

## Invest UP and GIDA: Driving Industrial Growth in Eastern Uttar Pradesh

### GIDA & Invest UP Spearhead Industrial Growth in Poorvanchal with Landmark Projects

**Lucknow 02 April, 2025:** The Gorakhpur Industrial Development Authority (GIDA), in collaboration with **Invest UP**—the state's investment promotion and facilitation agency—is playing a pivotal role in driving industrialization in the Poorvanchal region of Eastern Uttar Pradesh. By fostering a business-friendly environment and providing advanced infrastructure, GIDA has emerged as a catalyst for economic growth and job creation. Numerous companies have established their units within the GIDA region, further strengthened by the **Memorandums of Understanding (MoUs)** signed during the last **Global Investors Summit (GIS)**, reinforcing Uttar Pradesh's industrial landscape.

Among the key projects that secured an MoU during the **GIS** is the establishment of an ethanol production facility by KEYAAN DISTILLERIES PRIVATE LIMITED. As a leading manufacturer of ethanol, extra neutral alcohol, rectified spirit, DDGS, carbon dioxide, country liquor, Indian-made foreign liquor, impure spirit, and associated chemicals, the company has committed an investment of Rs. 1,200 Cr under this agreement with GIDA. The MoU paves the way for significant industrial development, with the first phase of ethanol production set to begin soon. The Hon'ble Chief Minister is expected to inaugurate the facility in April 2025, marking a crucial milestone in Uttar Pradesh's expanding industrial landscape."

Another significant milestone has been achieved by Varun Beverages, a prominent food processing company and an authorized bottler for PepsiCo. The company commenced commercial production in April 2024, following an investment of Rs. 1,116.85 Cr to manufacture soft drinks and energy drinks at its Gorakhpur facility. With crucial support from **Invest UP**, the project was able to secure necessary approvals and resolve bottlenecks, reinforcing Uttar Pradesh's growing position in food processing and beverage manufacturing.

Additionally, the Central Warehousing Corporation (CWC) has played a vital role in enhancing the state's industrial ecosystem. With an investment of Rs. 100 Cr, CWC has expanded warehousing and logistics infrastructure, further bolstering supply chain efficiency. This project was inaugurated by Union Minister Prahlaad Joshi, marking another milestone in industrial development.

Beyond these large-scale industrial ventures, several companies have been granted Letters of Comfort (LOCs) post-commercial production, ensuring continued fiscal incentives and support for their operations. These include:

- C.P. Milk & Food Products Pvt. Ltd., which specializes in milk and dairy products, received an LOC on 24.06.24 for SGST reimbursement under the Uttar Pradesh IIEPP 2022, following an investment of Rs. 84.27 Cr.
- Gallant Ispat Ltd., focused on iron and steel manufacturing, secured an LOC on 25.01.25, benefiting from fiscal incentives after investing Rs. 10,749.67 Cr.
- Varun Beverages Ltd., with its extensive food processing operations, received an LOC on 28.12.23 for SGST reimbursement, ensuring continued policy support for its Rs. 1,116.85 Cr investment.

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