LEADERSHIP
IN GLOBAL TALENT DEVELOPMENT

NIIT

NIIT In The News

NIIT net rises

NIIT

DQ TOP 20 RANKINGS

Rank 2008-09	Rank 2009-10	Company	Head	2009-10 It Revenue	2008-09 Revenue	Growth 2009-10	Growth 2008-09	Growth 2007-08
1	1	TCS	N Chandrasekaran	26576	25894	3	22	21
2	2	Wipro	Suresh Vaswani, Girish Paranjpe	21949	20959	5	24	27
3	3	Infosys Technologies	S. Gopalakrishnan	21355	20392	5	31	17
4	4	Hewlett-Packard India	Neelam Dhawan	17831	15763	13	2	30
6	5	Cognizant Technology Solutions	Francisco D' Souza	15646	12741	23	NA	NA
5	6	IBM India	Shanker Annaswamy	12388	12048	3	19	23
9	7	HCL Infosystems	Ajai Chowdhry	11956	12445	-4	-1	NA
8	8	HCL Technologies	Vineet Nayar	10983	8764	25	41	26
7	9	Ingram Micro India	K. Jaishankar	8824	9396	-6	9	25
10	10	Redington	E.H.Kasturi Rangan, P.S.Neogi	7024	6576	7	5	25
12	11	Oracle India	Bhaskar Pramanik	6321	5962	6	3	22
16	12	Dell India	Sameer Garde	5275	4266	24	32	62
13	13	Intel India	Ramamurthy Sivakumar	5160	4698	10	9	14
14	14	Accenture India	Harsh Manglik	4800	4400	9	16	NEW
17	15	Tech Mahindra	Sanjay Kalra	4359	4215	3	16	25
15	16	SAP India	Peter Gartenberg	3924	2891	36	-11	84
19	17	MphasiS	Ganesh Ayyar	3920	3299	19	#N/A	40
18	18	Microsoft India	Ravi Venkatesan	3755	3361	12	3	26
20	19	Patni Computer Systems	Jeya Kumar	2991	3011	-1	17	-3
11	20	Cisco Systems India	Naresh Balwant Wadhwa	2980	2920	2	#N/A	32
27	21	Acer India	WS Mukund	2749	1989	38	14	101
21	22	APC-MGE	Srinivas Chebbi	2620	2651	-1	10	27
51	23	Emerson Network Power India	Sandeep Nair	2500	NA	NA	NA	
24	24	Capgemini	Baru Rao	2448	2278	7	42	29
22	25	Lenovo India	Amar Babu	2396	2482	-3	-18	18
25	26	CSC India	Brian J Manning	2018	2130	-5	30	103
95	27	Tulip Telecom	C Col HS Bedi	1965	1608	22	29	48
29	28	Prithvi Solutions	Vuppalapati Satish Kumar	1915	1993	-4	79	45
26	29	L&T Infotech	Sudip Banerjee	1897	1819	4	12	29
28	30	Moser Baer	Ratul Puri	1882	1938	-3	16	
40	31	LG India	Moon B Shin	1798	1289	39	17	-3
23	32	Aricent	Sudip Nandy	1741	1925	-10	56	13
36	33	Syntel	Prashant Renade	1711	1567	9	28	6
39	34	Samsung India	Ranjit Yadav	1664	1290	29	-39	16
30	35	3i Infotech	V Srinivasan	1534	1676	-8	39	84
35	36	Rolta India	Kamal K Singh	1453	1361	7	43	46
32	37	Sonata Software	B Ramaswamy	1380	1591	-13	11	60
37	38	Polaris Software Lab	Arun Jain	1322	1347	-2	25	2
41	39	Mindtree Consulting	Krishnakumar Natarajan	1296	1238	5	67	25
31	40	Sun Microsystems	Kapil Sood	1260	1638	-23	-2	20
43	41	NIIT Ltd	Vijay Thadani	1199	1148	4	14	27
62	42	Savex Computers	Anil Jagasia	1166	840	39	22	38
54	43	Honeywell	Krishna Mikkilineni	1117	996	12	NA	40
81	44	EMC India	Manoj Chugh	1110	623	78	16	25
45	45	Mascon Global	Sandy K Chandra	1095	1119	-2	28	57
64	46	Compuage	Atul H Mehta	1088	804	35	31	103
42	47	Tata Technologies	Patrick McGoldrick	1087	1228	-11	13	17
48	48	Datacraft India	Sunil Mangalore	1067	1015	5	6	42
97	49	Educomp	Shantanu Prakash	1041	637	63	143	138
38	50	Symantec India	Vishal Dhupar	1040	932	12	23	NA
80	51	Seagate	Rajesh Khurana	980	835	17	NA	
74	52	SES Technologies	Pradeep Thamman	971	689	41	-10	16
55	53	Iris Computers	Sanjiv Krishen	961	924	4	21	33
57	54	Infotech Enterprises	BVR Mohan Reddy	953	890	7	32	25
63	55	Neoteric Informatique	Paras Shah	945	812	16	35	10
47	56	Hexaware Technologies	PR Chandrasekar	927	1083	-14	8	11
84	57	Supertron Electronics	VK Bhandari	927	611	52	28	73
60	58	Zensar Technologies	Dr Ganesh Natarajan	922	866	6	15	29
94	59	RP Infosystems	Kaustuv Ray	918	514	79	97	161
53	60	NIIT Technologies	Arvind Thakur	878	938	-6	5	7
61	61	iGate Global Solutions	Phaneesh Murthy	857	852	1	12	8
75	62	Core Projects & Technologies	Prakash Gupta	846	678	25	52	123
89	63	Bartronics	Sudhir Rao	845	588	44	119	325
56	64	Genpact	Pramod Bhasin	844	896	-6	-1	NEW
71	65	Rashi Peripherals	Suresh Pansari	837	709	18	6	39
166	66	Headstrong India	Sandeep Sahai	824	830	-1	NA	NA
44	67	TPV Technologies	Mukesh Gupta	800	1133	-29	62	220

