



# DESTINATION UTTAR PRADESH

————— Invest in UP —————





“Uttar Pradesh, the 4th largest state of India, is at the cusp of a transformational journey. The vision of Atmanirbhar Bharat laid down by the Hon'ble Prime Minister, Shri Narendra Modi has been the pillar of this metamorphosis. Backed by major governance reforms, an excellent law & order situation, progressive policies and development of state-of-the-art greenfield infrastructure including logistics facilities, airports, expressways, metro, industrial corridors, etc. a vibrant investment climate has been created in the State. Being home to a population size of 240 million people, Uttar Pradesh is the largest consumer & labour market in India.

Aligning with the Hon'ble Prime Minister's vision of making India a 5-trillion dollar (USD) economy, Uttar Pradesh aims to be a major contributor by surging ahead to become One Trillion-dollar (USD) Economy. With this objective, the State organised a Global Investors Summit (UPGIS) in February 2023 at Lucknow to showcase the infinite business opportunities in the State and to provide an integrated platform for global business fraternity to collaborate in the overall economic development of the State. The Summit turned out to be a grand success which brought together policy makers, corporate leaders, business delegations, academia, think-tanks, political and government leadership from across the globe, to collectively explore business opportunities in the State.

Through the various reformative steps taken for creating a holistic ecosystem for industrial development and the formulation of more than 25 policies for attracting global investments, the State Government assures a grand welcome to all our investor partners. On this note, I heartfully welcome the global business community to come, invest in UP to power New India.”

**Yogi Adityanath**  
Hon'ble Chief Minister  
Government of Uttar Pradesh

*Why invest in  
Uttar Pradesh?*

**Uttar Pradesh**

**India**

**Uttar Pradesh**

Chandigarh

Delhi, NCR

Ahmedabad

Kolkata

Mumbai

Pune

Hyderabad

Bengaluru

Chennai

Kochi



# Destination Uttar Pradesh

## Defining long term sustainable growth

### Highest consumer base in the country

- 250 mn population and another 425 mn in the neighbouring states
- Hosts seven cities with 1 mn plus and seven others with over 0.5 mn plus population

### Zero tolerance towards crime

- Special focus on transparent and proactive policing, capacity building and eliminating organised crime

### One of the easiest States to do business

- Achiever State in 2020 and 2nd ranking in BRAP Ranking 2019
- 3500 compliances reduced
- Largest digital single window- 454 services of 37 departments

### Focus on world class infrastructure

- Home to ~55% of India's expressways
- Only State to have 5 international airports (4 existing & 1 upcoming)

### Leading logistics & warehousing hub

- Achiever State in Landlocked category for 2<sup>nd</sup> consecutive year in LEADS Ranking 2023
- Industry status to warehousing & logistics sector

### Top ancillary base

- Highest MSME base in India (14.2%)
- Top 5 exporting states in India
- Top 5 manufacturing states of India

### Policy based governance

- 25+ sector specific policies
- Attractive incentives benchmarked to the best in the country

### Land availability

- Huge land bank at key economic zones and along expressways/ corridors
- GIS enabled land bank integrated with GoI portal

### Effective collaboration with Union Govt.

- Effective utilisation of GoI schemes and policies
- Fast track implementation of GoI schemes and infrastructure projects

# Destination Uttar Pradesh

## Robust and Resilient Economy

\$301 Bn

Economy size in  
2022 - 2023

9.2% of India's GDP;  
2nd largest  
economy

5%

Share in  
Exports

Consistently ranked  
among top 5 States  
since 2016 -17

14%

Robust Growth  
(FY 2023)

Higher than India's  
growth of 10% in  
the same period

250 Mn

Large Consumer  
Base

17% of India's  
population; large  
consumer base &  
work force

5.2 X

Increase in Capital  
Outlay

Government focus on  
development over last  
decade (2013-23)

### UP Global Investor Summit 2018

- 1000+ MOUs signed
- INR 4.28 lakh  
(\$51 billion approx)  
investment committed
- **INR 3.7 Lakh Cr  
(~\$44 billion)**
- Investment Facilitated  
in last 5 years;  
employment generation  
15.5 Lakh

### UP Global Investor Summit 2023

- 26,000+ MOUs
- Total investment  
commitment till date-
- **INR 38.53 Lakh Cr  
(~\$462 billion)**
- Estimated employment  
>1 Cr

### Key Enablers

- **1st Rank:** Good Governance  
Index 2021
- **2nd Rank:** Export Preparedness  
Index\* 2021
- **Achiever State:** Doing Business  
ranking (2020) across Indian  
states
- **Achiever State:** Logistics  
ranking (2023) across Indian  
states

\*Among landlocked states  
\$1 = INR 83.3242 as on 05.01.2024

# Destination Uttar Pradesh

## Huge Pool of Human Resources

State's demographic dividend a key enabler for potential investors in Uttar Pradesh



Young demographic dividend : **56%** of the total population is in the working age group (18-60 years)



Skilled and trained over **15 Lakh+** youth through UPSDM since 2014 with ~2200 skill training centres



2<sup>nd</sup> highest number of foreign exchange students (~**5,000** students)



**230+** Ed Tech Startups in Uttar Pradesh



A total of **8,077** Higher Education Institutes (**2nd highest in India**) including:

- 70+ Universities
- ~6000 Colleges



'Leader' state with **10,000+** startups and **63** incubation centres



Widespread Vocational Education ecosystem with **3,000+** Industrial Training Partners under UPSDM

