

# Brand UP Vrooms In Top Gear With 3 Mega Events

**Triple Bonanza:** MotoGP Bharat | Trade Fair | Kashi Stadium

Pathikrit.Chakraborty  
@timesgroup.com

**Lucknow:** Three back-to-back major international events held in the state over the last one week have boosted Brand UP and will go a long way to help generate employment and strengthen the state's economy. The events include UP's first ever International Trade fair in Greater Noida, followed by the country's first MotoGP race in Noida and simultaneous foundation laying of an international cricket stadium in Varanasi by Prime Minister Narendra Modi. The intense activities that created a buzz on social media will further help the state in realising the goal of a \$1 trillion economy in 2027.

"The flurry of sporting and business events is a new chapter in strengthening the image of UP, which was earlier known for its lawlessness and anarchy," said a government spokesperson. He said that the state is now scripting history.

With the construction of this cricket stadium in 2.5 years, Varanasi would be able to host international cricket matches, which will bring huge business and investment from the chain of hospitality sectors to the city. It will attract foreign investments.

As PM Modi remarked during the inauguration of the stadium in Varanasi, "Development of sports infrastructure on a large scale not only leaves a positive effect on sports but also on a region's economy."

The international stadium will be built in a 30-acre area at a cost of Rs 450 crore. The Uttar Pradesh govern-

## NEW GROWTH CATALYSTS



- UP's first ever International Trade Fair in **Greater Noida**, country's first **MotoGP** race in **Noida** and foundation laying of international cricket stadium in **Varanasi** by **PM** will help **UP** realise the goal of **USD 1 trillion economy**
- With the construction of cricket stadium, **Varanasi** will host international matches, bringing business and investment from hospitality sector
- During MotoGP Bharat,

economic activities worth more than **106 million euros (₹93.3 billion)** were conducted through various means, officials said

➤ **MotoGP Bharat** event at Buddh International Circuit had around **10,000-15,000** foreign visitors

➤ The benefits of these events have generated economic activities in hotel industry, restaurants, transportation, and hospitality, in **Greater Noida & Varanasi**

ment said that it has spent Rs 121 crore to acquire the land for the stadium, while the BCCI will spend Rs 330 crore on its construction. The stadium is likely to be completed by December 2025.

According to government officials, during the International Trade Show, economic activities worth crores were conducted through various means.

Then came the MotoGP Bharat event at Buddh International Circuit. The event registered businesses worth a whopping Rs 93.3 billion, which is Rs 933 crore 76 lakh.

This included a significant investment of Rs 50 crore in track development and basic infrastructure.

More than one lakh visitors to the three-day event in Gautam Buddha Nagar of Uttar Pradesh experienced the thrill of the high-profile race that took place in India for the first time. These included around 10,000 to 15,000 foreign visitors too. Over 50,000 visitors attended the event to watch the final race of MotoGP.

Additionally, there were more than 5,000 foreign staff members present at the Buddh International Circuit with the teams, and around 150 international and national media personnel were also there to cover the event.

The record visits are being attributed to the massive arrangements that the Yogi government made to welcome guests and ensure an enjoyable stay for the visitors and representatives of various international brands during the three-day event in Greater Noida.

An officer said that it was perhaps the first time that three simultaneous events

of such magnitude and intensity were held here impeccably.

Several national and international people participated in the event and arrangements were flawless, he added. "Not even a single complaint of traffic woes or reports of any protest or other such issue cropped up during the organisation of the events," he said.

The benefits of these events in the state have generated economic activities in various sectors in Greater Noida and Varanasi, including the hotel industry, restaurants, transportation, and hospitality.

