



# INVEST UP

Newsletter [March 2025]

Aligned with **\$1 trillion** economy goal of Uttar Pradesh Government

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## Noida Film City : A Rising Beacon in UP's Cultural and Economic Resurgence

**U**ttar Pradesh has long enriched India's cinematic landscape, with its rich cultural heritage and picturesque locations, adding depth to countless Bollywood narratives. Now, the state is set to become a global hub for the motion picture industry with the development of the International Film City in Greater Noida — a visionary project spearheaded by Hon'ble Chief Minister Yogi Adityanath.

The Yamuna Expressway Industrial Development Authority (YEIDA) has entrusted Bayview Projects, a consortium led by filmmaker Boney Kapoor's Bayview Bhutani Group, with the responsibility of developing the project under a public-private partnership model on a design, build, finance, operate, and transfer (DBFOT) basis.

As Uttar Pradesh moves steadily toward its ambitious one-trillion-dollar economy goal, this landmark project is set to position the state as a dynamic hub for media, entertainment, and investment.



### A Groundbreaking Project for Uttar Pradesh

**BHUTANI**  
INFRA  
INSPIRED BY INNOVATION

Bhutani Bayview Film City has officially taken possession of the first phase of Bhutani Bayview International Film City in Noida. Spanning 230 acres, the initial phase comes with an investment of ₹1,510 crore.

This transformative initiative will elevate UP's presence in the global media and entertainment industry, attracting major film producers, content creators, and investors. The Uttar Pradesh government will soon schedule a date for the foundation laying ceremony, after which, work will begin at the site.

### STRATEGIC CONNECTIVITY DRIVING GROWTH

Located just 6 km from the upcoming Noida International Airport at Jewar, the Film City enjoys exceptional connectivity via key transport routes such as the Yamuna Expressway, Eastern Peripheral Expressway, and Greater Noida Expressway. This prime location will attract global investors, filmmakers, and tourists alike, catalyzing economic growth in the surrounding region.



### Creating Jobs and Fostering Talent

The International Film City is set to redefine filmmaking with its state-of-the-art facilities and innovative design. In its first phase, the project will unveil world-class sound stages, a dedicated film university, and cutting-edge production infrastructure, creating an integrated hub that caters to every stage of the filmmaking process. The film university will play a vital role in nurturing fresh talent, equipping aspiring filmmakers with industry-ready skills to bring their creative visions to life. Advanced infrastructure like virtual studios, underwater filming facilities, and high-tech LED screens for real-time visualization will further enhance production capabilities. Aligned with the UP Film Policy 2023, this ambitious project underscores the government's commitment to transforming the state into a prominent film production hub. Offering substantial subsidies for filmmakers, incentives for employing local talent, and a strong focus on attracting investment, the film city is expected to generate around 500,000 jobs, directly and indirectly, contributing significantly to the state's economic growth.

### A VISION OF PROSPERITY AND PROGRESS



The Noida Film City symbolizes UP's aspirations for growth, innovation, and cultural prominence. By blending creativity with commerce, this iconic development will redefine the state's economic landscape and establish the state as a powerhouse in India's creative economy. With its strategic vision, robust infrastructure, and unwavering commitment, UP is well on its way to becoming a shining star in India's economic and cultural renaissance.

### Key Features

- Film Industry Zone:** With state-of-the-art studios equipped for world-class film production
- Commercial Zone:** Spaces for luxury villas and entertainment zones offering premium experiences
- Film Institute:** A state-of-the-art institute for aspiring filmmakers and industry professionals with cutting-edge sound mixing and VFX facilities to rival global standards and replicas of iconic landmarks, designed to attract filmmakers from far and wide
- Cinema Museum:** A museum celebrating the history and achievements of the film industry.