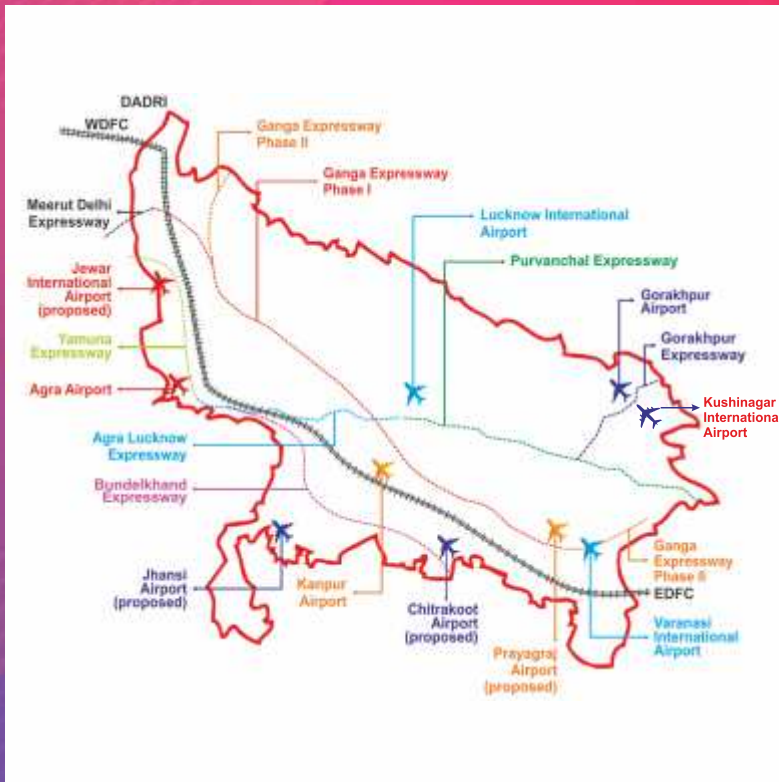


Home to Eminent Institutes viz IIT Kanpur (Qs India Rank 5, QS World Rank 278), IIT BHU (NIRF Rank 14), IIM Lucknow (FT Rank 90)

# Destination Uttar Pradesh

**Wholesome Infrastructure:** UP is #1 State in quality and reliability of infrastructure, aiming to accelerate economic growth and enhance the quality of life of its young and vibrant population.

- ▶ Rank #1 in terms of network of Expressway in the country
- ▶ Catchment of Eastern (57%) & Western (8.5%) Dedicated Freight Corridor connecting to ports & Defence Industrial Corridor



**Best-in-class infrastructure with connectivity to industry and economic hubs in India**



**2nd largest network of roads**  
(> 400,000 kms)



**Largest railway network**  
(> 16,000 kms)



**One of the largest number of airports**  
(10 operational and 11 under construction)



**Highest number of international airports**  
(4 operational @ Lucknow, Varanasi, Kushinagar, Ayodhya and 1 under construction @ Noida)



**Vast network of Rapid Transport Systems**  
(5 metro rail networks operational, 7 planned)



**First Rapid Rail Transport System in India**  
(Delhi –Ghaziabad-Meerut RRTS launched in October 2023)



**1st to have multi modal waterways terminal on river Ganges**



# Destination Uttar Pradesh

## Key Business Enablers

Business-friendly environment with an enabling policy framework,  
robust infrastructure & well-established systems & processes

1<sup>st</sup>  
Rank

Good  
Governance  
Index 2021

2<sup>nd</sup>  
Rank

Export  
Preparedness  
Index\*

Achiever  
State

Doing Business  
ranking (2020)  
across Indian  
states

Achiever  
State

Logistics  
ranking (2023)  
across  
Indian states

Single-window mechanism:  
time-bound approval  
and real-time tracking

Robust logistics ecosystem:  
dedicated expressways / freight  
corridors across the state

Improved law and order situation:  
police force modernization,  
technology adoption

### Policy Enablers



1

#### Policy for FDI, Fortune Global & India 500 Companies 2023

Incentives including front-end land subsidy, capital subsidy and Net SGST reimbursement and more for investors

3

#### New Industrial Policy 2022

Multiple subsidy options with wider project coverage & investment, inclusion of emerging sectors (like green hydrogen, circular economy)

2

#### 20+ New/ Amended Sectoral policies

Specific benefit for investors in EV, ESDM, Energy, Pharma, Textiles, Aerospace & Defence, Tourism, Food Processing, Infra, Tourism, IT, Startup, MSME sector

4

#### Nivesh Sarathi

Dedicated one-stop portal managing each stage of investor lifecycle (from intent to investment grounding)

\*Among landlocked states



# Destination Uttar Pradesh

## Enabling Policy Framework

**UP FDI, Fortune Global 500, Fortune India 500 Companies' Investment Promotion Policy 2023**

**Industrial Investment & Employment Promotion Policy 2022**

**More than 25 New/Amended Sector Specific Policies to attract investments**

|                                              |                                    |
|----------------------------------------------|------------------------------------|
| <b>Food Processing</b>                       | <b>Start-up</b>                    |
| <b>Defence &amp; Aerospace Manufacturing</b> | <b>EV Manufacturing Policy</b>     |
| <b>Electronics Manufacturing</b>             | <b>Solar Policy</b>                |
| <b>Pharmaceutical</b>                        | <b>Bio Energy Policy</b>           |
| <b>Handloom &amp; Textile</b>                | <b>Pvt. Industrial Park Scheme</b> |
| <b>Dairy</b>                                 | <b>MSME Policy</b>                 |
| <b>Civil Aviation</b>                        | <b>Tourism Policy</b>              |
| <b>Information Technology</b>                | <b>Warehousing &amp; Logistics</b> |
| <b>Data Centre</b>                           | <b>Film Policy</b>                 |
| <b>Maintenance, Repair &amp; Overhaul</b>    | <b>Poultry Development</b>         |

