CHAPTER III

INFORMATION TECHNOLOGY - SECTOR PROFILE

Information technology (IT) industry in India has played a key role in putting India on the global map. IT industry in India has been one of the most significant growth contributors for the Indian economy. The industry has played a significant role in transforming India’s image from a slow moving bureaucratic economy to a land of innovative entrepreneurs and a global player in providing world class technology solutions and business services. The industry has helped India transform from a rural and agriculture-based economy to a knowledge based economy.

Information technology in India is an industry consisting of two major components: IT services and business process outsourcing (BPO). The sector has increased its contribution to India’s GDP from 1.2% in 1998 to 7.5% in 2012. According to NASSCOM, the sector aggregated revenues of US$100 billion in 2012, where export and domestic revenue stood at US$69.1 billion and US$31.7 billion respectively, growing by over 9%.

The Indian economy underwent economic reforms in 1991, leading to a new era of globalization and international economic integration. Economic growth of over 6% annually was seen during 1993-2002. The economic reforms were driven in part by significant the internet usage in the country.

The major cities that account for about nearly 90% of the sector's exports are Bangalore, Chennai, Kolkata, Hyderabad, Trivandrum, Noida, Mumbai a
nd Pune. Bangalore is considered to be the Silicon Valley of India because it is the leading IT exporter. Exports dominate the industry and constitute about 77% of the total industry revenue. However, the domestic market is also significant with a robust revenue growth. The industry’s share of total Indian exports (merchandise plus services) increased from less than 4% in FY1998 to about 25% in FY2012. According to Gartner, the "Top Five Indian IT Services Providers" are Tata Consultancy Services, Infosys, Cognizant, Wipro and HCL Technologies.

Information Technology has made possible information access at gigabit speeds. It has made tremendous impact on the lives of millions of people who are poor, marginalized and living in rural and far flung topographies. Internet has made revolutionary changes with possibilities of e-government measures like e-health, e-education, e-agriculture, etc. Today, whether its filing Income Tax returns or applying for passports online or railway e-ticketing, it just need few clicks of the mouse. India’s IT potential is on a steady march towards global competitiveness, improving defense capabilities and meeting up energy and environmental challenges amongst others.

IT-ITeS sector in India, with the main focus on increasing technology adoption, and developing new delivery platforms, has aggregated revenues of USD 88.1 billion in FY2011, while generating direct employment for over 2.5 million people. Out of 88.1 billion, export revenues
(including Hardware) has reached USD 59.4 billion in FY2011 while domestic revenues (including Hardware) of about USD 28.8 billion.

**Government Initiatives:**

After the economic reforms of 1991-92, major fiscal incentives provided by the Government of India and the State Governments, like, liberalization of external trade, elimination of duties on imports of information technology products, relaxation of controls on both inward and outward investments and foreign exchange, setting up of Export Oriented Units (EOU), Software Technology Parks (STP), and Special Economic Zones (SEZ), has enabled India to flourish and acquire a dominant position in world’s IT scenario.

In order to alleviate and to promote Indian IT industry, the Government of India had set up a National Task Force on IT and Software Development to examine the feasibility of strengthening the industry. Venture capital has been the main source of finance for software industry around the world. In line with the international practices, norms for the operations of venture capital funds have also been liberalized to boost the industry. The Government of India is also actively providing fiscal incentives and liberalizing norms for FDI and raising capital abroad.
Financial Assistance

High inflow of FDI in the IT sector is expected to continue in coming years. The inflow of huge volumes of FDI in the IT industry of India has not only boosted the industry but the entire Indian economy in recent years. Foreign direct investment (FDI) inflow rose by more than 100 per cent to US$ 4.66 billion in May 2011, up from US$ 2.21 billion a year ago, according to the latest data released by the Department of Industrial Policy and Promotion (DIPP). This is the highest monthly inflow in 39 months.

