

# UP govt delegation in Davos invites giants to set up data centres in state

TIMES NEWS NETWORK

**Lucknow:** The Uttar Pradesh govt delegation, led by chief secretary Manoj Kumar Singh, engaged with prominent data giants at the ongoing World Economic Forum in Davos and invited them to explore opportunities for establishing data centres in the state, an official spokesperson said on Tuesday.

The delegation met with William Marshall, CEO and co-founder of Planet Labs, a San Francisco-based company specialising in aerospace and data analytics. Planet Labs, founded in 2010, operates the world's largest fleet of Earth-imaging satellites, capturing daily high-resolution images of the entire planet. The company provides geospatial intelligence and Earth observation data to clients globally, supporting industries like agriculture, forestry, energy, and urban development.

An official spokesperson highlighted that the state showcased its lucrative policy and incentive framework, emphasising Uttar Pradesh's emergence as a data centre hub in North India. "Uttar Pradesh is presenting its business-friendly policies to attract investment and promote 'Brand Uttar Pradesh' by showcasing its growing industrial capabilities and immense investment potential," he said.

The delegation also held discussions with Sridhar Pinnapureddy, founder and CEO of CtrlS Data Centres Limited, inviting him to explore opportunities to establish data centres in Lucknow and Noida. Established in 2007, CtrlS specialises in tier-4 data



Chief secretary Manoj Kumar Singh with William Marshall (second from left), CEO and co-founder of Planet Labs, at the World Economic Forum

## Coca-Cola to expand its bottling network in state

**Lucknow:** Uttar Pradesh secured an investment commitment of Rs 2,700 crore from Coca-Cola following the signing of an MoU between the UP delegation and representatives of the company at the World Economic Forum in Davos, an official spokesperson said on Tuesday.

"This strategic partnership aims to expand Coca-Cola's bottling plant network and distribution channels in Uttar Pradesh through Moon Beverages and SLMG Beverages," the spokesperson said. The MoU was signed between chief secretary Manoj Kumar Singh and Henrique Braun, executive vice-president and chief operating officer of Coca-Cola.

centres, offering co-location, cloud services, disaster recovery, and managed hosting solutions. The company operates cutting-edge facilities across India, ensuring 24/7 uptime, scalability, and innovative data management.

"The companies were informed about the various in-

Providing further details, the spokesperson said, "SLMG Beverages will invest approximately Rs 2,000 crore in Uttar Pradesh over the next two years (2025-26), while Moon Beverages Limited will invest around Rs 700 crore during the same period. The investment will focus on developing bottling infrastructure, which is expected to drive economic growth and create employment opportunities in the region."

The signing ceremony was attended by key officials from both sides, including secretary to the chief minister Amit Singh, ACEO of Invest UP Prathmesh Kumar, and director of the UPNEDA Anupam Shukla. TNN

centives under the Uttar Pradesh Data Centre Policy 2021, including capital and interest subsidies, land subsidies, stamp duty and electricity duty exemptions, dual power grid supply, and exemptions from transmission and wheeling charges," the spokesperson added.