

IS 15700:2018

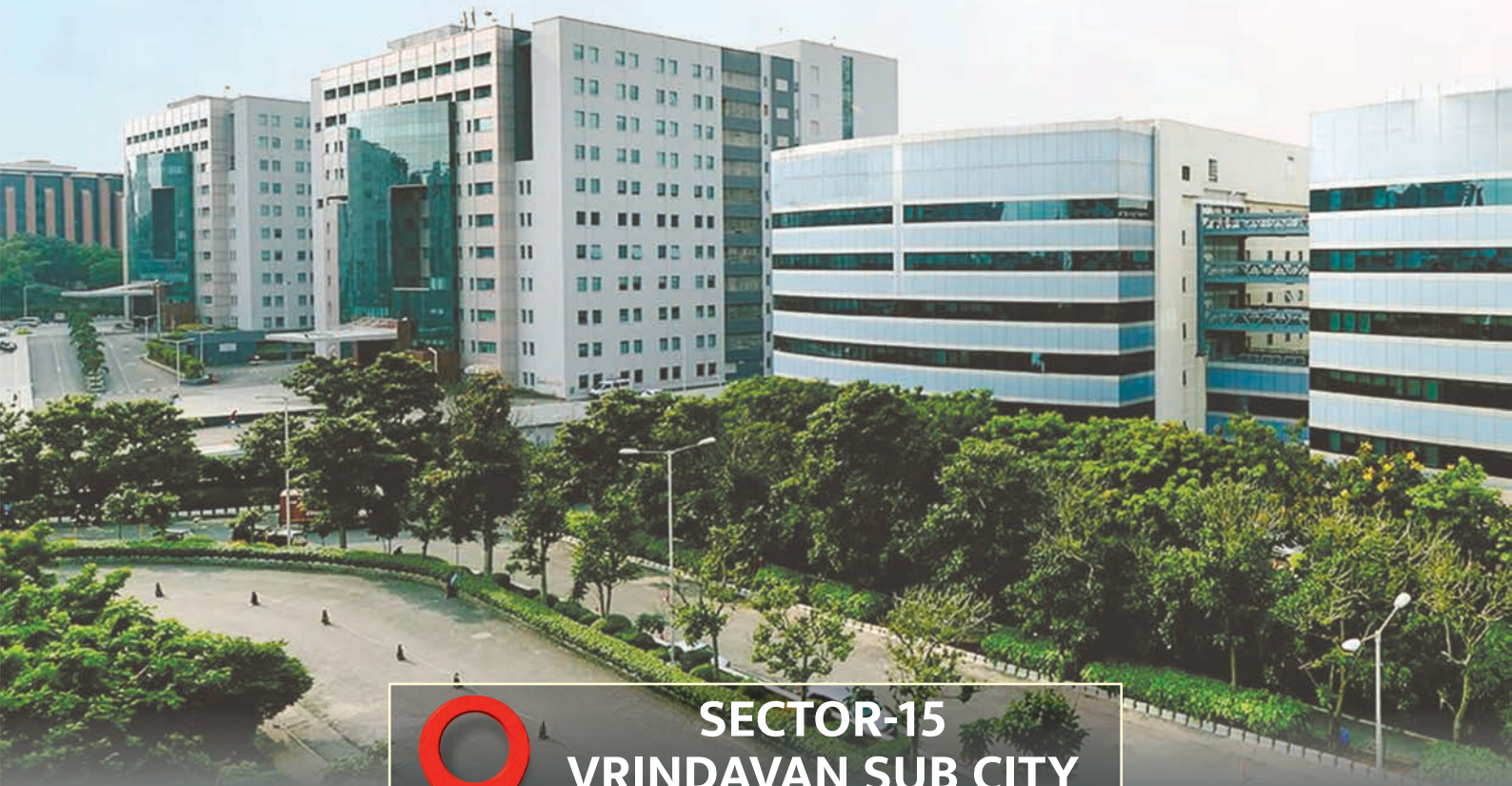


सेवोत्तम प्रमाणित

**U.P. HOUSING & DEVELOPMENT BOARD**

# DEVELOPMENT OF **IT CITY**

**AN EXCLUSIVE OPPORTUNITY  
FOR VISIONARY INVESTORS/ DEVELOPERS  
& FUTURE TECH LEADERS**



**SECTOR-15  
VRINDAVAN SUB CITY  
LUCKNOW, U.P.**

IS 15700:2018



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# WELCOME TO **IT CITY** VRINDAVAN

