

Invest UP Hosts Stakeholder Consultation to Boost Sports Manufacturing in Uttar Pradesh

Lucknow, 27 August 2025: Invest UP convened a focused stakeholder consultation today, bringing together leading voices from the sports manufacturing sector to identify key challenges, explore growth opportunities, and shape future policy direction. The meeting witnessed active participation from the Sports Manufacturing Association, Meerut-based manufacturers, industry bodies such as FICCI, and senior Invest UP officials—reflecting a strong collective commitment to positioning Uttar Pradesh as a global hub for sports goods production.

Discussions focused on unlocking the full potential of Meerut's well-established sports manufacturing base, along with the establishment of new manufacturing units across the state. Stakeholders highlighted the need for infrastructure upgrades, streamlined logistics, and targeted policy support to transform the region into an organized, globally competitive cluster.

Senior officials from Invest UP reiterated the state's strategic advantages, citing its vast consumer base, progressive industrial policies such as the *Industrial Investment and Employment Promotion Policy 2022* and the *UP FDI, Fortune Global & India 500 Companies' Investment Promotion Policy 2023*, as well as investor facilitation through Ease of Doing Business (EODB) from intent to establishment. "Meerut has the foundation—we now need to build the framework for global competitiveness through reforms and infrastructure," stated the CEO of Invest UP.

A key highlight of the consultation was industry feedback on challenges and opportunities to catalyze long-term growth. Inputs from stakeholders will directly shape Uttar Pradesh's first Sports Manufacturing Policy, aligned with the state's \$1 trillion economy vision.

With international stadiums, sports universities, and over 150 block-level mini-stadiums, Uttar Pradesh is unlocking vast opportunities in sports goods, fitness equipment, and facility management. Backed by strong institutional support and active industry collaboration, the state is poised to expand its global footprint in sports innovation and exports.

Notable attendees included Anmol Mahajan (MetcoSports), Tahsin Zahid (Sports, PE, Fitness & Leisure Skill Council – Ministry of Skill Development), Jai Srivastava and Kanishka Pandey (FICCI), Suishti Saxena (SAI Sports), Dhananjoy Tevathia (Navin Group Sports), Himanshu Mehta (JKC Sport), Jagriti (NES Water Sports), and Sanjay Kumar (Bhalla International).
