



## GOVERNMENT OF KERALA

### Abstract

Industries Department-Comprehensive Rebranding of Department of Industries & Commerce and its affiliated entities-Orders Issued.

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### INDUSTRIES (J) DEPARTMENT

G.O.(Rt)No.775/2025/ID Dated, Thiruvananthapuram, 30-06-2025

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1 Letter No.428/KSIDC[T]/2025/IP-3994 dt.14/05/2025 from  
Managing Director, KSIDC

### ORDER

The Government of Kerala has been taking proactive and forward-Looking measures to streamline business processes and position the State as a Leading investment-friendly destination. In Line with this vision, the State Government introduced the Kerala Industrial Policy 2023, designed to strengthen the industrial ecosystem through the identification of priority sectors and the implementation of targeted incentives and subsidies.

Building on this policy, the State has also embarked on an ambitious initiative to foster an Industry 4.0 ecosystem, centered around the themes of sustainability and balanced development under the guiding philosophy of 'Nature, People, Industry'. The initiative is grounded in ESG (Environmental, Social, and Governance) sustainability principles, establishing the foundation for a model of Responsible Industry and Responsible Investment.

In this context, and especially in view of the Invest Kerala Global Summit, the Government directed Kerala State Industrial Development Corporation Limited (KSIDC) to undertake a comprehensive rebranding of the Department of Industries and Commerce and its affiliated entities, with a specific emphasis on ESG and sustainability-focused branding. KSIDC, in compliance with this directive, had carried out the rebranding exercise with extensive consultations and deliberations with the Department of Industries and Commerce.

Government have examined the matter in detail and are pleased to accord sanction to the new colour scheming and style adopted for the name boards of the entities coming under Industries & Commerce Department and also of those entities coming under Board for Public Sector Transformation [Copy of the approved branding identity is attached herewith]. Also all entities under Industries & Commerce Department and that under BPT has to adhere to this revised brand identity and had to make appropriate changes to their existing displays in Line with the updated requirements ensuring unity in its implementation.

(By order of the Governor)  
PRAVADA P R  
JOINT SECRETARY

To:

The Director of Industries & Commerce, Thiruvananthapuram. [All Entities under the Directorate.]

The Managing Director, Kerala State Industrial Development Corporation Limited, Thiruvananthapuram.

The Managing Director, Kerala Industrial Infrastructure Development Corporation(KINFRA), Palakkad.

The Managing Director, Malabar Cements, Palakkad.

The Managing Director, Kerala Minerals and Metals, Kollam

The Managing Director, Kerala State Electronics Development Corporation Ltd (KELTRON) Thiruvananthapuram.

The Chief Executive Officer, K-bip, Thiruvananthapuram.

The Chief Executive Officer Kerala Institute for Entrepreneurship Development (KIED)

The Executive Chairman,Board of Public Sector Transformation [ All entities under the Board]

Information & Public Relations (Web & New Media) Department

Stock File

Forwarded /By order

Signed by

Hari G S

Date: 01-07-2025 11:47:18  
Section Officer

**Copy To:** PS to Hon'ble Minister, Industries  
PA to Principal Secretary, Industries Department



***KSIDC***

Kerala State Industrial Development Corporation

Keston Road, Kowdiar, Thiruvananthapuram-695 003 Ph: +91 471 2318922



Government of Kerala

# ജില്ലാ വ്യവസായ കേന്ദ്രം

തിരുവനന്തപുരം

ഡയറക്ടറേറ്റ് ഓഫ് ഇൻഡസ്ട്രീസ് & കൊമേഴ്സ്,  
വികാസ് ഭവൻ പി.ഒ, തിരുവനന്തപുരം, കേരള 695 033



Government of Kerala

# Entrepreneurship Club

## Maharajas College

Park Avenue Road, Opposite Subhash Bose Park,  
Marine Drive, Ernakulam, Tel: 0484-2352838



# Industrial Growth Center (IGC)

**KANNUR**

Puzhathi Housing Colony, Elayavoor, Kannur,  
Tel: 0497 2707522



# VELI INDUSTRIAL ESTATE

Kochuveli Industrial Area, Veli, Thiruvananthapuram

Tel: +91 9947055888





# DEFENCE PARK

## Ottappalam

KINFRA Defence Park, Ottappalam, Palakkad,  
Mob: 94463 26166



# MALABAR CEMENTS

## Palakkad

Walayar, Palakkad Tel: 0491 2863600



# KERALA MINERALS AND METALS

Kerala Minerals and Metals, Sankaramangalam  
Chavara, Kollam, Tel: 0476 2651215



# K-bip

Vidhya Nagar, Opp. Police Ground, Thycaud P.O,  
Thiruvananthapuram, Tel: 0471 2321882



Kerala State Electronics Development Corporation Ltd.  
(A Govt. of Kerala Undertaking)

Keltron House, Vellayambalam Trivandrum 695 033  
Tel: 0471 2724444



***KSIDC***

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