

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

TOURISM - Andhra Pradesh Tourism Land Allotment Policy 2024-2029 - Addendum to the Andhra Pradesh Tourism Land Allotment Policy 2024-2029 - Orders - Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE(T) DEPARTMENT

G.O.MS.No. 26

Dated: 25-08-2025

Read the following:

1. G.O.Ms.No.1, Youth Advancement, Tourism and Culture (T) Department, Dt:11.03.2025.
2. From VC & MD, APTDC proposal in e.file.C.No.2895148.

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ORDER:

In the reference 1st read above, Government approved the Andhra Pradesh Tourism Land Allotment Policy 2024-2029, to ensure the efficient use of Government-owned land for the development of infrastructure, creation of diverse tourism experiences such as hotels, resorts, MICE facilities, wellness centers, amusement parks and to improve service delivery by promoting sustainable Public-Private Partnerships (PPPs).

2. In the reference 2nd read above, the VC&MD, APTDC has stated that with growing interest from both domestic and international investors in Andhra Pradesh's tourism sector, multiple applications are being received for the same land parcels. This has highlighted the need for a robust policy framework with a standardized evaluation matrix to guide land allotments as an addendum to the Policy. Such a framework is essential to ensure the selection of the most suitable applicants based on credibility, financials, brand strength and alignment with the State's tourism policy objectives, prior to recommendation to SIPC/SIPB. The VC&MD has further stated that this addendum seeks to implement the Tourism Land Allotment Policy in a transparent and efficient manner, ensuring that public land delivers maximum value in terms of investment, employment generation and revenue to the State. The VC&MD, APTDC has therefore, requested the Government to consider the addendum to the Andhra Pradesh Tourism Land Allotment Policy 2024-2029, issued in the G.O. 1st read above.

3. Government, after careful consideration of the matter, hereby approve the Addendum to the Andhra Pradesh Tourism Land Allotment Policy 2024-2029, as appended to this order.

4. This order is issued with the concurrence of Finance Department vide Finance U.O.No FMU0PC (GAD-2)/9/2025, dated 22.7.2025 (C.No.2725630).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY JAIN

SPECIAL CHIEF SECRETARY TO GOVERNMENT

To

The Vice Chairman & Managing Director, AP Tourism Development Corporation Limited, Vijayawada.

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The Chief Executive Officer, Andhra Pradesh Tourism Authority,
Vijayawada.

The Chief Executive Officer, AP State Creativity and Culture Commission,
Vijayawada.

The Chief Executive Officer, A.P Shilparamam Society.

The Director of Archaeology & Museums, Vijayawada.

Copy to:

The Secretary to Governor, Raj Bhawan, A.P., Vijayawada

The P.S. to Additional Secretary to Chief Minister.

The P.S. to Chief Secretary to Government.

The OSD to Minister for T,C&C

The Principal Secretary to Government, Finance Department.

The Secretary to Government, Industries & Commerce Department.

The Special Chief Secretary to Government, Revenue (Lands, R&S) Department.

The Secretary to Government, Law Department.

The all Departments of Secretariat,

The Accountant General, A.P., Vijayawada.

The Pay & Accounts Officer, A.P., Mangalgiri.

The Deputy Pay & Accounts Officer, A.P. Secretariat, Velagapudi.

All District Collectors through Andhra Pradesh Tourism Authority,
Vijayawada.

All Sections in the Department.

Sf/Sc.(C.No.2895148)

// FORWARDED :: BY ORDER//

SECTION OFFICER

ANNEXURE

(Annexure to G.O.MS.NO.26, YAT&C(T) DEPARTMENT, Dt:25.08.2025)

Addendum

The following paras are added after para (a) of the sub-section 6.1 of section 6 of the G.O. Ms. No. 1, YAT & C Department, dt.11.03.2025, replacing the existing paras b and c :-

b) Notification of land bank and evaluation of proposals

i. Notification of Land Bank

The entire land bank available for investment purpose will be published online on the Andhra Pradesh Tourism Authority (APTA) website. The land details will be updated by the APTA regularly. Advertisements will be issued to alert investors of this publication. All applications will be processed only after the land parcel details have been available online to investors for a minimum of 30 days.

ii. Investor Facilitation

APTA will be facilitating investors through the application process. A fee of Rs 25,000 per location will be charged for providing land sketches, site visit facilitation and guiding in DPR preparation through required templates.

iii. Evaluation Committee of APTA

A Committee for verification and evaluation of project proposals has already been constituted vide G.O. Rt. No. 70 dated 05.04.2025 of YAT & C Department. The Evaluation Committee (Pre SIPC) of APTA will evaluate all the DPRs received and make recommendations to SIPC on allotment of land. Applicants are required to submit their applications/DPRs for the intended land parcel along with required statutory documents and brand agreement (as applicable). The applications/DPRs received till the end of each month will be evaluated by the Evaluation Committee (Pre SIPC) of APTA. The eligible proposals shall be placed before the SIPC/SIPB for a decision.

iv. Eligibility to Apply

The applicant must have a minimum net worth of 25% of the estimated project cost. Net worth must be certified by a Statutory Auditor/Chartered

Accountant. In case, the applicant company does not have the eligible net worth, the net worth of the parent company shall be considered. The parent company refers to the company that holds 76% shareholding in the proposed company. In case of Partnership Firms and Limited Liability Partnerships (LLPs), Net worth of the Partnership firms, LLPs only shall be considered.