Located in the upcoming Prime Location!  
Vrindavan Sub City (Sector-15), Lucknow.

This project is a government-supported initiative,  
designed to create an advanced IT City  
in the capital of Uttar Pradesh.



## FUTURE OF TECHNOLOGY



## Lucknow – Emerging tech hub

**Lucknow can generate significant employment through the IT city project**

### Background

- Direct employment across India in IT Sector stands at **~54 Lakhs**.
- Bangalore, Hyderabad, Pune, NCR and Chennai employ more than **85% of the total IT workforce**.
- **U.P. is a net exporter** of talent making up over 15% of total IT workforce.
- IT/ITeS companies are looking to **expand in Tier 2 cities** owing to lower costs, increased connectivity and talent availability.
- Lucknow – recognized as an **emerging technology hub** by NASSCOM.
- Proposed IT city at Vrindavan Yojana will strengthen Lucknow's IT ecosystem.

### Key Stakeholders



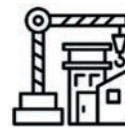
Global Capability  
Centers (GCC)



Tech Companies



Start-ups



IT Park  
Developers



Data Centres

| Category                 | Estimated Employment (No. of Persons) |
|--------------------------|---------------------------------------|
| IT Sector                | 2,80,000+                             |
| Convention Centre        | 6,450+                                |
| Construction             | 13,000+                               |
| Hotel/ Other real Estate | 21,000+                               |
| <b>Total</b>             | <b>3,20,000+</b>                      |