Foreign technology induction is also encouraged both through FDI and through foreign technology collaboration agreements. India welcomes investors in Information Technology sector. Greater transparency in policies and procedures has made India an investor friendly platform. A foreign company can hold equity in Indian company’s up to 100%.

Regulations

After the economic reforms of 1991-92, liberalization of external trade, elimination of duties on imports of information technology products, relaxation of controls on both inward and outward investments and foreign exchange and the fiscal measures taken by the Government of India and the individual State Governments specifically for IT and ITES have been major contributory factors for the sector to flourish in India and for the country to be able to acquire a dominant position in offshore services in the world. The major fiscal incentives provided by the Government of India have been for
the Export Oriented Units (EOU), Software Technology Parks (STP), and Special Economic Zones (SEZ).

**Challenges**

Cyber security and quality management are few key areas of concern in today’s information age. To overcome such concerns in today’s global IT scenario, an increasing number of IT-BPO companies in India have gradually started to emphasize on quality to adopt global standards such as ISO 9001 (for Quality Management) and ISO 27000 (for Information Security). Today, centers based in India account for the largest number of quality certifications achieved by any single country.

India aims to transform India into a truly developed and empowered society by 2020. However, to achieve this growth, the sector has to continue to re-invent itself and strive for that extra mile, through new business models, global delivery, partnerships and transformation. A collaborative effort from all stakeholders will be needed to ensure future growth of India’s IT-ITeS sector. We will need to rise up to the new challenges and put in dedicated efforts toward providing more and more of end-to-end solutions to the clients to keep the momentum going.

India is now one of the biggest IT capitals in the modern world and has presence of all the major players in the world IT sector. HCL, Wipro, Infosys and TCS are few of the household names of IT companies in India.
**Future prospects**

Globalization has had a profound impact in shaping the Indian Information Technology industry. Over the years, verticals like manufacturing, telecom, insurance, banking, finance and lately the retail, have been the growth drivers for this sector. But it is very fast getting clear that the future growth of IT and IT enabled services will be fuelled by the verticals of climate change, mobile applications, healthcare, energy efficiency and sustainable energy.

The near future of Indian IT industry sees a significant rise in share of technology spend as more and more service providers both Indian and global target new segments and provide low cost, flexible solutions to customers.

Bangalore is often referred to as the ‘Silicon Valley of India’ as it is home to the largest number of Information Technology (IT) firms in India. Bangalore’s success in attracting both foreign and domestic IT industries and investigates the extent to which the city can continue to be the preferred location for IT industry in the country. The theme of urban competitiveness is relatively new to the field of urban and regional economics, and is primarily found in the context of North American and European cities. Using a set of parameters include telecommunications infrastructure, government policies, availability of industrial/office space, skilled labour and specialised services, an appreciation of Bangalore’s competitiveness is provided.
A brief analysis of the world IT industry, especially the computer hardware reveals that there has been a constant fall in the prices of computer hardware progressively over the years. This has been largely possible due to the down sizing of the computers, and increased processing capacities of the latest computers.

Information Technology (IT) has made possible information access at gigabit speeds. It has created a level playing field among nations and created has a positive impact on the lives of millions.

Today, a country’s IT potential is paramount for its march towards global competitiveness, healthy gross domestic product (GDP) and meeting up the energy and environmental challenges.

The Indian IT and Information Technology enabled Services (ITeS) sectors go hand-in-hand in every aspect. The industry has not only transformed India’s image on the global platform, but also fuelled economic growth by energising the higher education sector (especially in engineering and computer science). The industry has employed almost 10 million Indians and, hence, has contributed significantly to social transformation in the country.

India is one of the fastest-growing IT services markets in the world. It is also the world’s largest sourcing destination, accounting for approximately 52 per cent of the US$ 124–130 billion market. The country’s
cost competitiveness in providing IT services continues to be its USP in the global sourcing market.

