

Why Uttar Pradesh is emerging as India's next investment magnet

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Uttar Pradesh CM Yogi Adityanath

When Uttar Pradesh Chief Minister Yogi Adityanath travelled to Bengaluru earlier this week, the visit was not merely another investment roadshow. It was a reflection of a larger shift underway in India's investment landscape, where Uttar Pradesh is increasingly positioning itself as a serious contender to traditional business hubs such as Karnataka, Maharashtra and Gujarat.

The outcome of the Bengaluru investors' interaction was significant. The state secured investment commitments worth more than Rs 50,000 crore across sectors including technology, Global Capability Centres (GCCs), real estate, insurance, manufacturing and startups. More importantly, the event highlighted a growing consensus among industry leaders that Uttar Pradesh is no longer viewed solely as a large consumer market but as an emerging production, innovation and services hub.

For decades, Uttar Pradesh's size was often seen as a challenge rather than an advantage. Today, that narrative is changing. With a population exceeding 240 million, the state offers one of India's largest talent pools and consumer markets. Combined with rapid infrastructure expansion and policy reforms, this demographic strength is increasingly attracting investors seeking scale.

Industry executives at the Bengaluru event repeatedly pointed to the state's improving governance and infrastructure ecosystem as key factors behind their confidence.

Anil Padmanabhan, an AI strategist and GCC industry expert, said Uttar Pradesh's governance model, infrastructure improvements and investment-friendly environment make it an ideal destination for Global Capability Centres. He argued that companies planning to establish GCC operations in India should seriously evaluate Uttar Pradesh as a preferred location.