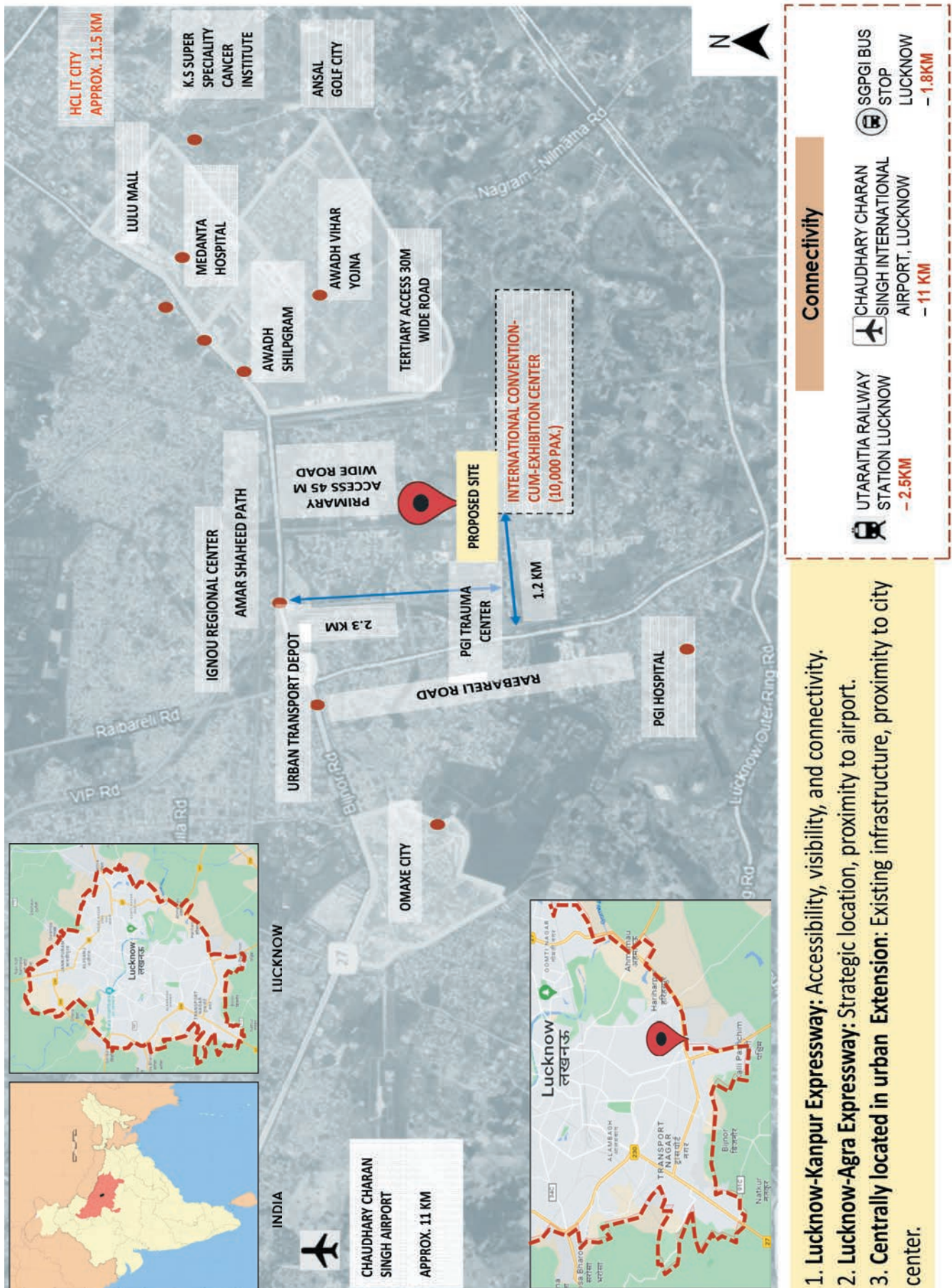
This includes both direct and indirect employment across semi-skilled to skilled category.

\*Assuming 35 acres with IT units and 45 acres with Data Centres.



# SITE ACCESSIBILITY

The site is well connected to major establishments in the city







TOTAL SCHEME AREA= 2807 (acre)=1135.953 (hect.)

SCALE 00 200 400 600 800 1000 MT.



**UPAVP**  
ARCHITECTURAL AND PLANNING  
SECTION NEELGIRI COMPLEX,  
INDIRA NAGAR LUCKNOW-226016

(I.S. 15700:2018)

# VRINDAVAN YOJNA, RAEBARELI ROAD , LUCKNOW.

KEY PLAN







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**SECTOR -15 VRINDAVAN SUB CITY, LUCKNOW**

AREA= 1030233.16 sqm. 254.58 Acre



| S.NO | LANDUSE  | AREA<br>( IN ACRES) | %    | NOS |
|------|----------|---------------------|------|-----|
| 1    | IT PLOTS | 79.13               | 30.6 | 11  |

**SITE DETAILS**

|                    |  |
|--------------------|--|
| Site Area          | 258.59 ACRES   |
| Permissible G.C    | 40%  |
| Basic F.A.R        | 3.0 (As Per State Policy of Department of IT & Electronics, Government of Uttar Pradesh) |
| Purchasable F.A.R  | 1.0 F.A.R as per prevailing building by-laws.  |
| Permissible Height | 26.6 M (Height Above 26.6 M is permissible on Approval / NOC from ATC Lucknow)           |



