

Deloitte.

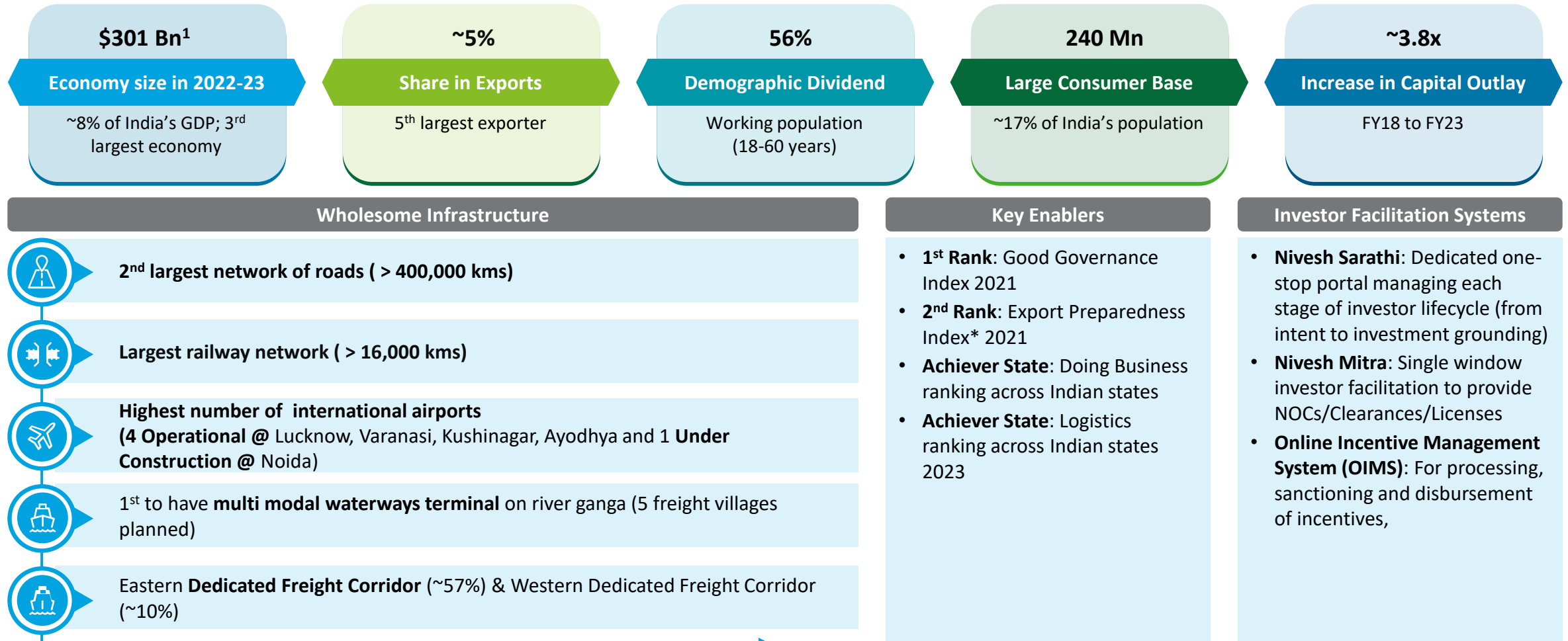


Uttar Pradesh Tourism

'Amazing Heritage, Grand Experiences'
April 2024

UP – State with Robust and Resilient Economy

The economic momentum of UP is well-poised to continue on a higher trajectory



¹Exchange rate assumed as \$1 = ₹75

*Among landlocked states

Source: UP DES, World Bank, IBEF; GSDP in current prices 2011-12 series; DGCIS

Tourism & Hospitality

Uttar Pradesh is one of the leading states in terms of tourist inflow and has been consistently ranked among top five states in India, having high tourist footfalls

Sector Overview



Advantage UP

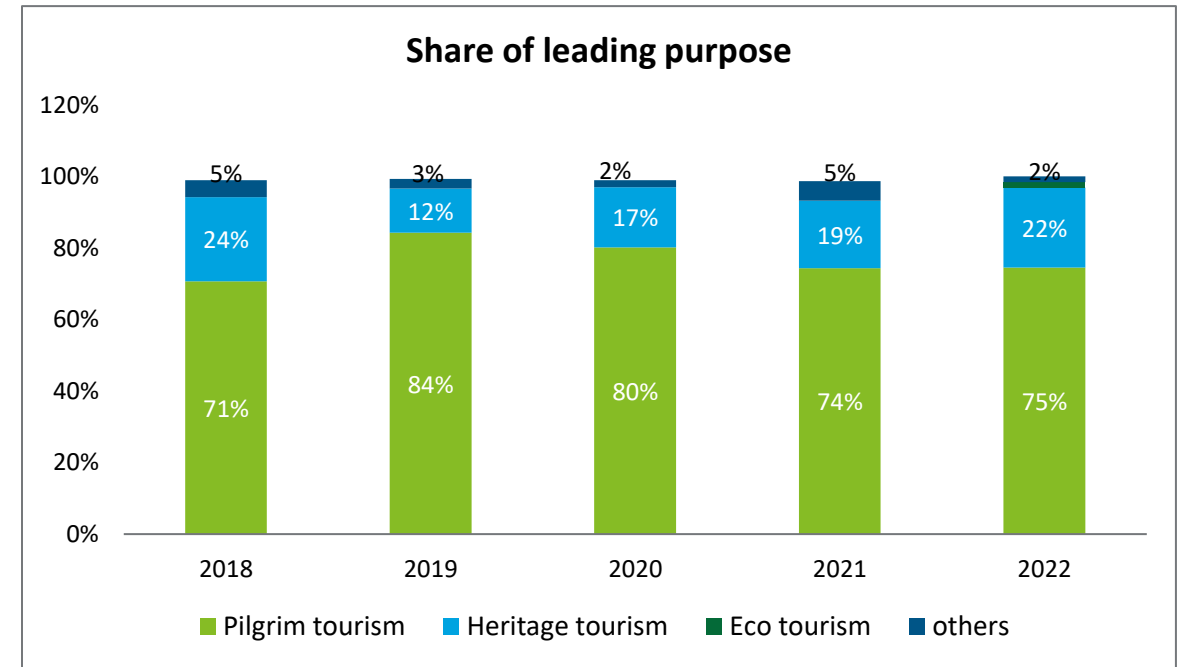
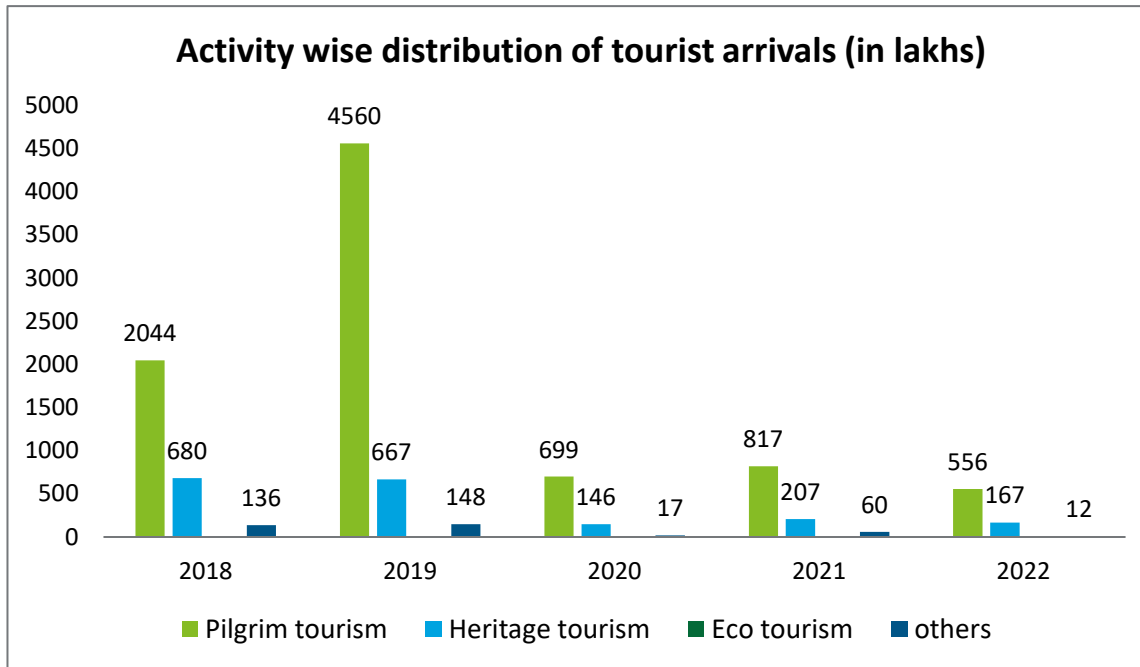
- Identified **tourism circuits** to attract various theme-based tourists. Dedicated focus on Buddhist circuit covering key destinations
- 24 **bird sanctuaries**, 11 **wildlife sanctuaries** and 1 **National park**
- Rich tradition of **Ayurveda and wellness practices**.
- **UNESCO World Heritage Monuments** – 3 Sites - Taj Mahal, Fatehpur Sikri and Agra Fort
- **Religious and Cultural sites** of international importance such as Ayodhya, Varanasi, Vrindavan, Mathura
- With the presence of the mighty Ganges River, State has presence of **adventure tourism activities** like river rafting, kayaking, and trekking

