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investors through linkages across talent, infrastructure, real estate, and expansion planning.

To originate investments, Invest UP is expanding its presence in Bengaluru, Hyderabad, and Mumbai, enabling direct engagement with global enterprises. This has led to traction, with proposals exceeding INR 5,000 crore in investment intent, positioning Uttar Pradesh as an emerging GCC destination.

What differentiates UP's GCC ecosystem in policy, infrastructure, and talent?

UP's GCC ecosystem stands out across three pillars—policy depth, infrastructure readiness, and talent scale.

On policy, the UP GCC Policy 2024 offers a comprehensive framework covering R&D, engineering, and corporate functions. Benefits include 30–50% land subsidy, 100% stamp duty exemption, OPEX subsidies up to INR 80 crore annually, payroll support (up to 50% in Year 1 outside NCR), EPF reimbursement, and patent-linked incentives. These can be combined with central schemes, improving returns.

Infrastructure development focuses on decentralisation. While Noida remains a mature hub, new Grade A capacity is emerging through UPEIDA-led parks in Lucknow and a Private Business Park Policy based on a DBFOT model

with long-term concessions, enabling expansion into Tier 2 cities.

Talent is a key strength. Uttar Pradesh produces over 2 Lakh Plus STEM graduates annually, and a large share of India's GCC workforce originates from the state. The Kaushal Connect Cell aligns hiring needs with academic curricula, creating a ready local talent pool.

How will GCCs contribute to UP's economic and employment growth?

Over the next five years, GCCs are expected to evolve into anchor institutions in Uttar Pradesh's growth.

In the near term, Invest UP's pipeline—over INR 5,000 crore in investment intent—will generate high-quality jobs. More importantly, GCCs will drive ecosystem development, creating demand across real estate, digital infrastructure, consulting, skilling, and higher education, turning cities into integrated economic hubs.

Employment generation is being localised. Recruitment subsidies for UP-domicile freshers and initiatives like Kaushal Connect ensure jobs are created within the state's talent base.

Strategically, engagement with global enterprises will help GCCs transition from execution centres to innovation, analytics, and product ownership hubs, enhancing productivity and export-linked growth. ■

How is Invest UP positioning Uttar Pradesh for next generation GCCs beyond IT/ITeS?

Uttar Pradesh has shifted its GCC strategy beyond IT–ITeS toward high-value functions such as R&D, engineering, analytics, finance, HR, and product development. The Uttar Pradesh Global Capability Centre Policy, 2024 (effective May 2025) is India's first dedicated state-level GCC framework to attract and scale advanced operations.

The policy categorises GCCs into Level 1 and Advanced segments based on investment and employment thresholds. Advanced GCCs receive enhanced incentives, including capital subsidies up to INR 25 crore annually, OPEX subsidies up to INR 80 crore annually, and payroll support over four years.

Invest UP serves as the nodal agency, providing single-window facilitation from approvals to operationalisation. The GCC Sector Desk supports