## IT PLOTS FOR AUCTION-2025

**REGISTRATION AMOUNT DEPOSIT PERIOD :- FROM 28.04.2025 TO 14.05.2025**

**DATE OF E-AUCTION:- 15.05.2025**

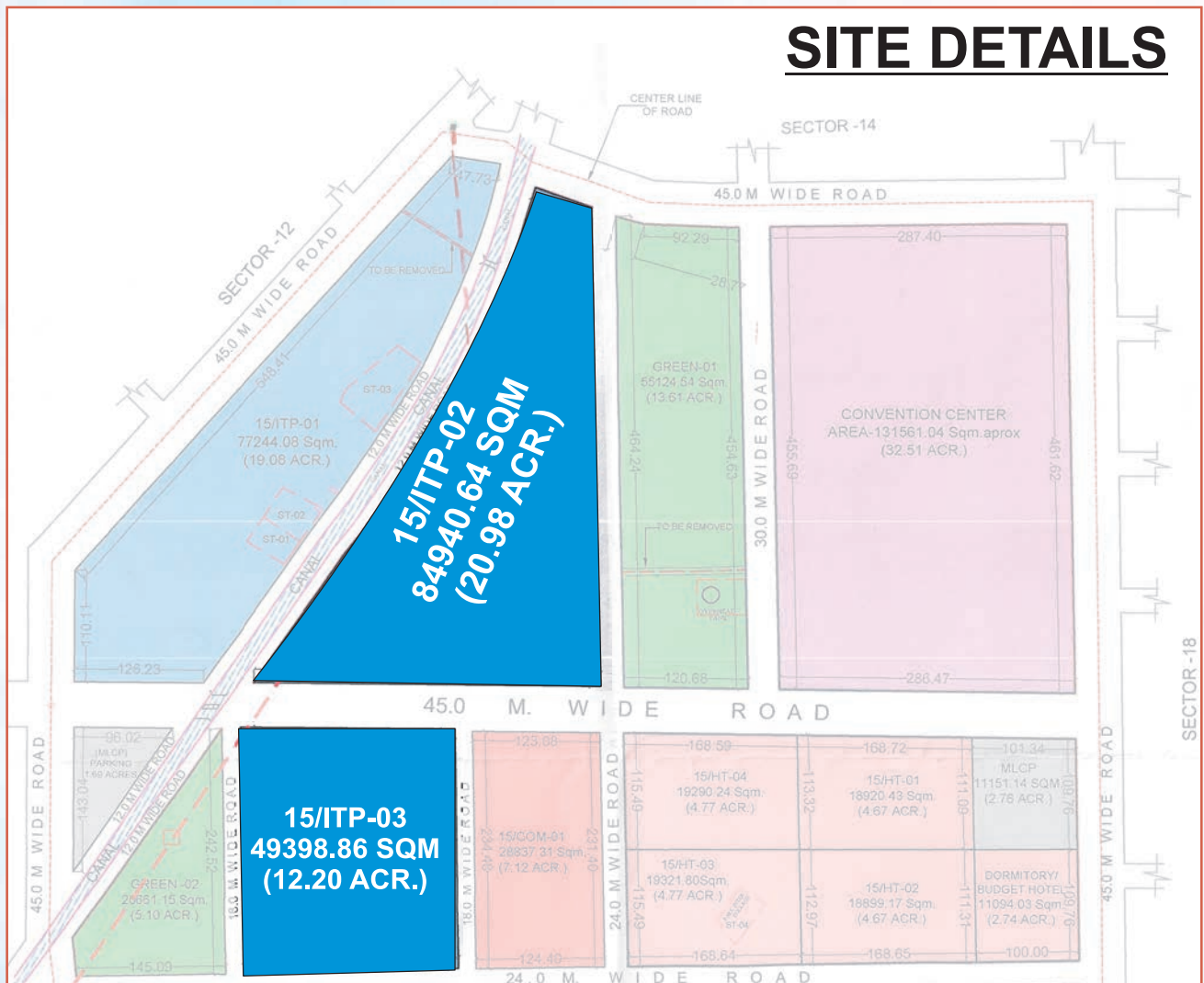
| Property No.       | Area of Property (Sq.m.) | Reserve Price (Per Sq.Mtr.) | Cost of Property  | Token Amount*    |
|--------------------|--------------------------|-----------------------------|-------------------|------------------|
| 15/ITP-02 (CORNER) | 84,940.64                | 68,376.00                   | 5,80,79,01,201.00 | 58,07,90,120.00* |
| 15/ITP-03 (CORNER) | 49,378.32                | 68,376.00                   | 3,37,62,92,008.32 | 33,76,29,200.83* |

\* The price may vary as per the actual site area.\*

\* 50% of the Token amount must be paid at the time of Registration as Registration Amount & remaining 50% to be paid within one week of bid approval / acceptance.