### **Attractive incentives offered**

- Land Rebate
- Capital Subsidy
- SGST Refund
- Capital Interest Subsidy
- Infrastructure Interest Subsidy
- Stamp Duty exemption
- Electricity Duty Exemption
- EPF reimbursement
- Transportation subsidy
- R&D incentives
- Skill Development Subsidy

# Destination Uttar Pradesh

## New Industrial Policy: Brief Overview



Industrial  
Policy overhaul

Structural changes proposed in New Industrial Policy 2022  
for a competitive incentives framework and supportive infrastructure

### Key Highlights of the New Policy



**New models (such as capital subsidy and PLI top up support)** introduced in addition to Net SGST reimbursement to cover wider category of projects under fiscal incentives program



**Capital subsidy option linked to unit performance** and various boosters (ecosystem booster, employment booster and exports booster) to ensure optimal use of incentives budget and meet policy objectives



**Longer investment period (up to 9 years)**, SGST reimbursement for longer period, wider scope of eligible fixed assets, specific coverage for applications pending under previous policy



**Additional sectors (such as Circular Economy, Infrastructure projects, Green Hydrogen etc.)** introduced

Implementation guideline and SOPs being made to ensure:

Minimal scope for  
interpretational issues

Address challenges faced by  
investors in the past schemes

Accommodate proposals for dynamic  
and evolving business structures

# Sector Strengths: Opportunities



**Defence &  
Aerospace**



**Civil Aviation  
& MRO**



**Logistics**



**Electronics**



**IT**



**Startup**



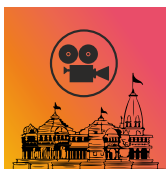
**Data Centre**



**Handloom &  
Textile**



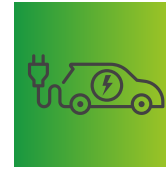
**Agro &  
Allied**



**Tourism &  
Film**



**Renewable  
Energy**



**Electric  
Vehicle**



**Pharma &  
Healthcare**



**Education - Skill  
Development**

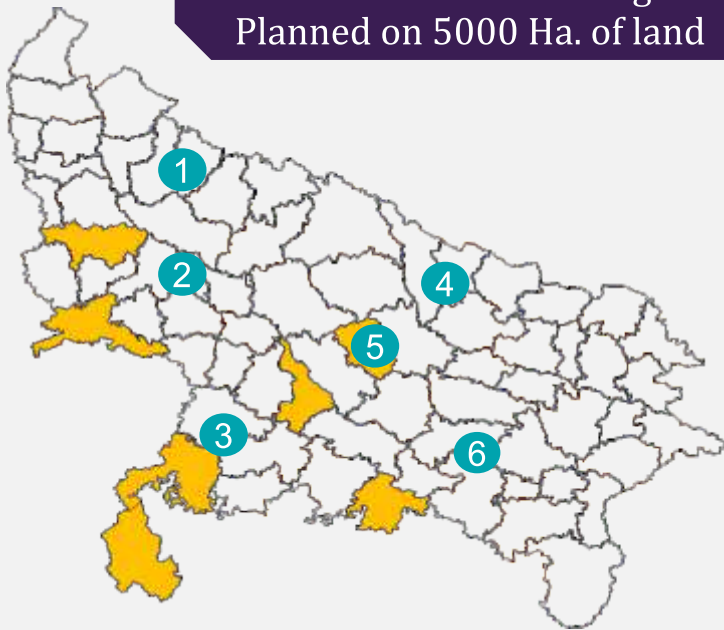


**Industrial  
Infrastructure Projects**

# Destination Uttar Pradesh

## Defence & Aerospace Sector

Upcoming  
**Defence Industrial Corridor**  
in Bundelkhand region  
Planned on 5000 Ha. of land



**6- Nodes viz. Agra, Aligarh, Kanpur, Lucknow, Jhansi & Chitrakoot**  
139 MOUs worth more than INR 25376.61 Cr  
(\$ 304 thousand approx) inked including  
Brahmos in Lucknow & Bharat Dynamics in Jhansi

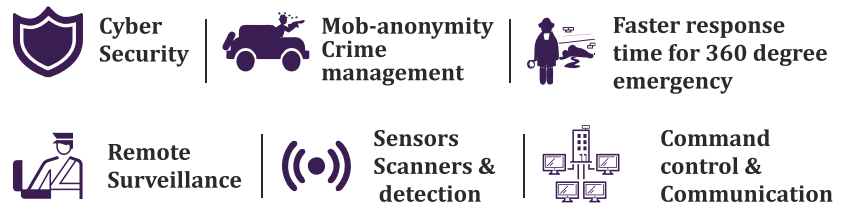
Attractive incentives under  
**Defence & Aerospace Policy 2019**  
(as amended in 2022)

### OPPORTUNITIES



- 1645 ha+ of land acquired in Aligarh, Kanpur, Jhansi, Agra, Chitrakoot and Lucknow
- Aligarh node of UP Defence Industrial Corridor (UPDIC) inaugurated by Hon'ble Prime Minister Shri Narendra Modi

