



In order to facilitate industrial growth along a designated stretch of the Gorakhpur Link Expressway, the [Gorakhpur Industrial Development Authority \(GIDA\)](#) has started the process of awarding land to Varun Beverages for Pepsico's second-largest bottling plant.

Over the course of the upcoming week, the company is anticipated to receive a site measuring 45 acres.

GIDA CEO Pawan Agarwal said that Varun Beverages will be investing RS 1,071.28 crore in the project.

"They will start work on the project soon after getting the land allotment. The project is expected to provide employment to around 1,500 people," he said.

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