In case of consortium, the maximum number of members shall be only three (3). The Lead Member of the consortium should have 51% of the share in the project and the remaining two members shall have a minimum of 20% share in the project. The combined Net worth of the Consortium Members shall be considered for meeting the Net worth eligibility.

v. Single Proposal Evaluation

In case, only one application/DPR is received for a land parcel, the single application/DPR will be evaluated by the Evaluation Committee (Pre SIPC) of APTA. If the proposal is eligible, it shall be placed before the SIPC/SIPB for a decision.

vi. Multiple Proposals Evaluation

In case of multiple proposals for the same land parcel, the proposals will be evaluated on the following parameters.

Sl. No.	Parameter
1	Turnover
2	Net worth
3	No. of Keys in operation
4	No. of Keys likely to be in operation in next Financial Year with documentary proof i.e. banker certificate or CA certificate
5	No. of Projects in operation
6	No. of Projects likely to be in operation in next Financial Year with documentary proof i.e. banker certificate or CA certificate
7	Years of Experience in Hospitality Sector
8	Star Category of Hotel in operation
9	Proposed Investment
10	Proposed No. of Keys
11	Proposed Star Category of Hotel
12	Proposed Brand Partner
13	Additional Development Premium (ADP)/Revenue Share
14	Presentation of the Project Proposal

All the received proposals will be evaluated based on the above parameters and shortlisted proposals will be recommended to the SIPC/SIPB/CABINET for approval, as per the A.P. Tourism Land Allocation Policy 2024-29.

vii. Evaluation of other than Hotel/Resort Projects:

For projects other than hotels/resorts (e.g., MICE centres, entertainment parks, golf courses, wayside amenities, etc.),

the above evaluation criteria shall be suitably adapted. Mixed-use or non-hotel tourism projects will be given preference on land parcels exceeding 15 acres.

viii. Transfer of Lease, Mortgage of the Land

The land cannot be alienated/transferred/sub-leased/sold/mortgaged, in part or full, to any third party.

ix. Project Implementation Timelines:

The developers are responsible for obtaining necessary approvals from various departments through Single Window Portal. The developers must ensure that construction of the projects start in 3 months from the date of handover of the land. The Developer shall stick to the following timelines for Project operationalization

- **Large Projects** - within 2 years
- **Mega Projects** - within 3 years
- **Ultra-Mega Projects** - within 4 years

In case of non-utilization or delay (even after extension, if any), the Government reserves the right to **cancel the allotment and resume the land.**

c) Key DPR components:

APTA's application process mandates the submission of DPR along with other statutory documents. Applications/DPRs for land allotment are to be submitted through email. Below is an indicative checklist of the components that a DPR shall contain.

i. Company Profile and details of existing business concerns

This section shall elaborate on the existing company, its products/ services, strengths, market position, annual turnover, years of existence, presence of the Company in other locations/states etc. Statutory documents such as Certificate of Incorporation and Audited Annual Reports (of past 3 financial years) / IT returns / Net worth certificates (as the case may be) shall be submitted. Land allotment done in the past to Company or Promoter by Department of Tourism, Govt of Andhra Pradesh is to be reported.

ii. Promoters Profile

This section shall elaborate on promoters Background such as educational background, Industry Experience, Accolades (if any) etc.

iii. Brand Profile

This section shall elaborate on Brand partnership and its presence in the country. Brand agreement has to be mandatorily submitted along with the DPR. Details of operational units as per industry norms (like number of keys, staff employed, total built-up area/ground coverage of the unit etc.) are to be provided.

iv. Documentary evidence/ proof to showcase the experience of successfully executing similar projects in past (if any)

Details of the existing business units, (*if any*), in terms of capacity/scale, investment made, direct employment, space utilization, etc. shall be provided. In case of a new firm, justification based on the past experience of the management shall be provided.

v. Brief on the proposed project

This section shall provide details on the project for which land is sought from APTA. The project details must provide information on the type of products/services propose. Additional tourism related activities proposed to be provided and the facilities to be provided also to be listed.

vi. Environmental Impact

This section shall provide details on compliance for waste management and other Environment norms applicable at the location sought. Sustainable practices and construction proposed to be adopted to be highlighted. Further company should explain as how it envisages to adhere to the norms stipulated by the Pollution Control Board.

vii. Market analysis/ justification for proposed project

This section shall present a business case while elaborating on the 'target market identification' and 'demand - supply dynamics'.

viii. Justification for the extent of land required for the proposed project

This section shall include the layout of the proposed project (*clearly highlighting the area utilization*) and detailed area break - up for each of the components proposed (*including built - up areas, open areas, roads etc.*) under the project.

ix. Implementation Timeline for various phases of the proposed project

The phase-wise details of the investment with timelines shall be provided

x. Investment proposed in various phases & Means of Finance

This section should provide details of the proposed investment (whether phased investment or onetime investment). The details of means of finance should be provided with debt - equity ratio.

xi. Proposed Employment to be generated (Direct & Indirect)

xii. Financial analysis to justify the feasibility of the proposed project

This section shall include the assumptions on cost and revenues on a time line (yearly/Quarterly), projected Profit & Loss Statement and cash flow statements along with financial viability indicators like NPV, IRR, DSCR, etc. for the proposed lease period.

xiii. Incentives Requests/ Infrastructure Requests:

This section shall include a detail breakup of incentives requested by the company (if any) and how the project shall substantiate for the requested incentives.

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xiv. APTA's Right to Reject/Seek Modifications of the Applications/DPRs

The Andhra Pradesh Tourism Authority (APTA) reserves the right to reject/seek modifications of the received applications/DPRs as appropriate in line with the provisions of the A.P. Tourism Policy 2024-29 and A.P. Tourism Land Allotment Policy 2024-29.

**AJAY JAIN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