If a single bid is received in E-auction for the given IT plots, it will be retained for 20 days.  
Registrations will be re-opened for new bidders & the E-auction will be held again. The action plan will be as follows:-  
Registration amount deposit period :- 16.05.2025 to 04.06.2025 | E-auction Date :- 05.06.2025

## SITE DETAILS



# INFRASTRUCTURE

Availability of developed land can enable growth of IT ecosystem in Lucknow

EoI for the IT City floated on 30th December, 2024

**LAND**

258 Acres

**POWER**

Reliable,  
high-capacity  
supply network

**WATER**

Adequate  
supply and  
sewage  
management

**TRANSPORT**

Road,  
Metro,  
Airport  
connectivity

**TELECOM**

High-speed  
internet,  
data centers

## Potential Industry Clusters:



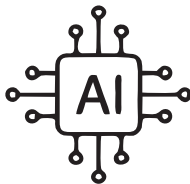
IT/ITES



Data Centre



Cyber security



Artificial  
Intelligence



Start-up  
Incubators



Centre of Excellence for  
Research and Training

## Site is equipped with adequate core physical infrastructure



### ELECTRICITY

- Capacity to be augmented.
- 24/7 Electricity supply.



### WATER SUPPLY

- 24/7 Water supply.



### GAS SUPPLY

- Pipeline supply by Green Gas Ltd.



### STORM WATER AND SEWAGE

- 37.5 MLD Sewage treatment plan.



### SOLID WASTE MANAGEMENT

- Lucknow Nagar Nigam vehicles and private sweepers operational.



### OPTICAL FIBRE CONNECTIVITY

- Provisions for dedicated connections with BSNL, Airtel, and other prominent operators.



### Healthcare



**SGPGI**



**MEDANTA**



**Cancer Hospital**



**K.S SUPER SPECIALITY CANCER INSTITUTE**



### Education



**IIT - Lucknow**



**IGNOU Regional Centre**



**Lucknow University**



**KGMU**

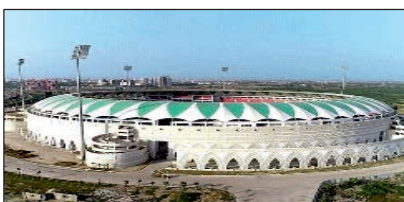


**BBAU**



**IIM Lucknow**

### Hotels and Recreational facilities



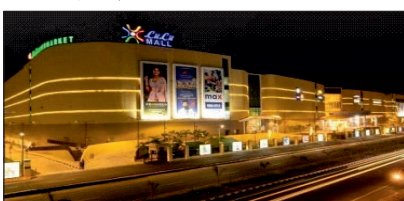
**Bharat Ratna Shri Atal Bihari Vajpayee Cricket Stadium**



**ISKON temple**



**Phoenix Palassio Mall**



**LULU Mall**



**Awadh Shilpgram**



# Preparedness for IT City

## Electrical Infrastructure Augmentation

1. Estimated additional power requirement of ~210 MVA.
2. UPAVP has transferred 8 acres of land on which 132/33 KV substation is operational, which may be upgraded to 220 KV.
3. 11.39 acres of land has already been provided by UPAVP for 400 KV substation on which infrastructure can be developed.
4. Ansal API has to provide 13 acre land to power dept. for establishing 400 KV and 220 KV substations which has not been provided yet.
5. Dept. of power shall plan transmission and distribution infrastructure as required.
6. Dept. of power to make budgetary provisions in advance for phased development.