Back to School

RANK
41

NIIT

Vijay Thadani, CEO
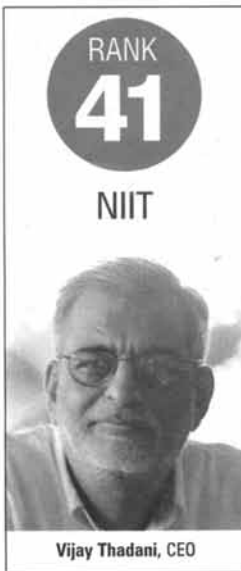
Even though overall growth was marginal, for NIIT the highlight was its school learning business which earned Rs 200 crore in revenue clocking a 45% growth. The company crossed a significant milestone of reaching out to 15,000 schools adding 2,812 schools including repeat orders from Gujarat (added 1,870 schools), Assam and Andhra Pradesh.

It was the individual learning business which was relatively flat (7% growth) at Rs 427 crore. There was, however, a 12% increase in enrollments owing to its tie ups with SAP and IBM for providing training in ERP and IBM technologies. NIIT also entered a global partnership with IGNOU to create talent pool at a global level. Meanwhile, its largest global center was inaugurated in Wuxi, China with a capacity to train over 10,000 students. While the corporate learning solution business contributed Rs 542 crore to overall revenue, the e-learning segment grew by 15% in the JFM. The fresh order intake was $127 mn. The real growth came from their new business—finance & management training solutions adding new customers—Dhanalakshmi Bank, TATA AIG Life Insurance, Religare Enterprises.

— Revenue (Rs crore)
Growth
1,007   1,148   1,199   4%

56%   54%   Export   50%

44%   46%   Domestic   50%

Source: DQ estimates
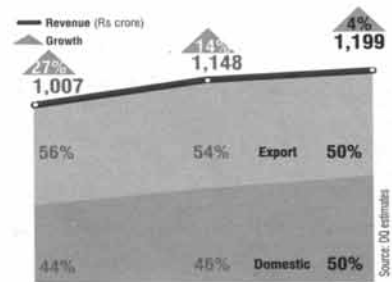
HIGHLIGHTS

▶ **Tied up with KPMG for training in IFRS to create skilled finance professionals**

▶ **Launched the GNIIT Infrastructure Management Services program in association with Cisco, CompTIA, EMC, Microsoft and Sun**

▶ **Launched NIIT in Rajasthan University**

● **CEO:** Vijay Thadani ● **Start-up Year:** 1981
● **Products & Services:** Knowledge solutions and IT training ● **Address:** 85 Sector 32 Institutional Area, Gurgaon 122 001 ● **Employees:** 3,485
● **Tel:** 0124 429 3000 ● **Fax:** 0124 429 3333
● **Website:** www.niit.com