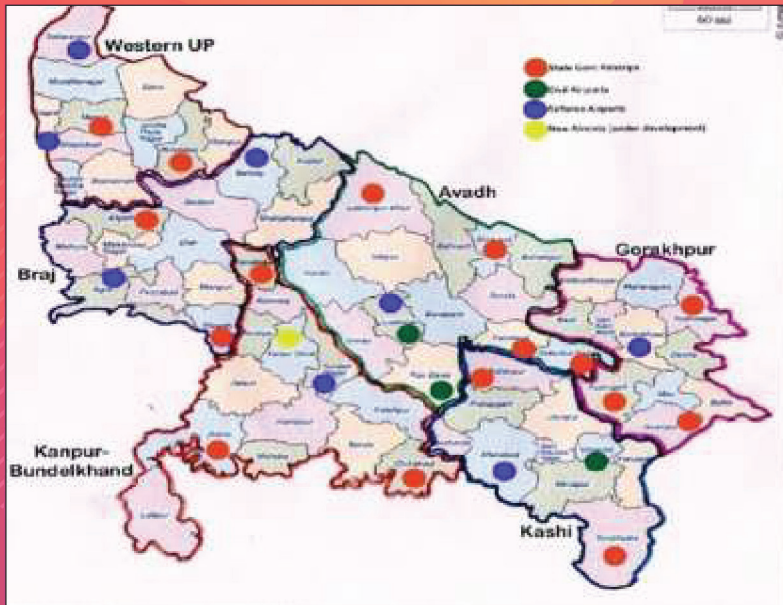
### Homeland Security



**R&D base:**  
IIT Kanpur (Tech. partner); DRDO,  
ASERDC-HAL (Lucknow & Amethi)



# Destination Uttar Pradesh Aviation and MRO Sector

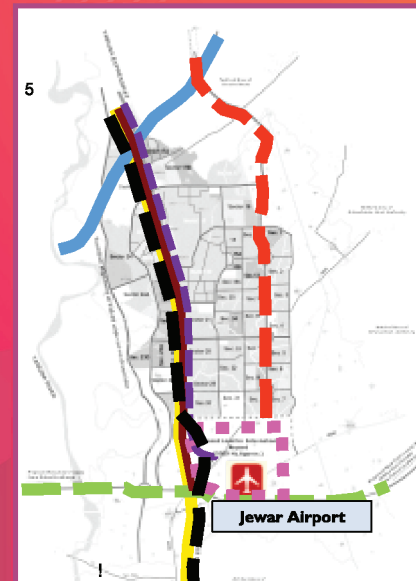


## Policy Support

- Concessions under Regional Connectivity Scheme (RCS)
- Incentives for Maintenance, Repair & Overhaul (MRO) units
- 10 airports/airstrips operational; 11 under construction
- Only State to have 5 international airports; 4 operational and 1 upcoming

## Upcoming International Airport at Jewar

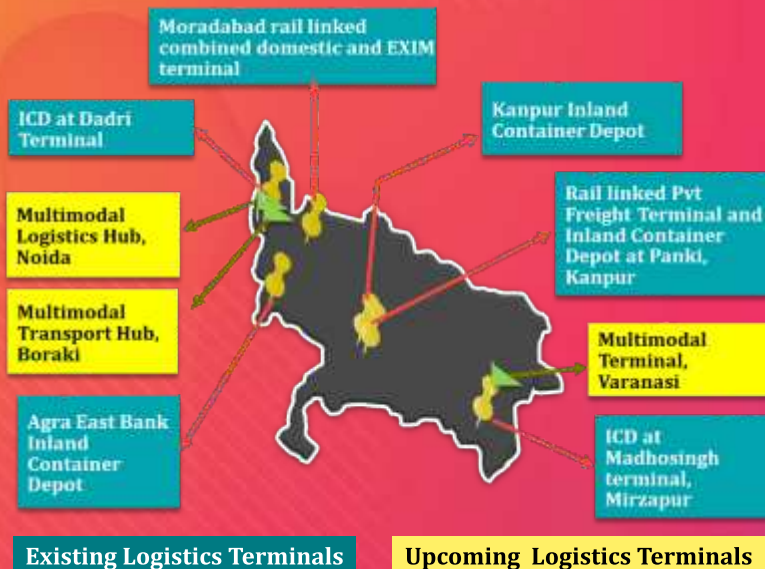
- Noida International Airport planned in 1334 ha at Jewar, in YEIDA-notified area
- All clearances & NOCs obtained for Noida International Airport (Jewar)
- Just 72 kms from IGI Airport in Delhi, well connected to Noida, Greater Noida and major tourist destination in & around Agra
- MRO & Cargo Hub planned along the airport



# Destination Uttar Pradesh Logistics Sector



**National Waterway 1**  
(connecting Prayagraj to Haldia port)



## Inland Waterway

- ❑ The Uttar Pradesh Inland Waterways Authority Bill was passed in 2023 to form an Inland Waterways Authority at the state level
- ❑ **Haldia** - Varanasi tract (nearly 1,100km) of NW1 operational
- ❑ **Freight village** spread over 100 acres proposed at Varanasi

## Multi Modal Terminal at Varanasi

- ❑ MMT Varanasi phase 1 is operational, having 0.54 million tons per annum of cargo handling capacity
- ❑ Various floating terminals are operational along the NW-1 at Ghazipur/ Rajghat, Ramnagar (Varanasi) and Prayagraj terminals

## Multi Modal Logistics Hub at Dadri (G.Noida)- ~304 Ha

- ❑ Being developed in Dadri-Noida-Ghaziabad Investment Region (DNGIR)

## Multi Modal Transport Hub at Boraki (G.Noida)- ~753Acre

- ❑ State-of-art railway terminus planned; supplemented by an Inter-state Bus Terminus (ISBT) & Mass Rapid Transit System (MRTS)

**Attractive incentives** under Warehousing & Logistics Policy viz. Industry Status, Higher Ground Coverage & FAR, Capital Subsidy, Exemption of Stamp Duty, Electricity Duty & Development charges **for development of Storage facilities, Logistics Park, Dry ports, Cargo Terminals & Berthing terminals**



# Destination Uttar Pradesh IT Sector

➤ Uttar Pradesh (UP), as India's largest labour market, is known as the IT Hub of North India

