

# 'Moto GP India 2023 to strengthen image of UP'

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**Lucknow:** In a major step to make UP a one trillion dollar economy, the state government is going to organise the 'Moto GP India 2023' bike race from September 22 to 24 at Buddh International Circuit in Greater Noida for the first time to establish a strong image of the state at the global level, a government spokesman said.

The event will see 116 bikers from 45 teams racing with superbikes at a speed of 360 km/h on the racing tracks. The event will raise revenue of Rs 954 crore and provide direct and indirect employment to 4932 people.

The state government will set a new world record through the live streaming of the event across 195 countries and approximately 450 million people are expected to watch the event. The world will see how the image of UP has transformed over the past six years during the event.

About one lakh people will be able to sit and enjoy the Moto GP event at the venue. During the programme, guests will be presented with ODOP gifts. Along with this, ODOP stalls will also be set up at the venue.

The turnover of Rs 954 crore will include food and beverage (13.5%), sale of various products (10.4%), hotel industry (10.4%), tickets (13.4%), transport (5.1%), culture (5.9%), travels (34.9%) and others (6.4%).

It is estimated that 77.5% people



from different states of the country and 22.5% from different countries will be spending huge amounts during the event.

Publicity will be done in the country and abroad. Various government departments are spending Rs 51 crore, including Rs 18 crore on racing track repair, Rs 15 crore on sponsorship and Rs 18 crore on other things. The event will benefit real estate, hotel and tourism, local industry, media and environment for the next seven years.

The Yogi government has started an action plan for publicity of the event overseas through a short video based on Uttar Pradesh. Exhibitions will also be held in Bangalore, Chennai, Hyderabad, Cochin, Visakhapatnam, Coimbatore, Mumbai, Ahmedabad and Jaipur to advertise the event while in Noida and Delhi it will be done by running e-buses with UP government and Moto GP logo on it.

Over 40% tickets have been sold so far. Ticket prices ranges from Rs 800 to Rs 40,000 are being sold. Apart from this, tickets of Rs 1.5 lakh to Rs 2 lakh will be sold through online medium.