NIIT ropes in IGNOU for courses

New Delhi, July 10

IT training firm NIIT today partnered with Indira Gandhi National Open University (IGNOU) to launch industry-linked study programmes, aimed at enhancing the employability of the youth. Under the partnership, IGNOU and NIIT will offer Executive MBA Program and BSc (IT) for international markets along with other courses in BPO training, IT skills and professional skills, NIIT said in a statement. "I'm pleased to launch the Executive MBA Programme for working professionals in India and BSc (IT) for international markets in partnership with NIIT. This is in continuation of the IGNOU-NIIT collaboration, wherein, we had recently announced Finishing School Programs for enhancing employability," said the IGNOU Vice-Chancellor, Mr V.N. Rajasekharan Pillai. While enrolment for the MBA programme has already begun, the admission for the BSc course will begin in January next year. Admission for other courses under the partnership would begin by end of this month. Students opting for the IGNOU-NIIT programmes will get placement support from NIIT, read the statement. — **PTI**

news briefs

IGNOU-NIIT launch BSc IT and finishing school programmes

IGNOU and NIIT have launched Finishing School Programmes for skill-building and enhancing employability and BSc (IT) for international markets, simultaneously. They launched industry-linked partnership programmes for enhancing employability of the youth. The partnership programs were unveiled by Prof V N Rajasekharan Pillai, vice-chancellor, IGNOU and Rajendra S Pawar, chairman, NIIT. Under this partnership IGNOU and NIIT will offer cutting edge executive MBA programme and BSc (IT) for International Markets. Also on offer are a bouquet of finishing school programmes in BPO training, IT skills and professional skills, designed to make students job-ready for the emerging knowledge economy.

The executive management programme from IGNOU and NIIT is specially designed and customised for working professionals to equip them with contemporary business management skills and prepare them for career advancement opportunities. Speaking on the launch of the partnership programme Prof. Pillai said, "I am pleased to launch the executive MBA programme for working professionals in India and BSc (IT) for International markets, in partnership with NIIT. This is in continuation to IGNOU- NIIT collaboration, wherein we had recently announced finishing school programmes for enhancing employability"

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MBA by MAPS

Millennium Academy of Professional Studies (MAPS), promoted by Educomp Solutions, announced its full-time MBA course for the 2010-2012 sessions. The applicants can also download form from *www.educompmba.com*

New courses on offer from IGNOU

IGNOU and NIIT launched industry-linked partnership programmes for enhancing employability of the youth. The programmes were unveiled by Prof VN Rajasekharan Pillai, Vice-Chancellor, IGNOU and Rajendra S Pawar, Chairman, NIIT. Also present on the occasion were Shashi Bhushan, Reader, SOCIS, IGNOU; Dr Neeta Kapai, Head, Campus Placement Cell, IGNOU and G. Raghavan, President-Global Individual Learning Business, NIIT.

Under this partnership IGNOU and NIIT will offer Executive MBA programme and BSc (IT) for International Markets. Also on offer are a bouquet of Finishing School Programs in BPO training, IT skills and professional skills, designed to make students job ready for the emerging knowledge economy. The Executive management programme is designed and customised for working professionals.

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NIIT ALUMNI FELICITATED

HT Live Correspondent
chdlivedesk@hindustantimes.com

CHANDIGARH: NIIT felicitated its alumni who had excelled in the IT industry. Vivek Atray, adviser with KPMG awarded the achievers. The alumni shared their success stories and experience in the industry with NIIT fraternity. Also present officials from IOC, BHEL, IBM, IDS Infotech and HDFC.

Study on chess launched

World champion Vishwanathan Anand today launched a study titled 'Developing Mind Champions Through Chess'. The study is unveiled by Asia's largest IT trainer, NIIT Limited. The study is conducted across various schools in the country to view the positive impact of the chess on children. The report establishes a relation between the game of chess and academic excellence.

UIDAI empanels enrolment & training agencies

BS REPORTERS
Mumbai/New Delhi, 17 July

The Unique Identification Authority of India (UIDAI) has finalised the list of 15 training agencies empanelled with it for providing training to various personnel working for the enrolment agencies. UIDAI has also enlisted 220 agencies who are qualified for the enrolment process.

The training agencies empanelled include Tata Consultancy Services (TCS) subsidiary CMC, Chennai-based Everonn Education, Aptech, NIIT, CDAC, the All India Punjab Technical University Department Association, Cavalier India, Ecit, Hero Mindmine Institute, IndiaCan Education, Manipal K12 Education, Manipal Education, Tata Interactive Systems, DOEACC Society and Crux Management.

The empanelled agencies can now provide services to registrars and enrolment agencies to develop the skills of their personnel. Meanwhile, UIDAI has appointed a testing and certification agency to conduct online tests to assess the individual's ability to carry out enrolments according to its prescribed standards.

"Since the enrolment process requires a certain amount of technical as well as soft skill to ensure quality and accuracy of the data, the UIDAI has stipulated mandatory certification for all the personnel involved in the enrolment process," said R S Sharma, director general UIDAI.

