

# 2 tech giants to create 10,000-15,000 jobs

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According to sources, the intended investment by Genpact and Sify ranges between Rs 400 crore and Rs 800 crore which would create around 10,000-15,000 jobs.

They added that senior representatives from the two companies recently reaffirmed their interest in UP.

Sources said that while Genpact was looking at a plug and play office space near Indira Gandhi Pratishthan in Gomtinagar, Sify was looking

demand for 'better work-life balance among sectoral employees' is also a contributor to this trend.

Industry experts pointed out that companies leading this trend include Cognizant, Infosys and Accenture besides revealing that cities like Jaipur, Pune, Coimbatore and Lucknow were emerging as strong contenders.

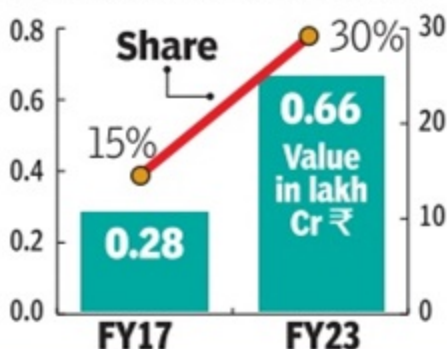
The 'interest of IT companies' is also in line with UP govt's goal to become a one trillion-dollar economy. In a recent presentation, senior officials said that IT and ITeS services were

primary pillars for achievement of UP's economic goals, and growth in this area was extremely crucial.

"Uttar Pradesh holds sixth position in software exports in the country. The sector provides direct employment to over 1.1 million people.

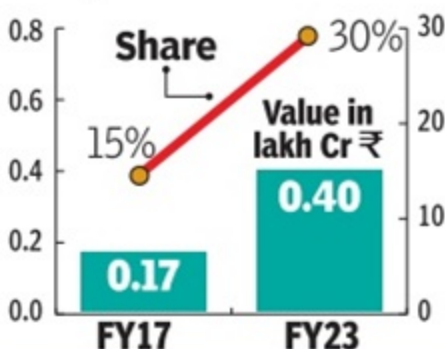
## BIG IT PUSH

IT & ITeS vis-à-vis UP's GDP



Aim is to increase exports to ₹3.86 lakh crore by FY 28. Requires 6x growth

## IT exports from UP through software tech park of India



Aim is to increase exports to ₹1.96 lakh crore by FY 28. Requires 5x growth

for office in Gomtinagar Extension. A proposal from French multinational Teleperformance SE, known for business process outsourcing for Noida and Lucknow, is also being pursued by the state govt.

The buzz in Lucknow speaks for the larger trend of IT firms shifting focus to tier-2 and smaller cities to save on infrastructure building and maintenance and stabilize attrition. The

In the five-year period of 2017-22, UP registered Rs 6,300 crore investment in the area. Realising the potential, the state came up with a more lucrative policy framework which is looking at investment through this area both latitudinally (basis benefits framework) and longitudinally (case to case basis assessment of projects)," said Awanish Awasthi, advisor to Chief Minister Yogi Adityanath.