

# UP Govt To Organise Investors Summit On July 9 To Promote Alcohol-Based Exports And Industrial Growth

*The Uttar Pradesh government is hosting an investors' summit on July 9th to attract investment in the alcohol industry. The goal is to boost the state's economy and transition it from a consumption-based to an export-oriented economy by promoting the export of alcohol-based products. A virtual meeting was held with potential investors to discuss the summit and the state's goal of reaching a USD 1 trillion (Rs 76.5 lakh crore) economy. The meeting also addressed promoting locally produced wine and beer and highlighted incentives for alcohol manufacturers.*



The Uttar Pradesh government is hosting an investors' summit on July 9th to attract investment in the alcohol industry. (Representational Image)

In a bid to transform Uttar Pradesh into a major hub for alcohol-based product exports and accelerate its journey towards a \$1 trillion (Rs 76.5 lakh crore) economy, the state government is set to organise an Investors Summit in Lucknow on July 9. The summit aims to attract significant investment in the alcohol-based industries, shifting UP from a consumption-driven to an export-oriented economy.

Ahead of the summit, a virtual meeting was held on Thursday under the chairmanship of Excise Commissioner Adarsh Singh, which saw participation from 85 investors across the country. The meeting focused on strategies to promote the global export of alcohol-based products and foster an enabling environment for the growth of wine and beer production using locally sourced materials.

Officials highlighted the incentives and benefits offered under the state's existing excise policies, while also showcasing success stories of new entrepreneurs in the sector. Representatives from key industry bodies including the Wine Association, UP Distillers Association, Alcohol and Brewer Association, and Confederation of Indian Alcohol Breweries Companies participated and shared their insights.

The meeting was also attended by the Additional Excise Commissioners (Administration and Licensing & Industrial Development). Sandeep Bihari Model, Senior Technical Officer at Headquarters, has been appointed as the Nodal Officer for the summit. Interested parties seeking information regarding the event can contact him at 9415119107.