## Additional factors

1. Anchor Investor facilitation mechanism (as per government policies).
2. Effective mechanism for timely disbursement of incentives as per U.P. IT Policy and U.P. Data Center Policy.
3. Ground coverage may be increased to 50% to achieve full F.A.R in funnel zone.



**An Interactive Q&A Session  
for all the Interested Bidders to be held on  
8<sup>th</sup> May 2025**





# IT POLICY - AT A GLANCE

## Incentives for Data Centers

- Eligibility:**
- For Data Centre Park - minimum 40 MW capacity.
  - For Data Centre Unit – atleast 2 MW and upto 40 MW capacity.

|                          |   |
|--------------------------|---|
| <b>Data Centre Parks</b> | ● <b>Interest Subsidy</b> (for data park) – upto 60% of annual interest for 7 years, subject to Rs.10 Cr.per year with overall ceiling at INR 50 Cr.per park.   |
| <b>Data Centre Units</b> | ● <b>Electricity Duty</b> – 100% exemption for first 10 years of operations (post commencement).  |
|                          | ● <b>Capital Subsidy</b> – 7% on FCI up to a maximum of Rs. 20 Crores.  |
| <b>Common incentives</b> | ● <b>Land Subsidy</b> – <ul style="list-style-type: none"> <li>▶ 25% reimbursement for investment in Madhyanchal and Paschimanchal.</li> <li>▶ 50% reimbursement for investment in Bundelkhand and Purvanchal.</li> <li>▶ Upto Rs. 75 Cr. or 7.5% of the total cost of project (in both cases), whichever is less.</li> </ul> |
|                          | ● <b>Stamp Duty</b> - @100% exemption of stamp duty on 1st transaction and 50% on 2nd transaction.  |

## Terms & Conditions

1. The token amount fixed for IT City plots will be 10% of the total value of the property, out of which 05% amount will be received on online e-auction portal for participating in the auction and the remaining 05% amount will be received from the applicant within one week of auction approval.
2. A special discount of 5% will be allowed on lumpsum payment of the total value of the property within 60 days.
3. Possession of the plot will be provided on payment of 50% of the total value of the property.
4. After deposit of 10% token amount, 40% interest free amount of the approved value of the property will be payable in 4 quarterly installments (in 1 year) from the date of issuance of allotment letter. The remaining 50% of the approved amount will be payable in 10 half-yearly installments over 5 years along with 11% interest. 02% additional interest will also be payable if the installments are not paid on time.
5. The cancellation and revival proceedings will be done at the same level at which the auction is approved. The sale deed proceedings will be executed on full payment of the property price.
6. F.A.R on both the above properties will be 3, purchasable F.A.R will be 50% of the original F.A.R and the permissible height will be 26.6%. Also, whatever benefits and subsidies are payable under the IT and other industrial policies of Uttar Pradesh on the above, will be admissible.
7. Notwithstanding anything contained in the terms & conditions, the Non-Residential Properties Rules of the Parishad Regulations 2016 shall continue to be effective under certain special circumstances.
8. Changes made by the Government/Parishad from time to time will be applicable. The decision of the Housing Commissioner in this regard will be final and binding. The right to make any timely amendments will be vested in the Housing Commissioner.



# IT POLICY - AT A GLANCE

## Infrastructure Augmentation - Support for Developers

### Eligibility:

#### IT Park

Minimum floor area – 15,000 square meters  
First IT Park in every revenue division  
(except GBN and Ghaziabad).

#### IT City

Minimum area – 100 acres  
First IT City in each region  
(Madhyanchal, Paschimanchal, Bundelkhand and Poorvanchal).

