



INVEST UP

Newsletter [February 2025]

Aligned with \$1 trillion economy goal of Uttar Pradesh Government

New India's Growth Engine



WORLD ECONOMIC FORUM

Annual Meeting
Davos, Switzerland
20-24 January 2025

Uttar Pradesh Showcases Investment Opportunities at WEF, Davos

Uttar Pradesh showcased its industrial capabilities and investment potential at the World Economic Forum in Davos. From January 19th to 24th, 2025, the state's pavilion highlighted its readiness for global partnerships and generated intents worth ₹19,400 crore.

The UP delegation was led by Chief Secretary Mr. Manoj Kumar Singh, along with Secretary to the Hon'ble Chief Minister Mr. Amit Singh, ACEO Invest UP Mr. Prathmesh Kumar, and Director UPNEDA Mr. Anupam Shukla. The state demonstrated that Uttar Pradesh is open for business, particularly in renewable energy, advanced manufacturing, and emerging technologies.

The UP Pavilion captivated visitors with its focus on the state's flagship initiatives and industrial policies. Special attention was given to the 'One District-One Product' (OODOP) scheme, aimed at boosting MSMEs. Invest UP's role in facilitating investments and enhancing the ease of doing business was a key theme, reinforcing the state's reputation as a business-friendly destination.

Strategic Meetings & Key Partnerships

The Uttar Pradesh (UP) delegation held strategic meetings and forged key partnerships during the World Economic Forum 2025 in Davos to attract businesses to the state. One significant meeting was with Mr. William Marshall, CEO and Co-Founder of Planet Labs, exploring opportunities in space technology and geospatial services. Uttar Pradesh emphasized its commitment to support Planet Labs in establishing a data lab with strong incentives. Another crucial discussion was held with Mr. Sridhar Pinnapureddy, Founder & CEO of CtrlS, where Uttar Pradesh assured

a red-carpet welcome for the company's plans to expand data centers in Noida and Lucknow.

A landmark intent was signed between Mr. Kartikeya Sharma of Anheuser-Busch InBev and Chief Secretary Mr. Manoj Kumar Singh, with AB InBev committing ₹1,000 crore to set up a new manufacturing plant, marking a major boost for UP's industrial landscape. Meetings with global giants Coca-Cola and Heineken further showcased the state's appeal. An MoU with Coca-Cola, led by Mr. Henrique Braun, involved a ₹2,500 crore investment to expand bottling plants, while Heineken's ₹1,500 crore investment in a distillery unit in Unnao highlighted global confidence in UP's potential. Sajjan Jindal, MD and Chairman of JSW Group, also discussed plans for a pumped storage plant, solar power plant, and paint manufacturing unit in UP.

Notable Deals

- **AM Greens and Loftuslane** each proposed an investment of ₹6,000 crore—AM Greens for a Sustainable Aviation Fuel manufacturing plant in Shahjahanpur, and Loftuslane for setting up hyperscale data centers.
- **Coca-Cola**, through Moon Beverages and SLMG Beverages, pledged over ₹2,500 crore to establish two bottling plants in the state.
- **Heineken** proposed an investment of ₹1,500 crore to build a distillery plant.
- **Lords Mark Industries** announced a ₹1,200 crore investment to set up a 300 MW solar power plant and rooftop wind turbines.
- **Anheuser-Busch InBev (AB InBev)** pledged ₹1,000 crore for a distillery plant.
- **Sify Technologies** signed an MoU of ₹1,000 crore to develop an AI Hub in Lucknow's Chak Gajaria IT City, with plans to explore a Hyperscaler Data Centre.
- **Bisleri International** announced a ₹200 crore investment in bottling plants to be located in either Ayodhya or Barabanki.

The delegation continued its impressive momentum by exploring collaborations with Ms. Inge Leutscher of Excellence International in waste-to-energy and renewable power, while Dassault Systems expressed interest in expanding along UP's Defence Corridor and Jewar Airport.

Productive engagements also took place with UAE's Minister of Economy, Mr. Abdulla Bin Touq Al Marri, focusing on private investments in agriculture, logistics, and infrastructure, alongside enhancing air connectivity in UP. ■





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UP'S STRATEGIC LOCATION MAKES IT AN IDEAL HUB FOR FOOD PROCESSING UNITS: PEPSICO

How has PepsiCo's manufacturing footprint in Uttar Pradesh evolved over the years?

PepsiCo's significant growth in UP over the years are through the food manufacturing plant in Kosi Kalan. Spread over 29 acres, with the capacity to produce 45,000+ tons of potato chips annually, the plant is PepsiCo's largest food plant in the country. The company began its expedition in UP with an initial investment of Rs. 830 crores to produce Lay's chips, which later expanded into an additional investment of Rs. 186 crores to support PepsiCo's Lay's, Uncle Chips and Dorito's product lines. The plant supplies some of PepsiCo's most profitable food lines in the northern part of the country.

