

Invest UP Pavilion Shines as Top Performer at UPITS 2025, Showcasing Uttar Pradesh's Investment Potential

Uttar Pradesh's Invest UP Pavilion Recognised Among Best Stalls at UPITS 2025

Greater Noida/Lucknow, September 28, 2025 — The **Invest UP Pavilion** was recognised as one of the *Top Performer Stalls* at the 3rd **Uttar Pradesh International Trade Show (UPITS) 2025**, underscoring the state's growing stature as an investment powerhouse. The award was received by **Shri Anuruddh Kshatriya, General Manager (Investment Promotion)**, from Hon'ble Industrial Development Minister **Shri Nand Gopal Gupta 'Nandi'** and Hon'ble MSME Minister **Shri Rakesh Sachan**, in the presence of ACS (IID) Shri Alok Kumar and senior officials.

The accolade highlights Invest UP's commitment to advancing the vision of *Udyam Pradesh* and positioning Uttar Pradesh as a global magnet for enterprise. The pavilion has become a vibrant meeting ground for investors, industry leaders, and entrepreneurs eager to explore the state's forward-looking policies and sectoral strengths.

Engagements at the pavilion have focused on opportunities in manufacturing, IT & ITeS, renewable energy, infrastructure, food processing, textiles, and defence. Visitors are being introduced to the state's robust ease-of-doing-business framework, policy-driven incentives, world-class connectivity, and extensive land bank—pillars that enable seamless project implementation.

The stall has also drawn attention with distinctive attractions, including the iconic BrahMos Missile and an eye-catching globe installation, which have turned into major selfie spots for attendees. The buzz around the pavilion mirrors Uttar Pradesh's rapid transformation into a hub of innovation and industry.

During his visit, Shri Alok Kumar, ACS (IID), emphasized Uttar Pradesh's rise as one of India's fastest-growing economies and urged proactive outreach to investors, reiterating the importance of progressive reforms in driving industrial momentum.

This recognition at UPITS 2025 further strengthens Invest UP's resolve to attract transformative investments and consolidate Uttar Pradesh's reputation as a premier destination for global capital.