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## INTERVIEW

### UP's policies, atmosphere have built confidence of business community

Mr. Ashok Minda  
CMD-Spark Minda Group



**Q. Spark Minda, a Fortune 500 India company, has recently proposed to invest Rs 1200 crore in Uttar Pradesh to establish its 7th and 8th units. What are the key factors that contribute to UP's appeal as an investment destination?**

**A.** Uttar Pradesh has rapidly emerged as the most preferred investment destination for both Indian and global businesses. The state's pro-business policies, coupled with a strong focus on creating a sustainable growth ecosystem, have set the stage for long-term success. The state boasts one of the best road, rail and air infrastructures in India, ensuring seamless connectivity for industries. The development of multiple airports, including Asia's largest airport in Jewar, is a testament to the state's growth trajectory. With a people and business-centric approach, Uttar Pradesh is paving the way for a thriving industrial and economic landscape. Since its inception, Spark Minda Group has been among the first few companies to invest in Uttar Pradesh, contributing to the state's economy and playing a key role in nation-building. We are proud to be a part of Uttar Pradesh's growth journey and remain committed to supporting its vision for the future

**Q. Spark Minda has been investing in UP since the 1990s. What is the most striking change in the investment climate over the years?**

**A.** We have been long term investor in Uttar Pradesh as we have always believed that the state's

potential for future growth is huge from a business eco-system point of view. The implementation of investment friendly policies and the creation of business-friendly atmosphere have strongly built the confidence in the entire business community.

**Q. How do you envision the growth of the EV sector, and what potential do you see for its development in Uttar Pradesh?**

**A.** The global shift towards sustainable business operations has positioned the Electric Vehicle (EV) sector as a pivotal force in redefining the mobility ecosystem, both globally and within India. This transformation is not solely driven by traditional automotive brands; new-age companies have also emerged as central players in this mobility revolution. Recognizing the critical role of auto component manufacturers in this evolving landscape, the Uttar Pradesh government can consider creating open discussion platforms to further support the industry prosper. It can also offer additional incentives to companies who are contributing to EV eco-system in the real sense.

**Q. How has Invest UP supported Spark Minda's investment in the state?**

**A.** We are thankful to Uttar Pradesh Government for their consistent support over the years. The overall processes are conducive and business friendly, which leads to composure while conducting business in the state.

**Q. What are the future investment plans of Minda group in Uttar Pradesh?**

**A.** We are fully committed to the state of Uttar Pradesh. In recent past we have made strategic investments as per our long term business plans and we will continue to invest in the future as well.

**Q. How beneficial have Uttar Pradesh's investment policies and incentives been for you?**

**A.** Uttar Pradesh Government's policies are extremely transparent and business friendly, having long term business impact. The result of this can be gauged by the fact that all our projects have started from UP only.

**Q. What key initiatives has the Minda Group undertaken in research and development (R&D), and how are they driving innovation in the industry?**

**A.** We are continuously increasing our R&D investments. Currently, we allocate 4% of our top line to R&D. Our commitment to innovation and product development is steadfast. SMIT [Spark Minda Technical Centre] is our R&D Hub and is pushing the envelope in mechatronics, mechanical, electrical, electronics and software competencies to ensure Spark Minda is future-ready. These initiatives position us to thrive in the dynamic automotive landscape, aligning with India's ambitious goal of achieving 30% EV adoption by 2030.







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## EVENTS

### EMPOWERING GROWTH INSIGHTS AND BEST PRACTICES UNVEILED AT



#### WORKSHOP IN LUCKNOW

Lucknow hosted a one-day workshop on PM Gati Shakti National Master Plan (NMP) on March 10, organized by Invest UP in collaboration with BISAG-N. The event aimed to exchange insights and best practices for utilizing the Gati Shakti platform in economic and social planning.

The workshop drew participation from over 300 government officials, including representatives from key



departments such as PWD, Energy, and UPEIDA, alongside officials from social sectors like Health and Education.

The event featured two technical sessions, 'Enhancing PM Gati Shakti for Holistic Planning' and 'Leveraging SMP/DMP Platforms for Infrastructure and Social Planning'. A short film showcasing PM Gati Shakti's accomplishments in Uttar Pradesh was also presented, highlighting the state's progress in infrastructure development.