How has the UP government's industrial policies influenced PepsiCo's investment decisions?

The Uttar Pradesh Industrial Investment and Employment Promotion Policy (UPIIEPP) 2017 has provided benefits, including capital subsidies, and tax incentives making the state an attractive destination for manufacturing in India. Additionally, the government's focus on the food processing sector through initiatives like the Mega Food Park Scheme and the UP-Food Processing Industry Policy paved way for infrastructure development and ample supply chain support for PepsiCo. The single-window clearance system and proactive administrative support also accelerated project approvals when the plant's construction started in 2020, in the middle of the pandemic.

What percentage of raw materials are sourced from within Uttar Pradesh?

PepsiCo's objectives are to source most of its raw material (mostly potatoes) locally and collaborate meaningfully with local farmers in the process. Currently the company plans on sourcing 90,000 tons of potato from Uttar Pradesh locally, connect with 1600+ local farmers and increase collaborative farming program from existing 8500 acres to 11000 acres by 2026. With its various initiatives to support female farmers and improve farming technology, PepsiCo is committed to the growth of local agricultural capabilities.

What factors influenced PepsiCo's decision to invest in Uttar Pradesh?

A population of over 240 million and proximity to key consumer markets of Delhi-NCR, Punjab, and Rajasthan, makes UP a hub for manufacturing and distribution in northern India. It is also India's largest producer of potatoes, ensuring a steady supply of raw materials for PepsiCo's potato chips products and other snack products in similar categories. This, supplemented by existing infrastructure of expressways, freight corridors, and storage facilities, influenced PepsiCo's decision to invest in UP.

Yashika Singh

Chief Corporate Affairs Officer & Sustainability Head, PepsiCo India & South Asia

Yashika joined PepsiCo India in 2023 as Chief Corporate Affairs Officer and Sustainability Head, PepsiCo India and South Asia. With over 2 decades of diverse experience, Yashika is responsible for leading the team in mitigating policy and stakeholder risks and garnering opportunities, to promote business growth at the company.



What has been your experience with industrial infrastructure and ease of doing business in UP?

PepsiCo's experience with industrial infrastructure and the ease of doing business in Uttar Pradesh has been notably positive. The manufacturing plant in Kosi began construction during the pandemic in 2020. Despite unprecedented complications owing to the pandemic, the State government's cooperation in acquiring permits and licences were laudable. The plant was built in record time since land possession in 2019, to inauguration in September 2021.

What according to you is the export potential of low value high volume goods from UP?

The State's strong production capabilities for packaged food products and growing markets in South Asia and Africa, the Middle East as evidenced by PepsiCo's double-digit growth in the regions, indicate growing demand for packaged food which makes it a great opportunity for UP to invest in increasing its export potential.

How do you see the role of Uttar Pradesh in PepsiCo's overall India growth strategy?

UP plays a prominent role in PepsiCo's India Growth Strategy, largely due to the State's agricultural prowess, developing industrial infrastructure and high ease of doing business when it comes to compliance matters. With agriculture at the core of PepsiCo's business, UP's focus on agri-development through schemes like the State Agriculture Development Scheme, World Bank Assisted UP Agri Scheme, and Automatic Weather Station-Automatic Rain Gauge Scheme, makes UP a favourable destination for PepsiCo's future operation in India.

What sustainability measures has PepsiCo implemented in Uttar Pradesh?

PepsiCo has integrated cutting-edge green technologies and sustainable innovations at its Kosi Kalan plant to minimize environmental impact. The plant utilizes a Vapour Absorption Machine (VAM) to convert vapors into water, significantly reducing energy and water consumption. Steam for heating oil is generated from renewable energy sources, further enhancing efficiency. A biomass boiler is deployed to reduce dependence on fossil fuels. Additionally, the facility follows a Zero Waste to Landfill approach, ensuring responsible waste management. The plant is also solar-powered, reinforcing PepsiCo's commitment to clean energy. These initiatives collectively support sustainability, resource efficiency, and PepsiCo's broader environmental goals.

What is the logistics advantage of setting up food processing units in UP?

