The Brandix India Apparel City – A Model of Inspired Progress

The Brandix India Apparel City (BIAC) stands as a powerful testament to India's growing prowess as a global manufacturing hub. Strategically located at Atchutapuram, Andhra Pradesh, BIAC exemplifies the nation's vision of integrating sustainability, innovation, and social inclusivity into industrial growth. Housing over 60,000 employees—of which more than 20,000 are within its ecosystem—BIAC symbolizes India's capacity to blend world-class infrastructure with community-oriented development.

India's economic momentum, fueled by an expected 6.5% growth rate in 2025, provides the perfect backdrop for BIAC's success. As the global manufacturing centre shifts from the Pacific to the Indian Ocean region, India's abundant natural resources, strong agricultural base, and progressive free trade agreements (with Japan, Australia, UAE, and UK) further amplify its appeal as a preferred investment destination.

What makes BIAC inspiring is not just its scale or efficiency, but its holistic approach to industrialization. The Non-Processing Zone (NPZ) within BIAC is equipped with social infrastructure that enhances quality of life—housing, healthcare, education, recreation, and green spaces—ensuring the well-being of its workforce. By integrating productivity with people-centric planning, BIAC creates a blueprint for responsible growth.

In essence, the Brandix India Apparel City exemplifies a new era of manufacturing—where ambition meets compassion, technology aligns with sustainability, and progress empowers communities. It embodies the spirit of "Make in India" not merely as an initiative, but as a living, thriving reality shaping the future of global apparel manufacturing.