UIDAI has empanelled 220 agencies that include small and medium IT firms, advertising and financial trading firms. Some of the names include 4GID Solutions, Comat Technologies, Datasoft, CSS, Glodyne Technoserve, Deep Advertising, Spanco, UTI Technology among others.

"These firms have been empanelled based on their technical qualification. This also means that states can either work with these firms directly for the enrolment process or they can come out with a request for proposal (RFP) for firms who would then have to be shortlisted according to the UIDAI format. If state governments choose from the list of the empanelled firms then the time to get the systems up and running would be much shorter," said Sharma.

Training will allow the enrolment agencies to capture the demographic and biometric information of the residents accurately.

The data will then be sent to UIDAI's central database to enrol residents for Aadhaar — the UIDAI's unique 12 digit identification number for Indian citizens.

UIDAI has been announced over 20 states, the Life Insurance Corporation of India (LIC) and the State Bank of India as the registrars.

NIIT Ltd, one of the agencies empanelled by the UIDAI, said this empanelment only meant that a certification for training will be provided and it does not involve any contracts.

"The UIDAI has set standards and the contracts will come individually to every agency," said an official from one of the empanelled agencies.

According to the tender issued by UIDAI, to cover 40 per cent of the country's population in two years, it would require 155 training centres that would train 31,019 staff. UIDAI will need 4,431 enrolment centres and 22,157 enrolment stations.

Each training centre should be equipped with at least 20 computers (PCs) on LAN with the central server, centralised laser printer, audio/video equipment, UPS, internet connectivity and UIDAI-approved bio-metric devices.

> **TRAINING WILL ALLOW** enrolment agencies to capture the demographic and biometric information of the residents accurately

NIIT consolidated net jumps 32%

Our Bureau

New Delhi, July 21

NIIT Ltd on Wednesday posted 32 per cent jump in consolidated net profit for the first quarter ended June 2010 and forecast an improved demand outlook backed by hiring momentum in IT and banking as well as rising training requirement of corporates.

The net profit stood at Rs 13 crore in the first quarter of FY11 against Rs 9.9 crore in the year-ago period.

NIIT recorded net revenue of Rs 278 crore, up seven per cent year-on-year, while the system-wide revenue grew nine per cent to Rs 401 crore. The EBITDA stood at Rs 28.7 crore reflecting a margin of 10 per cent.

"The operating margins were lower by about 60 basis points over the year-ago period and this was due to forex volatility and increase in employee costs," Mr Vijay K. Thadani, Chief Executive Officer of NIIT Ltd, told presspersons here.

There was a forex impact of Rs 12.4 crore on the first quarter revenue of Asia's largest IT trainer.

"We are making invest-

Mr Vijay K. Thadani (left), Chief Executive Officer, NIIT Ltd, and Mr Rajendra S. Pawar, Chairman, at a press conference in the Capital on Wednesday. – Ramesh Sharma

ments in people and marketing, to cater to strong hiring in IT and other service sectors," said Mr Rajendra S. Pawar, Chairman.

The Corporate Learning Solutions business clocked net revenue of Rs 137.7 crore and the order intake was $34 million — a result of customer wins in learning products and managed training services. The closing order book stood at $ 93 million, up 15 per cent year-on-year.

The Individual Learning Solution (IT) business clinched net revenue of Rs 90.8 crore buoyed by eight per cent increase in global enrolments. Placements grew at 14 per cent over the same quarter previous fiscal on the back of improving hiring, the company said adding that NIIT recorded a revenue growth of 32 per cent in China for this business.

NIIT Ltd scrip rose 1.36 per cent on BSE on Wednesday to close at Rs 70.75 a share.

>>More on the Web:
**www.businessline.in/**
webextras

Principals meet

The annual Principals' meet organised by HT PACE was held recently at the Taj Palace Hotel. The meet, partnered by NIIT, Navneet Publications, Pidilite Industries and Sony Music, began with the lighting of the ceremonial lamp by Annapoorna Sehgal, Head-Education, PACE, Venky Venkatesh, Business Head, HT Media Limited, and Rohit Bhardwaj, manager-sales, Navneet Publications. The theme of the evening, Celebrating Adversity, was well presented by the Orissa-based dance group, Prince. The colourful performances exemplified how one can fight and overcome the odds during any adversity. The group, which is the winner of a number of awards such as India's Got Talent and the CNN-IBN Indian of the Year, comprised youngsters in their teens and 20s, who came together to share their journey from unskilled workers to reality TV winners. "Most of us are daily wage earners. Had it not been for our dance group, we would never have been able to perform in Delhi," said Sandip, one of the senior members of the team.