The strategic location of UP in Northern India, makes it an ideal hub for processing units. The state provides ease of access across key markets like Delhi-NCR, Punjab, Rajasthan, Bihar reducing transportation costs. UP's extensive road network, including the Yamuna Expressway, Agra-Lucknow Expressway, and Eastern Peripheral Expressway, ensuring fast and efficient goods movement. From an industry perspective, dedicated freight corridors, industrial clusters, & modern warehousing facilities, further strengthening UP's logistics ecosystem. ■





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KEY DEVELOPMENTS

Powering Progress, Pioneering Investment

As Uttar Pradesh accelerates towards its \$1 trillion economy goal, Invest UP continues to drive economic transformation, ensuring a seamless investment ecosystem that attracts global and domestic investors. Some key developments are as follows:-

Govt nod to new UP Aerospace and Defence Unit and Employment Promotion Policy 2024

Uttar Pradesh Government approved the UP Aerospace and Defence Unit and Employment Promotion Policy 2024 during the state cabinet meeting chaired by Hon'ble Chief Minister Yogi Adityanath on January 22, 2025, in Prayagraj. The policy aims at positioning the state as a leading aerospace and defence hub, accelerating indigenous capabilities, fostering innovation, and promoting global collaboration to enhance national security and economic prosperity. Through this Policy, the government aims to attract Rs 50,000 crore in investments and generate jobs for 1 lakh people.



The policy aims to strengthen the aerospace and defence (A&D) sector in Uttar Pradesh by creating a robust, hi-tech, and efficient A&D manufacturing ecosystem within the UP Defence Industrial Corridor (UPDIC). It also seeks to attract startups and investments for the development of state-of-the-art facilities in the sector. A&D-based common facility centers are planned to enhance the skills and capacities of startups and MSMEs in the UPDIC. The policy further aims to attract large A&D manufacturing projects and DPSUs, while promoting research and innovation, ensuring UP becomes a pivotal contributor to India's defence and aerospace landscape. The policy aims to drive the growth of companies that align with India's vision of self-reliance in the Aerospace and Defence (A&D) sector. The new policy encourages establishment of artificial intelligence and software development centres in A&D. ■

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CM inaugurates UP-AGREES project

The Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening (UP-AGREES) project was inaugurated by Chief Minister Yogi Adityanath on January 29, marking a significant step forward for farmers and the agriculture sector. The UP-AGREES Project, approved by the World Bank, is a \$325.10 million initiative to boost farmers' incomes in Uttar Pradesh through improved crop productivity, adoption of digital and climate-resilient practices, and better market connections. The project also aims to attract \$15 million in private investment. ■



UP Inland Waterways Authority approved

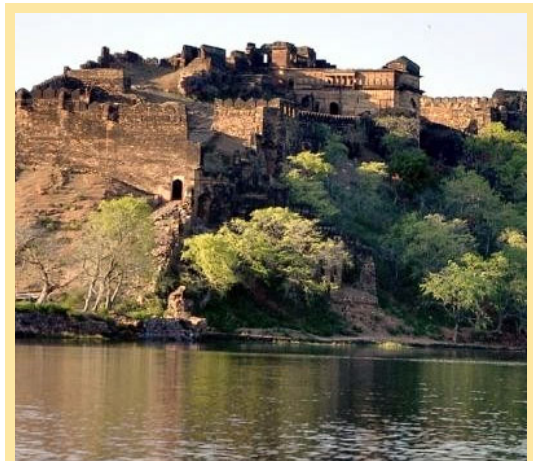
The Uttar Pradesh government has approved the formation of an inland waterways authority to boost water transport and tourism in the state. The decision to implement the Uttar Pradesh Waterways Authority Rules, 2025, was taken at a Cabinet meeting chaired by Hon'ble Chief Minister Yogi Adityanath on February 2, 2025.

The establishment of this authority aims to make transportation via waterways more economical and convenient. It would provide efficient water transport system and will reduce the pressure on other modes of transport and promote commercial activities.

The authority will be headed by the transport minister or an expert in inland waterways, shipping, navigation, ports and maritime affairs, as nominated by the chief minister.

The newly introduced 'Uttar Pradesh Waterways Authority Rules-2025' aims to enhance the cost-effectiveness and convenience of transportation along these waterways.

This initiative is expected to provide visitors a unique experience and strengthen the state's economy. The move is seen as a crucial step towards expanding water transport and accelerating economic growth in Uttar Pradesh, according to an official statement. ■



Nod for adaptive re-use of heritage properties on PPP model

The Cabinet has approved the proposal to develop ancient heritage buildings of Uttar Pradesh as heritage tourism units on Public-Private Partnership (PPP) model under adaptive re-use. A proposal has also been approved to transfer 13 historical heritage/forts from the concerned department to the Tourism Department free of cost for development under PPP policy for cultural conservation and tourism under adaptive re-use and to develop these historical heritage/forts as tourism units like heritage hotels, resort museums, MICE etc. on PPP model.

Once the transfer is complete, tourism department would be able to start tender process for engaging a private player for adaptive reuse. Officials also said some of the buildings are not in good condition and need lots of funds to undertake their restoration. The adaptive reuse through PPP model would allow their conservation while giving a boost to the state's tourism economy.

