

# Invest UP pitches state's potential to S'pore investors

TIMES NEWS NETWORK

**Lucknow:** To draw high-value global investments into Uttar Pradesh's priority sectors, Invest UP continued its focused international outreach in Singapore this week.

A delegation led by additional chief executive officer Shashank Chaudhary held a series of meetings with global fund managers and technology consultants to showcase the state's investment ecosystem.

The team met senior leadership from Verition Fund Management, a global multi-strategy investment firm, where it presented UP's policy framework for FDI, global capability centres (GCCs), and the IT and ITeS sectors.

In discussions with Hao Long, MD and head of Asia Equity Capital Markets at Verition, officials underlined the state's cost competitiveness, availability of skilled manpower and the growth of

urban hubs such as Noida and Lucknow.

The delegation also highlighted upcoming financial and technology districts and plug-and-play infrastructure designed to support GCCs, fintech, analytics and technology-driven service providers.

Verition officials were briefed on sector-specific incentives.

In another key meeting,

## INT'L OUTREACH

the delegation held discussions with Infotrust Singapore Pvt Ltd CEO Gyanendra Kumar, who expressed interest in investing in UP's tourism and entertainment landscape.

Kumar, originally from Uttar Pradesh, conveyed his personal commitment to contributing to the state's economic growth and proposed developing a technology-driven theme park.

According to officials, the proposed project aims to

blend immersive digital experiences, entertainment and cultural storytelling.

The delegation briefed Infotrust on investor facilitation mechanisms such as dedicated desks, single-window clearances and end-to-end support from project conception to commissioning. Possible locations and policies were also discussed.

Officials said the meetings reflect UP's efforts to build long-term partnerships with international firms. With a push for investments in technology, services and tourism-linked sectors, the state hopes to accelerate job creation, strengthen innovation-led growth, and scale up its presence as a preferred destination for global investors.

Invest UP officials added that the conversations in Singapore would be followed by detailed project evaluations and further rounds of engagement in the coming weeks.