



Honourable Chief Minister Spotlight

Addressing the Tech 2.0 Global Conclave, Hon'ble Chief Minister N. Chandrababu Naidu outlined a transformative roadmap to position Andhra Pradesh as a world-class hub for Tourism, Logistics, and the P4 Model (Public-Private-People Partnership). He emphasized that Andhra Pradesh targets ₹3 lakh crore cumulative tourism revenue by 2035, leveraging its 974 km coastline, the second-longest in India, and developing four mega tourism circuits integrating heritage, spiritual, eco, and wellness destinations. In logistics, Hon' CM announced that cargo handling capacity across the state's ports will reach 500 million tonnes per annum by 2030, supported by a high-speed multimodal corridor network. Under the P4 framework, Andhra Pradesh aims to create 2.5 million jobs by 2035 in tourism-linked sectors, startups, and sustainable infrastructure. He also highlighted the target to attract 5 million foreign tourists annually by 2030, positioning the state as a "must-visit" global destination. Concluding his speech, the CM reinforced that Andhra Pradesh will not just participate in India's growth story but will be "the stage where the next global economic leap is scripted."

Andhra Pradesh 2.0 — Global Gateway for Tourism, Logistics & The P4 Revolution



Andhra Pradesh is no longer a quiet economic player — it is emerging as a global focal point for Tourism, Logistics, and the P4 (People, Public, Private, Partnership) Model. Riding on the momentum of the recent Tech 2.0 Global Conclave, the state has unveiled an ambitious blueprint that fuses digital transformation with physical infrastructure.

This vision is anchored by AI-driven governance, multi-modal logistics integration, and a tourism strategy designed to draw 50 million visitors annually by 2030. From the pristine beaches of Visakhapatnam to the heritage corridors of Amaravati, the government's integrated approach aims to generate \$60 billion in tourism revenue over the next decade.

Coupled with mega-investments in ports, industrial corridors, and startup ecosystems, Andhra Pradesh is redefining what a 21st-century growth hub looks like. At the helm is HCM Chandrababu Naidu, whose leadership philosophy blends Silicon Valley innovation speed with Asian infrastructure scale. His message

"We are not competing with states, we are competing with nations."

Shri Nara Chandra Babu Naidu

is clear — Andhra Pradesh is not just open for business, it is building the future of global trade, tourism, and technology.

With six operational ports, three international airports, and India's first state-wide fibre-optic grid, Andhra Pradesh is uniquely positioned to become the gateway between South Asia and the global market. The P4 model ensures that private innovation, public infrastructure, and people-centric policies work in lockstep — creating a multiplier effect on GDP growth projected at 11% CAGR over the next five years.

Backed by AI-powered governance dashboards and real-time logistics tracking systems, the state is crafting an ecosystem where efficiency meets opportunity, making it a magnet for investors, innovators, and travelers alike.

Andhra envisioned as the Healing Capital of the World



Andhra Pradesh is set to emerge as a global wellness hub through a strategic partnership with Yoga and Ayurveda pioneer Baba Ramdev and the Patanjali Group. This collaboration will see the development of Ayurveda and Naturopathy Retreat Zones in Visakhapatnam, Tirupati, and Anantapur, blending ancient Indian healing traditions with world-class hospitality infrastructure. With an investment pipeline of ₹1,200 crore, the initiative is projected to attract 1 million wellness tourists annually by 2030, creating over 50,000 direct and indirect jobs.

"Tourism is the engine of future growth... it has the potential to create eight jobs for every ₹1 lakh invested—more than IT, manufacturing, or agriculture."

Andhra Pradesh P4 Pulse: Driving Tourism, Logistics, and Progress with Precision, Performance, Partnerships, and Prosperity



Andhra Pradesh stands as a beacon of opportunity, its geographic advantages, most notably, a sprawling coastline, positioning the state as a formidable force in the logistics arena. The vital ports nestled within the vibrant Visakhapatnam-Chennai industrial corridor serve as pivotal engines of economic growth, promising to propel the region into a new era of prosperity.

In a remarkable display of foresight and commitment, the state is channeling substantial investments into enhancing its infrastructural landscape, with the ambitious undertaking of constructing four new ports: the Kakinada Special Economic Zone Port, Ramayapatnam Port, Machilipatnam Port, and Mulapeta Port. These strategic developments are poised to significantly bolster Andhra Pradesh's logistical prowess, setting the

stage for an economic renaissance.

