

250-acre Fintech park to come up on Yamuna e-way

Lucknow: The UP govt is set to establish a 250-acre Fintech park along the Yamuna Expressway, a move aimed at positioning the state as a major hub for digital finance, banking technology and block-chain-based services.

The project will come up in Sector-11 of the Yamuna Expressway Industrial Development Authority (YEIDA) area and is expected to attract global fintech firms and generate thousands of jobs for the state's youth. Sector-11 is in close proximity to the upcoming Noida International Airport. Easy access to Delhi-NCR is al-

so expected to strengthen the region's appeal as a financial technology destination.

The proposed Park is being envisioned not merely as an IT park but as a comprehensive financial technology ecosystem, covering segments ranging from banking and digital payments to insurtech, investech, fintech SaaS and international money transfer solutions. The park is expected to offer a common platform for start-ups, domestic companies and global players. An international consultancy firm was roped in to prepare the investment roadmap. **TNN**