Type of tourists in UP

- **Religious Tourists** - Places include Varanasi, Ayodhya, Mathura, and Prayagraj
- **Historical and Cultural Tourists** – Places include Agra (Taj Mahal), Lucknow, and Fatehpur Sikri
- **Adventure and Nature Enthusiasts** - Adventure and natural destinations like the Himalayan region in UP and wildlife reserves
- **Business Travelers** - Business professionals attending meetings, conferences, and trade events in cities like Noida, Ghaziabad, and Lucknow
- **Shopping Tourists** - Handicrafts, textiles, and traditional Indian goods in cities like Lucknow, Varanasi and Agra

A land where cultures have evolved and religion have emerged, Uttar Pradesh is one of the popular places for Pilgrim and Heritage Tourism

Tourist arrivals and Leading Purposes








- **Prayagraj** is the top pilgrim destination preferred by domestic and foreign tourists in the State.
- **Agra** is the preferred heritage destination.

Support from Government: Key Policy Benefits for Tourism Projects

 <p>Build on thematic sectors in Uttar Pradesh incentivizing investment and generating employment</p>	 <p>Attract investments with a target of INR 5,000 Crore per year</p>	 <p>Target to provide employment to approximately 5,00,000 people per year</p>	 <p>Target to impart training to 10,000 tourism service providers, over the next five years</p>
--	--	---	--

Policy Highlights

-  **Capital Subsidy** @10% to 25% for hotels, wellness center, sports resort, new budget hotels, heritage properties and new tented accommodation
-  **Interest Subsidy** 5% for a period of 5 years on a bank loan up to INR 5 crore
-  **Stamp Duty** @100% on sale/lease/transfer for the first transaction
-  **Skill Development Subsidy** @ onetime grant of INR 10,000 for one year will be provided to youth clubs constituted within educational institutions for tourism related activities
-  **Excise License Fee** @ 50% exemption to Heritage hotels set up in rural areas

Specific Incentives for Heritage Properties

- | | |
|--|--|
| <ul style="list-style-type: none">25% subsidy on capital cost without disturbing the architecture100% exemption on stamp duty and land use conversion | <ul style="list-style-type: none">5% subsidy for a period of 5 years on a bank loan up to INR 5 crore50% reimbursement on Excise license fees of first year |
|--|--|

Other Key Incentives

- | | |
|--|---|
| <ul style="list-style-type: none">Employment Generation subsidy: 100% reimbursement of EPF expenditure for a period of 5 years | <ul style="list-style-type: none">Incentives for Information and Communication Technology (ICT) Enablement: One time assistance of 25% of the cost of procuring equipment |
|--|---|

Source: Uttar Pradesh Tourism Policy 2022



FDI, Fortune Global 500 & Fortune India 500 Companies Investment Promotion Policy, 2023

Eligibility Criteria:

- ✓ Projects with Foreign Direct Investment (FDI) Capital Investment of above ₹100 crores.
- ✓ Projects with Capital Investment of more than ₹100 crores by companies included in the list of Fortune Global-500 and Fortune India-500, subject to Negative list.

UP FDI and Fortune 500 Policy 2023 – Fiscal Incentives

Major benefits

Capital subsidy

- 25% of *ECI (excluding land cost) in Gautam Buddha Nagar and Ghaziabad regions
- 30% of ECI (excluding land cost) in Paschimanchal and Madhyanchal regions
- 35% of ECI (excluding land cost) in Bundelkhand and Purvanchal regions

Capital Subsidy will be provided in 7 equal annual instalments with annual capping of INR 100 crores

SGST reimbursement/ refund

- **Option A - Net SGST reimbursement on sales:**
 - 100% of net SGST paid for 10 years
 - Annual capping: Upto 10% of ECI, Overall capping: Upto 100% of ECI (excluding land cost and capital subsidy)
- **Option B - Input SGST refund on capital goods:** 100% SGST refund in 5 annual instalment (Applicable only in case of inverted duty structure)

Note: Option to choose any one out of A and B is available

Land subsidy

- Upto 75% in Paschimanchal and Madhyanchal region
- Upto 80% in Bundelkhand and Purvanchal region

Other fiscal benefits

- **Stamp Duty & Registration Fees:** 50% - 100% exemption/ reimbursement

- **Electricity Duty:** 100% exemption from for 5 years

- **Skill development subsidy:** Upto INR 5,000 p.m. per person for 5 years (max. 500 persons)

- **Green Industry Incentives:** 50% capital subsidy on the cost of Effluent Treatment Plant capped at INR 2.5 crores

- **Industrial Housing Incentives:** Reimbursement upto 10% of the cost of development of workers' housing or dormitory for 7 years overall capped at INR 10 crores

- **R&D incentives:** Reimbursement upto 25% of the cost of standalone R&D centre capped at INR 10 crores (with minimum capital investment of INR 20 crores)

- **Centers of Excellence (CoE):** Grant upto 50% of the project cost capped at INR 10 crores per project
Note: Option to choose any one out of above is available

- **Logistics Subsidy:** Reimbursement upto 50% of the transportation cost on import capped at INR 12 crores per unit (in case of shifting of existing plant from international or domestic locations to UP)

- **Patent cost:** Reimbursement upto 75% of the cost capped at INR 10 lakh (for domestic) and INR 20 lakh (for international)

Mega Tourism Circuits under State Tourism Policy 2022

Incentives provided within 20 kms of the sites in the circuits and at unserved destinations as notified by the Department

Ramayana circuit

Ayodhya, Chitrakoot, Shringverpur, Bijethua Mahaviran, Bithoor (Kanpur), Others

Bundelkhand Circuit

Charkhari (Mahoba), Chitrakoot, Kalinjar, Jhansi, Deogarh, Lalitpur, Banda, Hamirpur, Jalaun, Others

Krishna/Braj Circuit

Baldev Mandir, Vrindavan, Goverdhan, Gokul, Barsana, Nandgaon, Mahaban, Others nominated by UPBTVP

Buddhist Circuit

Kapilvastu, Sarnath, Kushinagar, Kaushambi, Shravasti, Sankisa, Atranji Khera (Etah), Devdeh (Maharajanj)

Swantantrata Sangram Circuit

Meerut, Shahjahanpur, Kakori, Bawan Imli (Fatehpur), Chauri-Chaura (Gorakhpur), Mahua Dabur (Basti), Others