➤ State holds 6th position in software exports in India

➤ The state currently has operational IT parks in Noida, Meerut, Lucknow, Kanpur and Prayagraj. Another IT Park in Agra will shortly become operational. Three other parks are being developed in Varanasi, Bareilly, and Gorakhpur cities

➤ **IT City, Lucknow** : A SEZ developed by HCL Group with an investment of US\$ 78 Mn with a direct employment of 5900. It is based on the Walk to Work concept such that 60% of the total area i.e., to be used for IT & ITeS activities and the balance for commercial, residential, health and education

➤ Under the UP IT/ ITeS Policy 2017-22, the state received investment proposals of around US\$ 765 Mn with employment of ~53,000 people

## IT Policy - Key Highlights

- 100% reimbursement of Electricity Duty for 10 years
- 5% Interest Subsidy for 7 years
- 100% Stamp Duty Exemption
- Reimbursement up to 25% of the land
- 100% reimbursement on Grant on EPF
- Units allowed for 3.0 : 1.0 (Purchasable) floor area ratio, 30% of total FAR in minimum 25 acre of land allowed for welfare facilities like dormitories
- 100% Reimbursement of Patent Filing Cost
- Incentive for certifications: Reimbursement of 3 certifications with a limit of INR 25 Lakhs (\$ 30 thousand approx)

## Key players



# Destination Uttar Pradesh Electronics Sector

**65%**  
of the mobiles  
phones  
manufactured  
in India are  
from UP

**40%**  
mobile handset  
manufacturers  
operate from  
UP

**55%**  
component  
manufacturers  
operating in India  
are operating  
from UP

- ✓ Vision to make UP an attractive destination for global semiconductor units. Special benefits over and above Govt's benefits proposed under new electronics manufacturing policy
- ✓ Samsung Display Noida with an investment of US\$ 586 Mn. under the UPEMP 2020 made India 3rd country in the world to have an OLED display manufacturing unit
- ✓ Target to establish 3 Electronics Manufacturing Clusters (EMC) and 3 Centre of Excellence (CoEs) under Electronics Manufacturing Policy 2020 (amended in 2022)

## Key players



## Electronics Policy - Key Incentives

- Capital subsidy @15% of FCI
- 5% Interest Subsidy
- 100% Stamp Duty Exemption
- Land Rebate @25% in Madhyanchal and Paschimanchal, @50% in Bundelkhand and Purvanchal
- 3.0 + 1.0 (Purchasable) floor area ratio (FAR),
- Patent Filling Cost reimbursement
- 50% exemption of Electricity Duty for 10 years
- Skill development and other assistance

## Special incentives for Semiconductor units

- 50% additional Capital Subsidy on subsidy approved by GOI
- 75% subsidy on 1st 200 acres of land along with 30% subsidy on additional purchase of land for the unit or for the ancillary
- 100% Stamp duty exemption
- Power tariff as per industrial rates
- Electricity duty exemption for 20 years
- Dual power grid network to FAB units
- One-time capital subsidy for setting up ETP
- Subsidy for setting up Common Facility Centers (Govt's EMC 2.0 scheme)
- Further assistance on Case-to-Case basis for FAB units



# Destination Uttar Pradesh Data Centre Sector

- ❑ With 1.181 billion mobile connections, 881.25 million internet users and average data consumption of 17.36 GB per month as of 2023, India is on a digital transformation journey
- ❑ Uttar Pradesh has the largest consumer base of India with 250 million population and another 425 million in nine neighbouring states
- ❑ Through Data Centre Policy 2021 (amended in 2023), state has registered MoUs of around INR 1 Lakh Cr ( \$12 billion approx) in investments and will generate employment for ~ 10,000 people.
- ❑ Achieved 650 MW Data Center Capacity through 6 Hyperscaler Data Center Parks of more than 40 MW and 1 Data Center units which were approved under Data Center Policy 2021
- ❑ Noida has emerged as Global data center hub
- ❑ Investors has also started establishing Edge Data Centres and DC units in other regions of Uttar Pradesh

## Data Centre Policy - Key Highlights

- ❑ Capital subsidy @7% up to INR 20 Cr ( \$2.4 million approx) on storage infrastructure
- ❑ Land subsidy @25% in Madhyanchal, Poorvanchal; @50% in Bundelkhand, Paschimanchal up to INR 75 Cr (\$9 million approx)
- ❑ Interest subsidy @60% for 7 years up to INR 50 Cr ( \$6 million approx)
- ❑ 100% Stamp duty exemption
- ❑ 100% Electricity duty exemption for 10 years
- ❑ Dual Power Grid Supply
- ❑ Subsidy on Transmission & Wheeling charges



# Destination Uttar Pradesh Startup Sector

**60+**  
Incubators  
Operational

**10,000+**  
Startups  
registered

**200+**  
Startups  
approved for  
incentives

- State is recognized as a “Leader” by GoI (2021)
- UP is amongst top 4 start-up hubs of India
- High quality educational institutes like IIT Kanpur, IIT-BHU, IIM Lucknow etc.
- Strong mentor pool and policy supporting start-ups & incubation centres

## Success stories: Policy Implementation

INR 3+ Cr (\$ 360 thousand approx)  
Incentives disbursed to incubators

INR 11.39 Cr (\$ 1.3 million approx)  
Incentives disbursed to CoEs

INR 12.33 Cr (\$ 1.4 million approx)  
Incentives approved to startups

INR 4.55 Cr (\$ 540 thousand approx)  
Funding under Startup India

371 Cr (\$44 million approx)  
Funding to Startups through SIDBI

## Incubators

- Capital Subsidy @50% up to maximum INR 1.25 Cr (\$150 thousand approx)
- Operational Grant up to INR 30 Lakh (\$36 thousand approx) p.a. for 5 years

