INVEST UP

INVEST UP
Investment Promotion & Facilitation Agency of Govt. of Uttar Pradesh

NEWSLETTER

APRIL 2026

Driving Global Partnerships. Powering Industrial Transformation.

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GLOBAL PARTNERSHIPS & INTERNATIONAL ENGAGEMENTS

Uttar Pradesh Showcases
KUSHINAGAR'S INVESTMENT POTENTIAL
at International Buddhist Conclave

1 APRIL 2026

At the International Buddhist Conclave 2026, Uttar Pradesh showcased the investment potential of the Kushinagar-Gorakhpur region before delegates from 12+ countries. Kushinagar was highlighted as a key Buddhist Circuit node alongside Lumbini, Bodh Gaya, Sarnath, and Shravasti.

Representing Invest UP, Mr Anuruddha Kshatriya, General Manager, Investment Promotion, Invest UP addressed the session "Kushinagar: Investment Opportunities and Role of Invest UP and State Policies", highlighting opportunities in tourism, agro-industrial development, dairy, fisheries, cold chain infrastructure, and the ODOP-based banana fibre industry.

With nearly 77% of land under cultivation, Kushinagar is emerging as a hub for food processing and allied industries. Opportunities were highlighted in tourism, dairy, fisheries, cold chain infrastructure, and the ODOP-based banana fibre industry. Supported by Uttar Pradesh's investor-friendly ecosystem, including 36+ sectoral policies, the Nivesh Mitra 3.0 single-window platform, dedicated FDI policy, and Kushinagar International Airport, the region is being positioned as a gateway for international investment and stronger engagement with Southeast Asian Buddhist nations.

SINGAPORE DELEGATION MEETS

Invest UP to Strengthen Bilateral Investment Cooperation

2 APRIL 2026

His Excellency Simon Wong, High Commissioner of the Republic of Singapore to India, met Shri Shashank Chaudhary, ACEO of Invest UP, in Lucknow to discuss strengthening bilateral investment cooperation following the recent visit of the Hon'ble Chief Minister Yogi Adityanath to Singapore.

The discussions focused on collaboration across key sectors and enhanced investor facilitation mechanisms. Both sides reaffirmed their commitment to sustained engagement and strategic cooperation, reflecting growing global investor confidence in Uttar Pradesh's industrial ecosystem, progressive policies, robust infrastructure, and transparent governance.

INVEST UP LAUNCHES CAPACITY-BUILDING PROGRAMME AT IIM LUCKNOW

6 APRIL 2026

Invest UP launched a five-day capacity-building programme at the Indian Institute of Management, Lucknow, for district industries promotion and entrepreneurship development centre, Joint Commissioners of Industries, Regional Managers, and nodal officers of Industrial Development Authorities across Uttar Pradesh.

The initiative aims to strengthen district-level industrial ecosystems and investor facilitation through leadership training, strategic thinking, resource management, investor-centric governance, industrial policies, financial frameworks, and evolving business practices.

Addressing the inaugural session, Additional Chief Secretary, Infrastructure & Industrial Development and MSME Department, Shri Alok Kumar emphasised the importance of proactive governance, seamless investor facilitation, modern administrative practices, and continuous learning to support Uttar Pradesh's industrial transformation.

The programme includes modules on transformative governance, strategic thinking, financial literacy, negotiation, communication, project monitoring, and emerging technologies, including artificial intelligence in public administration.

Additional Chief Secretary, Infrastructure & Industrial Development and MSME Department, Shri Alok Kumar attended the session along with Additional CEO, Invest UP, Mrs Prerna Sharma, Prof. Sanjay Singh, Dean, IIM Lucknow, Prof. Kshitij Awasthi, Programme Director and participating officials.

The programme is being conducted in three batches until 29 May 2026 and is expected to benefit 122 Participant officials supporting a future-ready administrative framework for industrial transformation and economic growth.

COMING SOON!

Bimboo Bakeries is set to invest ₹550 crore in a new manufacturing facility in Baghpat, further strengthening Uttar Pradesh's FMCG ecosystem and reinforcing the state's growing appeal as a global manufacturing destination.

7 APRIL 2026

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INDUSTRIAL INVESTMENTS & BUSINESS EXPANSION

CESC Green Power Receives Letter of Comfort for ₹3,805 Crore Solar Manufacturing Project

9 APRIL 2026

ACEO of Invest UP, Mrs Prerna Sharma, handed over the Letter of Comfort to CESC Green Power Limited under the Case-to-Case Incentive scheme of the Uttar Pradesh Industrial Investment & Employment Promotion Policy 2022.

The company has committed to invest ₹3,805.14 crore to establish a state-of-the-art solar cell manufacturing unit along with a captive power plant in Uttar Pradesh. The project is expected to strengthen the state's clean energy manufacturing ecosystem and contribute to India's renewable energy transition goals.

