

Two footwear units of Von Wellx Germany become operational in Agra, Uttar Pradesh

- *Von Wellx to invest Rs 300 crore in footwear sector in phases*
- *Two units will provide employment to 2,000 people*
- *The company aims to produce 5 million pairs of shoes annually across segments*
- *Iatric Industries would be the exclusive collaborator for technology transfer, research, development, marketing and production*
- *Von Wellx new factories to come up near Jewar and Kosi-Kotwan, Mathura*

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Subsequent to a raft of investment friendly initiatives of Uttar Pradesh government and concerted efforts to improve ease of doing business in the state, **two footwear units of Von Wellx Germany project were inaugurated today by Additional Chief Secretary, Infrastructure & Industrial Development Dept., Mr. Alok Kumar.**

It was informed that **Von Wellx** would invest around Rs 300 crore in phases in three projects in Uttar Pradesh, generating around 10,000 jobs. The company aims to produce around five million pair of shoes annually in these manufacturing units.

Two units inaugurated today have been set up in partnership with **Iatric Industries Group of India** at Export Promotion Industrial Park (EPIP) Agra. A total of around 2,000 employment avenues have been created in these units have production capacity of 2.5 million pair of shoes annually.

Expressing happiness and extending congratulations on behalf of State government, **Additional Chief Secretary, Infrastructure & Industrial Development Dept., Mr. Alok Kumar said**, “The vision of turning crisis into opportunity has started to see results on the way to building ‘Atmanirbhar Bharat’ (self-reliant India). It has been possible because of proactive approach adopted by State government under the able leadership of Hon’ble Chief Minister, Shri Yogi Adityanath and valuable guidance of **Hon’ble Minister, Industrial Development, Shri Satish Mahana** and **Hon’ble Minister, MSME & Investment Promotion, Shri Sidharth Nath Singh**”. “It is an important milestone in post COVID-19 era that an investment proposal has materialized within a short span of five months”, **he added.**

Listing the new institutional reforms for facilitating investments, **Mr. Alok Kumar said** that now the new integrated investment and facilitation agency, ‘Invest UP’ is headed by Hon’ble Chief Minister and Hon’ble Ministers of Industrial Development and Micro, Small & Medium Enterprises are Vice-Chairpersons. Steering committee of the new agency is headed by Infrastructure & Industrial Development Commissioner. **He said** that entrepreneurs face challenges but U.P. government was there to extend full support within the ambit of State policies.

The project was announced ‘open’ by Mr. Rafique A Malik-Chairman Metro Shoes Ltd. And Mr. Prabhu N Singh-District Magistrate, Agra.

Earlier, referring to the two units operationalized today, **CEO, Iatric Industries Group, Mr. Ashish Jain informed** that it was a **multiple footwear project, which would produce 2.5 million pairs across difference segments annually.** He said that it would exemplify synergy of

German technology and demographic dividend of Uttar Pradesh. The Iatric Industries would be the exclusive collaborator for technology transfer, research, development, marketing and production.

It was also informed that a **new factory is expected to be set up near Jewar (Yamuna Expressway Industrial Development Authority) in 10,000 Sq. mtr. by December 2020, while another manufacturing unit is proposed at Kosi-Kotwan, Mathura in 7.5 acres by Von Wellx.**

The inauguration ceremony was held through virtual media, which was joined by Mr. Manfred Everz-CEO, Casa Everz GmbH-the owner of Von Wellx, Mr. Raj Kumar Jain-Chairman Iatrix Industries Group, Mr. Puran Dawar-President, Agra Footwear Manufacturers and Exporters Chamber (AFMEC), Mr. Rafique A Malik-Chairman Metro Shoes Ltd., Mr. Prabhu N Singh-District Magistrate, Agra and Mr. Ashish Jain-CEO, Iatric Industries Group.