## Startups

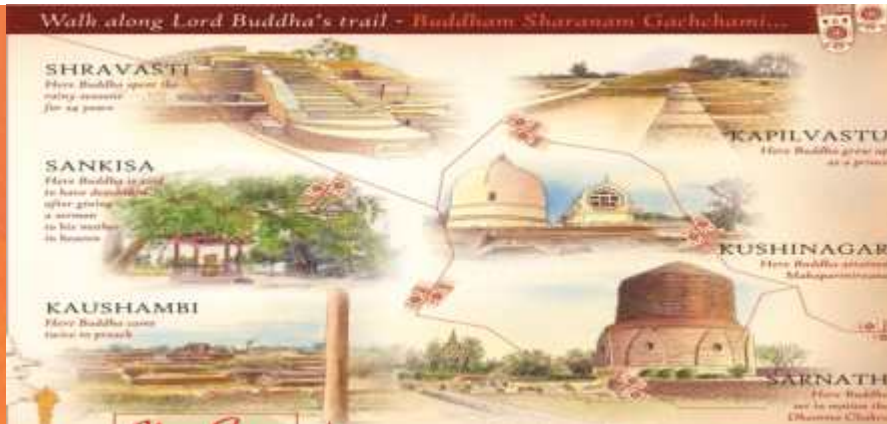
- Sustenance Allowance @INR 17,500 (\$210.02 approx) per month (up to 25 Startups per incubator per year)
- Prototype grant up to INR 5 lakh (\$ 6000 approx)
- Seed Capital for marketing assistance up to INR 7.5 Lakh (\$ 9 thousand approx) (up to 25 Startups per incubator per year)
- Patent Cost registration
- Event participation cost reimbursement

## Success stories Centre of Excellence

- **AIIDE CoE, IIT Kanpur**
- **MedTech CoE, SGPGI Lucknow**
- **Drone CoE, IIT Kanpur**



# Destination Uttar Pradesh Tourism Sector



## The Buddhist Circuit:

Kapilavastu-Sarnath- Kushinagar-Kaushambi-  
Shravasti- Sankisa- Atranji Khera- Devdeh

## INVESTMENT OPPORTUNITIES

- Budget Hotel
- Heritage Hotel
- Resort
- Sport Resort
- Tented Accommodation
- Adventure Tourism
- Amusement/ Water/ Theme Parks
- Convention Centre
- River Cruise
- Wellness Tourism
- Film City

## Attractive incentives under Tourism Policy, Film Policy

### Religion and Spiritual Tourism



### Craft Handloom and Textile Tourism



### Eco Tourism



### Film Tourism





# Destination Uttar Pradesh Handloom & Textile Sector

- State is 3<sup>rd</sup> highest fabric producer in India, contributing more than 13.24% of national production
- State accounts for 90% of India's Carpet production
- State is 5<sup>th</sup> largest producer of Silk and Handlooms in India
- India's major garmenting cluster exist at Ghaziabad-Noida, with presence of ~3000 units
- 32% of India's leather exports

## Key Players

**Raymond**

**fabindia**  
CELEBRATE INDIA

**ARVIND**  
FASHIONING POSSIBILITIES

**BIBA**

**GINNI FILAMENTS LTD.**

**THREADS**  
(INDIA) LIMITED

## Key Incentives (Textile Policy 2022)

- Land cost subsidy up to 25% on purchase of land from Government Agency
- Up to 25% capital subsidy on investment on Plant & Machinery. Additional 10% subsidy for investing in Bundelkhand and Poorvanchal
- Up to 100% exemption in stamp duty
- 100% exemption on electricity duty for 10 years
- Power Tariff subsidy of INR 2 (\$0.02) per unit for 5 years in PM MITRA Park
- Freight subsidy up to 75% for 5 years
- Employment Generation subsidy of INR 3,200 (\$ 38.40) per worker per month for Mega Super Mega Garmenting Units for 5 years
- Financial incentives to youth for starting new employment

## Opportunity Areas

- Textile/Garment Parks - Integrated townships
- Apparel design centres
- Spinning/Weaving units
- Marketing, Retailing, Sourcing & E-commerce
- Industry-Academia Exchange Programmes
- Technical Textile manufacturing

# Destination Uttar Pradesh Agro & Allied Sector

## Sector Highlights

- State has highest national output in sugarcane, food grains, potato & wheat production
- UP hosts the major fruit belts with highest production of mango and Indian gooseberry
- State is one of the highest contributors in milk production in India
- Strong existing ecosystem including Centre of Excellence, Research Centers, Common Facilities etc.
- Attractive fiscal incentives: Food Processing Policy 2023, Poultry Development 2022, Dairy Farm & Product Development Policy 2022

## Investment Opportunities



## Production Centres



## Key players



# Destination Uttar Pradesh Renewable Energy Sector

- India's commitment in Cop28 Summit in Dubai include bringing down intensity of emissions by 45% till 2030
- Uttar Pradesh has capacity to produce 28 GW of renewable energy, including 22.38 GW capacity for solar energy
- Floating solar energy potential of 16,000 MW
- Pump Storage Plants (PSP) with ~12000 MW Capacity proposed in Vindhyachal region
- Vast opportunities in Waste to energy. Since UP is the largest producer of sugarcane and 2nd largest producer of rice in India, the by-product bagasse & rice husk form abundant biomass for bio fuel production
- 6 Solar Parks approved with a total capacity of 3600 MW; Grid connected Rooftop solar plants installed with a capacity of 259 MW

## Green Energy corridor coming up in Bundelkhand

- State Govt to facilitate evacuation of 4000 MW solar power from power plants

## Policy Support

- Solar Energy Policy 2022: Exemption of Stamp Duty, Electricity Duty, Concession of Banking & wheeling charges, etc.
- Bio Energy Policy 2022: Incentives for Compressed Bio gas plant, Bio Coal Production plant & Bio diesel production plant.