India has the potential to build a US$ 100 billion software product industry by 2025, according to Indian Software Product Industry Roundtable (iSPIRT). The software products market in India, which includes accounting software and cloud computing-based telephony services, is expected to grow at 14 per cent in 2014.

The Department of Electronics and Information Technology is coordinating strategic activities, promoting skill development programmes, enhancing infrastructure capabilities and supporting research and development (R&D) for India’s leadership position in IT and ITeS.

**Government Initiatives**

The Government of India played a key role with public funding of a large, well trained pool of engineers and management personnel who could forge the Indian IT industry.

The Central Government and the respective State Governments are expected to collectively spend US$ 6.4 billion on IT products and services in 2014, an increase of 4.3 per cent over 2013, according to a study by Gartner.
Research and Development - The new drivers

The research in the industry was earlier concentrated towards programming technologies like Java, in the recent times, the research focus changed towards technologies like mobile computing, cloud computing and software as a service. This shift is attributed to preference of clients towards the ubiquitous computing over standalone computing and the growing demand for low cost computing solutions.
NON INFORMATION TECHNOLOGY - SECTOR PROFILE

As per global management consulting firm McKinsey and Company, India’s manufacturing sector could touch US$ 1 trillion by 2025. Increasing demand in the country and the multinational corporations’ desire to establish low-cost plants in India can contribute to this. There is potential for the sector to account for 25-30 per cent of the country’s GDP and create up to 90 million domestic jobs, by 2025.

India’s growing economy offers domestic entrepreneurs and international players many opportunities to invest. The country’s government, realising the significance of the manufacturing industry to India’s industrial development, has taken necessary steps to increase investment in the sector.

India’s growth in the manufacturing sector over the last decade has been good. It was ranked the fourth most competitive manufacturing nation in Deloitte’s global index for 38 nations, in 2013. Its economy also experienced significant expansion during the period 2006-2011, achieving a five-year compound annual growth rate (CAGR) of 7.8 per cent.

Market size

Manufacturing activities in India rose the most in 17 months in July 2014, on increased orders, as per the HSBC Purchasing Managers' Index (PMI). PMI was at 53 points in July from 51.5 in June.

With investors gaining more confidence in India’s economy, the country’s manufacturing sector could grow by up to 14 per cent, according
to the government. India witnessed 15 per cent growth in the manufacturing sector in FY07. "Therefore, achieving 14 per cent growth is not impossible," as per Mr Ajay Shankar, National Manufacturing Competitiveness Council's member secretary.

The Indian chemical industry is the 12th largest producer in the world and third largest in Asia, in terms of volume production.

Electronics goods production in India is expected to touch US$ 104 billion by 2020. The production grew at a CAGR of 14.4 per cent during the period FY07-13. The country’s electronics market is anticipated to grow to US$ 400 billion by 2020 and expand at a CAGR of 24.4 per cent during the period 2012-2020.

**Investments**

Pidilite Industries Ltd has approved the acquisition of adhesive business of Blue Coat Pvt Ltd for a cash consideration of Rs 263.57 crore (US$ 43.08 million).

Toshiba Group plans to make India the design, manufacturing and export hub for its lighting business, and multiply the local headcount to design lights for planned smart cities airports, stadiums, highways, warehouses and factories, said Mr. Yoichi Lbi, President & CEO, Toshiba Lighting & Technology Corporation.

Chemical manufacturer Deepak Nitrite Ltd plans to invest Rs1,200 crore (US$ 196.18 million) to establish a plant for manufacturing phenol and acetone in Dahej, Gujarat. The capacity of the phenol plant will be 200,000
tonnes per annum (MTPA) and that of acetone will be 120,000 MTPA.

Sesa Sterlite will spend up to Rs 8,000 crore (US$ 1.31 billion) over the next three to four years to expand its Lanjigarh refinery in Odisha, following consent from villagers. The company will now produce 6 MT of alumina from the present capacity of 1 MT, as per the Odisha government.

