

Invest India, UP join forces to boost FDI

TIMES NEWS NETWORK

Lucknow: Invest UP and Invest India have agreed to deepen collaboration to attract greater domestic and foreign investments into the state, officials said on Wednesday.

The decision emerged from a high-level meeting in Lucknow attended by Invest India managing director and CEO Nivruti Rai and senior officials of Invest UP and discussions focused on strengthening investment promotion efforts, identifying opportunities in key sectors and accelerating the implementation of investment proposals in UP.

Officials said attracting foreign direct investment figured prominently in the deliberations, with both organisations exploring ways to jointly market UP as a preferred destination for global investors.

Rai made a presentation on the national investment landscape, outlining trends in investor sentiment, sector-specific opportunities and the status of major projects across states. The two agencies discussed measures to improve investor outreach, strengthen facilitation mechanisms and ensure closer coordination between state and national investment promotion bodies. Invest UP CEO Vijay Kiran Anand, additional CEOs Prerna Sharma and Shashank Chaudhry, along with other senior officials, participated in the discussions.