## Key players





# Destination Uttar Pradesh Electric Vehicle Sector

- Highest share of EV sales in 2023, with the number of units sold across all segments
- Largest beneficiary under FAME 1 & 2 schemes
- Enabling ecosystem for EV and Battery manufacturing under UP EV Manufacturing & Mobility Policy 2022

## 3 PILLARS FOR EV ECOSYSTEM

Charging Infrastructure

Adoption

Manufacturing

## KEY HIGHLIGHTS OF NEW EV POLICY



- Capital subsidy to service providers setting up public charging & swapping stations
- Charging stations – Land allotment on lease at revenue sharing model @ Rs 1 per kWh
- Purchase subsidy to promote adoption of 2W, 3W, 4W, e-buses & e-goods carrier
- Registration and road tax exemption for EV purchased & registered in UP
- Manufacturing incentives
  - Attractive package for integrated EV projects manufacturing EV, battery, component, R&D and testing facilities
  - Higher subsidies for battery manufacturing
  - Production linked incentives
  - Skill development subsidies
- Grant for setting up Centre of Excellence, upto INR 10 Cr (\$ 1.2 million approx) each

# Destination Uttar Pradesh

## Pharma & Healthcare

- Sector has registered the **Export growth 38.2%** (FY 16-FY 19)
- Pharma & Medical Devices **investment size** is worth approx. **INR 3000 Cr (\$360 million approx)** (licensees data from FSDA, Aug 2020)

### Existing Parks & Clusters:

- 9 Pharma Clusters in GB Nagar (136 units), Ghaziabad (70), Kanpur Nagar (41), Lucknow (55), Meerut (45), Moradabad (37), etc.
- Biotech Park Lucknow
- Upcoming Medical Device Park

### Manufacturing base:

- Approx. 400 Formulation units, 41 Bulk Drug units, 91 Cosmetic Units, 122 Medical Devices manufacturing Units

### Demand base:

- Nearly 1594 Pradhan Mantri Janushadin Pariyojana Centres and more than 1 Lakh pharmacists, 118861 Retail pharmacies, rapidly growing

### Human Resource:

- 208 Medical, Bio-Technology and Pharmacy colleges

### R&D base:

- 18 world-class Pharma Research Institutes viz. CSIR(Lucknow); NIB-Noida, IITR-Lucknow; King George Medical University-Lucknow; NBRI etc.

### Pharma Policy 2023

#### Incentives to Pharma units –

- ♦ Capital Subsidy
- ♦ Interest Subsidies: For procurement of P&M, for building infra self-use, and for Research quality improvement
- ♦ Electricity Duty Exemption
- ♦ Stamp Duty exemption
- ♦ Waste Management incentives as Interest subsidy for loan taken to set up waste management setup and for setting up common boiler project
- ♦ Patent Filing fees Reimbursement
- ♦ Quality Certification fees reimbursement
- ♦ Skill Development incentive

#### Incentives for R&D and Innovations

- ♦ Interest subsidy for setting up R&D institutes
- ♦ Grant for Clinical Trials
- ♦ Grant for Contract / sponsored research

#### Special Package for units setting up at Bulk Drug Parks & Medical Device Parks

- ♦ Interest subsidy: For 10 years to units established in Bulk Drug Parks/Medical Device Parks
- ♦ Air Cargo handling and freight charges incentive at rate decided by State Govt from time to time to transport raw material and finished goods in and out of the country

#### Incentives to Pharma Park –

Horizontal Pharma Park developed over min 10 acres of land and Vertical Pharma Park developed over min 3 acres of land will be provided following -

- Interest Subsidies–
  - ♦ For on loan taken to buy land
  - ♦ For loan taken to build infra
  - ♦ For loan taken to build common facilities
- Capital Subsidy
- Stamp duty exemption
- Grant for setting up CETP





# Destination Uttar Pradesh

## Different Industrial Infrastructure

Land bank aligned with transport / logistics infrastructure  
to facilitate investments

### Electronics Park

- **Electronics park** to come up along Yamuna expressway spread over 250 acres near Noida
- **Over INR 50,000 Cr** (\$ 6 billion approx) investment envisaged

### Textile Parks

- **Mega integrated textile region and apparel park** coming up in Lucknow & Hardoi
- Park to be set up over **1000 acres** of land parcel under PM-MITRA scheme

### Leather Parks

- **Mega Leather Clusters** at Hardoi and Kanpur spread over 150 & 625 acres respectively
- **Total investment of INR 1350** (\$162 million approx) and employment generation for 10000 people

### Pharma Parks

- **Medical Device Park** at Noida spread over 350 acres
- **Pharma Parks** across Ghaziabad, Lucknow, Kanpur Nagar, Gorakhpur and Hapur

### Chemical Parks

- **Plastic processing parks** at Auraiya and Gorakhpur spread over 150 acres in total
- **Perfume park** set up in Kannauj over 60 acres

### Defence Corridor

- **Defence Industrial Corridor** planned over about 74,000 acres of land across six nodes, viz, Aligarh, Agra, Jhansi, Lucknow, Kanpur and Chitrakoot

**Many More.....**





# Destination Uttar Pradesh

## Investor Facilitation Systems

Investment life cycle management solutions deployed  
to ease the business environment