Sufi Kabir Circuit

Jayas (Amethi), Maghar (SantKabir Nagar), Salim Chishti Dargah (Fatehpur Sikri), Dewa Sharif (Barabanki), Dargah Marehra Sharif (Etah), Dargah Sufi Shah Sharif (Firozabad), Dargah Shafi Shah Sharif (Firozabad), Lahartara Ashram Kabir Janam Sthali, Khanqah-e-Niyazia (Bareilly), Kichhauchha Sharif (Ambedkarnagar)

Mahabharata Circuit

Hastinapur, Kampil (Farukkhabad), Ahichchhatra, Barnava (Baghpat), Mathura, Kaushambi, Gonda, Lakshagraha Handia (Prayagraj), Keechakvadh Sthal (Hamirpur), VidhurKuti (Bijnor), Others

Jain Circuit

Deogarh, Hastinapur, Vahelna, Baghpat, Bateshwar, Kampilya (Farrukhabad), Parshwanath, Shreyansanatha, Suparshvanatha, Chandraprabhu, Chandravar Jain Mandir, Bahubali Jain Mandir, Mangalayatan Jain Mandir, Ahikshetra Parshwanath Digambar Jain Mandir, Others

Aadhyatmik Circuit

Gorakhpur, Balrampur, Ghazipur, Goriya (Mathura), Sant Ravidas Sthal, Mauni Baba, Chochakpur, Pavhari Baba Ashram, Kinaraam Ashram, Triveni Sangam, Bhardwaj Ashram, Ghuisarnath Dhaam, Bhriгу Rishi Ashram, Vyaaspeeth Kalpi, Gola Gokarn Nath, Maa Parmeshwari Devi, Bhriгу Ashram Baleshwar, Dugdheswar Shiv Sthal, Makhouda Dhaam, Shiv Mandir Shrankhla, Others

Shakti Peeth Circuit

Vindhyavasini Devi (Vindhyachal), Jwala Devi (Sonbhadra), Sita Samahit Sthal (Bhadohi), Lalita Devi (Prayagraj), Alopі Devi (Prayagraj), Kadavasini (Kaushambi), Shivani Devi (Chitrakoot), Gayatri Shakypеeth (Sumerpur), Pateshwari Devi Devipatan (Balrampur), Lalita Devi (Naimisharanya), Shakumbhari Devi (Saharanpur), Katyayini Devi (Mathura), Sheetala Chaukia Dham (Jaunpur), Vishalakshi Devi (Varanasi), Belha Devi (Hamirpur), Bairagarh Mata, Konch (Jalaun), Chandika Devi, Buxar (Unnao), Kushmanda Devi, Ghatampur (Kanpur Dehat), Devkali Mandir (Auraiya), Maa Tarkulha Devi Dham (Gorakhpur), Maa Sheetla Mata Sthal (Mau), Others

Wildlife & Eco Tourism Circuit

Dudhwa National Park, Pilibhit Tiger Reserve, Bakihra Sanctuary, Chandra Prabha wildlife Sanctuary, Hastinapur wildlife Sanctuary, Kaimoor Sanctuary, Katarniaghat Wildlife Sanctuary, Kishanpur Wildlife Sanctuary, Lakh Bahosi Sanctuary, Mahavir Swami Sanctuary, Nawabganj Bird Sanctuary, Parvati Bird Sanctuary, Patna Bird Sanctuary, Ranipur Sanctuary, Shekha Jheel Aligarh, Sur Sarovar Pakshi Vihaar, Amargarh Tiger Reserve, Lion Safari Park, Etawah, Others as nominated by ETDB

Craft Circuit

Marble Inlay and Zardozi (Agra), Glass Craft (Firozabad), Glass beads Craft, Purdil Nagar (Hathras), Tarkashi Craft (Mainpuri), Brass Craft (Moradabad), Brass Craft and Tala (Aligarh), Wooden Craft (Saharanpur), Muda Craft (Hapur), Hathkargha Pilkhuwa (Hapur), Banarasi Saree (Varanasi), Gulabi Meenakari (Varanasi), Wooden Toys (Varanasi), Stone Carving (Varanasi), Zari work (Jaunpur), Brass Utensils (Mirzapur), Pottery Udyog (Chunar), Brass Craft, Jakhora (Lalitpur), Brass Craft, Amra (Jhansi), Silverfish Craft, Maudaha (Hamirpur), Shazar Stone Craft (Banda), Paper Craft, Kalpi (Jalaun), Glazed Pottery (Rampur), Carpet Craft (Amroha), Khurja Pottery (Bulandshahr), Carpet Craft (Sambhal), Terracotta (Gorakhpur), Others

Availability of Land bank for Tourism Projects

Following are the options of land bank details, available with the Tourist Department, GoUP; where investors can plan to launch new projects to **promote Cultural tourism, Wildlife tourism, Eco-tourism, Medical Tourism, Adventure Tourism**, etc. UP's Tourism sector is regarded as a significant economic force and has the potential to be used as a tool for economic development. The government intends to introduce a "**Land Lease Policy**" to govern the allocation of land.

Eligible projects may include primary tourism support facilities, infrastructures and services like hotels, resorts, automation and digitalization of tourism services by travel agencies, facilities for meetings and conferences; secondary tourism projects like restaurant, adventure facilities, shopping malls, ambulatory clinics and spa; and tertiary hospitals among others.

S. No	Place	Area (In acres)
1	Kaushambi	74.8
2	Bijnor	15
3	Sankisa (Farrukhabad)	5.3
4	Kapilvastu (Siddharthnagar)	33
5	Banda	2.5
6	Lucknow	36.7
7	Varanasi	228.9
8	Mirzapur	1.48
9	Ayodhya	10
10	Shravasti	12.5
11	Kushinagar	50
12	Maharajganj	17.0
13	Sonbhadra	8.42
14	Gorakhpur	13.3
15	Mathura	43

