

*(Press Release- Invest UP (Infrastructure & Industrial Dev. Dept., U.P.)*

## **UP Targets Global Tourism Investors as Invest UP's Singapore Desk Advances High-Level Talks**

### **Singapore Investors Eye Luxury Hospitality, Green Projects in Uttar Pradesh**

### **UP's Tourism Push Gains Momentum with Strategic Investor Outreach in Singapore**

### **Invest UP's Singapore Desk Holds High-Level Meeting to Attract Tourism and Hospitality Investments in Uttar Pradesh**

**Singapore, December 2025:** As part of a focused international outreach to mobilise foreign investments in Uttar Pradesh, the Singapore Desk of Invest UP on Monday conducted a series of high-level engagements with investors exploring opportunities in tourism, hospitality, and allied sectors.

In line with this strategy, the Invest UP Singapore Desk, led by Shri Shashank Chaudhary, Additional Chief Executive Officer, Invest UP, held a high-level meeting in Singapore with Mr. Amritanshu Roy, Chief Operating Officer, Greenfield Ventures. During the interaction, the Invest UP team presented a curated portfolio of tourism and hospitality projects located across Ayodhya, Varanasi, Mathura and other high-potential destinations in Uttar Pradesh. The delegation also highlighted the state's enabling policy framework, investment-friendly incentives and comprehensive facilitation mechanisms available to global investors.

Mr. Roy expressed strong interest in exploring opportunities for high-end luxury hotel projects and premium real estate developments around prominent tourism hotspots in Uttar Pradesh. He also showed keen inclination toward waste-to-energy and sustainable urban infrastructure projects, aligning with Uttar Pradesh's focus on clean, green and resilient development. The discussions covered multiple collaborative models, including greenfield investments, joint ventures and long-term partnerships with local entities.

Uttar Pradesh is rapidly emerging as a premier tourism and spiritual destination, with Ayodhya, Varanasi, Mathura and several other centres witnessing a significant rise in domestic and international visitors. To complement this surge, the state government is laying strong emphasis on developing world-class hospitality infrastructure, including luxury hotels, resorts, mixed-use commercial developments and urban rejuvenation projects across major religious, heritage and eco-tourism circuits. These initiatives aim to elevate visitor experience, create large-scale employment opportunities and support the state's long-term goal of becoming a trillion-dollar economy.

The meeting reaffirmed Invest UP's commitment to door-step investor facilitation and its targeted, sector-specific approach to investment promotion. The Singapore Desk will continue to deepen engagement with institutional investors, family offices and strategic corporate groups across Singapore, with the objective of channelising investments into Uttar Pradesh's tourism, hospitality, real estate and renewable energy sectors.