

{ UPITS-2025 }

# 'Invest UP Pavilion' among top performing stalls



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**LUCKNOW:** The 'Invest UP Pavilion' at the ongoing UP International Trade Show 2025 (UPITS-2025) was declared among the top-performing stalls on Sunday.

Anuruddh Kshatriya, general manager (Investment Promotion), received the award from industrial development minister Nand Gopal Gupta 'Nandi' and MSME minister Rakesh Sachan. Additional chief secretary (Infrastructure and Industrial Development) Alok Kumar. The pavilion highlighted investment opportunities in key sectors, including manufacturing, IT and ITes, renewable energy, infrastructure, food processing, and defence.

## Record 1.34 lakh visitors on Sunday

UPITS-2025 at India Expo Mart, Greater Noida, witnessed an unprecedented turnout of 1,34,938 visitors on Sunday, including 36,307 B2B and 98,631 B2C participants. Over the first four days, the trade show attracted 4,00,467 attendees. The event focused on employment, skill development, and Swadeshi textiles, featuring 113 stalls, and registrations. Highlights included the CM Youth Conclave, cultural performances like Mayur dance and Sufi music, panel discussions on industry-academia partnerships. ODOP and GI products were a key focus, drawing international buyers and fostering collaborations.

## JAL JEEVAN MISSION WINS 'BEST DISPLAY' AWARD

**LUCKNOW:** The Jal Jeevan Mission's Swachh Sujal Gaon exhibition at UPITS-2025 won the best display award on Saturday, marking its second consecutive win at the Uttar Pradesh International Trade Show (UPITS), having previously received the honour in 2024.

Out of 2,400 exhibitions showcased at the international trade show, 70 were recognised across various award categories.

The award-winning exhibition highlighted the transformation of villages in Bundelkhand through detailed prototypes and visual storytelling, emphasising the significant impact of the Jal Jeevan Mission since its launch in 2019. A photo gallery illustrated the mission's journey toward ensuring tap water access for every household in UP, giving visitors a comprehensive view of its milestones and progress.

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## Young entrepreneurs hog limelight at the fair

**LUCKNOW:** Young entrepreneurs from across the state are hogging the limelight at the UPITS-2025. Aged between 20 and 30 years, they have bagged orders from foreign buyers and even signed memorandums of understanding (MoUs) with them.

Nilesh Agarwal, 28, from Lucknow, founded Juked—a startup that grew out of his struggle to manage orders for his glass bottle business. The company now develops website tools to automate business processes and marketing efforts.

"Since Yogi Adityanath came to power, opportunities and subsidies for startups have been tremendous. The ecosystem here is so strong that starting a business in Uttar Pradesh is easier than anywhere else.

A Guatemalan buyer has invited us to collaborate," said Nilesh. Yash Gupta, a 23-year-old, represents the new wave of innovators. His company, Indiana Engineering Pvt. Ltd., was originally established by his father to manufacture a range of

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electrical products. The firm, which recently turned private limited, is now exporting to neighbouring countries. Sharing his experience, Yash said, "This is our first time at UPITS, and the response has been overwhelming. We've received around 25 strong leads in just three days."

Vishal Sharma, 30, from Bulandshahr, runs Pulstronics India with his father, producing lithium batteries and battery management systems. Today, their products are sold across India and even exported.

## RUSSIAN DELEGATION EYES INVESTMENT, SEZ IN UP

**LUCKNOW:** A Russian delegation met Industrial development minister Nand Gopal Gupta 'Nandi' on Sunday at UPITS-2025 to discuss potential collaborations and investments in the state and setting up of a special economic zone (SEZ) in Noida.

The Russian delegation expressed interest in investing in Uttar Pradesh, citing the state's favorable business environment and government policies.

The two sides discussed signing a MOU to establish a framework for cooperation and investment.

Gupta highlighted the state's industrial development and its potential for growth, citing the state's efforts to become a \$1 trillion economy.

The two sides discussed potential collaborations in technology and innovation, including the establishment of a special economic zone (SEZ) in Noida. The investment is expected to create new job opportunities and promote economic growth in the state.

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