

Anheuser-Busch InBev (AB InBev) Inks MoU with UP Government to Invest Rs 1,000 Crore at WEF Davos

Budweiser Maker AB InBev Commits Rs 1,000 Crore Investment in Uttar Pradesh for New Manufacturing Plant

Davos/Lucknow, January 21, 2025:

The Chief Secretary of Uttar Pradesh, Mr. Manoj Kumar Singh, and Mr. Kartikeya Sharma, President of India Affairs at Anheuser-Busch InBev (AB InBev), a leading global beverage company headquartered in Belgium, signed a Memorandum of Understanding (MoU) to invest Rs 1,000 crore in Uttar Pradesh for setting up a new manufacturing plant.

This significant development took place at the World Economic Forum (WEF) Annual Meeting 2025 in Davos. Amit Singh, Secretary to the Hon'ble Chief Minister, Prathmesh Kumar, Additional CEO of Invest UP, and other dignitaries were also present at the signing event.

Anheuser-Busch InBev, one of the world's largest brewing companies, is renowned for its global presence and iconic beer brands such as **Budweiser, Corona, and Stella Artois**. With operations in over 50 countries and a presence in more than 100 markets worldwide, AB InBev's decision to invest in Uttar Pradesh represents a significant milestone in the state's industrial and economic development.

During the meeting, both parties explored expanding brewing facilities, establishing craft beer partnerships, and investing in sustainability initiatives such as water conservation, waste management, and renewable energy. They also discussed enhancing distribution networks and expanding AB InBev's non-alcoholic beverage portfolio, including products like Budweiser.

Under the state's **Industrial Investment & Employment Promotion Policy 2022** and **Food Processing Policy 2023**, the Uttar Pradesh government is offering substantial incentives to companies like AB InBev. These include capital subsidies of up to 42%, SGST refunds of up to 100% (capped at 300% of the investment), and exemptions from stamp duty and electricity duty. Prime land has already been identified for the project, including 36 hectares in Sector 24, YEIDA, and 1,000 hectares currently under acquisition.

This investment is expected to generate significant economic benefits for Uttar Pradesh, including job creation, skill development, and increased utilization of the state's improved logistics and transportation infrastructure.

Uttar Pradesh's streamlined regulatory processes and focus on renewable energy projects further enhance its attractiveness as an investment destination.

With this commitment from AB InBev, Uttar Pradesh continues to strengthen its position as a key hub for global investments and industrial growth.