

'UP consumer base major attraction for UK investors'

Lucknow: A 17-member delegation from the UK-India Partnership at Innovate UK, led by Charlie Fraser, said that startups and businesses are open to investing in Uttar Pradesh due to its large and diverse consumer base, improved infrastructure, and supportive state policies.

The delegation met with Abhishek Prakash, chief executive officer of Invest UP, who outlined the policies and incentives Uttar Pradesh offers to investors. Prakash also discussed potential growth sectors, emerging industries, and the infrastructural transformation the state has undergone over the past seven years. He highlighted Uttar Pradesh's business-friendly environment, facilitated by online portals such as Nivesh Mitra, Nivesh Sarathi, and the Online Incentives Management System.



UK-India Partnership at Innovate UK members with Invest UP CEO Abhishek Prakash

Fraser emphasised the importance of strengthening research and innovation ties between Uttar Pradesh and the UK. He noted that Innovate UK has brought 13 companies from the Urban Systems sector seeking collaboration with Indian firms on joint R&D projects. The delegation expressed keen interest in forming strong partnerships and exploring R&D opportunities in urban systems innovation. The meeting was facilitated by the industry body FICCI. TNN