

## UTTAR PRADESH

# *Over 100 global companies eyeing big-ticket investments*

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Lucknow, 11 September

At least 100 *Fortune* 500 and other leading global firms have expressed an interest in investing in Uttar Pradesh (UP) as the state makes a bid to attract big-ticket investments with an eye on becoming a one-trillion-dollar economy by 2030.

The state has been trying to attract investments from *Fortune* 500 and *Fortune* India Next 500 companies across sectors such as telecom, energy, retail, insurance, banking and financial services.

Published by the *Fortune* magazine, Fortune 500 is an annual list ranking the top 500 largest companies in the US by revenue, while *Fortune* India's Next 500 is an annual ranking of India's largest

emerging companies.

The Yogi Adityanath-led government is positioning UP as a preferred investment hub in South Asia. The state is working closely with Indian embassies and global institutions while targeting investors in the US, Japan, China, France, Denmark, Taiwan and other key economies for inward investment.

"We have implemented our China+ strategy to garner investment from global and domestic companies across sectors. So far, we have already engaged with 200+ international corporations," a senior UP official said. The China+1 strategy adopted by global corporations aims to diversify manufacturing and supply chains beyond China to insulate long-term business plans.