The UP cabinet has allowed free-of-cost transfer of various heritage buildings from department concerned to the state Tourism Department to start the adaptive reuse process. Thirteen buildings have been identified, including Talbehat Fort Lalitpur, Mastani Mahal Mahoba, Bhuragadh Fort Banda, Tahrauli Fort Jhansi, Sitaram Mahal (Kotvan Fort) Mathura, Kothi Gulistan-e-Iram and Darshan Vilas Lucknow, Raghunathrao Mahal Jhansi, Rangarh Fort Banda, Baradari of Wazirganj Gonda, Tikaitrai Baradari Kanpur Nagar, Alambagh Bhawan Lucknow, Senapati Mahal Kulpahar Mahoba, and Lake Palace Talkothi Mahoba.

Additionally, the Cabinet approved financial bids for selecting companies to run Rahi tourist bungalows in Etawah, Siddhartnagar, Firozabad, Mirzapur, Mau, and Bhadohi. ■



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EVENTS

Mahakumbh 2025: Showcasing UP's industrial prowess

The Maha Kumbh Mela in Prayagraj, taking place from 13 January to 26 February 2025, is the world's largest religious and spiritual event of unprecedented scale, where more than 44 crore devotees have already taken a holy dip at the 'Triveni Sangam'. At the world's largest spiritual gathering, Invest UP's Pavilion is one of the centres of attraction, drawing massive crowds & immense global attention. It was inaugurated by Hon'ble Industrial Development Minister, Nand Gopal Gupta 'Nandi'.

Invest UP has been widely publicising various investment-oriented policies of the Uttar Pradesh Government and its schemes and achievements that have transformed UP into one of the most sought-after investment destinations in the country. It is also one of the most visited pavilions by global tourists and investors. Through this, Invest UP has attracted several MNCs, who are further interested in making their investments in the state.



UP Diwas 2025: Celebrating Growth & Heritage

Uttar Pradesh's much-awaited annual celebration, UP Diwas was celebrated at Awadh Shilp Gram from January 24-26, 2025, marking the state's 76th foundation anniversary. The three-day festival celebrated the evolution of Uttar Pradesh from the "United Provinces" to the vibrant state it is today. The theme of the event this year was "Development and Heritage: UP on the Path to Progress" and showcased the state's incredible journey. The event offered visitors a chance to immerse themselves in the state's cultural wealth through exhibitions, local crafts, regional cuisine, and traditional performances, all highlighting UP's extraordinary journey! ■

Urban Mobility & Infrastructure Show: Steering Towards a Greener Future

Held in Greater Noida (Jan 19th-22nd 2025), this premier event spotlighted Uttar Pradesh's leadership in sustainable energy and mobility. Impactful sessions on Green Hydrogen, Green Ammonia, and Solar & Nuclear Energy by Invest UP Officials set the stage for achieving net-zero emissions by 2070, positioning the state as a front runner in clean and smart infrastructure. ■

Policy Conclave held at IIT Kanpur

Policy Conclave'25, the flagship event organized by the Public Policy and Opinion Cell (PPOC) of IIT Kanpur was held between January 31 to February 02. This student-run think tank is the first and only one-of-its-kind across all 23 IITs, which is dedicated to fostering discussions on public policy, governance, and socio-economic issues. The Conclave is a dynamic platform where policymakers, academicians, industry leaders, and students converge to discuss pressing national and international policy challenges. The event featured panel discussions & expert talks with leading policymakers, government officials, and industry experts. ■

Invest UP at Bharat Mobility Global Expo 2025

The Bharat Mobility Global Expo 2025 -- a transformative event for the mobility sector was held at Bharat Mandapam, in New Delhi from January 17th-22, 2025. The Expo offers a unique platform for showcasing innovations and advancements in the automotive and mobility sectors and plays a crucial role in promoting the adoption of sustainable mobility solutions and necessary infrastructure. The grand event saw Invest UP's dynamic presence, showcasing UP's cutting-edge policies for the mobility sector. With extensive infrastructural and policy support for E-Mobility, Uttar Pradesh is now a hub for innovation, sustainable transport, and industrial growth. ■



PM Gati Shakti Workshops held

The PM Gati Shakti workshop on the District Master Plan was held at Lalitpur and Ghaziabad districts in Uttar Pradesh in presence of the District Magistrate of the respective districts to deliberate on its role in revolutionizing infrastructure development through integrated planning. Invest UP, being the state nodal for its execution, provided a brief on the real-time progress of the State Master Plan (SMP), emphasizing milestones achieved and district-level expectations. Experts also shared their insights on the technical aspects of the District Master Plan with live demonstrations and Q&A sessions, showcasing its functionality and implementation potential.

This event underscores Uttar Pradesh's unwavering dedication to building sustainable infrastructure and enhancing connectivity, paving the way for long-term economic growth and development.

