

Chennai - Comprehensive Overview of the City, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

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Abstracts

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SUMMARY

“City Profile - Chennai” provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Chennai.

Chennai, formerly known as Madras, is the capital city of Tamil Nadu state and the fourth largest metropolitan area in India. Chennai city holds the title 'Detroit of India', as it is an automobile hub combined with its strong IT services sector. The area's GDP accounted for 1.1% of the national GDP in 2020

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

SCOPE

The service sector remains the key contributor to the regional economy and the major employer.

Being one of the IT business hubs of southern India and capital of one of the

best performing states of India. It also serves as an attractive tourism destination for both domestic and international tourists. The tourism industry of the area was badly hit by the pandemic in 2020

REASONS TO BUY

Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.

Analyze and understand the business environment in the city to align your investment and expansion strategies.

The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.

Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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