

Press Release

'Olr' platform to enable Startups go to market faster, by using TIDCO CoEs launched

Chennai, April 13, 2023: The inaugural edition of 'Olr', a joint initiative by the Tamil Nadu Industrial Development Corporation (TIDCO) and Tamil Nadu Startup and Innovation Mission (StartupTN) was launched today by Thiru. S. Krishnan, I.A.S., Additional Chief Secretary to the Government, Industries, Investment Promotion & Commerce Department, at the TIDEL Park here on Thursday (April 13).

Hon'ble Chief Minister of Tamil Nadu had inaugurated three Centres of Excellence (CoE) namely Tamil Nadu Smart and Advanced Manufacturing Centre (TANSAM), Tamil Nadu Centre of Excellence for Advanced Manufacturing (TANCAM) and Tamil Nadu Advance Manufacturing Centre of Excellence (TAMCOE) last year at TIDEL Park and 'Olr' enables Startups to go to the market faster at optimal cost by utilising these state-of-the-art multi-sector Industry 4.0 Centres of Excellence established by TIDCO.

These CoEs offer Startups, multiple possibilities to accelerate their design, prototyping, and development testing. Nearly 250 founders, co-founders and CXOs of Startups from the DeepTech, Advanced Manufacturing, Robotics, E-Commerce, Aerospace and Defence, AgriTech, BioTech, MedTech, HealthTech, EdTech, FinTech and SpaceTech sectors from across the State took part in the event.

In his Keynote address, Thiru. Krishnan highlighted that the intra-connect within government departments and the inter-connect with private sector has been improving and expressed confidence that initiatives like 'Olr' will carry forward this momentum resulting in better outcomes for all the stakeholders.

Noting that Tamil Nadu is fundamentally a manufacturing State, he stressed the importance of sustaining leadership and innovating in manufacturing especially in the current landscape where the trend is moving

towards reshoring of manufacturing. He highlighted how manufacturing Startups are different from other sectors and for whom the common facilities and Centre of Excellences will be significant leverage.

Tmt. Jayashree Muralidharan, I.A.S., Managing Director of TIDCO, stressed the importance of Startups to sustain the industrial leadership position of Tamil Nadu and invited the youth of the state to consider entrepreneurship as an alternate option to employment and setup new startups.

StartupTN Mission Director and CEO Mr. Sivarajah Ramanathan elaborated the various novel initiatives of the Government of Tamil Nadu through StartupTN to strengthen the Startup ecosystem of the State and to make it a global startup destination. He said that the launch of 'Olir' received phenomenal response from Startups and expressed the need for exposure visits for Startups to COEs.

Thiru. Krishnamoorthy, I.O.F.S, Project Director, and Managing Director of TIDCO CoEs in his concluding remarks assured the 250+ startups from nearly 25 locations across the state that participated, the necessary ecosystem support from the Centres of Excellence to enable them shine successfully.

Following the Inauguration, a tour was organized for the founders and CXOs of startup to TANSAM, TANCAM, TAMCOE & TICEL Biotechnology Core Instrumentation Facility. During this they were show cased the capabilities, through case studies and detailed demonstrations.

The event and visit made an impact on the founders and CXOs and this resulted in 25 startups to announce their intention to sign MoU with CoEs.

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