Moreover, Andhra Pradesh is embracing modernization with open arms, revolutionizing its operational methodologies. A standout initiative is the introduction of the Smart Port System, which empowers stakeholders to effortlessly make tariff payments and lodge applications online. This progressive leap not only streamlines operations but also enriches the user experience, marking a transformative shift in logistical management.

Through these transformative advancements, Andhra Pradesh is not merely unlocking its latent growth potential; it is steadfastly underscoring its dedication to modernization and forward-thinking development. The state is carving a niche as a trailblazer, aptly illustrating a commitment to innovation while paving the way for a prosperous future.

Bringing Bharat's Ancient Healing to the Global Stage and Pathways to Prosperity

Wellness tourism is becoming increasingly popular in the travel industry, combining health pursuits with exploration. This sector aims to improve physical, mental, and emotional well-being, attracting travelers who want to maintain their health routines while experiencing new places. Activities often include yoga, meditation, and therapeutic practices that incorporate local culture and traditional healing, leading to unique and enriching experiences.

The wellness tourism market is projected to grow significantly, with estimates predicting its value to reach approximately \$919 billion by 2025, driven by a rising interest in health-focused travel options. This market can be categorized into primary wellness tourism, which focuses

solely on activities like yoga retreats and spa visits, and secondary wellness tourism, which integrates wellness experiences into broader travel contexts, such as receiving spa treatments while exploring urban areas.

Globally, leading wellness tourism destinations cater to a variety of health needs. For example, Iceland offers geothermal hot springs for relaxation, while Thailand is famous for its spiritual practices, including yoga and meditation. India embodies the principles of Ayurveda and holistic health, and Hawaii features beautiful beaches and traditional spas perfect for unwinding. Costa Rica stands out with its eco-friendly retreats aimed at health-conscious travelers, collectively enhancing wellness and revitalization in diverse ways.



S P Tucker, IAS (Retd)
Vice Chairman & Director

“Tourism in Andhra Pradesh is more than an industry—it is a story of heritage, wellness, and innovation. In 2024, the sector added ₹74,000 crore to GSDP and created 12% of jobs. By 2029, the goal is ₹2.4 lakh crore and a 15% job share, as set by CM Naidu. He highlighted that every ₹1 lakh invested creates eight jobs, the highest among sectors. Our think tank is aligning policy, analytics, and branding to shape Andhra Pradesh as a global wellness and heritage hub.”



Sanjay Gupta, IFS (Retd)
CEO

“The new age of deeptech logistics will rest on precision, integration, and speed. Andhra Pradesh, with a 974 km coastline (India’s second longest) and 6 ports handling 250 MTPA, is building this vision. By 2028, AI-driven supply chains and green logistics will cut port turnaround time by 20% and freight costs by 15%. These frameworks will connect rural producers to global buyers, driving 12–14% annual export growth.”



Cherukuri Kutumba Rao
Director

“The P4 model—People, Public, Private Partnership for Progress—drives inclusive growth. Globally, PPPs streamlines projects by 30%. Andhra Pradesh is applying this in tourism, logistics hubs, and beyond. With community participation, the state targets 1 million direct and indirect jobs in tourism and logistics sectors by 2032, reserving 40% for locals.”



Ravi Ramprasad
Director, Global Strategic Communication

Andhra Pradesh is envisioned as South Asia’s highly efficient trade hub. The total capacity can reach 500M tonnes by 2030—a fivefold rise from 2024. The Vizag–Chennai Corridor and Bengaluru–Hyderabad–Vizag spine will cut transit times 40%. Logistics AI will enable real-time, predictive freight and much more. 3,000 km freight corridors + inland waterways will save ₹8,000 crore per year, enhancing global position of AP as a key Indo-Pacific trade node



Sridhar Seshadri
Director, Global Foresight & Innovation

“C2S & AI are the connective tissues of GovTech. In logistics, blockchain and IoT could save ₹1,200 crore yearly. In tourism, AI forecasting can enhance hotel occupancy 8–10%, while smart ticketing and routing, AI-enabled tourist apps, XR can optimize heritage-site crowd control by 27%. Andhra Pradesh is embedding these tools in its development DNA for measurable gains.”



Dr Shreeram Iyer
Director Global Impact

“Andhra Pradesh’s growth rests on cross-domain global positioning. With wellness tourism at USD 651B (2023), rising to USD 1.1T by 2030, the state can secure a 1–1.5% share via branding and alliances. In logistics, linking to maritime corridors could draw ₹20,000 crore FDI in 10 years. We envision to make AP a leader, not just a participant for 2030 and beyond.”