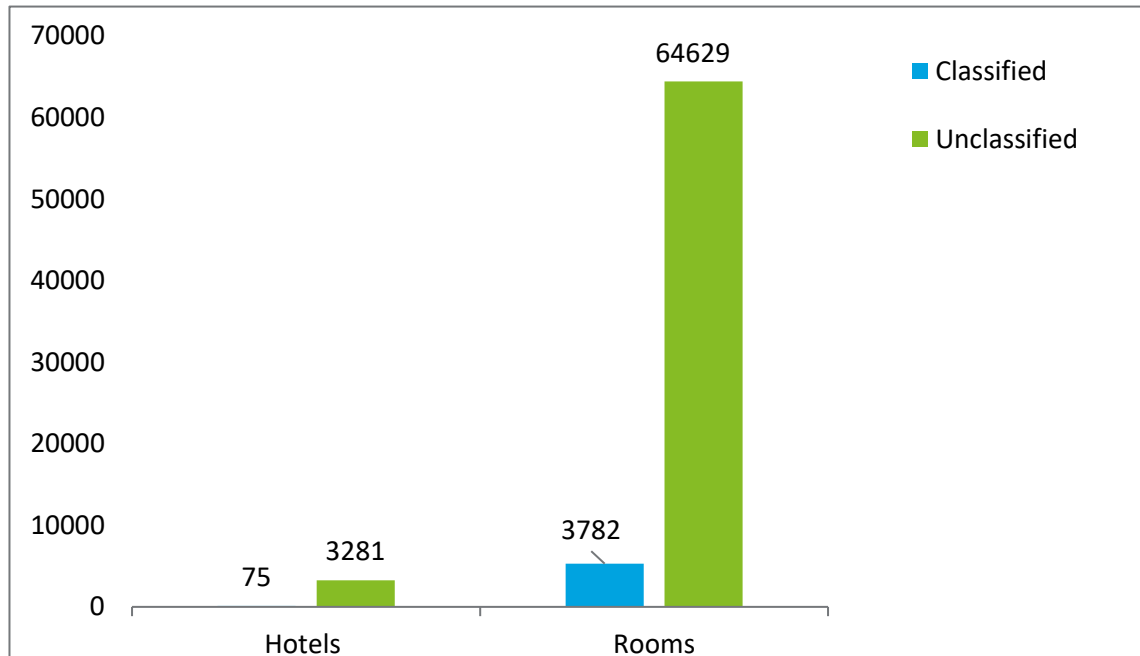
Note: Data as on 6th December 2023

Development of Hotel Infrastructure in Uttar Pradesh

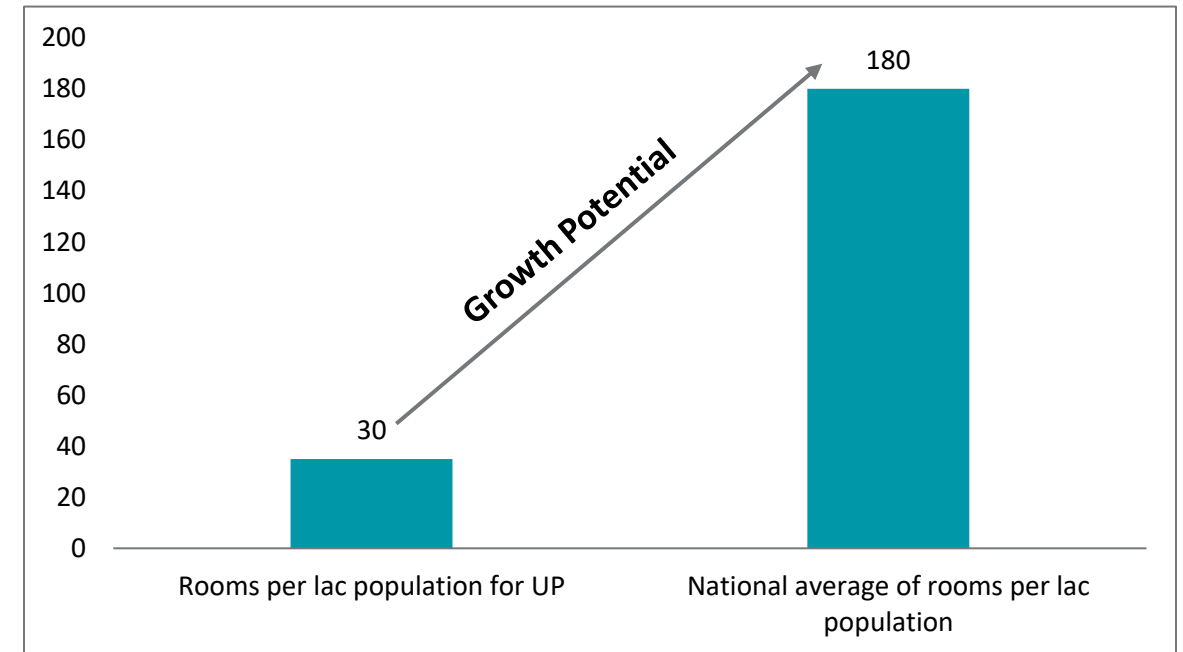
Potential for fast-track growth of Tourism infrastructure and Hotel rooms in the State

UP has emerged as a front runner in terms of facilitating new investments in the hotel infrastructure

As per statistics published by Ministry of Tourism, Government of India, there are about 3,356 number of various category of hotels in the state, aggregating to about 68,411 rooms.



The indicator of rooms per lac population for UP stands at 30 nos. against the national average of 180 rooms per lac population



The State Government grants **industry status to all star-classified hotels, resorts and defined eligible tourism units** that are registered with the Uttar Pradesh Tourism Department. The following incentives / concessions have been provided for under this Policy:

- **Sanction of electricity load on priority** - Electricity Duty shall be charged as per Industry Rates and the same will be applicable with effect from the date of appropriate notification in this regard by the State Government to be applicable to all star-classified and registered hotels
- **Taxes of local bodies** including Nagar Nigam and Jal Sansthan as levied on the industries to be applicable on the tourism units.
- **Hotel and Resort construction** to be permitted in the industrial areas as per the policy decided by relevant industrial authority.

Source: Indian Tourism Statistics 2022, Ministry of Tourism

Hotel and Hospitality sector in Uttar Pradesh is thriving and witnessing significant growth

Current Scenario

- Lucknow, Noida, and Agra predominantly host a multitude of **business-oriented / 5-star hotels** to meet the growing demand for accommodations among business travelers.
- **Presence of Major Hotel Chains**



Future Development Opportunities

- **Penetration in Tier 2 and Tier 3 Cities:** As tourism and business activities expand beyond the major urban centers (such as Agra, Lucknow, and Noida), there is a growing demand for upscale accommodations in emerging destinations.
- **Ayurveda Tourism:** UP has a rich tradition of Ayurveda practices. Developing Ayurvedic spas, and yoga centers can attract wellness-conscious travelers seeking rejuvenation and holistic healing experiences..
- **Cultural Events and Festivals:** UP has a rich cultural heritage, and the state hosts several festivals and cultural events throughout the year. Developments in cities like Varanasi, Ayodhya, and Prayagraj can cater to the accommodation needs of tourists attending these events.
- **Eco-Tourism:** UP has several national parks and wildlife reserves, including Dudhwa National Park, Pilibhit Tiger Reserve, and Hastinapur Wildlife Sanctuary. Developing luxury eco-resorts near these natural attractions can appeal to travelers seeking a blend of luxury and wildlife experiences.
- **Scope for development in Ayodhya & Kushinagar:**
 - With the upcoming Ram Mandir and the government's focus on developing **Ayodhya** as a major pilgrimage and cultural destination, increased demand is expected for luxury accommodation options.
 - **Kushinagar** is an important Buddhist pilgrimage site where Lord Buddha attained Mahaparinirvana (enlightenment). The place attracts Buddhists from around the world. Developing a 5-star hotel in Kushinagar can cater to the luxury needs of these tourists and provide a high-quality stay experience.

Investment Opportunities

Investment Opportunity - 1

Development of 6 gate complex entrances across Ayodhya

To meet the growing demand of hotel rooms of tourists (domestic and international), of varying ranges right from budget category to premium categories, along with other hospitality facilities, Department of Tourism, (DoT), envisages to develop an integrated Tourism Zone in Ayodhya, which will cater to the needs of both domestic and foreign tourists.

- The dedicated infrastructure shall provide quality infrastructure needs of both domestic and international tourists. It is envisaged that the “Ayodhya Tourism Zone, Gate Complex” shall be developed in around **5.063 acres of land through private sector participation** as per the PPP Policy of Uttar Pradesh in a phased manner by a Master Developer.

Responsibilities of Master Developer

- Establish essential infrastructure, including roads, drainage, water supply, and power utilities, along with waste management facilities.
- Create a master plan following Ayodhya Development Authority's guidelines, depicting road networks, open spaces, plot land use, and service areas. Allotment of plots (**around 5 acres each**) to developers will be via transparent bidding managed by the Master Developer, adhering to preset allocation criteria.
- Develop the comprehensive project across approximately 30 acres of land. The **concession period will span 30 years initially, with the option of extension for another 30 years.**



Tender Details: <https://etender.up.nic.in/nicgep/app>

Investment Opportunity - 1

Development of 6 gate complex entrances across Ayodhya



Under this project, the Uttar Pradesh Project Corporation Limited has initiated the construction process of three gate complexes in the first phase. Once the master developer is selected, they would be expected to complete the construction of gates within 100 days.