■ The inaugural lamp being lit at the HT PACE annual Principals' meet at Taj Palace, Delhi.
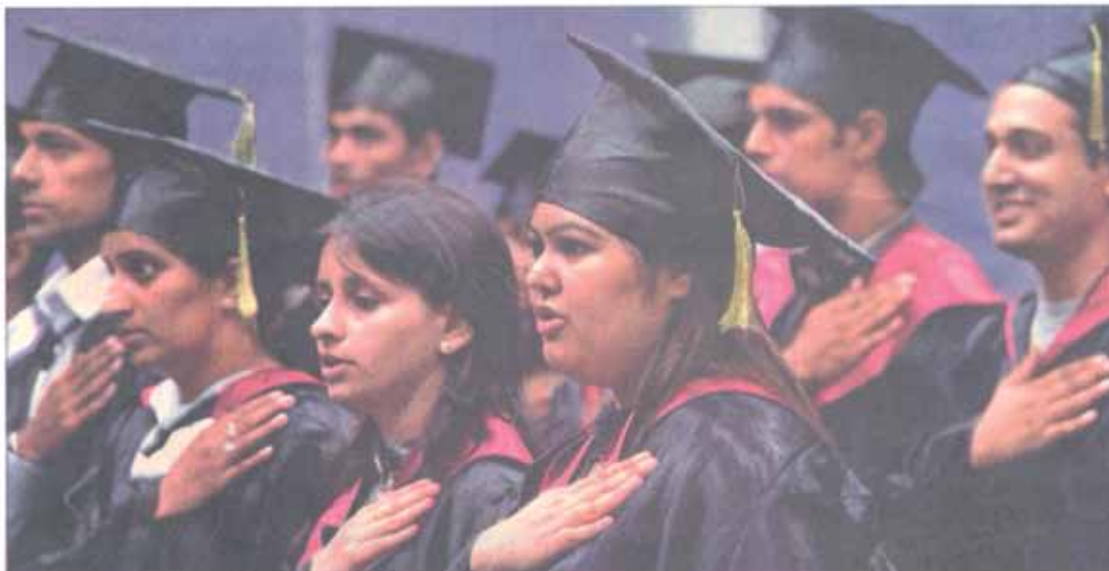
WE PLEDGE

Alumni of NIIT take a pledge during a felicitation ceremony held at the CII campus in Sector 31 on Saturday.
KAMLESHWAR SINGH

Can chess improve kids' concentration?

A research shows that academic performance of students, who played chess for a long time, improved a lot

Vishwanathan Anand (popularly known as Vishy) believes chess helps improve self-confidence, and problem solving techniques, and memory of students. "It's a two way process. To play chess, you must have some self-confidence and vice versa," says Anand.

He was speaking at a panel discussion on 'impact of chess on life skills and academics', recently organised at the India Habitat Centre in the Capital.

A research was carried out on the students of 13,000 government schools, who played chess for a long time, and their academic performance, the researchers found, had improved especially in subjects such as science and mathematics. "In the research, students who played more than 100 matches were observed very closely and their behavioural patterns and academic performance was analysed by experts. A marked improvement in their performance was found," says Rajendra P Pawar, chairman, NIIT Ltd.

Based on the research, it was suggested by D Hundoo, cognitive learning specialist, IGNOU, that chess be made an optional course in mathematics. "It is seen when it was introduced as the part of curriculum of mathematics in Belgium, there was substantial improvement in the performance of kids," he says.

But Pawar didn't endorse making it compulsory. "We want chess to be taken more seriously but it shouldn't be mandatory in the course curriculum as research hasn't established the fact that it definitely improves performance. It has some influence but we would need even more evidence," adds Pawar.

It is also suggested that chess should be relished as a game and not like an academic subject. "Before we teach chess to kids in classrooms we must ensure that kids play it," says D Marmar Mukhopadhyay, adviser, government of India.

Not only chess, students should be encouraged to play all sorts of games. As that would in turn help them build their character.

"Dhyan Chand had written in his autobiography, *Goal*, that the game requires you to be in the advantageous position and you must pass on the ball to anyone in your team who is standing at the best advantageous position.

"That way hockey teaches you team spirit," said Major general (retired) Manmohan Singh, who was also present at the panel discussion.

KEY FINDINGS

- Chess taught students how to learn, organise themselves and manage their time appropriately. It motivated them to apply their experiences to different situations and change the course of action dynamically
- Post introduction of chess, children scored considerably higher marks, especially in maths and science. It was confirmed by both teacher and students
- Children who played chess embraced self regulated learning, concentrated on problem solving and explored new concepts through voluntary study and plenty of chess practice.
- Chess playing students are always bubbling with energy and expressed their willingness to volunteer for services.
- Kids tended to use notes in a better way, to intuitively tackle a problem rather than simply carrying out the instruction for a solution.