Tourism Reimagined with Immersive Technology



Andhra Pradesh's tourism road-map now includes Virtual Reality museums, AR heritage reconstructions, and XR-powered eco-tourism

trails. By 2027, the state will establish five Immersive Tourism Centres at Vizag Beach, Amaravati, Lepakshi, Tirupati, and Araku Valley. These will allow visitors to:

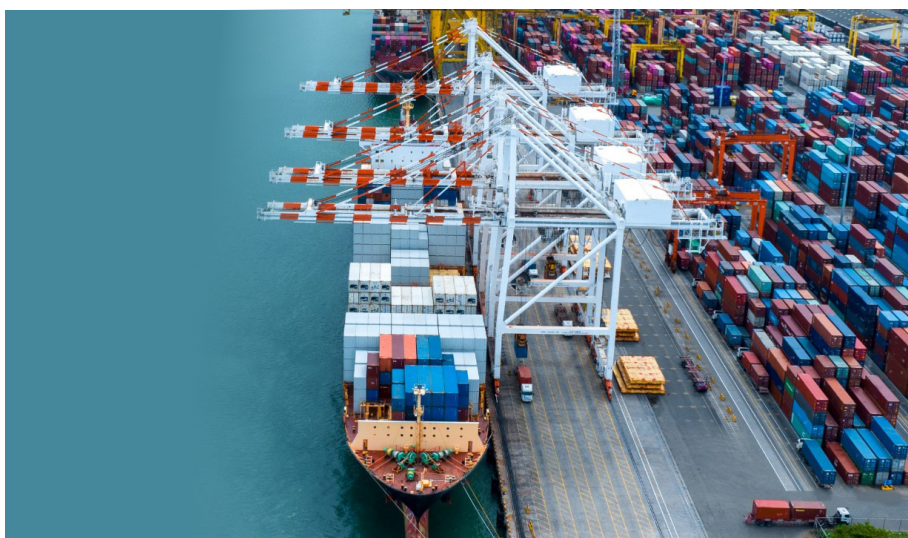
Step inside the past: AR overlays at Lepakshi temples will let tourists witness lost murals digitally restored.

Virtual Previews: VR experiences will allow potential travelers in Delhi, Dubai, and Singapore to "trial" Andhra Pradesh destinations before booking. Early pilots suggest this can increase international tourist arrivals by 18–20% annually.

Cultural Immersion: XR-led cultural festivals will stream Andhra Pradesh's heritage site views, artforms and Kondapalli craft worldwide, positioning the state as a global cultural brand.

Tourism boards estimate that immersive tourism could generate an additional ₹4,500 crore revenue by 2030, with a sharp rise in high-value international travelers.

Logistics Efficiency through Virtual Innovation



Andhra Pradesh's logistics ecosystem is preparing to be the first in India with XR-enabled cargo management and maritime operations. The strategy includes:

Port Digital Twins: By 2028, Visakhapatnam and Krishnapatnam ports may deploy VR-based digital twin models, allowing predictive maintenance and virtual cargo simulations. These are projected to cut turnaround times by 30%.

AR-Assisted Warehousing: Smart glasses for port workers will enable real-time

cargo identification, improving container accuracy by 25%.

Virtual Freight Corridors: Using XR simulations, the government will plan 3,000 km of freight routes integrating rail, road, and inland waterways. This will reduce trial-and-error costs in infrastructure projects by an estimated ₹1,200 crore.

Global Trade Showrooms: XR platforms will allow global buyers to virtually inspect Andhra Pradesh's exports (pharmaceuticals, seafood, textiles), expanding B2B reach without physical presence.



Anand Sharma
Associate Director
GouTech & AI Operations

Sustainability is no longer optional—it is central to growth. Andhra Pradesh's logistics blueprint incorporates 30% renewable-powered port operations by 2030 and EV adoption in tourism transport fleets. These initiatives could cut CO₂ emissions by 18 million tonnes annually, making the state a model for green and profitable development.



Shakeel Dhada
Associate Director, GouTech,
AI & Predictive Analytics

The fusion of heritage with technology is Andhra Pradesh's soft power strategy. Digital storytelling, AR/VR-based temple tours, and AI-powered visitor management will make Amaravati, Tirupati, and Lepakshi accessible to global audiences while preserving cultural sanctity. Heritage circuits powered by smart mobility are expected to double average tourist spending from ₹5,000 to ₹10,000 per visit by 2030.