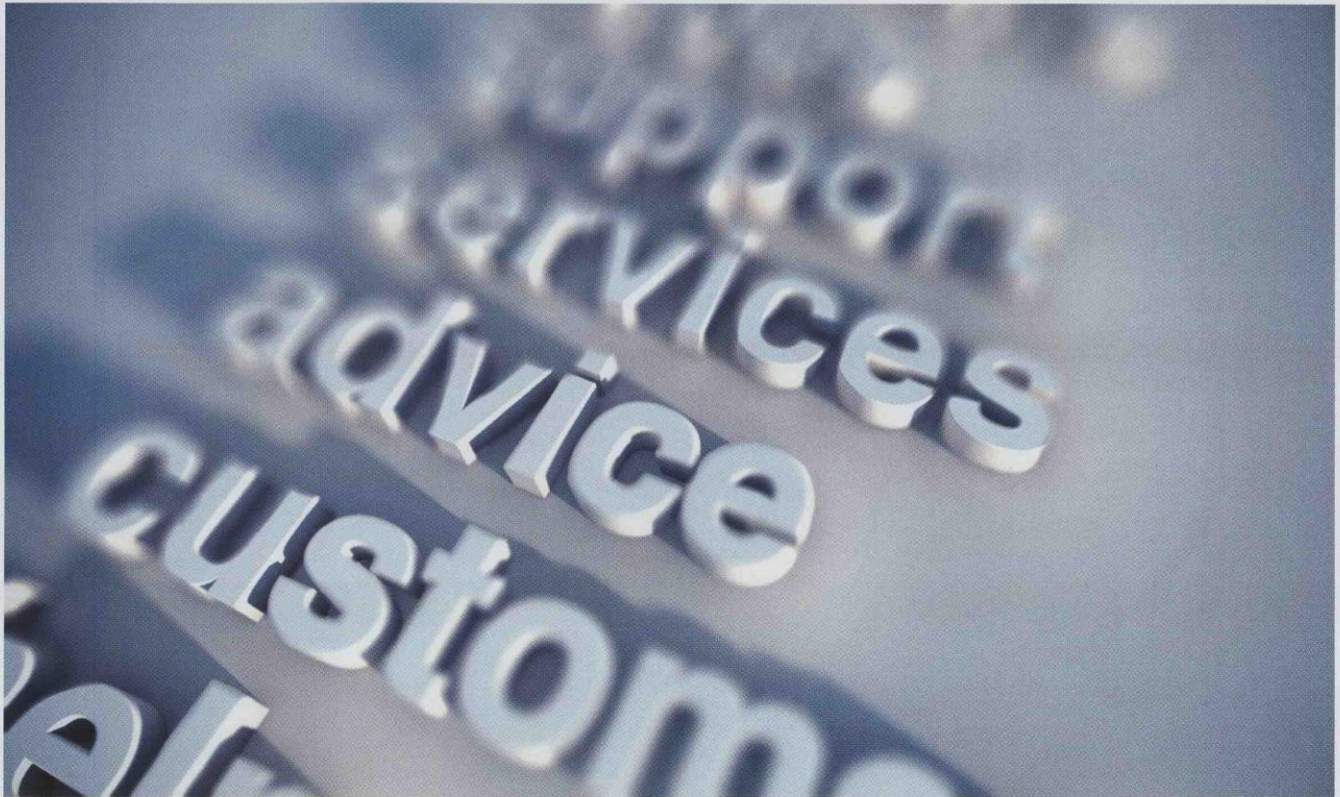


India's Software, Services and ITeS Exports Market



From 'Destination India' to 'Brand India', Indian software export industry developed strong brand equity in the global market. Today it employs millions of individuals and professionals thereby contributing significantly in India's job market and GDP.

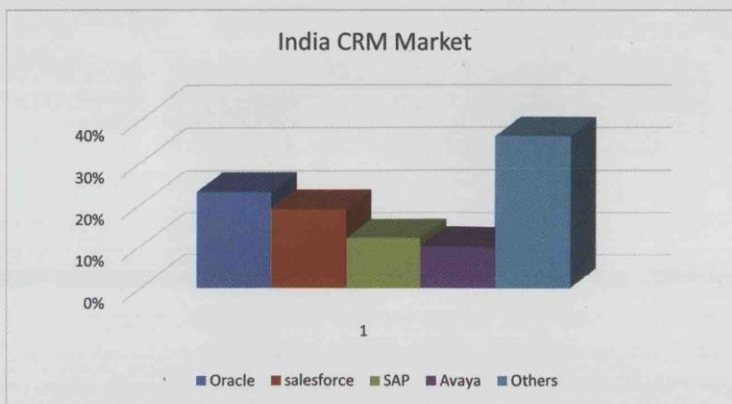
India has claimed supremacy in the software service delivery market globally because of which it is now known as the 'Back Office of the World'. Software development and information technology enabled services (ITeS) including business process outsourcing (BPO)/ knowledge process outsourcing services (KPO) industry in India overtime

emerged as one of the most vibrant and exciting sectors in India's economy. With a small beginning in early 80s, it has now grown into a broad based comprehensive industry. India's software exports have a significant contribution to India's economy as it employs millions of individuals thereby playing a key role in India's growth.

At present India's software exports account for about 6 per cent of India's GDP which is a whopping number. India's software market witnessed a steep rise in the last decade because of the growth displayed by companies such as Infosys, Wipro, TCS, HCL and Tech Mahindra, among others. "Today, India's competence in IT, more significantly in computer software and information technology enabled services recognized globally. India today is the global leader in the outsourcing industry with half of the world's back office being located here," outlines a study conducted by ECS.

While the US remains the cornerstone of India's software export story, of late Indian companies have realized the potential of moving to markets such as Europe, Middle East and Africa, etc. Despite challenges in the software exports market, Indian IT companies continue to outsmart global counterparts. They have gone up the value chain in terms of improving their software delivery and addressing clients' needs in the wake of emerging trends such as cloud computing, social media, big data, Software-defined everything, analytics and Internet of Things (IoT), among others.

In this interesting shift, there has been



Indian Software Industry, Segment wise. Value in Rs Crore

India CRM Market	Revenue	Change
FY2013-14	1600	
FY2012-13	2002	25%