



### Shri Alok Kumar, IAS

Additional Chief Secretary to GoUP,  
Infrastructure & Industrial Development & NRI Department  
Government of Uttar Pradesh

Global Capability Centres have undergone a remarkable transformation over the past decade. What began as cost-driven offshore operations have evolved into the strategic nerve centres of global enterprises — driving innovation, building proprietary technology, and delivering AI-led transformation for parent organisations worldwide. India sits at the heart of this shift, and the question for policymakers is no longer how to attract GCCs, but how to unlock the full depth of their potential.

Uttar Pradesh has answered that question with clarity and conviction. With a STEM graduate base exceeding 2 Lakh Plus annually and a geography that places it at the crossroads of northern India's economic activity, UP is uniquely positioned for this next wave of GCC growth. But positioning alone does not build an ecosystem — that requires policy, institutional capacity, and the willingness to engage.

The Government of Uttar Pradesh notified the UP Global Capability Centre Policy, 2024 — a purpose-built framework addressing the full spectrum of GCC investment. The policy covers both capital and operational expenditure: land subsidy differentiated by region, 100% stamp duty exemption, capital subsidy, OPEX support of up to **INR 80 crore per annum** for larger centres, payroll subsidy of up to 50% in the first year, and dedicated support for talent development, R&D, and intellectual property creation. Critically, these benefits stack with Central Government schemes — maximising the total policy benefit for investors.

Beyond incentives, we have invested in institutional infrastructure to convert intent into outcomes. Invest UP, as the nodal agency, provides every GCC investor a single point of contact from the first conversation through to commercial operations. Our dedicated GCC Sector Desk manages backward and forward linkages across talent, real estate, and government facilitation. The Kaushal Connect Cell shapes university curricula to meet tomorrow's GCC skill requirements. Nivesh Mitra 3.0 ensures every approval is time-bound, transparent, and accountable.

Uttar Pradesh offers a full-spectrum value proposition — from Noida's established GCC belt to Lucknow's compelling cost and talent arbitrage, underpinned by IIT Kanpur, IIT (BHU) Varanasi, IIIT Lucknow, and over 700 AKTU-affiliated institutions. Notably, a significant share of the professionals powering India's GCC hubs in **Bengaluru, Hyderabad, and Pune** today are from Uttar Pradesh. Our task — and our opportunity — is to bring that talent home.

The DNB GCC Conclave represents exactly the kind of platform that accelerates this agenda. I look forward to the conversations, commitments, and partnerships that will emerge — and to welcoming more of the world's leading enterprises to Uttar Pradesh.