The investment reinforces Uttar Pradesh's emergence as a leading destination for green manufacturing and sustainable industrial development focused on innovation, energy security, and environmental sustainability.

The Uttar Pradesh Cabinet approved investment proposals worth ₹23,984 crore across renewable energy, advanced manufacturing, FMCG, infrastructure, and industrial development sectors.

Leading companies including Avaada Electro, India Glycols, Bisleri International, Triveni Engineering & Industries, and CESC Green Power are expanding across key districts in the state.

The projects highlight strong investor confidence in Uttar Pradesh's policy ecosystem, infrastructure readiness, and governance reforms and are expected to generate large-scale employment opportunities while strengthening regional industrial ecosystems and future-ready industries.

SUSTAINABILITY, MOBILITY & COMMUNITY IMPACT

Uttar Pradesh Emerges as India's Leading EV State

22 APRIL 2026

Uttar Pradesh has emerged as India's leading EV state, accounting for over 40% of India's electric three-wheelers and rapidly expanding its EV ecosystem.

The state has developed more than 2300+ charging stations and deployed over 700 electric buses across nine cities. Supported by manufacturers including Tata Motors, Hero MotoCorp, and Ashok Leyland, Uttar Pradesh is building a robust clean mobility ecosystem aligned with India's sustainability goals.

The policy-driven approach, infrastructure expansion, and growing industry participation are accelerating green mobility, employment generation, and sustainable urban transportation.

Coca-Cola India Partners with Invest UP for Community & Environmental Initiatives

24 April 2026

Coca-Cola India has signed a three-year Non-financial MoU with Invest UP, Government of Uttar Pradesh, to support environmental sustainability, community development, and improved access to safe hydration solutions across the state.

The partnership will focus on initiatives such as water access infrastructure, waste collection and recycling systems, and skill-building and livelihood opportunities for local communities, particularly at key tourism destinations in Uttar Pradesh. The collaboration also aims to strengthen environmental infrastructure and enhance visitor experiences through long-term, community-led interventions.

The MoU was exchanged in the presence of CEO, Invest UP; Shri Anand Kumar Pandey, AGM Coordination/OSD/ CSR Nodal, Invest UP; Vivek Ladhani, Executive Director, SLMG Beverages Pvt. Ltd.; Siddharth Ladhani, Director, SLMG Beverages Pvt. Ltd.; and the Coca-Cola India team.

Commenting on the collaboration, CEO-Invest UP said the partnership reflects a shared commitment to combining environmental solutions with infrastructure development to drive sustainable community impact.

Swiss Delegation Explores Textile & Defence Manufacturing Opportunities in Uttar Pradesh

H.E. Mrs Maya Tissafi, Ambassador of Switzerland in India & Bhutan, along with Mr Juerg Petermann, visited Lucknow to explore investment opportunities in Uttar Pradesh.

The delegation was received by Shri Amit Singh, Secretary to the Hon'ble Chief Minister, and ACEO, Invest UP, Shri Shashank Chaudhary, and was briefed on infrastructure expansion, investor-friendly policies, and Ease of Doing Business reforms.

Discussions focused on textile and defence manufacturing opportunities, including the PM MITRA Park and the growing BrahMos missile manufacturing ecosystem, reinforcing Uttar Pradesh's emergence as a destination for advanced manufacturing and strategic industries.

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INFRASTRUCTURE & INDUSTRIAL DEVELOPMENT

Invest UP Launches Private Industrial Park & Plug-and-Play Infrastructure Push

20 APRIL 2026

Invest UP organised a developer-investor facilitation webinar to promote next-generation industrial parks and plug-and-play industrial ecosystems through private participation.

Addressing the webinar, CEO, Invest UP, highlighted the Private Business Park Policy and the UP Plug-and-Play Industrial Shed Policy under the DBFOT model.

He also underlined Uttar Pradesh's growing infrastructure strength, including 9 operational & 13 upcoming expressways, and a strong aviation network with 17 Operational (12 domestic & 5 international) & 7 Upcoming Airports. YEIDA CEO, RK Singh, shared the development vision for the Yamuna Expressway corridor, emphasising its connectivity with the Noida International Airport at Jewar and the vast investment potential in the region.

Participants included CREDAI, Adani APSEZ, Cushman & Wakefield, DLF, Omaxe Group, Sembcorp, DBS Bank, and Infinity Group, reaffirming confidence in Uttar Pradesh's investor-ready ecosystem.

