



MSME sector in Meerut is poised for growth, thanks to UP's investor-friendly policies and a favourable local business environment. Here's a look at what makes the city a popular investment destination and its impact on the overall economy

Growing MSME exports

Medium, Small, and Micro Enterprises (MSMEs), which are the backbone of any economy, contribute around 6.11 % of the manufacturing GDP; 24.63% of the GDP from service activities; and 33.4% of India's manufacturing output. With an estimated 63.4 million units spread throughout the country, MSMEs, alone, have been able to provide employment to around 120 million persons and contribute around 45% of the overall exports from India.

Authentic Replicators

Spanish, German, Samurai or Russian Swords & Armour — you name it and the 40-year-old industry of Meerut that manufactures exact replicas of weapons used by medieval knights and warriors has it all. The industry that bears the hallmark of authenticity has its buyers in Hollywood producers of movies and television programmes who source from it ancient ammunition, leather goods, attire and furniture, and other impressive props. Manufacturing units associate themselves with famous museums of Europe to procure authentic designs of arms of medieval and dark ages. The half-a-dozen manufacturers employ almost 500 craftsmen and with the advent of OTT platforms leading to a deluge of period dramas across the globe, including Bollywood, the demand of goods produced by them is sure to know no respite.



Publishing Giant

One of the biggest industries of India when it comes to publishing books for academic purposes, the publishing industry of Meerut has a long and interesting journey to boast of. Post-independence of India, Meerut's publishing industry began picking up with the printing of Hindi pulp fiction by best-selling authors of romance and crime, became immensely popular owing to pocket books that catered to readers in Hindi language and gradually successfully generated millions of readers of fiction.

Cutting Edge

Meerut and scissors are almost synonymous with each other — such is the enduring popularity of these precisely manufactured sharp blades. Unmistakably, Meerut's pair of scissors are a must-have for every tailor, barber, garments' manufacturers, leather units and such others.

The manufacturing of a single pair of scissors involves a complex 22 step process that is learnt through the ustaad-apprentice system. The city's Kainchi Bazar situated in the narrow intertwined bylanes of old city, employs close to 40,000 artisans and produces a whopping 16 varieties of cutting blades that are shipped across the country and overseas as well.

India's Sugarbowl

Popularly known as the 'Sugarbowl of India', Meerut along with nine districts of Uttar Pradesh, has more than a dozen sugar mills. Sugarcane is the very lifeline of this Meerut zone particularly its rural belt. Muzaffarnagar holds the distinction of being the *gur* or jaggery capital of the country which is a healthier option as compared to the usual sugar. Besides catering to the demand of standard sugar, the sugarcane mills produce certain value-added products like sugar cubes and sachets, pharmaceutical grade sugar, etc. The mills have also upgraded themselves to produce ethanol and for blending in motor fuel.

Sports Goods Manufacturing

Meerut's popularity and contribution to the world of sports are well-known. The city, called as 'Sports City of India', prominently features among the producers of sports and sporting equipment in the global map, ranging from cricket bats, hockey sticks, table tennis bats and other sporting paraphernalia.

Musical Instruments Manufacturing

Meerut is the largest manufacturer of musical instruments. Most of the musical instruments shops are found around the Jali Kothi area, Subhash Market and Lala Baza. Although the city is famed for brass musical instruments, there are several industrial units which manufacture all kinds of musical instruments such as Guitar, Piano, violin, table etc.

Light-Weight Diamond, Gold, & Silver Jewellery Manufacturing

The city is famous for light-weight diamond, gold, and silver jewellery manufacturing. Majority of jewellery brands in India and around the world are located in Meerut.