

# Food product manufacturing firm to set up its unit in Farrukhabad

TIMES NEWS NETWORK

**Lucknow:** The state's Farrukhabad district has emerged as a prime destination for investors, with the latest milestone being the allotment of 40 acres to Woodpecker Green Agri Nutrients Private Limited, an official spokesperson said on Friday.

UPSIDA CEO Mayur Maheshwari handed over the allotment letter to the company, which is a subsidiary of Som Distilleries and Breweries, that sells many popular brands.

Sharing details, the spokesperson said: "This Bhopal-based company plans to invest over Rs 600 crore to establish a potato, maize, and grain-based distillery and brewery unit. With a production capacity of 700 tons per day for maize and 200 kilolitres per day for molasses, the integrated starch processing unit comprising starch powders, gluten, corn oil, ethanol, and CO<sub>2</sub> is expected to generate employment for over 1,000 people. The new facility will source grain from Farrukhabad and surrounding districts, providing a significant boost to local farmers' incomes while fostering job creation in the region. The project is set to commence construction in April 2025, with production expected to begin by November 2026." The spokesperson said that UPSIDA has streamlined the land allocation



**DEAL DONE:** Deepak Arora, CEO, Som group with Mayur Maheshwari, CEO, UPSIDA

process through an online fast-track system, enabling the company to secure the land within just 10 days. This swift action reflects UPSIDA's proactive approach to facilitating industrial growth and fulfilling Chief Minister Yogi Adityanath's vision of establishing Uttar Pradesh as a leading economic hub.

Farrukhabad's Khemsepur Mega Industrial Area is fast becoming a hotspot for large-scale investments. In a notable development, UPSIDA previously allocated 65 acres of land to Indorama Ventures, a Foreign Direct Investment (FDI) company collaborating with Varun Beverages Limited, which produces Pepsi products. This joint venture, valued at Rs 458 crore, aims to manu-

re bottles from recycled plastic. Construction is already underway, with additional small-scale projects in tyre pyrolysis and plywood manufacturing progressing at a rapid pace.

UPSIDA CEO Mayur Maheshwari said that to support these expanding industries, UPSIDA is enhancing infrastructure in the Khemsepur Mega Industrial Area. Key developments include 30-metre-wide roads, a 132 kV substation, a Common Effluent Treatment Plant (CETP), LED streetlights, and a grand welcome gate. Strategically located just 10 kilometres from the Grand Trunk Road and positioned between Kanpur and Agra, the area offers excellent logistical advantages for industrial operations.

He also reiterated the state's commitment to deliver high-quality infrastructure and ensure timely land allocation to accelerate industrial growth in backward regions of the state, strive towards the one trillion dollar economy goal. Som group CEO Deepak Arora also met Abhishek Prakash, secretary Infrastructure and Industrial Development department, and CEO of Invest UP thereafter. Calling the meeting very productive, an official spokesperson said that Prakash assured the investors of all possible support.

He said that the Letter of Comfort (LOC) would be issued to the investor within six weeks.