Details of 6 gate complexes are as follows:

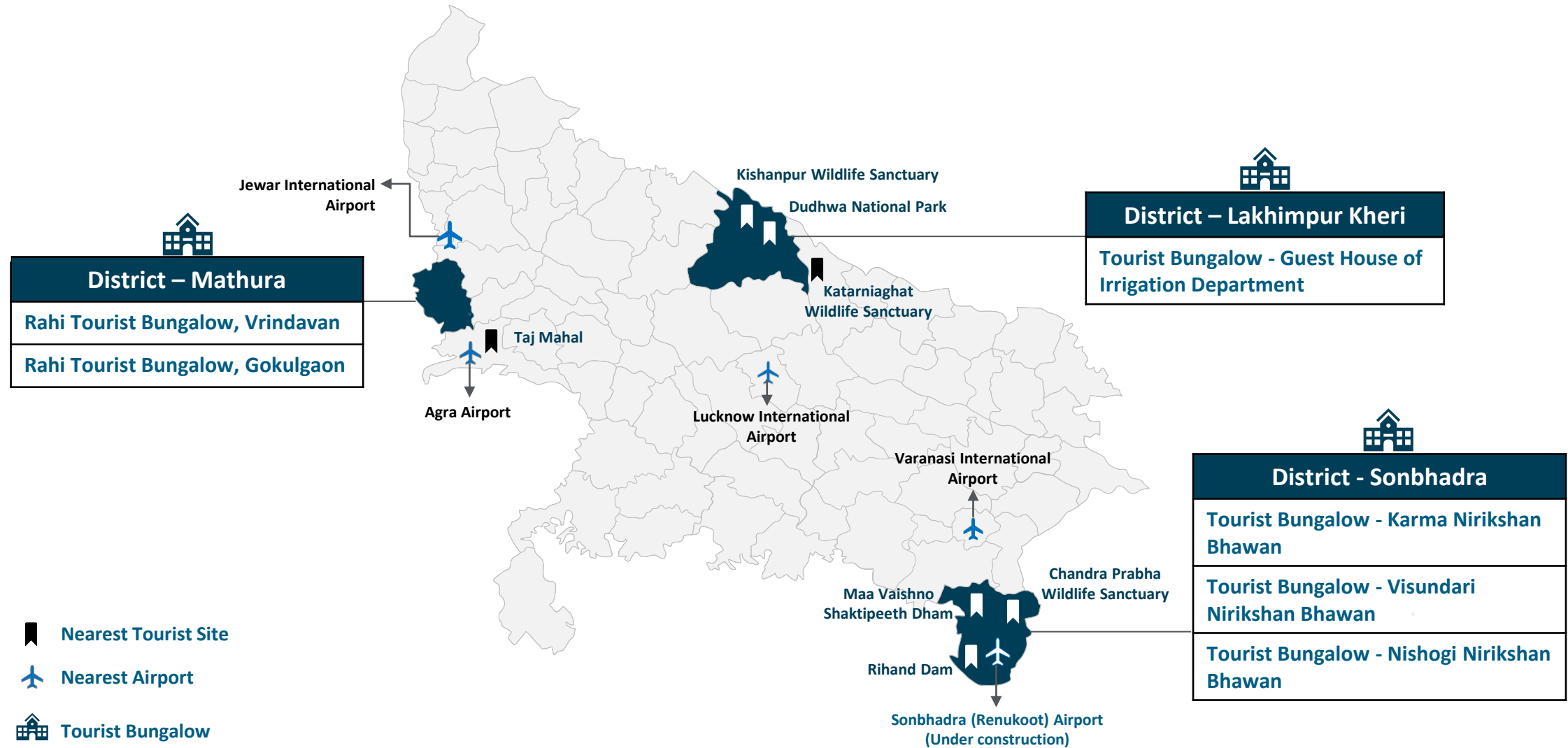
- Entrance Gate 1: Ambedkar Nagar to Ayodhya road
- Entrance Gate 2: Lucknow to Ayodhya road
- Entrance Gate 3: Rae Bareli to Ayodhya road
- Entrance Gate 4: Prayagraj to Ayodhya road
- Entrance Gate 5: Gonda to Ayodhya route
- Entrance Gate 6: Gorakhpur to Ayodhya road

In the initial phase, gate complexes that are being focused are on Ayodhya-Gonda Road (Gate 5), Ayodhya-Gorakhpur Road (Gate 6), and Ayodhya-Prayagraj Road (Gate 4).

Tender Details: <https://etender.up.nic.in/nicgep/app>

Investment Opportunity (Summary) - 2, 3 and 4

Operation of Tourist Bungalows & Rahi Bungalows through PPP



Investment Opportunity - 2

Operation of Tourist Bungalows through PPP

Tender ID	2024_UPTDP_915363_1
Name of the Project	Operation of Tourist Bungalows through Private Sector Participation on Lease and Concession basis in the state of UP
Schedule of Bidding process	<ul style="list-style-type: none">• Pre-bid meeting (Online) - 19th March 2024, 4 pm• Last date for Bid submission – 1st April 2024, 2 pm• Technical Bid opening date – 2nd April 2024, 4 pm
Project background	<ul style="list-style-type: none">• GoUP through the Director General Tourism is working on multiple projects for tourism Concession in Uttar Pradesh. One of such projects is Operation of Tourist Bungalow, through Private Sector Participation on Lease and Concession basis in the state of Uttar Pradesh.• The primary objective of the proposed project is to provide quality Tourists with shelter / accommodation facility, food, refreshment and similar service offerings on a commercial basis so as to enhance the tourist experience at the destination.

Brief Project Details	S. No.			
	Project Name	Known as	Location	Land area(in acres) (approx.)
Operation of Tourist Bungalow through Private Sector Participation on Lease and Concession	1	Karma Nirikshan Bhawan	District Sonbhadra, Tehsil, Ghoraval	5.02
	2	Visundari Nirikshan Bhawan	District Sonbhadra, Tehsil, Ghoraval	8.30
	3	Nishogi Nirikshan Bhawan	District Sonbhadra, Tehsil, Roberts Ganj	0.53
	4	Guest House of Irrigation Department	District Lakhimpur, Tehsil Sadar, Gram Panyora	3.00

Tender Details: <https://etender.up.nic.in/nicgep/app>

Investment Opportunity - 3

Operation of Rahi Tourist Bungalow, Vrindavan

Tender ID	2024_UPTDP_915382_1
Name of the Project	Operation of Rahi Tourist Bungalow, Vrindavan , District Mathura through Private Sector Participation on Lease and Development basis in the state of UP
Schedule of Bidding process	<ul style="list-style-type: none">• Pre-Application conference (Online) - 20th March 2024, 4 pm• Bid closing date – 1st April 2024, 2 pm• Date for opening of Qualification bid – 2nd April 2024, 4 pm
Project background	<ul style="list-style-type: none">• GoUP through the Director General Tourism is working on multiple projects for tourism development in UP. One of such projects is Operation of Rahi Tourist Bungalow, Vrindavan, District Mathura through Private Sector Participation on Lease and Development basis in the state of UP.• The primary objective of the proposed project is to provide quality Tourists with shelter / accommodation facility, food, refreshment and similar service offerings on a commercial basis so as to enhance the tourist experience at the destination.

Brief Project Details	S. No.	Project Name	Plot Area*	Current Build-up Area	Estimated (indicative) Project Cost (Rs Cr.)
	1	Rahi Tourist Bungalow, Vrindavan	11,340 sq.mt.	1,654.30 sq.mt.	35.86 cr.

* Bidders are requested to do their own site survey before bidding for the property. Final land area will be as per the RFP