Hon'ble Minister of Industrial Development, Shri Nand Gopal Gupta 'Nandi', addressed the gathering as the Chief Guest, emphasizing the master plan's transformative role in development projects. He lauded efforts in mapping extensive ground-level data and underscored Uttar Pradesh's strategic advantage, citing its robust infrastructure and investor-friendly policies under the leadership of Hon'ble Chief Minister Shri Yogi Adityanath.

Shri Anil Kumar, Hon'ble Minister of Science and Technology, highlighted the plan's contribution to improving connectivity and attracting investments.

### UK DELEGATION EXPLORES INVESTMENT PROSPECTS IN UTTAR PRADESH

In a strategic effort to promote investment opportunities, Invest UP, in collaboration with the Federation of Indian Chambers of Commerce & Industry (FICCI) and an Innovate UK delegation, consisting of 17 members, hosted a dynamic business meet. The delegation was led by Charlie Fraser, UK-India Partnership Manager at Innovate UK. The event provided a platform to explore potential partnerships and investment avenues in Uttar Pradesh.

As part of its Global Business Innovation Programme, Innovate UK brought 13 companies to India to discuss potential investments and collaborative R&D projects.

The discussions spotlighted Uttar Pradesh's impressive investment potential, driven by its: Vast consumer base, Robust infrastructure, Extensive air, rail, and road connectivity, Investment-friendly policies and User-friendly digital platforms that enhance Ease of Doing Business (EODB) metrics. Uttar Pradesh has rolled out 30+ investment policies and consistently maintained its position as a 'Top Achiever' in EODB rankings for three consecutive years.

With five international airports (including the upcoming Noida International Airport) and seven operational expressways, the state is primed for accelerated growth. The delegation also explored opportunities in tourism,



particularly the Buddhist circuit and spiritual tourism. Uttar Pradesh's successful hosting of Mahakumbh 2025 in Prayagraj, where over 650 million pilgrims gathered, further showcased its potential as a global tourism destination.

Charlie Fraser and the delegation praised Uttar Pradesh's thriving startup ecosystem, improved infrastructure, and investor-centric policies. They also emphasized the need to strengthen research and innovation collaborations between Uttar Pradesh and the UK, fostering new business opportunities and technological advancements.

### UTTAR PRADESH SHOWCASES PPP ACHIEVEMENTS AT DEA WORKSHOP IN NEW DELHI

The Government of Uttar Pradesh actively participated in the "Workshop and Clinic on Public-Private Partnerships – Accelerating Next Generation of PPPs" organized by the Department of Economic Affairs (DEA), Ministry of Finance, on February 27-28, 2025, in New Delhi.

Invest UP highlighted UP's impressive track record in Public-Private Partnership (PPP) initiatives and showcasing new investment opportunities. During the workshop, officials informed that UP has successfully completed over 98 PPP projects and 155 projects are currently under implementation. On the workshop's inaugural day,



senior officials from Invest UP delivered a compelling presentation on the state's robust PPP ecosystem, emphasizing high-potential investment opportunities. The Uttar Pradesh delegation was led by Shri Muthukumarasamy Balasubramaniam, IAS, Secretary, Department of Finance, GoUP.

Discussions focused on the state's investment-friendly policies, which have attracted significant

investments across diverse sectors. Officials highlighted the state's proactive initiatives, including streamlined processes such as single-window clearances, designed to support PPP-driven investments.

It was also shared that Uttar Pradesh is actively working on developing an attractive PPP policy to further enhance investor confidence and promote large-scale infrastructure development.