### Financial Support:

- ▶ **25% support on eligible capital expenditure**
  - IT Park - Capped at Rs. 20 Cr.
  - IT City – Capped at Rs.100 Cr.
- ▶ **80% of incentive distributed in four instalments**

### Other Incentives

- ▶ **100% stamp duty exemption** on
  - land purchase/lease.
- ▶ **Relaxation of zoning** and land use laws.
- ▶ **Flexible Floor Space Index (FSI) norms..**

### FAR 3 and 1

(Purchasable, as per building by-laws prevalent at that time) applicable to IT parks.

### Government assistance for developing

external infrastructure (roads, electrical facilities) and obtaining building clearances.

## Incentives for IT/ITeS Units

- Eligibility:**
- Minimum Fixed Capital Investment (FCI) of Rs. 2 Crores.
  - New and expansion units in Uttar Pradesh can claim incentive.

- **Capital Subsidy** – 10% on FCI up to a maximum of **Rs. 50 Crores**; min. investment – Rs.5 Crores.
- **Operating Subsidy** - 10% on eligible expenses up to **Rs. 20 Crores. p.a.** (excluding salaries).
- **Land Subsidy**- 25% reimbursement on the cost of land up to a maximum of **Rs. 50 Crores.**
- **Interest Subsidy** -7% p.a. up to a maximum of **Rs. 1 Crore p.a.** for five years.
- **Stamp Duty** -100% exemption of stamp duty on purchase/lease of land or office space.
- **Grant on EPF** - 100% reimbursement of EPF up to a maximum of Rs. 1 Crore p.a. for women/SC/ST/Transgender/Divyangjan employees.
- **Recruitment Assistance** – Rs.20,000 per UP domiciled employee for units located in UP.
- **Case-to-Case Basis** – Special incentives available for IT/ITeS mega investments.



# LIST OF APPLICABLE POLICIES

## 1. IT and ITeS Policy of Uttar Pradesh 2022:

This policy offers a range of incentives to promote IT and ITeS units:

- **Capital Subsidy:** 10% of Fixed Capital Investment (FCI), up to ₹50 crore to the eligible IT/ITes units a minimum capital investment of Rs 5 crores.
- **Operating Expenses Reimbursement:** 10% on operating expenses which comprises of lease rentals, bandwidth, data center/cloud services, and power charges, capped at ₹20 crore.
- **Land Cost Reimbursement:** 25% reimbursement, up to ₹50 crore for units with 150 employees per acre of land (minimum employment criteria set for Madhyanchal).
- **Stamp Duty Exemption:** 100% exemption on purchase/lease of land or office space.
- **Interest Subsidy:** 7% on the term loan or the actual interest paid, whichever is lower on the loans obtained from Scheduled Banks/ Financial Institutions subject to a maximum of Rs. 1 crore per annum per unit for a period of 5 years from the commencement of commercial operations.
- **EPF Reimbursement:** 100% reimbursement, up to Rs. 2,000 per month per employee, capped at Rs. 1 Crore per annum for 5 years, is available for IT/ITes professionals from Uttar Pradesh domicile employed for at least one year, specifically for Women, SC/ST, Transgender, and Divyangjan employees.
- **Recruitment Assistance:** ₹20,000 per employee recruited from Uttar Pradesh-based colleges.
- **Certification Incentives:** Reimbursement up to ₹25 lakh per unit for quality and IT related certifications like CMM, ISO, COPC.
- **Patent Filing Cost Reimbursement:** Reimbursement of up to 100% of actual filing costs for awarded patents is available, with a maximum of Rs. 5,00,000 for domestic patents and Rs. 10,00,000 for international patents per unit.
- **Course Fee Reimbursement:** 50% reimbursement, up to ₹50,000 per candidate.

## 2. Uttar Pradesh Startup Policy 2020 (First Amendment 2022) :

### Fiscal Incentives

- **Sustenance Allowance:** ₹17,500/month for up to 1 year, applicable to startups at the idea stage.
- **Prototype Grant :** One-time grant up to ₹5 lakhs per startup.
- **Seed Capital / Marketing Assistance:** Up to ₹7.5 lakhs per startup for product launch/market entry, disbursed in three tranches based on milestone completion.
- **Patent Cost Reimbursement:** ₹2 lakhs for Indian patents and ₹10 lakhs for international patents.
- **Event Participation Reimbursement:** Up to ₹50,000 for national events and up to ₹1 lakh for international events.