Can chess improve kids' concentration?

Hindustan Times
New Delhi, July 28, 2010

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"That way hockey teaches you team spirit," said Major general (retired) Manmohan Singh, who was also present at the panel discussion.

My target is to regain world number one status: Anand

PTI, Jul 24, 2010, 07.46pm IST

NEW DELHI: Having defended his World Championships title two months back, Indian Grandmaster Viswanathan Anand has set his eyes on regaining FIDE number one spot by the year end.

"I wanted to win the world championship and now that I have done it, I will focus on ranking and regaining number one status by this year end," Anand said.

Anand, who defended his world title against Bulgaria's Veselin Topalov in May, said the priority, however, would be to win the big tournaments which are coming up in the next few months.

"But I believe, I should focus on the board rather than the scoreboard because once I do that, the ranking will take care of itself," he said on the sidelines of a seminar on 'Role of Chess in Developing Young Minds'.

"I have some big tournaments coming up in August, October and December in Spain, China and London. The emphasis would be to play in tournaments and win those as it will automatically lead to the surge in ranking," he explained.

Anand is currently ranked third with 2800 ELO points, which he touched for the first time since April 2008. Norwegian prodigy Magnus Carlsen (2826) and Topalov (2803) are at the first and second spot respectively.

Anand said he would not only try to win tournaments but also study the games of his opponents as he faces the winner of the Candidates Tournament for World Chess Championship 2012.

"Magnus, who is currently number one, will pose a good challenge. Even Russia's Vladimir Kramnik, Topalav they all are fighting in the challenger. So I would have to study their games to chalk strategies for World Championship of 2012," he said.

The 40-year-old Indian has achieved literally everything in chess but he remains insatiable and said he doesn't even want to think about his retirement.

"I am still motivated to compete and I am doing well. It feels strange when people ask me about retirement. At times you don't need targets. Thinking about retirement is a wrong attitude to have," said Anand, who in April 2007 became the oldest person to become world number one.

In a career spanning more than two decades, Anand has seen the best and worst of times and he said it was in such moments he took to experimenting with his strategies and it helped him to improve.

"There are times when one hits rock bottom. I had a bad phase in 2001 when I started losing. I feel in such times one should experiment more with the strategies, may be try a different opening, it will bring more variety," said the 2007 Padma Vibhushan awardee.

Anand, who launched a study titled 'Developing Mindchampions through Chess' conducted by NIIT, feels there should be an institutional way of making children play chess.

"There should be an institutional way to make them play. There should be a mechanism like what NIIT is trying to do, try to engage them for a long term. Chess as we know improves concentration, problem solving and boosts self confidence," he said.

Eastward Ho!
July 18, 2010; Editions: Mumbai, New Delhi, Hyderabad, Kolkata, Bangalore

After Nearly two decades of embarking on the 'look east' path to link India's liberalised economy to the south-east Asian Tigers, Indian policy has laid the groundwork to facilitate an almost perfect platform for business to expand in the burgeoning region. The region, comprising Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, boasts of over 500 million people with a $1.486-trillion GDP, is actively scouted by India for trade, acquisitions, manufacturing units and joint ventures. And the icing on the cake has been the India-ASEAN FTA that came into effect on January 1 this year. India's quest to expand its market and counter growing Chinese influence in the region has culminated in what Prime Minister Manmohan Singh hails as "not merely an external economic policy, but also a strategic shift in India's vision of the world and India's place in the evolving global economy".

Laying new ground

Since 1991, trade between India and south-east Asian countries picked up pace and as per CII estimates, Indo-ASEAN trade has been scaling up at a CAGR of 27% since 2000. FICCI secretary general Dr Amit Mitra says deepening of ties is reflected in continued buoyancy in trade. Today, ASEAN is India's fourth-largest trading partner after the US, EU and China. Total trade between India and ASEAN countries reached $46 billion in 2008-09 from $2.4 billion in 1990. In 2009-10, India's exports to ASEAN totalled $18.1 billion. DR Agarwal, director, Institute of International Trade, Kolkata, confirms, "From 2006-08, trade between ASEAN and India increased at an av-

erage annual rate of 28%—the fastest among ASEAN's trading partners. India remains ASEAN's seventh-largest trading partner."

Observers opine that growing trade is a result of India's engagement at many levels. CII director general Chandrajit Banerjee says bilateral FTAs are being negotiated with Thailand, Malaysia and Indonesia and India is also engaged in a technical regional arrangement through BIMSTEC, which includes some south-east Asian (SEA) countries.

