INVEST UP

2nd, 4th & 6th Floor, A-Block, PICUP Bhawan, Vibhuti Khand
Gomti Nagar, Lucknow-226 010 (U.P.), 91 522-3129570 & 3117976
E-mail: info@investup.org.in | W: https://invest.up.gov.in/

ADVT No.: 287/Admin/InvestUP/2026-27 Dated: 08.08.2026

Advertisement for Recruitment

Applications are invited in prescribed format from eligible & experienced candidates for the following posts. Applications will be accepted on Invest UP's website: www.invest.up.gov.in

Sr. No.	Name of Post	Workplace	No. of Post
1	Asst. General Manager (Investment Promotion)	Delhi	01
		Bengaluru	01
		Hyderabad	01
		Chennai	01

- For details of educational/technical qualification, age, eligibility, experience, application format etc. kindly visit Invest UP website https://invest.up.gov.in/career/
- Only online applications shall be accepted for the above posts
- Last date for the submission of online applications is **07.09.2026** till **6:00 PM**

Scan here to apply for Above mentioned Posts

इन्वेस्ट यूपी

ए-ब्लाक, द्वितीय, चतुर्थ एवं छठवां तल, पिकप भवन, विभूति खण्ड,
गोमती नगर, लखनऊ-226010 (उ.प्र.), 91 522-3129570 & 3117976
ई-मेल: info@investup.org.in | वेबसाइट: https://invest.up.gov.in/

विज्ञापन सं.: 287/प्रशासन/इन्वेस्ट यूपी/2026-27 दिनांक: 08.08.2026

भर्ती हेतु विज्ञापन

निम्नलिखित पदों हेतु योग्य एवं अनुभवी उम्मीदवारों से निर्धारित प्रारूप में आवेदन आमंत्रित हैं। सभी आवेदन इन्वेस्ट यूपी की वेबसाइट **www.invest.up.gov.in** पर स्वीकार किए जाएंगे।

क्र.सं.	पदों का नाम	कार्यस्थल	पदों की सं.
1	सहायक महाप्रबंधक (निवेश प्रोत्साहन)	दिल्ली	01
		बेंगलुरू	01
		हैदराबाद	01
		चेन्नई	01

- कृपया शैक्षणिक/ तकनीकी अर्हता, उम्र, योग्यता, अनुभव, आवेदन प्रारूप इत्यादि की जानकारी हेतु इन्वेस्ट यूपी की वेबसाइट https://invest.up.gov.in/career/ पर जाएं।
- उपरोक्त पदों के लिए केवल ऑनलाइन आवेदन ही स्वीकार किए जाएंगे।
- दिनांक **07.09.2026** सायं **6:00** बजे तक किए गए ऑनलाइन आवेदन ही स्वीकार किए जाएंगे।

उल्लिखित पदों के लिए आवेदन करने हेतु स्कैन करें

About Invest UP

Invest UP, erstwhile Udyog Bandhu, is an organization of the State Government of Uttar Pradesh dedicated towards promoting and facilitating investment in the state, besides solving various problems of existing & up-coming industries. The state offers a compelling combination of robust policy frameworks, plug-and-play infrastructure, abundant industrial land, efficient logistics, and a skilled talent pool—making it an ideal partner for global and domestic manufacturers. Uttar Pradesh has consistently led the country across several sectors and innovation benchmarks:

- **India's 3rd** Largest economy
- **Leading Performer amongst Large States on Export Preparedness Index 2024**
- **9.2% contribution to national GDP**
- **Growing at 10.8% CAGR (FY16-25)**
- **Youngest Workforce with 56% of the Population in Working Age Group**

To accelerate this momentum, the Invest UP was established as a Society under The Societies Registration Act,1860 functioning under the Department of Infrastructure and Industrial Development, Government of Uttar Pradesh. As the state's apex investment promotion agency, Invest UP is mandated to showcase UP’s strengths to investors and drive both domestic and foreign direct investment (FDI) into the state.

Invest UP’s key functions include:

- **Targeted Investment Promotion:** Engaging sector-specific investors through focused outreach, policy advocacy, and strategic marketing.
- **Institutional Collaboration**: Partnering with state departments, central agencies like DPIIT and Invest India, and external entities including trade bodies and foreign missions.
- **Single-Window Facilitation**: Streamlining investor services and approvals through a dedicated clearance mechanism.
- **IT-Enabled Investor Experience**: Enhancing digital infrastructure to provide seamless, transparent engagement
- **Market Intelligence & Research**: Establishing specialized cells to track trends, identify opportunities, and support data-driven policy-making.
- **Policy Framing and Incentive Guidance**: Develop a thorough understanding of Government of Uttar Pradesh sectoral policies, incentive frameworks, and sector-specific schemes, and effectively communicate the same to prospective investors**.**

Through these initiatives, Invest UP seeks to position Uttar Pradesh as a globally preferred investment hub—fostering sustainable, inclusive, and innovation-driven growth.

For more - https://invest.up.gov.in/

Purpose or scope of the role

- To lead and drive Uttar Pradesh’s investment promotion strategy by attracting domestic and foreign investments across priority sectors.
- Managing strategic investor relationships, coordinating with line departments and districts, and positioning Uttar Pradesh as a preferred global investment destination.
- Drive focused actions to facilitate and convert investor interest into actual, grounded investments in the State of Uttar Pradesh.

