

# Honchos keen to set up capability centres in UP

## Invest UP Holds Conclave For Business Heads

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**Lucknow:** Business and industry heads reiterated their faith in UP's potential to become a hub of global capability centres at the GCC conclave organised by Invest UP in Lucknow on Tuesday, officials said.

The pluses include a 56% population in the working age group, low cost of living averaging around Rs 28,000 per month, fast-track approvals, single-window clearances guaranteeing ease of doing business, presence of over 20 incubators with 300 plus registered start-ups, real estate and talent cost being 14-45% lower than the metros.

"The company's expansion from Hyderabad to Noida is a testament to our faith in UP. Also, the seamless support from the govt in terms of approvals, land allocation and subsidies is a testimony of the state's commitment towards embracing development," said Varun Ramanan, lead for strategy and operations, Microsoft India.



Chief secretary Manoj Kumar Singh at the GCC conclave

Regional head (North) Nasscom, Amit Verma said: "The GCC ecosystem is adequately backed by policies and talent development efforts."

Principal consultant and centre head, TCS Lucknow, Amitabh Tiwari acknowledged the state's support in facilitating operations, praising UP's advancing infrastructure, skilled talent and improving urban ecosystem.

Meanwhile, board member of Trident Group, Nirmaljeet Singh Kalsi shared his company's plan to establish a GCC in Noida and said that the decision underscores UP's commitment to becoming the most preferred destination by providing all necessary facilities and infrastructure for industries and the IT/ITeS sector.

Elaborating on UP's potential at the inaugural, principal secretary, infrastructure and industrial development department, UP, Alok Kumar said: "The idea of Viksit Bharat

is only possible through a Viksit State." UP, he said, is committed to fostering innovation, expanding its global presence and creating a thriving business environment for future investments.

Highlighting UP's extensive infrastructure and investor-friendly policies, he underscored the state's demographic strength, cost advantage and ease of doing business, making it a preferred destination for industries.

Principal secretary, IT and electronics, UP, Anurag Yadav highlighted UP's progressive policies and expanding digital infrastructure, underscoring vast investment opportunities in IT/ITeS and BPM. Likewise, principal secretary, housing department, P Guruprasad spoke about relaxations proposed in the upcoming building bylaws in the state, while principal secretary FSDA, Ranjan Kumar laid out the opportunities in the area of pharma. LDA VC Prathamesh Kumar invited investors to explore Lucknow, highlighting its rising commercial space conversion trends and IT City expansion. Some 20 companies, including SRK Gamechangers, Standard Chartered Bank, Tata Consultancy Services, Trident and HCL, also attended the conclave.