

Uttar Pradesh Rising as Global Hub for IT and Electronics



Uttar Pradesh is making waves in the global IT and electronics sector, cementing its position as a leader in technological and industrial advancement. In 2023 alone, the state attracted investments worth a staggering ₹4 lakh crore through over 200 signed Memorandums of Understanding (MoUs). These investments are expected to generate substantial revenue for the state while opening doors to new opportunities and driving economic growth.

The state is at the forefront of India's electronics exports, contributing \$2.58 billion, or 17% of the nation's total. A significant factor in this success is the robust industrial ecosystem nurtured by the state, bolstered by key players like Haier.

Haier, a global leader in home appliances, has made significant strides in **Uttar Pradesh** with the establishment of its manufacturing unit in Noida. This facility produces air conditioners, refrigerators, and washing machines, showcasing the state's industrial prowess. Following the state's policy amendments in 2022, Haier has expanded its operations under Phase 2, adding a 45,000-square-meter facility focused on backward integration, including injection moulding and sheet metal manufacturing.

These developments align seamlessly with the Government of India's "Make in India" and "Made for India" initiatives, as well as the Uttar Pradesh government's mission to foster innovation and industrial growth. The supportive policy environment created by the state has been pivotal in attracting large-scale investments and facilitating industrial expansion.

Our new project expansion not only strengthens our product lineup but also reinforces our commitment to Uttar Pradesh's growth story. This success wouldn't have been possible without the state government's forward-thinking policies.

A Thriving Future for Uttar Pradesh

The electronics and IT sectors in Uttar Pradesh are set to flourish further, with the state poised to become a global hub for technological innovation. Industry leaders are optimistic about the trajectory, emphasising that the investments will translate into revenue growth and long-term economic stability.

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As Uttar Pradesh continues to lead India in electronics and IT development, events like the ongoing electronics expo highlight the state's achievements and ambitious future plans. Stakeholders and policymakers are committed to fostering an environment where industries can thrive, ensuring that **Uttar Pradesh** remains a powerhouse in the global technology landscape.

Views expressed by: Somesh Agrawal, Director, Legal & CS, Haier Appliances (I) Pvt Ltd. at eUttar Pradesh Summit 2024.