Tender Details: <https://etender.up.nic.in/nicgep/app>

Investment Opportunity - 4

Operation of Rahi Tourist Bungalow, Gokulgaon

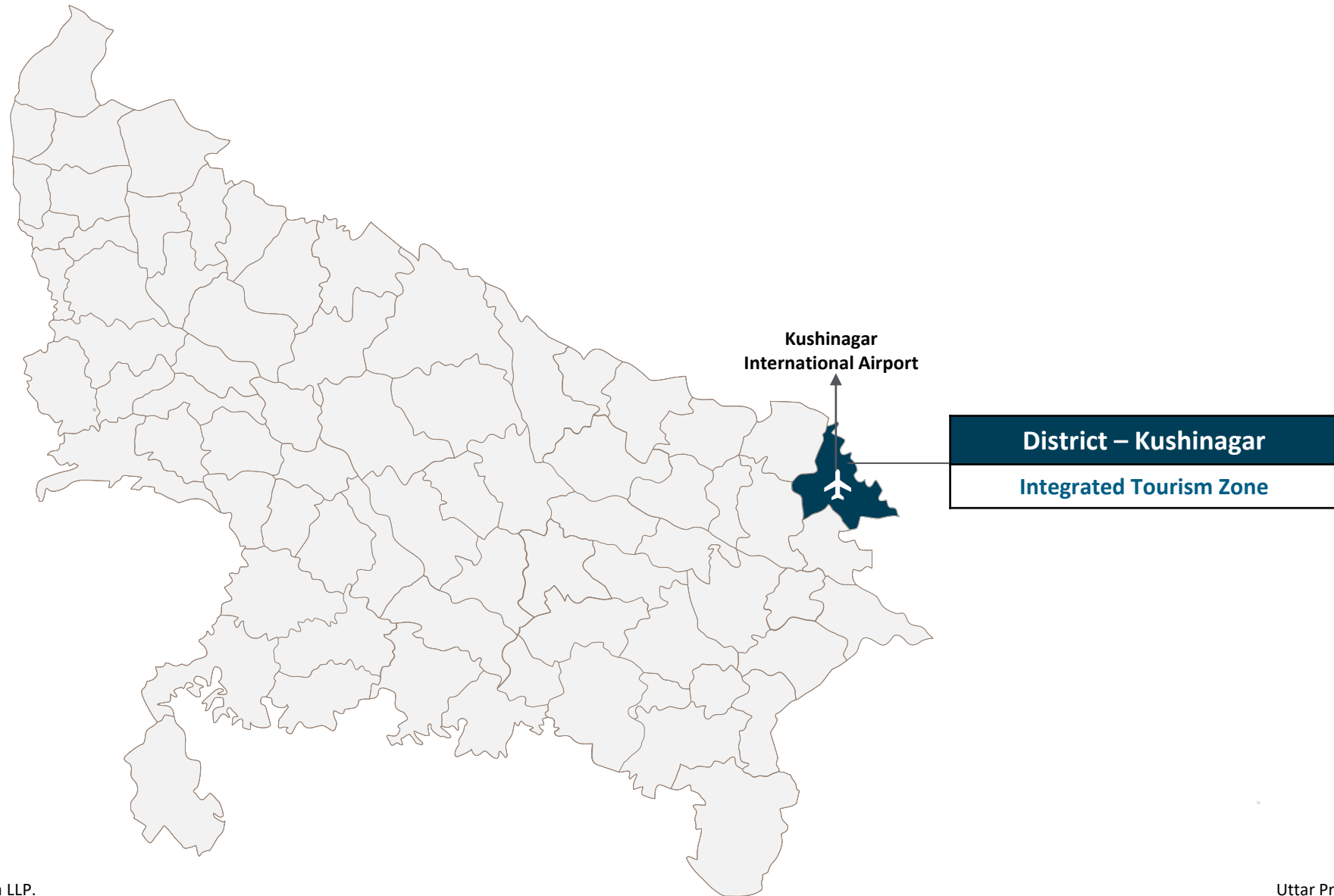
Tender ID	2024_UPTDP_915378_1
Name of the Project	Operation of Rahi Tourist Bungalow, Gokulgaon , District Mathura through Private Sector Participation on Lease and Development basis in the state of UP
Schedule of Bidding process	<ul style="list-style-type: none">• Pre-Application conference (Online) - 20th March 2024, 4 pm• Bid closing date – 1st April 2024, 2 pm• Date for opening of Qualification bid – 2nd April 2024, 4 pm
Project background	<ul style="list-style-type: none">• GoUP through the Director General Tourism is working on multiple projects for tourism development in UP. One of such projects is Operation of Rahi Tourist Bungalow, Gokulgaon, District Mathura through Private Sector Participation on Lease and Development basis in the state of UP.• The primary objective of the proposed project is to provide quality Tourists with shelter / accommodation facility, food, refreshment and similar service offerings on a commercial basis so as to enhance the tourist experience at the destination.

Brief Project Details	S. No.	Project Name	Plot Area	Current Build-up Area	Estimated (indicative) Project Cost (Rs Cr.)
	1	Rahi Tourist Bungalow, Gokulgaon	4,080 sq.mt.	594.08 sq.mt.	4.15 cr.

Tender Details: <https://etender.up.nic.in/nicgep/app>

Investment Opportunity - 5

Integrated Tourism Zone Kushinagar, UP on PPP Mode DBFOT



Investment Opportunity - 5

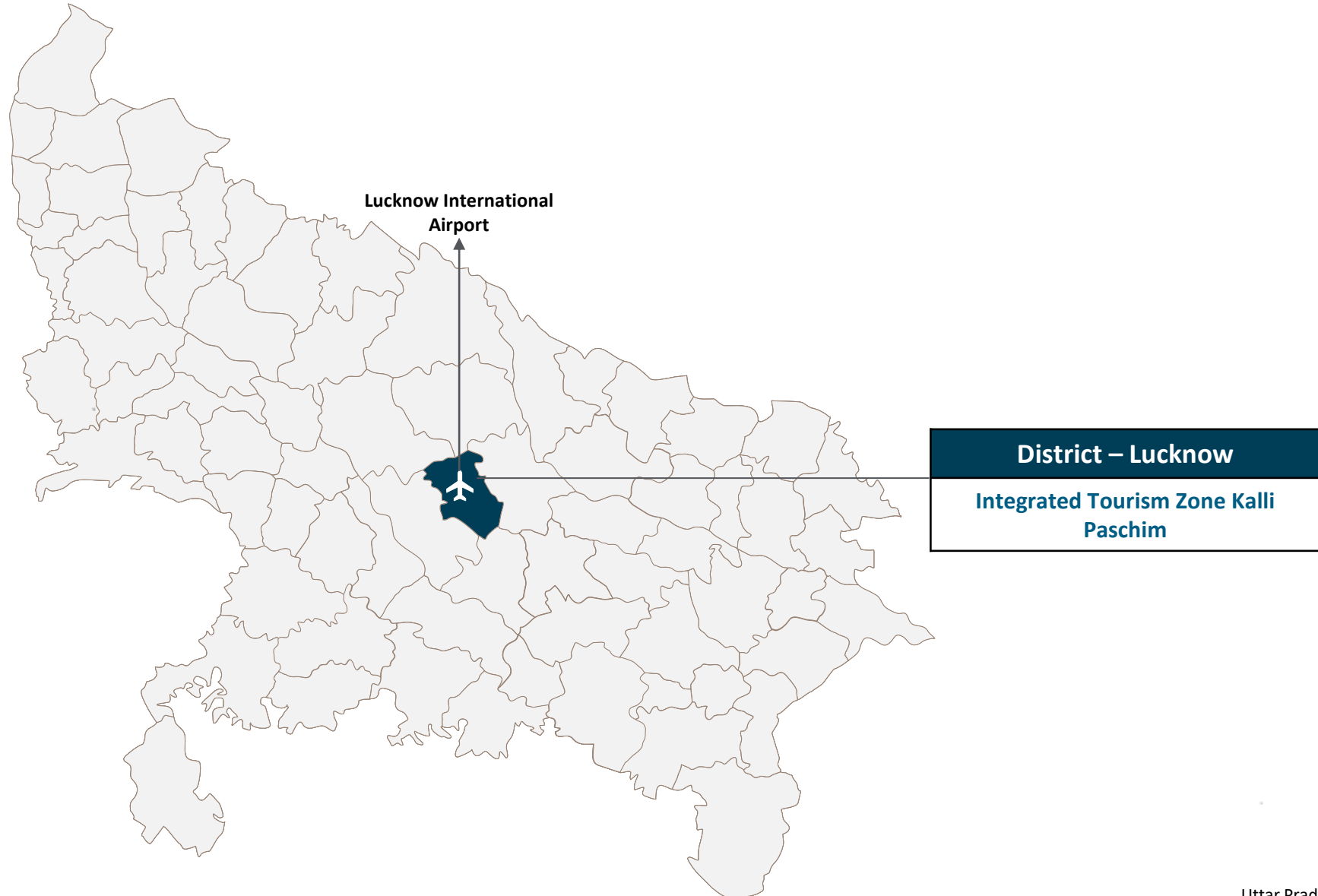
Integrated Tourism Zone Kushinagar, UP on PPP Mode DBFOT

