ltd.- has been formed to harness the investment potential of overseas Keralites for various development initiatives of the state.

### **Vision & Mission**

- ✧ 'Global thought for local growth' enables every NRK to contribute to Kerala's development.
- ✧ Find ideal global partners to bring the best values to the people of Kerala.
- ✧ To identify areas of society that require investment and assure reasonable returns for the NRI investors.



## Objective

The key objective of OKIH will be to create wealth for the hardworking Non-Residential Keralites, with 3 primary motives in mind.

- Firstly, to bring global standards to Kerala in the domain of Housing, Tourism, Health, Skill Development, Infrastructure and Education through Special Purpose Vehicles (SPVs).
- Secondly, to create wealth by utilising opportunities in the same sectors.
- Lastly, and most importantly, to create a transparent and accountable system where wealth governance is paramount.

## Investor Profile

OKIH creates investment opportunities for millions of Non-Residential Keralities through viable projects. The focus specifically being on projects that can create value, impact and change.

## Business Model

OKIH aims to employ SPVs to carry out specific projects by focusing on capitalising the large investment potential of the overseas Keralites for innovative and wealth creating development initiatives of their home state.

## Potential Investment Sectors

Health

Education

Tourism

Infrastructure

NRI Township

Skill Development

Airport Development





## Wayside Amenities **RestStop™**

The first initiative of OKIH embodies its objectives to provide for both sides of Kerala's- the society and investors. Roads are the arteries of the state that connect every Keralite. Wayside amenities along National and State Highways of every districts will improve not only the comfort of the people as they travel across the state, but also introduce a competitive standard for the private sector to emulate. Which in turn will create a better standard of living for society at large.



### **Features**

- Large area of 3 to 5 acres
- Food court & Restaurants
- Convenience stores
- Petrol station
- Vehicle maintenance facilities
- Small scale clinic
- Police-aid post
- Washrooms with the highest hygiene standards- cleaned and maintained round the clock
- Parking facilities to match the demand for the above listed services

### **Other Projects**

- Give value addition to farming produce that will bring better respect and income opportunities to farming community.
- Skill development to make youngsters better equipped to face global challenges.
- Waste Management that will improve the overall hygiene standards in the community.

## **OVERSEAS KERALITES INVESTMENT & HOLDING LTD**

A Government of Kerala Initiative

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