CREDAI | adani | CUSHMAN & WAKEFIELD | DLF | OMAXE Turning dreams into reality | sembcorp | DBS | infinity go beyond

UTTAR PRADESH : BUILD FOR INDUSTRIAL GROWTH

09	13	17	07
Operational Expressway	Upcoming Expressway	Operational Airports (12 Domestic & 5 International)	Upcoming Airports

NEXT-GENERATION INDUSTRIAL ECOSYSTEM

Private Industrial Park | Plug & Play Infrastructure | Private Participation | Investor Ready Ecosystem

GANGA EXPRESSWAY EMERGES AS A GAME-CHANGER FOR INDUSTRIAL CONNECTIVITY

29 APRIL 2026

Hon'ble Prime Minister of India, Shri Narendra Modi, and Hon'ble Chief Minister of Uttar Pradesh, Yogi Adityanath, inaugurated the Ganga Expressway, marking a significant milestone in Uttar Pradesh's infrastructure and economic development. The expressway is poised to enhance regional connectivity, boost trade and commerce, strengthen logistics networks, and accelerate industrial growth and investment opportunities across the state.

The 594-kilometres Ganga Expressway is emerging as a transformative infrastructure project enhancing connectivity, ease of doing business, and industrial competitiveness across Uttar Pradesh.

Developed under the Public-Private Partnership (PPP) model, the expressway features advanced AI-enabled monitoring systems for enhanced safety, operational efficiency, and real-time traffic regulation.

The project is expected to reduce transit time and logistics costs while promoting industrial expansion, employment generation, and investment attraction across connected districts.

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PODCAST SPOTLIGHT

POWERING UTTAR PRADESH'S INDUSTRIAL GROWTH

In a recent Invest UP podcast, **Shri Vinamra Agarwal,** Joint Managing Director of Technical Associates Transformers, highlighted Uttar Pradesh's growing industrial potential and rapid power sector transformation.

The Lucknow-based transformer manufacturer, Technical Associates Transformers is establishing a ₹500 crore greenfield facility near Lucknow to manufacture large-scale power transformers for domestic and overseas markets.

The discussion focused on the global transition from oil, gas, and coal to electricity driven by decarbonisation, renewable energy, AI, data analytics, and rising demand for clean power. Mr. Agarwal noted that the Indian transformer industry, currently valued at nearly $4 billion, is expected to grow at a 10% CAGR and reach approximately $8 billion within five to eight years.

The Mr. Agarwal also highlighted Uttar Pradesh's strengths through initiatives such as the Dedicated Freight Corridor, 22 expressway network, 24 Airports, Nivesh Mitra 3.0, and Invest UP's investors facilitation ecosystem, along with improvements in law and order, skilled manpower, labour-intensive manufacturing, and collaboration with institutions including the Indian Institute of Technology Kanpur.

PEN ARTICLE

UTTAR PRADESH: INDIA'S NEXT-GENERATION GCC DESTINATION

Uttar Pradesh is positioning itself as a focused, policy-backed Global Capability Centre (GCC) destination offering certainty in talent, infrastructure, and execution.

GCCs are evolving into global command centres driving AI, product engineering, cybersecurity, analytics, healthcare technology, BFSI, finance, R&D, and enterprise transformation. As hubs like Bengaluru and Hyderabad face rising costs and congestion, Uttar Pradesh is emerging as a high-conviction alternative.

Noida and Greater Noida host companies including Microsoft, Adobe, Samsung, Oracle, LG, BDO India, Optum, Innovaccer, Fiserv, Paytm, Pine Labs, EXL, Genpact, HCLTech, TCS, Accenture, Ericsson, Infosys, Wipro, Oppo, and Haier, demonstrating strong operational credibility.

Lucknow's emergence is marked by IBM's Software Lab focused on Generative AI and Agentic AI and InMobi's deep-tech and R&D centre, strengthening Uttar Pradesh's position in AI, GovTech, enterprise technology, digital public infrastructure, and innovation-led GCCs.

The state's talent ecosystem is supported by institutions including IIT Kanpur, IIM Lucknow, IIITs, AKTU, BHU, AMU, and MNNIT Allahabad. Planned initiatives include finishing schools, AI and cybersecurity certifications, internship pipelines, women's entrepreneurship programmes, university-GCC partnerships, and a proposed AI Centre of Excellence in Lucknow.

MR. ARVIND KUMAR
GCC Head, Invest UP

Uttar Pradesh's statewide hub-and-spoke GCC model positions Noida-Greater Noida as the global hub, Lucknow as the AI and GovTech hub, and cities including Kanpur, Varanasi, Prayagraj, Meerut, Agra, and Ghaziabad as specialised spokes for analytics, digital operations, knowledge services, and distributed delivery.

The article concludes that 2026 will mark the transition from readiness to signed GCC investments, operational centres, Grade-A business parks, and sector-specific clusters, establishing Uttar Pradesh as a serious global capability destination.

Key sectoral strengths include the following

- **Healthcare Tech:** payer-provider platforms, healthcare analytics, interoperability, revenue cycle management
- **BFSI & Fintech:** fraud analytics, credit risk, digital lending, KYC/AML, regulatory reporting
- **AI & GenAI:** Generative AI, Agentic AI, applied research, AI-enabled governance
- **Cybersecurity:** cloud security, AI-led compliance, payments modernisation, digital engineering