

## PepsiCo plants to be set in Gorakhpur along with Chitrakoot, Amethi & Prayagraj with a total investment of ₹3,740 crore generating 5,650 jobs

- *Varun Beverages has been allotted 45-acre land through fast-track mode in Narkatha village of Gorakhpur Industrial Development Authority area today.*

### **Lucknow | September 22, 2022:**

Providing fillip to the industrial development in Purvanchal and Bundelkhand regions of the State, Uttar Pradesh government, through its investment promotion agency – ‘Invest UP’, has been successful in attracting investment in beverages industrial units in Gorakhpur, along with Amethi, Prayagraj and Chitrakoot.

**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**. The company has proposed to invest **₹3,740 crore** in total in all the four plants with about **5,650 expected job opportunities**.

**Chief Executive Officer, Invest UP, Mr. Abhishek Prakash** said, “Under the dynamic leadership of Hon’ble Chief Minister, **Shri Yogi Adityanath** and guidance of Hon’ble Industrial Development Minister, **Shri Nand Gopal Gupta ‘Nandi’**, 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, Mr. 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 today**. The company has proposed to **invest ₹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 **₹496.57 crore** with **estimated jobs to the tune of 1,000**. Around 24.7-acre land has been allotted in **Saraswati Hi-Tech City, Naini-Prayagraj** and the investor has proposed to invest **₹1052.57 crore** with **1,500 employment opportunities**, while 26.1-acre area has been allotted in **Trishundi Industrial Area-Amethi**, where proposed investment is **₹1119.59 crore** with **1,650 expected jobs**. Additional land will be allotted in phases.

Commending the investor-friendly initiatives of Uttar Pradesh government and facilitation services provided by ‘Invest UP’, **Mr. Kamlesh Kumar Jain, Executive Director and COO of Varun Beverages Ltd** has extended thanks to Hon’ble Chief Minister, Industrial Development Minister, Infrastructure & Industrial Development Commissioner, Mr. Arvind Kumar, CEO, Invest UP, Mr. Abhishek Prakash and Invest UP team. He said that the U.P. government was 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.

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