Lanco Industries has lined up a Rs 325 crore (US$ 53.13 million) expansion plan to produce ductile iron pipes of smaller diameter. The company will add a capacity of 100,000 tonnes of pipes in the size range of 100 mm-300 mm. The new project will take Lanco's total capacity to 325,000 tonnes per annum.

Tide Water Oil Co (India), a lubricant manufacturer, has signed an agreement with Japan's JX Nippon Oil & Energy Corp to form a joint venture (JV) company in India - JX Nippon TWO Lubricants India. The companies will enjoy equal stake in the new entity, as per a statement by Tide Water Oil. The JV will manufacture, sell, market, and distribute the 'Eneos' brand of lubricants in India, Nepal, Bangladesh and Bhutan.

Glenmark Pharmaceuticals plans to establish a plant in North Carolina, US, which will be its first manufacturing facility in North America. The company will start work on an oral solid unit before building manufacturing units for injectables and topicals. “Our plan to set up a new manufacturing facility in the US underlines the fast-paced growth the company has witnessed in a short span of eight years in the US, and our long-term commitment to the country”. 
Siemens has announced the launch of operations at the Technology & Application Center (TAC) at Peenya, the industrial area of Bengaluru. This facility, the first in the country by Siemens, will facilitate machine tool manufacturers and end users to enhance productivity by testing machining techniques in real-world conditions.

Kinfra’s proposal to develop an electronics manufacturing centre in Kochi has received in-principle approval from the Department of Electronics & IT Industry. The detailed project report will still have to be submitted for getting the final approval to establish the electronic cluster (EMC) with quality infrastructure at par with international standards, in the 75 acres owned by Kinfra in Kakkanad.

**Government Initiatives**

India and China have formalised an agreement to take forward the establishment of the China-dedicated industrial clusters in India, with the objective to enhance Chinese investment in infrastructure and manufacturing. The agreement was signed during Indian Vice-President, Mr Hamid Ansari’s visit to Beijing. Officials have described the Memorandum of Understanding (MoU) as more ‘an enabling framework’ than a concrete agreement, as of now.

The Indian government has given in-principle approval to five National Investment and Manufacturing Zones (NIMZs) outside the Delhi-Mumbai Industrial Corridor (DMIC) region. The zones include Nagpur in Maharashtra; Tumkur in Karnataka; and Chittoor, Medak and Prakasam in
Andhra Pradesh. The state governments have to first acquire the land prior to any investments being made in the approved zones.

In accordance with the vision of ‘Make in India’, the Cabinet Committee on Economic Affairs (CCEA) has cleared a scheme of Rs 931 crore (US$ 152.2 million) in the capital goods sector.

**Road Ahead**

India’s manufacturing sector is vital for its economic progress. Presently, the sector is an attractive hub for foreign investments. Several mobile phone, luxury and automobile brands, among others, have set up or are looking to establish their manufacturing bases in the country. Hi-tech exports are also predicted to enhance India’s manufacturing sector; they witnessed a CAGR of 26 per cent during the period 2007-2011, with exports reaching US$ 20.9 billion from US$ 8.1 billion in 2007. Pharmaceuticals and electronic goods dominate exports of hi-tech products, with the share of electronics growing nearly twofold in the period 2007-2011, according to an industry study.
Infosys (formerly Infosys Technologies) is an Indian multinational corporation that provides business consulting, information technology, software engineering and outsourcing services. It is headquartered in Bangalore, Karnataka. Infosys is the third-largest India-based IT services company by 2014 revenues, and the fifth largest employer of H-1B visa professionals in the United States in FY 2013. On 31 March 2014, its market capitalization was INR 188,510 crores ($31.11 billion), making it India's fifth largest publicly traded company.

