

## **UP Delegation Explores Investment Opportunities with Planet Labs and CtrlS Data Centres Ltd.**

**Lucknow, January 21, 2025**

Uttar Pradesh is showcasing its business-friendly policies to invite and attract investment to promote 'Brand Uttar Pradesh' at the prestigious World Economic Forum (WEF) in Davos. The state is highlighting its expanding industrial capabilities and immense investment potential.

The UP delegation, led by Chief Secretary, Mr. Manoj Kumar Singh, held a meeting with Mr. William Marshall, CEO and Co-Founder of Planet Labs, at the Invest UP pavilion. Planet Labs is a leading aerospace and data analytics company specializing in high-resolution Earth observation and geospatial solutions. Founded in 2010 and headquartered in San Francisco, California, Planet Labs operates the world's largest fleet of Earth-imaging satellites, capturing daily images of the planet's entire surface. With a significant global footprint, Planet Labs provides geospatial intelligence and Earth observation data to clients across the world, supporting industries such as agriculture, forestry, energy, and urban development. Committed to sustainability and innovation, Planet Labs is transforming the way businesses, governments, and organizations access and utilize geospatial intelligence.

The Uttar Pradesh government is set to facilitate the establishment of a data lab by Planet Labs in the state. To support this initiative, the government will provide various investment incentives under policies such as the Uttar Pradesh Investment Promotion Policy 2022, UP FDI Policy 2023, IT/ITes Policy 2022, and UP Data Centre Policy 2021. These incentives include priority access to land in IT parks, tax exemptions, streamlined approvals, collaborative partnerships, R&D support, and world-class logistics infrastructure.

In addition to Planet Labs, CtrlS Data Centres Ltd. is also exploring opportunities to establish data centers in Lucknow and Noida, Uttar Pradesh. A meeting was held at the WEF in Davos between CtrlS and the Uttar Pradesh Government delegation, led by Mr. Sridhar Pinnapureddy, Founder & CEO of CtrlS. Founded in 2007, CtrlS specializes in Tier-4 data centers, offering co-location, cloud, disaster recovery, and managed hosting services. The company operates state-of-the-art facilities across India, ensuring 24/7 uptime, scalability, and innovation in data management. CtrlS is committed to sustainability with green-certified data centers supporting the growing digital infrastructure needs of enterprises.

The Uttar Pradesh government is providing various incentives under the Uttar Pradesh Data Centre Policy 2021, including capital subsidies, interest subsidies, land subsidies, stamp duty and electricity duty exemptions, dual power grid supply, and transmission & wheeling charges exemptions. Additionally, the company will benefit from local workforce training programs, improved logistics and transportation networks, and streamlined regulatory approvals for business expansion. This collaboration aims to enhance digital infrastructure, support smart city and e-governance initiatives, and promote sustainable, energy-efficient solutions in the state.