### Non-Fiscal Incentives:

- Self-certification under 9 labour and environmental laws (3-5 years) and exemption from inspections, unless complaint-based.
- Permission for 3-shift operations (including night shifts for women employees), subject to conditions.

# LIST OF APPLICABLE POLICIES

## 3. Uttar Pradesh Data Center Policy 2021 (First Amendment 2022):

### Potential incentives to IT/ITeS units with data centre operations: -

- **Capital Subsidy:** 7% of fixed capital investment (excluding land/building), capped at ₹20 Crore over 10 years (₹2 Cr./year max).
- **Land Subsidy:** 25% subsidy on land purchased/leased from State Agencies in Madhyanchal and Paschimanchal and 50% subsidy in Bundelkhand and Purvanchal. Subsidy capped at 7.5% of total project cost or ₹75 Crore, whichever is lower.
- **Stamp Duty Exemption:** 100% exemption on first land transaction and 50% exemption on second transaction.
- **Electricity Duty:** 100% exemption for 10 years after commercial operations begin.
- **Dual-Grid Supply:** Availability of dual-grid power infrastructure on demand for uninterrupted power.
- **Transmission & Wheeling Charges:** 50% exemption on intra-state wheeling/transmission charges for 25 years. 100% exemption for interstate sale of power via intrastate transmission for 25 years and 100% exemption for import of power from outside UP for 5 years.

## 4. UP FDI/FCI, Fortune Global 500 & Fortune India 500 Companies Investment Promotion Policy 2023:

- **Land Subsidy:** 25% Land Subsidy for land allotted by Industrial Development Authorities (IDAs) in Madhyanchal.
- **Capital Subsidy:** 30% Capital Subsidy on Eligible Capital Investment (ECI) (excluding land cost\*), disbursed over 7 equal annual instalments, with a cap of ₹100 Cr. annually.

\***Note:** If the unit is not set up on IDA-allotted land, land cost will be included in ECI.

### •SGST-Related Incentives:

#### 1. Option 1: Net SGST Reimbursement

100% refund of net SGST for 10 years, up to the eligible capital investment (after adjusting for capital subsidy).

#### 2. Option 2: SGST Refund on Capital Goods

Applicable for invertible tax structures (unutilized ITC on capital goods) and refunded over 5 equal annual instalments.

- **Stamp Duty & Registration Fees:** 100% exemption or reimbursement on stamp duty and registration fees for land/building purchase or lease.
- **Electricity Duty:** 100% exemption on electricity duty for 5 years from the start of commercial operations.
- **Skill Development Subsidy:** Training subsidy for up to 500 persons: ₹5,000 per person/month for 5 years.
- **Green Industry Incentives:** One-time subsidy of 50% (up to ₹2.5 Cr.) for setting up an Effluent Treatment Plant (ETP).
- **Industrial Housing Support:** 10% subsidy (or up to ₹10 Cr.) on the cost of worker housing/dormitory within 10 km of the unit, paid in 7 instalments.
- **Logistics Subsidy:** 50% reimbursement of transportation cost (up to ₹2 Cr.) for units shifting equipment from other locations, post-commercialization.
- **Innovation & IP Support:** Patent Fee Reimbursement, 75% reimbursement up to ₹10 lakh for domestic patents and up to ₹20 lakh for international patents.
- **R&D & Centre of Excellence (CoE) Subsidies:**
  - **Standalone R&D Centre:** 25% of setup cost (up to ₹10 Cr.), in 3 phased instalments.
  - **Centre of Excellence:** 50% grant on project cost (up to ₹10 Cr.).



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**For More Details & Query**

**Dial : 1800-180-5333 (Toll Free ) | ☎ 0522-2236803**

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