

## **Invest UP Takes Uttar Pradesh's Investment Pitch to Mumbai, Targets Higher-Value Manufacturing and Textile Growth**

***Industry roundtable brings leading corporate groups together to explore manufacturing opportunities, integrated supply chains and value-added textiles***

***Ease of Doing Business reforms, 36+ sector-specific policies and investor facilitation strengthen UP's proposition for domestic and global investors***

Mumbai/Lucknow, October 10: Uttar Pradesh is stepping up its engagement with leading industry players to attract fresh investments in textiles, apparel and manufacturing, with a focus on higher-value production, integrated supply chains and long-term industrial expansion. Invest UP organised a high-level industry roundtable at Sofitel Mumbai BKC on October 10, bringing together major corporate groups and manufacturers to explore business opportunities in the state.

Representatives of Aditya Birla Group, Welspun, Yamuna Machine Works, Kumar Agro Foods, Rossari Biotech and other enterprises participated in the discussions. The interaction focused on identifying investment opportunities, understanding industry requirements and strengthening partnerships to expand Uttar Pradesh's manufacturing ecosystem.

### **Industry Engagement to Translate Investment Interest into Manufacturing Opportunities**

Shri Vijay Kiran Anand, CEO, Invest UP, interacted directly with industry leaders and addressed their queries on investment facilitation, industrial infrastructure, policy incentives and the support available to investors. The discussions also provided an opportunity for companies to share their expectations and operational requirements, helping the state align its investor services with industry needs.

He emphasised that Uttar Pradesh is ready to welcome industries with best-in-class infrastructure, investor-friendly policies and readily available industrial land to support new investments and business expansion.

Uttar Pradesh is strengthening its investment proposition through improved connectivity, expanding industrial infrastructure, a focus on law and order, and continued efforts to improve the ease of doing business. The state's 36 sector-specific policies offer targeted support for businesses across priority industries, while investor facilitation initiatives aim to simplify processes and support investments from proposal to implementation.

## **Integrated Value Chains, Policy Support and Ease of Doing Business to Drive Industrial Growth**

A key focus of the roundtable was the development of an integrated textile and apparel ecosystem that moves beyond conventional manufacturing towards higher-value activities and upcoming PM Mitra Textile park near Lucknow. Participants discussed opportunities in textile processing, technical textiles, advanced materials, product development, research and development, innovation, and globally connected sourcing networks.

Stronger integration across the value chain can help manufacturers improve efficiency, deepen domestic sourcing, expand product capabilities and access new markets. The discussions also highlighted the importance of responsive investor services, suitable industrial locations and reliable infrastructure in supporting business expansion.

The Mumbai engagement reflects Invest UP's approach of maintaining direct dialogue with industry leaders to identify opportunities, address business concerns and build a more responsive investment ecosystem. Feedback from participating companies will help inform future engagement and industrial development initiatives, with an emphasis on value addition, employment generation and global competitiveness.

Uttar Pradesh is working to strengthen its position as a preferred manufacturing destination by combining infrastructure development, policy-backed incentives and investor facilitation. These efforts form part of the state's wider growth strategy to attract investment, create jobs, expand industrial capacity and advance its ambition of becoming a \$1 trillion economy.

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