India-Thailand Free Trade Agreement signed in 2003 covered trade in goods, services and investment. One of India's most ambitious FTA, the Comprehensive Economic Cooperation Agreement (CECA) between India and Singapore came into force in 2005 and was reviewed in March 2007.

The 2003 India-ASEAN CECA was complemented by India-ASEAN annual meetings since 2002 and culminated in signing of the FTA. The FTA, feels Swati Piramal,ASSOCHAM president, "Will facilitate trade ties resulting in greater presence of India Inc in SEA". To augment better engagement, Banerjee adds, "Track II diplomacy has become vigorous in the past couple of years. Regular B2B and G2B meets have resulted in better economic opportunities and policy support." He adds that CII has been active in SEA since 1993. "CII initiated the strategic dialogue process with Malaysia and Singapore. Every year, a mission of top CEOs travels to Singapore and engages in meetings with government and business. We also have encouraged Indian industry connect with the region through made-in-India shows, business missions and inward delegations."

Expanding footprint

Since the 1990s, several Indian companies in the region have expanded base. Punj Lloyd Group undertook its first project in 1993 for laying the multi-product Balongan Jakarta pipeline and established Punj Lloyd Indonesia in 1997. A senior official of the group says the first-mover advantage in the region led to many opportunities. Today, the group has subsidiaries through which it carries out operations, such as Sembawang Engineers & Constructors, PT Sempec Indonesia and PT Punj Lloyd Indonesia. "Now, the region's market is crucial to the company's overall growth and we are constantly exploring new opportunities. We recently won our first offshore project in Thailand to install three compressor units for the PTT Riser Offshore Platform in the Gulf of Thailand. Moreover, the region's markets recovered well after the recession and the outlook is very positive. It also has great opportunities in the infrastructure space."

Indian businesses are establishing holding companies to specifically cater to the SEAsian market and service the region across several sectors. Punj Lloyd Pte Ltd, based in Singapore, is the holding company for Punj Lloyd subsidiaries in Asia-Pacific region. TCS incorporated Tata Consultancy Services Asia-Pacific in Singapore to serve as headquarters for its operations in the region and cater to key regional offices in China, South Korea, Taiwan, Malaysia, Australia and New Zealand. Girish Vanvari, executive director, KPMG, says Singapore is the favourite destination for Indian companies to set up holding companies. "Comparatively, things are transparent and simpler in Singapore, with well-defined rules. It is a finan-

cial hub and provides good exposure to companies." Piramal adds, "Singapore will play a significant role for Indian industry's expansion in the entire region."

Essar also spotted opportunities in the region in the '90s. It set up a cold rolling complex in Indonesia in 1997. An official spokesperson of the group confirms, "The capacity of the unit has doubled since. In addition, we have also set up a galvanising mill and a steel service centre. Recently, we acquired a coal mine in Indonesia. Our experience in Indonesia has been very good. We enjoy excellent labour relations, the business environment is encouraging and there is transparency in governance."

SEA's market potential is attracting not just India, but other countries as well. As per reports , ASEAN aims to create its own single market or ASEAN Economic Community by 2015. Banerjee explains that ASEAN countries have become an important sub-engine of growth for the global economy. "FDI, chiefly from Japan, and to a certain extent from South Korea, has fueled manufacturing and engineering industry growth in the region. With its new middle class, Indonesia is seen as becoming Asia's third most attractive market after China and India. Similarly, the burgeoning middle class base of the rest of ASEAN countries, including Malaysia, Thailand, Vietnam and Philippines, would demand products ranging from healthcare to food and beverages to electronic goods."

Overall, macro-economic conditions of India and SEA are also adding sheen to the dynamics. Dharmakirti Joshi, chief economist, CRISIL, says Asian economies are leading the global recovery. "Within Asia, ASEAN economies weathered the global crisis relatively well, with Singapore, Thailand, Malaysia, Vietnam and Indonesia rebounding sharply. The resilience of the region was due to effectiveness of monetary and fiscal stimulus,

relatively healthy financial sector and strength of inter-regional trade." He adds that India stands tall in the region and both India and ASEAN can benefit greatly from further integration.