Tender ID	2024_UPTDP_915374_1
Name of the Project	Identification of Pool of Interested Bidders for Integrated Tourism Zone, Kushinagar on PPP Mode , DBFOT (Design, Build, Finance, Operate & Transfer) Basis
Schedule of Bidding process	<ul style="list-style-type: none">• Pre-bid meeting (Online) - 20th March 2024, 2 pm• Last date for Bid submission – 1st April 2024, 2 pm• Technical Bid opening date – 2nd April 2024, 4 pm
Project background	<ul style="list-style-type: none">• Department of Tourism intends to develop the site as an Integrated Tourism Zone comprising of Product Mix focusing on Traditional Cuisine Zone of UP in the lines of Buddha Theme Park, Public Museums, Cultural Centre, Wellness Centre International Standard Convention Centre, STAR Hotel and Resort, Light and Sound Shows and Craft Centre and Retail Areas, Parking complex, Green areas /landscaping , Eco Tourism Projects etc. to attract day and weekend travelers and tourists visiting Kushinagar• It is envisaged that the “Integrated Tourism Zone” shall be developed in around 50.0 acres of land through private sector participation as per the PPP Policy of Uttar Pradesh in a phased manner by a Master Developer.
Role of Master Developer	<ul style="list-style-type: none">• Responsible for the implementation of the development of the Project in an integrated manner as per on PPP Mode, DBFOT Basis.• Total concession period is 30 years further extendable by another 30 years. The annual concession fee will be escalated as per agreed terms mentioned in the concessionaire agreement (development agreement). The qualifying bidders in the EoI stage will be provided the RFQ for the next stage of procurement process.• The Master Developer shall be responsible for design, finance, construction, marketing, operating & maintaining the envisaged infrastructure development over the land leased to the developer by Government of Uttar Pradesh. It shall also be responsible for operation & maintenance of the project assets during the operation period of 30 years.

Tender Details: <https://etender.up.nic.in/nicgep/app>

Investment Opportunity - 6

Integrated Tourism Zone Kalli Paschim, UP on PPP Mode DBFOT



Investment Opportunity - 6

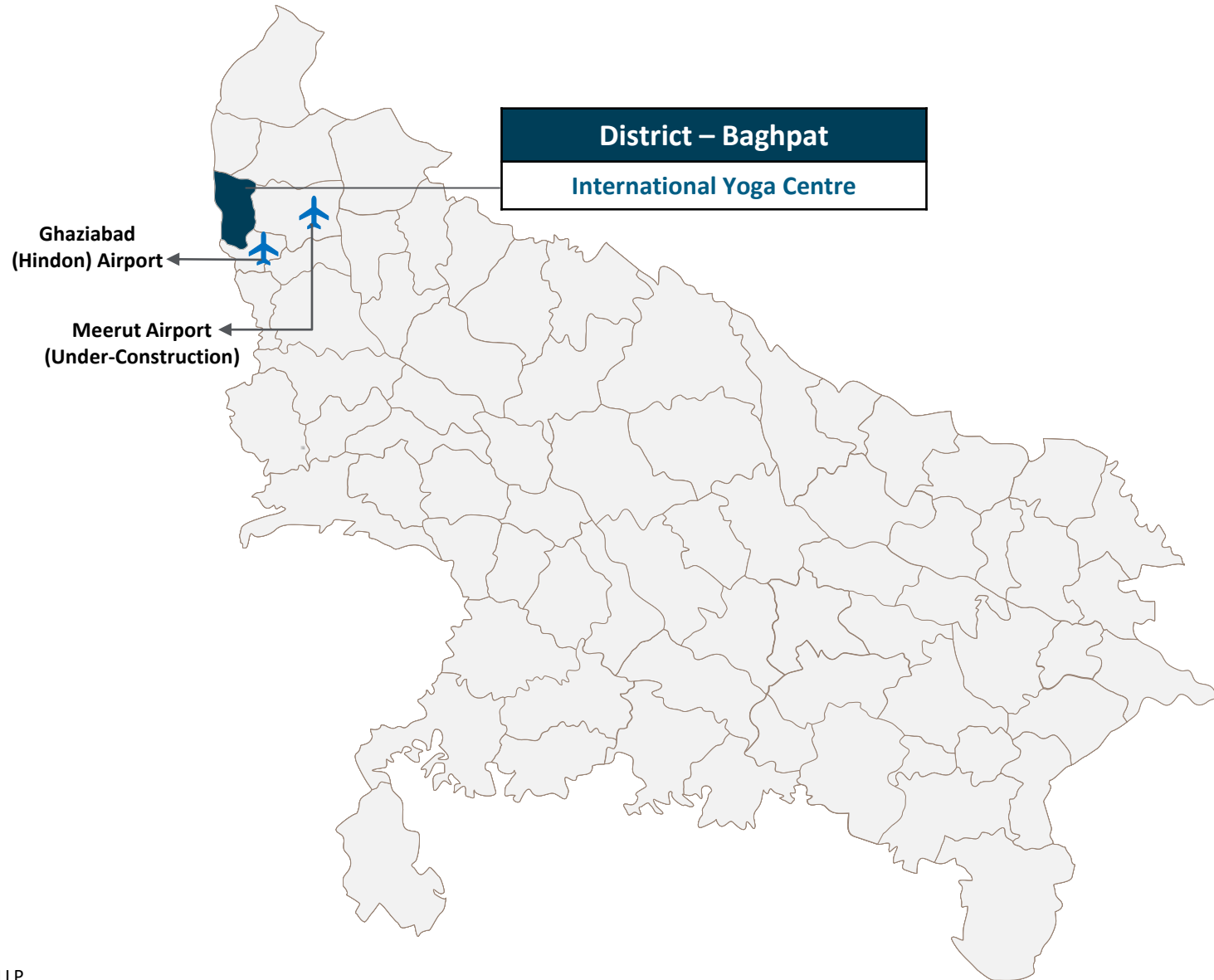
Integrated Tourism Zone Kalli Paschim, UP on PPP Mode DBFOT

Tender ID	2024_UPTDP_915372_1
Name of the Project	Identification of Pool of Interested Bidders for Integrated Tourism Zone, Kalli Paschim on PPP Mode , DBFOT (Design, Build, Finance, Operate & Transfer) Basis
Schedule of Bidding process	<ul style="list-style-type: none">• Pre-bid meeting (Online) - 20th March 2024, 2 pm• Last date for Bid submission – 1st April 2024, 2 pm• Technical Bid opening date – 2nd April 2024, 4 pm
Project background	<ul style="list-style-type: none">• Department of Tourism intends to develop the site as an Integrated Tourism Zone comprising of Product Mix focusing on Traditional Cuisine Zone of Uttar Pradesh in the lines of Choki Dhani in Rajasthan, MICE complex comprising of National level Convention Centre along with STAR Hotel Complex and Digital Experiential Park, to attract day and weekend travelers and tourists visiting Lucknow.• It is envisaged that the “Integrated Tourism Zone” shall be developed in around 15.0 acres of land through private sector participation as per the PPP Policy of Uttar Pradesh in a phased manner by a Master Developer.
Role of Master Developer	<ul style="list-style-type: none">• Responsible for the implementation of the development of the Project in an integrated manner as per on PPP Mode, DBFOT Basis.• Total concession period is 30 years further extendable by another 30 years. The annual concession fee will be escalated as per agreed terms mentioned in the concessionaire agreement (development agreement). The qualifying bidders in the EoI stage will be provided the RFQ for the next stage of procurement process.• The Master Developer shall be responsible for design, finance, construction, marketing, operating & maintaining the envisaged infrastructure development over the land leased to the developer by Government of Uttar Pradesh. It shall also be responsible for operation & maintenance of the project assets during the operation period of 30 years.