### Single Window Investor Facilitation

**Nivesh Mitra**

*To provide NOCs/Clearances/Licenses including Renewals required for setting up (Establishment) & running (Pre and Post Operation) a business*



### Investor Relationship Management System

**Nivesh Sarathi**

*One stop solution across investment lifecycle, starting from intent / MoU to investment grounding; interactive, query / resolution; seeking facilitation support and real-time monitoring*



### Incentive Facilitation System

**Online Incentive  
Management System**

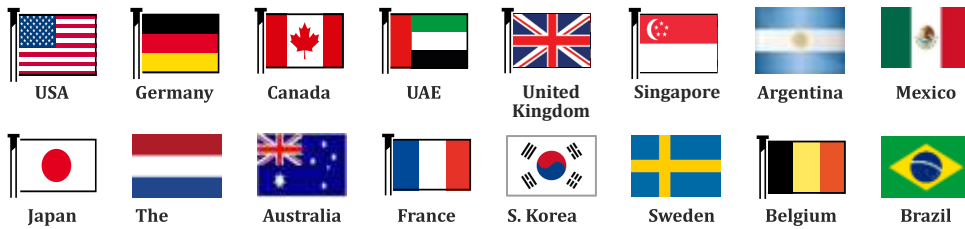
*Online incentive management system for processing, sanctioning and disbursement of incentives, with scope for real-time monitoring of disbursement status*



**“Udyami Mitra” (Investment Facilitation Friends) recruited  
for assisting Investors**

# International Outreach

... Reached out to business community  
in 21 cities from 16 countries



## Key Companies



|                     |                                           |
|---------------------|-------------------------------------------|
| Investment Intents  | 149                                       |
| Proposed Investment | INR 7,12,288 Cr<br>(\$ 85 billion approx) |
| Proposed Employment | 7,02,415                                  |

# Domestic Outreach

... Reached Out to Business  
Community in Indian Cities



| Route        | Investment Proposed<br>Approx. (In INR Cr.) | Employment<br>Proposed |
|--------------|---------------------------------------------|------------------------|
| Mumbai       | 500000 (\$60 billion)                       | 30000                  |
| Delhi        | 275000 (\$33 billion)                       | 35000                  |
| Ahmedabad    | 41000 (\$4 billion)                         | 50000                  |
| Bengaluru    | 25000 (\$3 billion)                         | 32000                  |
| Hyderabad    | 25000 (\$3 billion)                         | 33000                  |
| Chandigarh   | 9000 (\$1 billion)                          | 20000                  |
| Chennai      | 9000 (\$1 billion)                          | 30000                  |
| Kolkata      | 7000 (\$840 million)                        | 19500                  |
| <b>Total</b> | <b>891000 (\$ 106 billion)</b>              | <b>249500</b>          |

## Key Companies





# Investor Testimonials



“Coming to UP is a patriotic duty for me. Because India cannot rise to its full potential without the rise of 250 mn people of Uttar Pradesh.”

**Mr. Mukesh Ambani**  
CMD, Reliance Industries



“We are extremely committed to the growth of Uttar Pradesh, across sectors – be it services or manufacturing sector, digital and IT sector or in social sector and infrastructure – to make Uttar Pradesh a glorious state.”

**Mr. N Chandrasekaran**  
Chairman, Tata Sons



“UP is a big market as it has the largest population. UP’s billions are beckoning investors.”

**Mr. Nadir Godrej**  
Chairman, Godrej Industries

# Investor Testimonials



“Uttar Pradesh has several advantages. It has an abundance of natural resources. Owing its potential and size, Uttar Pradesh can compete with several countries as well.”

**Mr. Anand Mahindra**  
Chairman, Mahindra & Mahindra



“Uttar Pradesh has vast untapped potential. The State has an investment friendly government that is keen on improving ease of doing business and infrastructure in the state.”

**Mr. Kumar Mangalam Birla**  
Chairman, Aditya Birla Group



“UP is one of the most important states for Samsung and the expansion of the Noida mobile unit will further strengthen our presence in the country and enhance our manufacturing operations. The Noida factory is our star performer and rates as one of the best facilities across the globe.”

**Mr. Hyun Chil Hong**  
President & CEO, Samsung India

# UP Global Investors Summit-2023

## *Snapshot*

**26,000+**  
MOUs

**INR 38 Lakh  
Cr (\$450 bn)**  
worth MOUs

**1 Cr**  
Employment

**10 Partner**  
Countries

**525**  
Exhibitors

**500+**  
B2G Meetings



**17**  
Union  
Ministers

**1,100+**  
B2B Meetings

**25,000+**  
Delegates

**40+ Country**  
Participation

**4**  
Ministers of  
Partner Countries

**5**  
Ambassadors/  
HCs

**1,000+**  
International  
Delegates

**16 Countries**  
International  
Roadshows

**10 Cities**  
Domestic  
Roadshows

**75**  
District  
Roadshows



# Flashback: UP Investors Summit 2018

## *Key Highlights*



First of its kind Investors Summit organised in Uttar Pradesh on 21-22 February 2018 in Lucknow

1045 no of proposals received, worth INR 4.28 Lakh Cr (\$51 billion approx)



### Ground Breaking 1

(29<sup>th</sup> July 2018)

81 Projects worth

INR 61847 Cr

(\$7 billion approx)

grounded,

2 lakh employment



### Ground Breaking 2

(28<sup>th</sup> July 2019)

~290 Projects worth

INR 65,000 Cr

(\$7.8 billion approx)

grounded,

2.6 lakh employment



### Ground Breaking 3

(3<sup>rd</sup> June 2022)

1406 Projects worth

INR 80,000 Cr

(\$9 billion approx)

grounded,

5 lakh employment

## NOTE









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