<u>**For Assistant General Manager-Investment Promotion**</u>

A.) Role dimensions

Position Title	Assistant General Manager (AGM)-Investment Promotion
Location	1. Mumbai 2. Hyderabad 3. Bengaluru 4. Chennai 5. New Delhi **(One Post in Each of the following cities)**
Tenure	Contractual for 1 year; Perpetually renewable basis performance and mutual interest
Position Reports to	General Manager (GM)- Investment Promotion ***AGM will report to GM of the respective location**
Team currently managed	Individual Contributor and will overlook the work of: • Two Resource from Policy Monitoring Unit • Two Resources of Investment Promotion (Udyami Mitra)
Internal touch-points	• CEO, Invest UP • ACEO, Invest Up • GM, Investment Promotion **(*of respective location)** • Media Department (in preparation of collaterals) • Infrastructure & Industrial Development Department, Government Of Uttar Pradesh • Various Industrial Development Authorities of State of Uttar Pradesh like Uttar Pradesh State Industrial Development Authority (UPSIDA), Uttar Pradesh Expressway Industrial Development Authority (UPEIDA), New Okhla Industrial Development Authority (NOIDA), Greater NOIDA(GNIDA), Yamuna Expressway Industrial Development Authority (YEIDA), Bundelkhand Industrial Development Authority (BIDA), Gorakhpur Industrial Development Authority (GIDA) • Micro Small and Medium Enterprises (MSME) Department, Government Of Uttar Pradesh.
External touch-points	• Prospective Investors • Various State- and Central- level Organizations promoting investment; discussions around policy (schemes, incentives etc.) • Industry Bodies like CII, FICCI to explore collaboration

B.) Key Responsibilities

1. Investment Target Achievement
    - Representing Invest UP as an Investment Promotion and Facilitating Agency in the respective state of Posting.
    - Deliver on sector-wise targets for number and value of investment proposals uploaded on the Nivesh Sarathi portal.
    - Ensure investor conversion from interest to application and further to construction and grounding phases.
    - Maintain and manage a healthy pipeline of HOT, WARM, and COLD leads to meet short- and long-term targets.

2. Investor Identification & Engagement
- Conduct primary and secondary research to identify prospective investors and key decision-makers.
- Showcase Uttar Pradesh's value proposition and engage investors across multiple channels to assess and generate interest.
- Actively reach out to multinational companies, GCCs, large manufacturers, and firms beyond Uttar Pradesh to expand investment scope.
- Serve as the Single Point of Contact (SPOC) for all investor engagements—facilitating end to-end coordination with Invest UP, and other departments.

3. Investment Facilitation & Grounding
- Support investors throughout their journey — from application to construction — by resolving queries, coordinating land site visits, and ensuring necessary approvals and certifications.
- Assist investors in navigating state processes including land allocation, power/water access, incentives, and more.
- Push investment stages through critical milestones such as issuance of Letter of Comfort (LoC) & Letter of Intent (LoI) by State Body.

4. Performance Monitoring & Reporting
- Maintain an MIS to track investment proposals, sector progress, and pipeline health.
- Review progress on HOT, WARM, and COLD leads and initiate corrective actions as needed.
- Periodically assess strategy and execution gaps to ensure delivery of sector targets.

5. Marketing & Communication Support
- Create compelling sector-specific collaterals and pitch decks.
- Research on insights and content for investor presentations and outreach materials.

C.) Demographic profile of the candidate

Dimension	**Must have**
Age profile (years)	55
Gender Preference	Equal Opportunity
Language	• Read, Write, Speak proficiently in English & Hindi • Speaking proficiency in Local Language is preferable ***Local Language Preferable: Depending upon the 5 locations mentioned above**
Work Week	5-days working. Timings are from 10:00 AM to 6:00 PM Basis exigencies of work, professionals would be expected to stretch
Qualification profile	
Post-Graduation	MBA or equivalent master's degree in management / public policy
Overall years of experience	Min. 08
Relevant experience definition (any one or more)	(*) preferable to have done sales & marketing in a B2B or a B2G context; should have achieved targeted business results (*) should have worked in Trade Development Offices or Embassies and demonstrated success in attracting investment into the State as per targets (*) should have done road-shows or exhibitions or other such events to show-case opportunities

	(*) should have relevant experience working in the respective sectors
Source-map sectors	(*) prior experience in Investment Promotion agencies in domains of relevance (*) professionals in similar roles with other States or with large Corporates (*) Embassies or Consulates or Trade Bodies (*) Consulting Organizations like EY, KPMG etc. (*) Industry bodies like CII, FICCI etc.
Compensation payable	Max. INR 85,000 per month

General Terms and Conditions

- Candidates working in Central Government or State Government Departments or Union Territory Administrations or Public Undertakings or Semi Government or Statutory or Autonomous Organisations and other Non-Government Bodies should apply in appropriate proforma through proper channel.
- Only Indian Nationals need to apply.
- No TA/DA will be paid for attending the personal interview. Candidates will be required to make their own travel and accommodation arrangements.
- The place of posting/joining shall be as specified in the advertisement and no request for change in location will be entertained under any circumstances.
- The selected candidate will be required to join at the designated location within the stipulated time period communicated by the organization.
- The appointment shall be subject to verification of documents, credentials, and other eligibility conditions as prescribed.
- Canvassing in any form will lead to disqualification.
- The prescribed essential qualifications as indicated above are the minimum and the mere possession of the same does not entail the candidates to be called for interview.
- The interview call will be based on the evaluation done by the Screening Committee of the Invest UP.
- The organization reserves the right to modify, cancel, or withdraw the recruitment process at any stage without assigning any reason.