Tender Details: <https://etender.up.nic.in/nicgep/app>

Investment Opportunity - 7

International Yoga Centre at Baghpat District



 Nearest Airport

Investment Opportunity - 7

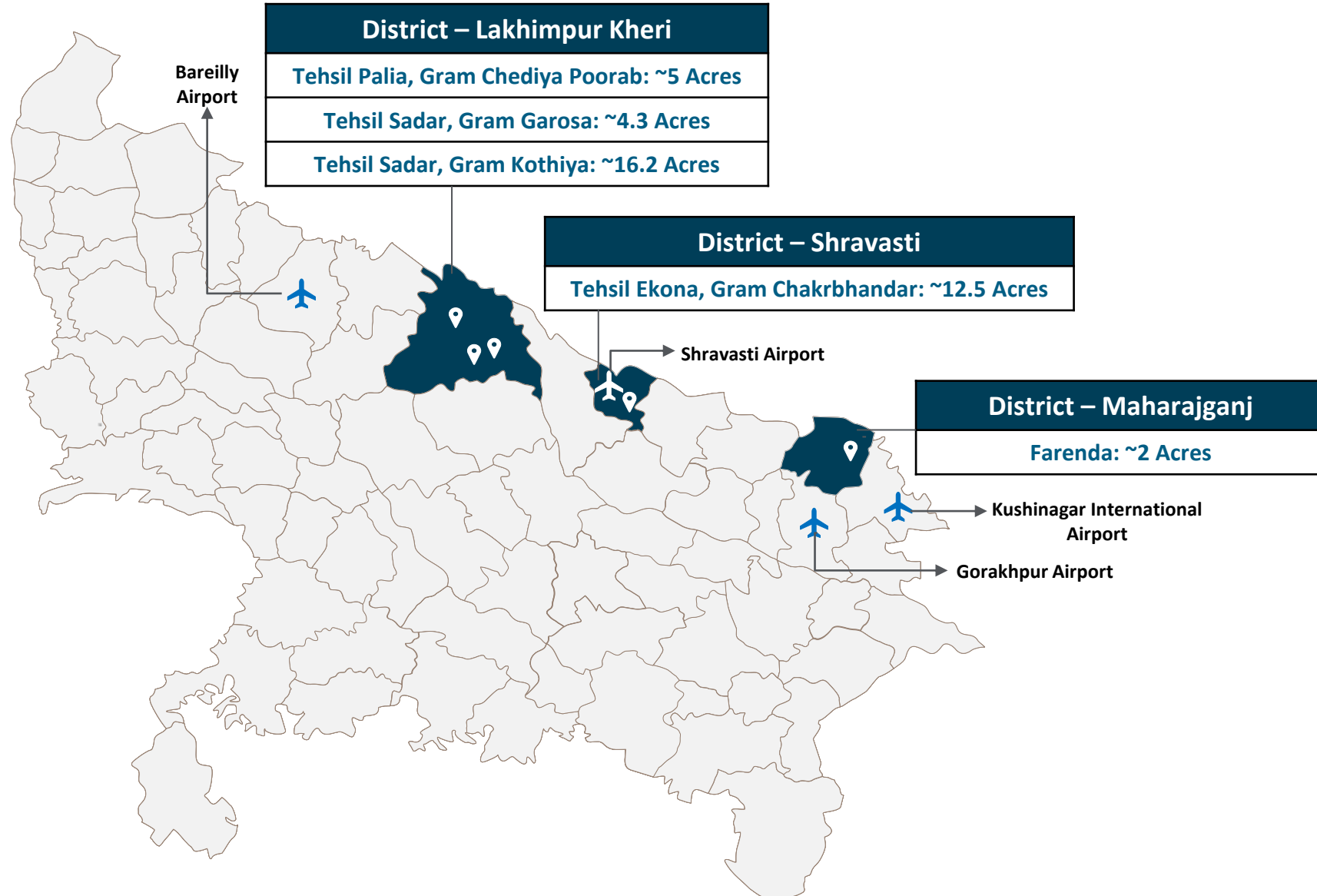
International Yoga Centre at Baghpat District

Tender ID	2024_UPTDP_915343_1
Name of the Project	Identification of Pool of Interested Bidders for Design, Finance, Development and Maintenance of International Yoga Centre at Baghpat District of UP
Schedule of Bidding process	<ul style="list-style-type: none">• Pre-bid meeting (Online) - 18th March 2024, 2 pm• Last date for Bid submission – 2nd April 2024, 2 pm• Technical Bid opening date – 3rd April 2024, 4 pm
Project background	<ul style="list-style-type: none">• International Yoga Centre (IYC) is envisaged to be developed within a period of maximum of 5 years with an estimated investment of approximately Rs 1,000 Crores by the successful bidder.• State Government will facilitate all the regulatory approvals for setting up of the project but not provide any financial assistance towards development of IYC. Project has to be started within 1 year of commencement of Lease deed.• Initially Department of Tourism has identified 216.71 acres of land in Hariya Kheda village, Baghpat tehsil of Baghpat district of Uttar Pradesh for development of the International Yoga Centre (IYC). Government of Uttar Pradesh is in the process of acquiring the land for the project. Final amount of land may change and will be mentioned in the RFP.

Tender Details: <https://etender.up.nic.in/nicgep/app>

Investment Opportunity - 8

Integrated Development of 5 Land Parcels



Investment Opportunity - 8

Integrated Development of 5 Land Parcels

Tender ID	2024_UPTDP_918100_1
Name of the Project	Identification of Pool of Interested Bidders for Integrated Development of 5 Land Parcels in the State of UP on PPP model
Schedule of Bidding process	<ul style="list-style-type: none">• Pre-bid meeting - 27th March 2024, 2 pm• Last date for Bid submission – 5th April 2024, 2 pm• Technical Bid opening date – 6th April 2024, 4 pm
Project background	<ul style="list-style-type: none">• Opportunity to develop land parcels as tourism zones/tourism sites/tourism projects, in near tourism destinations across Uttar Pradesh, including heritage sites, pilgrimage centers and eco-tourism sites.• Through the EOI process, applications are invited from potential Investors willing to invest in these sites and create tourism infrastructure and projects for benefit of the tourists visiting the state of Uttar Pradesh.

Details of Land Parcel	S. No.	Detail of Location and Land Parcels	District	Approx. Land Area (in acres)
	1	Dudhwa Chandan Chowki, Tehsil Palia, Gram Chediya Poorab, Gata no. 167	Lakhimpur Kheri	5.0
	2	Near Sharda Barage, District Lakhimpur kheri, Tehsil Sadar, Gram Garosa, Gata no. 645	Lakhimpur Kheri	4.3
	3	Near Sharda Barage, Tehsil Sadar, Gram Kothiya, Gata no. 625, 626, 627, 628, 629, 630, 631, 632, 633	Lakhimpur Kheri	16.2
	4	Farenda	Maharajganj	2.0
	5	Gram Chakrbhandar, Tehsil Ekona	Shravasti	12.5

Tender Details: <https://etender.up.nic.in/nicgep/app>

Contact

Nirav Pujara
Partner

Sandeep Negi
Partner

Abhishek Sood
Director

Email:
inpjparamup@deloitte.com

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. Please see www.deloitte.com/about for a more detailed description of DTTL and its member firms.

This material is prepared by Deloitte Touche Tohmatsu India LLP (DTTILLP). This material (including any information contained in it) is intended to provide general information on a particular subject(s) and is not an exhaustive treatment of such subject(s) or a substitute to obtaining professional services or advice. This material may contain information sourced from publicly available information or other third-party sources. DTTILLP does not independently verify any such sources and is not responsible for any loss whatsoever caused due to reliance placed on information sourced from such sources. None of DTTILLP, Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively, the “Deloitte Network”) is, by means of this material, rendering any kind of investment, legal or other professional advice or services. You should seek specific advice of the relevant professional(s) for these kind of services. This material or information is not intended to be relied upon as the sole basis for any decision which may affect you or your business. Before making any decision or taking any action that might affect your personal finances or business, you should consult a qualified professional adviser.

No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person or entity by reason of access to, use of or reliance on, this material. By using this material or any information contained in it, the user accepts this entire notice and terms of use.