

Uttar Pradesh Excise Department Organizes Successful Excise Investors' Summit

- ***Excise Investors' Summit 2025 Attracts ₹3,600 Crore Investment Proposals, Showcases Policy-Driven Growth in Alcohol-Based Industries***

Lucknow, July 9, 2025: In a major push to boost investments in the alcohol-based industries, the Uttar Pradesh Excise Department, in collaboration with Invest UP, successfully organized a one-day *Excise Investors' Summit* at Indira Gandhi Pratishthan, Lucknow. The summit aimed to promote investments in alcohol manufacturing, distribution, and marketing sectors by creating an investor-friendly policy ecosystem and providing stakeholders with comprehensive information on existing policy frameworks.

The summit was inaugurated by Hon'ble Excise Minister (Independent Charge), Government of Uttar Pradesh, Shri Nitin Agarwal, through a ceremonial lamp lighting. Excise Commissioner Dr. Adarsh Singh and other senior officials were present at the event. The summit witnessed participation from investors, industrial groups, and startup representatives from India and abroad.

Key discussion themes included:

1. Investment opportunities under the new Excise Policy
2. Industry-friendly regulations and incentive schemes
3. Technology initiatives for e-governance and transparency
4. Single Window Clearance system and online licensing for investors
5. Investment proposals in alcohol manufacturing, breweries, wineries, and allied sectors

Highlighting the department's achievements in collaboration with Invest UP, Hon'ble Excise Minister informed that in the past few years, a total of **142 proposals** related to alcohol-based industries have been received via Invest UP, out of which **135 MoUs have been signed**, entailing a proposed investment of **₹39,479.39 crore** and the potential to generate **73,524 jobs**. Of these, **46 projects** have reached the "GBC-Ready" stage, meaning land acquisition has been completed and documents have been uploaded on the Invest UP portal. These 46 projects alone account for **₹7,888.73 crore** in investments.

Among them, **19 units are already operational**, with an investment of **₹2,339.6 crore**, generating **2,316 direct employment opportunities**, while **27 projects are under establishment**. The minister further noted that **excise revenue** has seen a sharp jump — from approximately **₹17,000 crore in 2016–17** to **₹53,000 crore in 2024–25**, underscoring the sector's exponential growth. He also emphasized that Uttar Pradesh

is actively promoting **export-oriented policies** to transform into a key export-driven state.

The Hon'ble Minister lauded Hon'ble Chief Minister Yogi Adityanath for spearheading Uttar Pradesh's transformation into a **\$1 trillion economy**, which is now visibly taking shape on the ground.

Reassuring prospective investors, the Excise Minister stated that the Government of Uttar Pradesh and the Excise Department are fully committed to offering a **secure, transparent, and profitable** environment for businesses. The department is continuously simplifying processes through **digitization** and ensuring **policy stability** for long-term investor confidence.

The summit received **investment proposals worth ₹3,600 crore**, with several more investors showing keen interest in entering the state's alcohol-based industries.

Panel discussions were held on various topics, where **Shri Shashank Chaudhary, Additional CEO of Invest UP**, highlighted the robust investment ecosystem in the state. He explained that through the '**Nivesh Mitra**' single window online system, investors receive swift approvals under the *Ease of Doing Business* framework. He also emphasized that from the **intent filing to commercial production**, entrepreneurs are provided full **handholding support**. Invest UP also offers a wide array of **sector-specific incentives** under over **33 policies**, including capital subsidies and operational support.

The Excise Department extended gratitude to all investors and participants for contributing to the summit's success. This event has opened a new chapter for industrial investment in the state, strengthening economic development and job creation in Uttar Pradesh.