Infosys was co-founded in 1981 by Narayan Murthy, Nandan Nilekani, N. S. Raghavan, S. Gopalakrishnan, S. D. Shibulal, K. Dinesh, Venugopal and Ashok Arora after they resigned from Patni Computer Systems. The company was incorporated as "Infosys Consultants Pvt Ltd." with a capital of Rs. 10,000 (roughly $250) in Model Colony, Pune as the registered office and signed its first client, Data Basics Corporation, in New York. In 1983, the company's corporate headquarters was relocated to Bangalore.

Infosys made an initial public offer (IPO) in February 1993 with an offer price of Rs. 98 per share against book value of Rs. 10 per share. The Infosys IPO was under subscribed but it was "bailed out" by US investment
bank Morgan Stanley which picked up 13% of equity at the offer price. Its shares were listed in stock exchanges in June 1993 with trading opening at Rs. 145 per share. In October 1994, it made a private placement of 5,50,000 shares at Rs. 450 each against book value of Rs. 10 per share to Foreign Institutional Investors (FIIs), Financial Institutions (FIs) and Corporates.

In March 1999, it issued 2,070,000 ADSs (equivalent to 1,035,000 equity shares of par value of Rs. 10 each) at US $34 per ADS under the American Depositary Shares Program and the same were listed on the NASDAQ National Market in US. The total issue amount was US $70.38 million. The share price surged to Rs. 8,100 by 1999 making it the costliest share on the market at the time. At that time, Infosys was among the 20 biggest companies by market capitalization on the NASDAQ.


In December 2012, Infosys transferred the listing of its American Depositary Shares (ADS) from the NASDAQ to the NYSE. The credit rating of the company is A- (given by Standard & Poor's on 13-Dec-2013).

The Headquarters of Infosys is located in Bengaluru On 31 March 2014, Infosys had 890 clients across 30 countries.

Infosys has a global presence with 73 offices and 94 development centers in the United States, India, China, Australia, Japan, Middle East, and Europe. In recent years, Infosys has begun shifting operations to the United
States and other countries. In 2012, Infosys announced a new office in Milwaukee, Wisconsin to service Harley-Davidson, being the 18th international office in the United States. Infosys hired 1,200 United States employees in 2011, and expanded the workforce by an additional 2,000 employees in 2012.

The Development Center in Mysore campus

Infosys has a total of 160,405 employees as of 31 March 2014, of which 34.7% were women. Its workforce consists of employees representing 89 nationalities working from 32 countries. Out of its total workforce, 79% are software professionals, 15% are working in its BPO arm and remaining 5% work for support and sales. The attrition rate of Infosys Ltd., excluding its subsidiaries, for 12 months ending 31 March 2014, was 18.7%.

During FY 2013-14, Infosys received 911,220 applications from prospective employees and had a gross addition of 39,985 employees.

Training Centre in Mysore as the world's largest corporate university, the Infosys global education center in the 340 acre campus has 500 instructors and 200 classrooms, with international benchmarks at its core. Established in 2002, it had trained around 100,000 engineering graduates by June 2012. It can train 12,000 employees with 3 batches of 4000 employees for 4 months each.
IBM, in an analyst meeting held at Bangalore on June 6, 2006 stated that IBM's India plans are for the long term & committed to invest $6 billion in the next three years in India, triple the amount invested in the three years preceding the meeting.

IBM worldwide expects its revenues to be around $120 billion by 2010, of which nearly $86 billion (68%) would come from IBM Global Services alone, with an estimate of about 200,000 employees. IBM India would account for 90,000 of these. Roughly translated, IBM's Indian employees would generate $35 billion of IBM's revenues in 2010.

IBM Global Services (now split to Business Services & Technical Services) was called the "jewel in the IBM crown" by the Aberdeen group in 2003. For worldwide IBM, this is the group that contributes to more than half its global revenues ($54 billion in 2005) presently and growing at a healthy rate (8% in 2005). With half of global service employees to be located in India, IBM India's importance for the global corporation can be easily fathomed.

