UP Woos Food Processing and FMCG Investors, Industry Leaders Praise Proactive Government Support

Uttar Pradesh Showcases Food Processing and FMCG Investment Potential at CII Roadshow in New Delhi

Industry leaders from Goldie Group, United Breweries and Varun Beverages highlight investor support, infrastructure and business opportunities in UP

New Delhi, November 18: Uttar Pradesh showcased its vast investment potential in food processing and FMCG manufacturing at the CII Uttar Pradesh Roadshow on Food Processing & FMCG Sector in New Delhi, bringing together senior government officials, industry leaders and prospective investors to explore opportunities across the state's expanding agri-business ecosystem.

With abundant agricultural produce, a large consumer market, improving infrastructure and a strong industrial base, Uttar Pradesh is positioning itself as a major destination for food processing, value addition, FMCG manufacturing and exports.

Addressing the roadshow, Shri Mr. B.L. Meena, Additional Chief Secretary, Food Processing, Government of Uttar Pradesh, highlighted the state's emergence as a global food processing destination. He said Uttar Pradesh is leveraging its agricultural strength to build a robust food processing ecosystem and expand value addition and exports.

He highlighted the state's nine agro-climatic zones, growing horticulture sector, leadership in honey and vegetable production, 12 Centres of Excellence and a network of over 4,000 registered exporters. He also emphasised farmer-focused incentives, irrigation initiatives benefiting 12 lakh farmers, approvals within five days and attractive policy subsidies. These measures, he said, are creating new opportunities for agri-entrepreneurs, food processors and investors to establish and scale their businesses in Uttar Pradesh.

Abundant agricultural resources and a growing consumer market create opportunities across the food value chain

CEO, Invest UP, Shri Vijay Kiran Ananad highlighted Uttar Pradesh’s strong potential across food processing, FMCG, packaging, cold chain and logistics, backed by a consumer base of over 25 crore and abundant availability of agricultural produce and raw materials. He emphasised the state’s robust agri-value chain, expanding food processing ecosystem, improving infrastructure and multimodal connectivity, which offer significant opportunities for manufacturing, value addition and exports. He also highlighted Invest UP’s end-to-end investor facilitation, from project conceptualisation to implementation.

Referring to the Uttar Pradesh Food Processing Industry Policy 2023, he outlined the incentives and support available for food processing units, manufacturing facilities, cold-chain infrastructure and value-addition projects. The policy aims to attract investment, reduce post-harvest losses, strengthen supply chains and create employment opportunities.

Industry leaders share positive investment experiences and expansion opportunities

Sharing industry perspectives, Mr. Sudeep Goenka, Director, Goldie Group, appreciated the state's business environment and progressive policies. He highlighted how the company adapts product sizes and price points to regional consumer preferences, reflecting the scale and diversity of Uttar Pradesh's FMCG market.

Mr. Ayush Singh, Regional Public Policy Head, United Breweries, credited the state's proactive government approach and timely approvals for strengthening investor confidence. He said the company's initial hesitation about investing in Uttar Pradesh changed following its engagement with the state government.

Mr. Kamlesh Jain L, Executive Director and COO, Varun Beverages, highlighted Uttar Pradesh's agricultural resources, skilled workforce, consumer base and improving connectivity. Sharing his experience, he noted that the company received land in Gorakhpur within three months, as assured by Chief Minister Yogi Adityanath. He also acknowledged Invest UP's facilitation and the Food Processing Department's support in advancing investments.

The roadshow reinforced Uttar Pradesh's ambition to convert its agricultural strength into large-scale manufacturing, higher value addition, exports and employment, strengthening its contribution to India's food economy and its journey towards a $1 trillion state economy.