### Young IFS officers engage with senior officials to promote Uttar Pradesh as a Global Investment Hub

Invest UP recently hosted a team of seven energetic and dedicated young IFS officers as they embarked on their journey into the prestigious realm of civil services. These emerging diplomats engaged in insightful interactions with senior officials from various departments between January 26 and February 2, 2025. The discussions spanned multiple sectors, including the Uttar Pradesh Skill Development Mission (UPSDM), MSME Department, Uttar Pradesh Electronic Corporation Limited, Tourism Department, and Invest UP itself.

Key topics included the significance of diplomatic relations at a global level and strategies for positioning Uttar Pradesh as a premier investment destination for international investors. The conversations emphasized policy advocacy, consular services, economic and trade affairs, and crisis management, highlighting the state's potential on the global stage.

### National Defence College Delegation Explores Governance and Development in UP

A distinguished delegation from the National Defence College (NDC), under the Ministry of Defence, visited Lucknow from February 2-8, 2025, to gain a deeper understanding of state governance. The 16-member team comprised senior officers from the Indian Army and Navy, along with international officials representing Japan, Bangladesh, Nepal, Zambia, Myanmar, and Sri Lanka. Led by Mr. Vijay Nehra, IAS, Senior Directing Staff at NDC, the delegation engaged in a productive interaction with the Chief Minister. In addition to this, they participated in key meetings with representatives of various industry associations, industrialists and MSME department. They also visited an Atal Vidyalaya, a Smart/Model Village, Vidhan Sabha and UP State Institute of Forensic Sciences.





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## KEY DEVELOPMENTS

### Agristo NV and Wave Group to Invest ₹750 Crore in Uttar Pradesh's Potato Processing Plant

Belgium-based French fry-maker Agristo NV and Wave Group, in a joint venture, will invest ₹750 crore to expand their potato processing plant in Uttar Pradesh, aiming to meet the increasing global demand for processed food. Their joint venture, Agristo Masa Pvt Ltd, established a potato processing plant in Bijnor in 2022 to produce dehydrated potato flakes with an annual capacity of 7,500 tonnes. The expansion will add a new production line for export-quality french fries.

Wave Group Chairman Manpreet Singh Chadha emphasized the significant growth potential in India's food processing sector and the need to enhance crop yields and processing capacities to boost farmers' incomes. The expansion, funded

through equity and debt, brings their total investment commitment to over ₹1,000 crore.

The new production line will have an annual capacity of 80,000 tonnes and is expected to become operational in the next two years, catering to both domestic and international markets. The project aims to diversify farmers' crops beyond sugarcane and increase potato production using advanced technologies, ultimately benefiting around 2,500 farmers.

The initiative also focuses on sustainable livelihood opportunities and farm mechanization, enhancing the region's agricultural landscape. The Bijnor plant serves markets in North America, the Middle East, Southeast Asia, and Japan.



### Som Group to Invest ₹570 Crore in Farrukhabad Agri-processing Project

Woodpecker Greenagri Nutrients Private Limited, part of the Som Group of Companies, is set to establish an advanced integrated agri-processing project in the Khimsepur Industrial Area, Farrukhabad district. With an investment of ₹570 crore, the project will cover 40 acres, marking a significant milestone in the Madhyanchal region of Uttar Pradesh.

The plant will produce ethanol, starch, gluten, distillery products, beverages, carbonated water, and by-products

such as cattle feed. This initiative aligns with the company's commitment to sustainable and innovative manufacturing practices, fostering economic and agricultural development in the region.

The company got the allotment letter today for the land parcel of 40 acres for by Uttar Pradesh State Industrial Development Authority (UPSIDA).

Investors were assured for timely support and issuance of Letter of Comfort (LOC) within six weeks. The project is

expected to commence commercial production within 15 to 18 months, directly employing approximately 350 people and indirectly creating around 1,000 jobs.

The plant will process around 300-400 tonnes of grains and 600 tonnes of potatoes daily, operating as a zero-discharge facility. It will contribute significantly to state revenue through VAT. The project will also support local farmers by procuring raw materials like potatoes, corn, rice, and barley, reinforcing both economic and environmental benefits.