Yashika Singh, head, economic analysis, Dun & Bradstreet India, says, "Given ASEAN's geographical proximity to India, Indian companies have an opportunity to leverage diverse resources of the region and develop strong manufacturing base in the region to their advantage, especially in areas of electrical and electronic products, automobiles, etc. Between 1995 and 2008, total Indian FDI into ASEAN was $1.696 billion." Besides Singapore, the largest recipient of Indian investments, Indian companies are looking to actively engage in Malaysia, Thailand, Indonesia and Vietnam. Total investments to these four countries exceed $1 billion. Sensing the opportunity, Tata Motors entered Thailand, the world's second-largest pick-up vehicle market, in 2008. A senior Tata Motors official confirms, "The automotive market is about 1.5 times that of India. Vehicle ownership is low compared to developed markets. Most countries in the region are just reaching the per capita income of $3,000 and typically, growth in automotive markets starts at this point. We are exploring opportunities in the region for both commercial vehicles and passenger vehicles." He adds that infrastructure in most SEA countries is well developed and people are process-oriented and quality conscious. He feels it is important for companies to have a long-term view.

Tech affect

India's blue-eyed sector, IT-ITES, is also making a mark in the region. FICCI estimates say that ASEAN's import of services is close to $200 billion. If India can capture even 10% of this, it would be a significant gain. Banerjee says, "In services, Indian companies are bullish in the ASEAN market. The region is relatively closed to foreign service providers."

He explains that ongoing services and investment agreement negotiations offer an opportunity to enter the market preferentially by pushing for a 'GATS-plus' agreement.

TCS, WIPRO, NIIT and Tech Mahindra have a considerable presence in the region. Tata Communication's Singapore operations are the second-largest headquarters for the company after Mumbai. A senior Tata Communications executive explains, "We continue to invest in building capabilities in several SEA countries, where our customers are seeking to grow in. We intend to create infrastructure and services capabilities here to facilitate our customers' expansion."

Wipro Technologies set up its first SEA office in 2001 in Singapore and has expanded to Malaysia, Philippines, Thailand and Indonesia. Rajat Mathur, senior vice-president, Asia-Pacific, Wipro Technologies, says SEA is one of the fastest growing IT services market and Singapore, Hong Kong and Malaysia are getting amenable to outsourcing. He adds that the region's huge investment in infrastructure will have a direct impact on technology. "A number of our multinational clients have regional headquarters in this region with local buying capacity making it an attractive destination for Wipro." He cites the latest KPMG study that projects south-east Asia will invest $32 billion in transport infrastructure from 2010 to 2014. "Many Japanese companies are setting up production hubs in the region. The region is most definitely a growth engine for Wipro. We will continue to make strategic investments in the region along with focus on localisation of workforce."

As per news reports, the Singapore government is actively pursuing setting up an IIT in Singapore. The International Institute of Technology will be a joint effort of the IIT Council, other centrally-funded technology and science institutes (NITs and Indian Institute of Science) and the Singapore government.

Private players, too, are collaborating with national universities in the region. NIIT started its SEA operations in partnership with the Malaysian government for the Multimedia Super Corridor project. Now it has expanded to Indonesia, Vietnam and Malaysia. Since 1997, NIIT has partnered with leading universities in Indonesia. In Vietnam, NIIT started operations in 2001 with three centres in Ho Chi Minh City. Today it has 34 education centres across 15 provinces. Ajai Lal, senior vice-president, international education business, NIIT, says the move to SEA was the logical step. "The reasons for expansion in SEA were two-fold. Firstly, we had a market quite like India that was aspiring to make a mark in the IT industry, and secondly, the proximity to India and their understanding of IT's contribution to India was a considerable advantage." NIIT recently set foot in Brunei and Laos and is hopeful of entering Cambodia soon.

"We are also in advanced talks in the Philippines. We plan to double our students in Vietnam, Indonesia and Malaysia."

Going ahead, Indian companies will see huge potential for collaboration in the automotive, ICT, pharma and biotechnology, machinery and supporting engineering industries and services sectors like education and tourism . Mitra says development of transport links will remain an important area for cooperation. "To be competitive, countries have to cooperate in infrastructure facilities. Indian industry can capitalise on the immense potential in CLMV countries, particularly in infrastructure, agro & food processing, IT and technology transfer."

India definitely is looking east. With active negotiations for Indo-Malaysia CECA, India is on the heels of closing the pact with Malaysia by the year-end. Even as there is immense scope of engagement between India and SEA, Amitendu Palit, senior research fellow, Institute of South Asian Studies, National University of Singapore, says the 'look east' policy does not appear well-defined. "Economic diplomacy is a major component of the policy. India, however, needs to shape the policy in such a way that it becomes a more involved participant in the region. Indian investments are picking up in the region, but Indian SMEs are yet to figure prominently in the networks. India lags much behind Chinese presence and efforts in the region. China's FTA with ASEAN is far bigger in scale and scope than India's, and its strategic engagement — in terms of public diplomacy and development assistance—is also much larger."

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NIIT