IBM India has now grown to an extent where it poses a stiff challenge to homegrown Software companies of India in IT global delivery
and manpower attraction/retention. It now operates the following business lines from India which contributes to worldwide IBM in a global delivery framework: India Software Labs (ISL), India Research Lab (IRL), Linux Technology Center, Global Business Services (GBS), Global Technology Services (GTS) formerly known as ITD-GD (Information Technology Delivery - Global Delivery), Global Business Solutions Center (GBSC), Sales & Distribution (S&D), Integrated Technology Services (ITS).

**Global Business Services**

This division, along with Global Technology Services (which was together called IBM Global Services earlier) has the largest employee headcount and operates in a global delivery framework. Although it's impossible to quantify the value-contribution from this unit, since IBM GBS India operates in the cost recovery mode, it is considered to contribute well in excess of $1 billion per annum.

IBM India's package implementation & maintenance practice – with its SAP, Oracle, Siebel, People soft, JD Edwards & Clarify practitioners is the biggest amongst all Indian IT companies.

This entity is organized as a consulting company, with divisions mirroring the functional expertise within, for instance Finance Management Solutions (FMS), Customer Relationship Management (CRM), Supply Chain Management (SCM), Energy & Utilities and so forth.
Hewlett-Packard Company

HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides hardware, software and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.

The company was founded in a one-car garage in Palo Alto by William "Bill" Redington Hewlett and Dave Packard. HP is the world's leading PC manufacturer and has been since 2007, fending off a challenge by Chinese manufacturer Lenovo, according to Gartner. It specializes in developing and manufacturing computing, data storage, and networking hardware, designing software and delivering services. Major product lines include personal computing devices, enterprise and industry standard servers, related storage devices, networking products, software and a diverse range of printers and other imaging products. HP markets its products to households, small- to medium-sized businesses and enterprises directly as well as via online distribution, consumer-electronics and office-supply retailers, software partners and major technology vendors.
Cognizant Technology Solutions

Cognizant

Cognizant Technology Solutions is an American multinational corporation that provides custom information technology, consulting and business process outsourcing services. It is headquartered in Teaneck, New Jersey, United States. Cognizant is included in the NASDAQ-100 and the S&P 500 indices. Originally founded as an in house technology unit of Dun & Bradstreet in 1994, Cognizant started serving external clients in 1996. Cognizant's IPO was launched in 1998, after a series of corporate splits and restructures of its parent companies, the first software services firm to be listed on the Nasdaq.

During the dot com bust, it grew by accepting the application maintenance work that the bigger players were unwilling to perform. Gradually, it ventured into application development, complex systems integration and consulting work. Cognizant saw a period of fast growth during the 2000s, becoming a Fortune 500 company in 2011. In 2011, the Fortune magazine named it as the world's third most admired IT services company after Accenture and IBM.

Cognizant provides information technology, consulting and BPO services. These include business & technology consulting, systems
integration, application development & maintenance, IT infrastructure services, analytics, business intelligence, data warehousing, CRM, supply chain management, engineering & manufacturing Solutions, ERP, R&D outsourcing, and testing solutions. In 2011, the company's revenue from IT services was split roughly evenly between application development and application maintenance.

Its business process outsourcing portfolio leans towards "higher-end" services i.e., work that involves domain knowledge and skills, such as legal services or healthcare claims processing rather than simple voice-based support services.

Like many In addition to its global headquarters and delivery center in Teaneck, N.J., as well as the U.S. headquarters in College Station, Texas, Cognizant has nine additional U.S. delivery centers: Bentonville, Arkansas; Bridgewater, New Jersey; Chicago, Illinois; Des Moines, Iowa; Holliston, Massachusetts; Minot, North Dakota; Phoenix, Arizona; Southfield, Michigan; and Tampa, Florida.

