

# Corporate leaders hail state's transformation

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**LUCKNOW:** Corporate financial leaders of the country on Saturday applauded Uttar Pradesh's rapid transformation into one of India's most attractive investment destinations at a high-level chief financial officer (CFO) conclave organised by Invest UP.

The conclave brought together more than 175 CFOs and CXOs from prominent companies across the country, many of whom were visiting Lucknow for the first time. Addressing the conclave, Deepak Kumar, Infrastructure and Industrial Development Commissioner, UP government, spoke on theme 'Fiscal Discipline, Faster Growth: What Corporate Finance Can Learn from State Balance Sheets'.

Kumar noted the state's emergence as a revenue-surplus state, highlighting its expanding infrastructure, investor-friendly ecosystem, and bold reforms driving industrial growth. Investors praised the government's effective policy delivery and support. The discussion emphasised 34 sectoral policies, and emerging opportunities among others.

Kumar also shared that nearly 90% of the CFOs attending were visiting Lucknow for the first time, while several others had returned after more than a decade. Many delegates expressed surprise at the scale of transformation across infra-

structure, connectivity, urban development, and the industry-friendly environment, which has significantly reshaped perceptions of Uttar Pradesh.

Alok Kumar, principal secretary, planning and programme implementation and IT & electronics, and nodal officer for the one trillion dollar economy initiative, outlined the state's roadmap to becoming a trillion-dollar economy.

He emphasised the state's focus on large-scale growth, investment mobilisation across sectors, innovation, and emerging opportunities such as the proposed Lucknow AI City. Welcoming the delegates, Vijay Kiran Anand, CEO, Invest UP, highlighted why the state is emerging as a preferred destination for domestic and global investors.

He presented the state's progressive policy framework, including the Uttar Pradesh GCC Policy 2024, the Uttar Pradesh Industrial Investment & Employment Promotion Policy 2022, and the UP FDI/FCI/Fortune Global & India 500 Companies' Investment Promotion Policy 2023.

Anand also underlined the state's world-class industrial infrastructure, expanding expressway and airport network, digital ecosystem, skilled workforce, and business-friendly governance reforms. Prerna Sharma, Additional CEO of Invest UP, emphasised on ease of doing business reforms.