

PepsiCo to set up plants in Gorakhpur, Chitrakoot, Amethi & Prayagraj investing Rs 3740 cr, to generate 5650 jobs

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Providing fillip to the industrial development in Purvanchal and Bundelkhand regions of the state, the government of [Uttar Pradesh](#) has been successful in attracting investment in beverages industrial units in [Gorakhpur](#), along with [Amethi](#), [Prayagraj](#) and [Chitrakoot](#). The company has

proposed to invest Rs 3,740 crore in total in all the four plants with about 5,650 expected job opportunities.

[Varun Beverages Ltd](#), all India franchisee of [PepsiCo](#), has been allotted land in Gorakhpur, along with Amethi, Prayagraj and Chitrakoot through fast-track mode for setting up their units under mega projects category for producing carbonated soft drinks, fruit pulp or juice based drinks.

Chief Executive Officer, Invest UP, Abhishek Prakash said, "Our policy of fast-track land allotment and promotion of mega projects in the State are proving to be significant enablers in attracting investment in regions hitherto with sparse industrial progress."

Giving the details of upcoming projects, Additional Chief Executive Officer, Prathamesh Kumar informed that Varun Beverages Ltd has been allotted 45 acre land through fast-track mode in Narkatha village of Gorakhpur Industrial Development Authority area on Thursday. The company has proposed to invest Rs 1071.28 crore in Gorakhpur plant with around 1,500 expected employment avenues.

Moreover, the investor had also been allotted land in Chitrakoot, Amethi and Prayagraj recently. With allotment of 68.6 acre land in Bargarh Industrial Area-Chitrakoot, Varun Beverages Ltd has proposed to invest around Rs 496.57 crore with estimated jobs to the tune of 1,000. Around 24.7-acre land has been allotted in in Saraswati Hi-Tech City, Naini-Prayagraj and the investor has proposed to invest Rs 1052.57 crore with 1,500 employment opportunities, while 26.1-acre area has been allotted in in Trishundi Industrial Area-Amethi, where proposed investment is Rs 1119.59 crore with 1,650 expected jobs. Additional land will be allotted in phases.

Kamlesh Kumar Jain, Executive Director and COO of Varun Beverages Ltd said that the UP government has been continuously focusing on industry-friendly initiatives and industrial growth in the state. "The ease of doing business policy framework designed by the state government is highly acknowledged," he added.