The company has more than 150,000 employees globally, of which over 100,000 are in India across 10 locations with a plurality in Chennai. The other centers of the company are in Bangalore, Coimbatore, Gurgaon, Hyderabad, Kochi, Kolkata, Mangalore (CoreLogic), Mumbai, and Pune. The company has local, regional, and global delivery centers in the UK, Hungary, China, The Philippines, Canada, Brazil, Argentina, and Mexico.
Business Units

Cognizant is organized into several verticals and horizontal units. The vertical units focus on specific industries such as Banking & Financial Services, Healthcare, Manufacturing and Retail. The horizontals focus on specific technologies or process areas such as Analytics, mobile computing, BPO and Testing. Both horizontal and vertical units have business consultants, who together form the organization-wide Cognizant Business Consulting (CBC) team. Cognizant is among the largest recruiters of MBAs in the industry; they are involved in business development and business analysis for IT services projects.

According to the 2011 financial statements, the major portion of Cognizant's revenues is derived from clients in the Financial Services (42.3%) and Healthcare (25.9%) industries. Other substantial revenue sources include clients from Manufacturing, Retail & Logistics (18.6%) and Communications, Information, Media & Entertainment and Technology (13.2%) industries. By geography, most of the revenue is derived from North America (77.2%) and Europe (19.2%).
One of India's oldest software-services companies, Tata Consultancy Services took a big step in 2004: It went public, raising $1.17 billion in India's largest initial public offering. However, a one-time $23.5 million charge on employee incentives kept profit growth to 27.5%, lagging peers in a fast-growing industry -- and leaving investors momentarily disappointed. Already the market leader, TCS is looking for forward growth in high-value businesses such as technology consulting, software embedded in electronic chips, and radio frequency identification (RFID). And, excited about combining India's software skills with China's electronic hardware prowess, CEO S Ramadorai is expanding rapidly in Hangzhou.

Tata Consultancy Services (TCS) provides information technology and management consulting services to organizations in more than 53 countries. The company offers e-business, application development and maintenance, architecture and technology consulting, engineering, security, infrastructure development and management, and quality consulting services. In addition, TCS offers software packages for business functions such as applications for electronic banking, insurance billing, customer relationship management, and hospital management. It caters to finance and banking, insurance, telecommunication, transportation, retail, manufacturing, pharmaceutical, and utility industries.
AMW Motors Ltd. (AMW) is one of India's leading HCV manufacturer offering transport solutions for a new competitive age in India's fast-growing economy.

AMW's product range covers the full range of heavy-duty applications in mining, construction, power, petroleum, roads and highways, other infrastructure projects and general cargo transportation. The company's manufacturing facility in Bhuj, Western India is spread over 2 million sq. meters and produces vehicles for a wide range of civilian and defence applications. AMW has invested over Rs20 billion in the plant and has a capacity to produce 50,000 vehicles. In addition AMW makes tipper bodies, trailers and other fully built vehicles at our plant.

The state-of-art manufacturing includes assembly, axles and drivelines, frame shop and automated cab painting facilities. All AMW vehicles undergo stringent testing at our comprehensive testing facilities.
The company is certified to TS16949, by TUV. Our vehicles have won several awards for innovation and performance, including Truck of the year award. AMW's vehicles are exported to the SAARC nations including Nepal, Bhutan, Bangladesh and Myanmar.

AMW is a leading, global Tier-One automotive supplier of driveline and drivetrain systems and related components for light trucks, SUVs, passenger cars, crossover vehicles and commercial vehicles with a regionally cost competitive and operationally flexible global manufacturing, engineering and sourcing footprint. Through highly-engineered, advanced technology products, processes and systems and industry leading operating performance, the AAM team provides a competitive advantage to our customers.
Caterpillar

Caterpillar has been active in India since the 1930s. Today, together with our dealers, we employ more than 10,000 people. Our India presence includes state-of-the-art manufacturing facilities, high tech research and development, as well as numerous global support organizations. Caterpillar employees, dealers and facilities are located at hundreds of locations to serve and support our customers and respond quickly to their needs.

