

# Ease of doing biz: UP allots land to British co in 15 days

TIMES NEWS NETWORK

**Lucknow:** In sync with the focus on ease of doing business in UP, British yeast manufacturing company M/s AB Mauri has been allocated land within 15 days of having made an application for the project.

The company, with a turnover of US\$ 1.2 billion and 52 plants in 32 countries, has a 45% market share in the world's yeast production, said UP State Industrial Development Authority. It will be

start construction at the earliest. The country has been a net importer of yeast till now but with this unit, we will be in a position to significantly change the situation," an official said.

The official added that the company will be sourcing raw material for the manufacturing process, sugarcane and wheat, directly from local farmers.

CEO of UPSIDA, Mayur Maheshwari said that the authority had been working relentlessly to simplify invest-