

# Invest UP meet to promote GCC sector draws top corporate houses



Invest UP, the Uttar Pradesh government's premier investment promotion agency, recently organised a high-profile conclave at Taj Hotel, Lucknow, to promote the Global Capability Centres (GCC) Policy 2024, aimed at attracting investments in the sector.

The event brought together top tech industry leaders, global investors, policymakers and multinational corporations to discuss Uttar Pradesh's emergence as a GCC powerhouse.

Inaugurating the conclave, UP Chief Secretary Manoj Kumar Singh welcomed the delegates and underscored the State's dynamic economic transformation into a leading investment destination. He credited the State's investor-friendly policies, modern infrastructure and proactive governance for creating a robust industrial and economic ecosystem. With Noida and Greater Noida emerging as prominent GCC hubs, tier-II and -III cities are also gaining momentum. Jhansi, in Bundelkhand, is being developed as a future industrial hub, supported by a substantial land bank, he added.

The chief secretary noted that UP now ranks among the top choices for commercial office and industrial setups, thanks to competitive incentives and a supportive business environment. Plans are underway to develop a Noida-like city in Bundelkhand, further decentralising growth and boosting regional development, he said.

Around 20 companies, including Microsoft, TCS, HCL, Standard Chartered Bank and others, participated in the meet. Apart from top executives of the corporate sectors, many high-level officers of the State government were present on the occasion.