

UP woos big biz through investor-friendly policies

B'luru Roadshow Attracts Over 250 Industrialists

TIMES NEWS NETWORK

Lucknow: Over 250 industrialists and exporters from diverse sectors attended the roadshow organised by the UP govt in Bengaluru on Friday to promote the upcoming third edition of the Uttar Pradesh International Trade Show (UPITS) 2025.

The roadshow was presided over by the state's MSME minister Rakesh Sachan.

"UP is the engine of India's development story. With 96 lakh MSMEs—around 14% of India's total—the state is empowering artisans across all 75 districts through the One District, One Product (ODOP) scheme," Sachan said.

Inviting entrepreneurs, Sachan emphasised investor-friendly features like the single-window system, a robust land bank, strong law and order, 12 operational airports, an expanding expressway network and competitive labour costs.

The minister apprised the kind of opportunity UP's resolve to become a one trillion-dollar economy holds.

"With projects worth Rs 25



UP MSME minister Rakesh Sachan addressing the gathering during Uttar Pradesh International Trade Show in Bengaluru on Friday

lakh crore already approved out of a proposed Rs 40 lakh crore investment, UP is blossoming with opportunities for investment and new-age businesses. The upcoming UPITS 2025 will serve as a grand platform where investors can pick and choose the opportunity that suits them," he said.

Officials said the UPITS set to take place from Sep 25 to 29 at the India Expo Centre and Mart in Greater Noida holds a business potential of Rs 2,000 crore as over 2,400 exhibitors, 1.25 lakh B2B visitors, 4.5 lakh B2C visitors, and 550+ international buyers from 70 countries are expected to attend it.

During the roadshow, Karnataka industry leaders expressed strong interest in business opportunities in Uttar Pradesh.

LUB-K president HVS Krishna noted that 10,000 of the organisation's 75,000 members hail from UP. KASSIA president BR Ganesh Rao highlighted how UPITS opens new market avenues for MSMEs.

FKCCI president MG Balakrishna assured full cooperation with UP while Peenya Industrial Association president Danappa DP expressed enthusiasm, noting that Peenya—Asia's largest MSME cluster—is eager to participate.

EPCH president Neeraj Khanna emphasised the importance of promoting artisan exports, and IEML CEO Sudip Sarkar detailed new features at UPITS 2025, including a dedicated B2B zone, buyer-seller meetings, ODOP showcase and export cluster.