

# Uttar Pradesh Emerging as Tech Hub, Challenges Bengaluru & Hyderabad Dominance

By **Elets News Network** - February 27, 2024

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Major industrial conglomerates are spearheading investments in data centers and AI projects in Uttar Pradesh (UP), marking a significant push by the Yogi government to position the state as a formidable competitor to Bengaluru and Hyderabad in the technology sector.

Tech giants, including NIDP Developers, Tata Technologies, and Jackson Ltd, have unveiled ambitious projects in **UP**, signaling a new era of technological advancement in the region.

Under the ambitious GBC@4.0 initiative, Prime Minister Narendra Modi recently launched projects worth over Rs 90,000 crores in UP’s IT and electronics sector, representing a substantial portion of the Rs 10 lakh crore projects initiated through the Ground Breaking Ceremony.

Yotta Data Services, a subsidiary of the esteemed Hiranandani Group, invests Rs 30,000 crore to establish a cutting-edge data center park in UP, with anticipated employment opportunities for 2160 individuals. Similarly, STT Global Data Centers India Pvt. Ltd. injects Rs 1850 crore into a state-of-the-art data center, which is expected to create jobs for 160 people.

Web Works and Jackson Group are also contributing to UP’s tech landscape, with Web Works investing Rs 500 crore in a data center in Noida and Jackson Group establishing a data center park in the Yamuna Expressway Industrial Development Authority (YEIDA) region with an investment of Rs 1560 crore, providing jobs for 250 people.

In addition to data centers, AI and mobile manufacturing projects are gaining traction in **UP**. Addverb Ecotech is investing Rs 500 crore in Greater Noida to develop automated robots and material handling technologies, aiming to create jobs for 2000 individuals. Dixon Technologies is investing Rs 650 crore in Noida to establish an electronics/mobile manufacturing facility, which is expected to generate around 4000 jobs.

Furthermore, Tata Technologies is pioneering the establishment of nearly 150 government ITIs in UP with an investment of Rs 4,174 crore, creating 450 jobs. Other major players, such as Balaji IT Parks Pvt. Ltd., Eka Electronics India Pvt. Ltd., and Paytm, are also making substantial investments, underlining UP’s emergence as a prominent destination for tech investment.