

Microsoft to create 3k jobs, invest ₹1,800cr: UP officials

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The region already hosts HCL, Tech Mahindra and Microsoft. The American tech giant's India Development Centre is spread over 1.5 lakh square feet. Its next project is a 6.45 lakh sq ft data centre. UP government officials say Microsoft's investments will be around Rs 1,800 crore, and 3,000 jobs will be created.

Phone and white goods manufacturers Samsung, Dixon, LG, Oppo, Vivo, Lava and Optimus were early investors here, and are expanding.

Sunil Vachhani, chairman, Dixon Technologies, says his company has eight units in the area and is planning three more. He credits good infrastructure and Jewar's airport as key factors. "We feel that Noida could emerge as the next hub for mobile and home appliances manufacturing," he says.

Hiranandani group firm Yotta is setting up a mega data centre spread over 3,00,000 sq ft in Greater Noida, while global IT infra major NTT is expanding beyond Mumbai, Bengaluru and Chennai to Greater Noida, again for a data centre.

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A CEO SAYS

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Sharma, CEO & MD of NTT Global Data Centres & Cloud Infrastructure India. UP CM Yogi Adityanath says, "We expect the pace of investments to get stronger as work on Jewar airport moves towards completion."

As tech majors set up shop on the Noida-Greater Noida Expressway and YXP, demand for office and recreational space is going up. Ajay Chaudhary, chairman of the Ace Group, whose expressway facility houses IT giant Infosys and top bank HDFC, says he's planning two new complexes, one in Noida Sector 153 and the other on a 100-acre plot along the Yamuna Expressway.

Rajeev Singh, partner and consumer industry leader for Deloitte Asia Pacific, who is advising the UP government on IT, tech and other investments, says the idea is also to create an ecosystem for new, tech-intensive manufacturing like that for medical devices,

which can take advantage of the already-existing production centres for electrical and electronic components.

Finance majors looking to set up IT centres are also looking at the belt. Vinay Arora, senior director and head of site operations for Gurgaon and Noida, S&P Global India, says between 2009 and now, the Noida employee headcount has gone up from 50 to over 1,400. He says Noida-Greater Expressway and YXP will be a key location for S&P in India.

HCLTech, again an early investor in the region, has its global headquarters on a 52-acre campus on the expressway which accommodates over 25,000 people. "The city has an excellent infrastructure and planning for commercial and residential projects, making it an ideal location... The upcoming Jewar airport will make the region even more accessible," the company says.

Real estate consultants JLL and CBRE are bullish. Samantak Das, chief economist and executive director at JLL, estimates around 8.25 million sq ft area will be taken up by IT parks over the next three and a half years. Abhinav Joshi, head of research — India, Middle East and North Africa at CBRE, says the coordination between the Centre and states is an important assurance for investors.