Caterpillar manufactures 60 and 100-ton off highway trucks (OHT) in India for the domestic and export markets. We have recently introduced the 240-ton mining truck in India. Caterpillar offers a range of prime power and standby options to meet the varying needs of our customers Hindustan Construction Company Ltd. (HCC) uses Cat® Power in its 'Cold Desert' zone Nimoo-Bagzoo and Chuktak sites in Kargil area of Jammu & Kashmir.

Cat machines are working around the clock in the construction of the 2000 MW Hydroelectric Power Project at Subansri, Arunachal Pradesh, which includes digging and moving 1.14 million m3 of soil, civil works for diversion tunnels, coffer dams and concrete gravity dams, etc. Electro-Motive Diesel Inc. (EMD) is the world's leading manufacturer of Diesel Locomotives with a turnover of $1.8 billion. It celebrated 50 years of bringing the latest Diesel Locomotive Technology to the Indian Railways in
2009. Currently EMD fully supports the ramp up of production at DLW to manufacture up to 200 locomotives per year. The Indian Railways deems locomotives powered by EMD technology and equipment to be highly reliable with an impressive availability rate of 91 - 95 percent.

**Services**

**Cat Financial:** Caterpillar Financial Services Asia Pte. Ltd, together with its two Indian dealers, Gmmco and TIPL, have entered into an agreement with the following key infrastructure focused banks - ICICI and HDFC Bank and NBFC's [Non Banking Finance Company] Tata Capital Services and Magma (collectively referred to as Preferred Financiers Suppliers), to support the sale of the full range of Cat products sold in India. The collaboration agreement will give customers in India new finance options for the purchase of Cat machines and power systems, which are being used to fuel growth and sustainable development in India.

**Finance Shared Services:** Like our customers, our internal partners require effectiveness and efficiencies. For that, Caterpillar India houses the Asia Pacific Shared Services Center in Bangalore. The center provides Transaction Accounting, General Ledger and Financial Analysis services to more than 40 legal entities located across India, China, Singapore, Australia, Indonesia and Japan. The combined workforce of 170 is comprised of qualified Chartered Accountants, Cost accountants and postgraduates in Finance.
Bosch Limited

Founded in 1951, Bosch Limited is India’s largest automotive component manufacturer and also one of the largest Indo-German companies in India. The company generated net Sales and income from operations of Rs. 8017.9 crores in 2011, a growth of 19.7% over 2010. Bosch Limited is also the flagship of the Bosch Group companies in India. The Bosch Group holds 71.18% stake in Bosch Limited and has planned a sizeable investment to introduce and manufacture.

With a network spanning across 1,000 towns and with over 5,000 authorized representatives, Bosch Limited facilitates superior product availability and after-sales services countrywide, in alignment with the global Bosch structure. The company is headquartered in Bangalore with manufacturing facilities at Bangalore, Naganathapura (near Bangalore), Nashik,

Mahindra Reva Electric Vehicles Private Limited

Mahindra Reva Electric Vehicles Private Limited, formerly known as the Reva Electric Car Company, is an Indian company based in Bangalore, involved in designing and manufacturing of compact electric vehicles. The company's flagship vehicle is the REVA electric car, available in 26 countries with more than 4,000 of its different versions sold worldwide by mid March 2011. Reva was acquired by Indian conglomerate Mahindra & Mahindra in May 2010. In 2013, MAHINDRA REVA was selected as one of "The World's 50 Most Innovative Companies 2013" by The Reva Electric Car Company (RECC) was founded in 1994 by Chetan Maini, as a joint venture between the Maini Group of Bangalore and Amerigon Electric Vehicle Technologies (AEVT Inc.) of the USA. The company's sole aim was to develop and produce an affordable compact electric car. Several other automakers were also aiming to do so, but in 2001 RECC launched the REVA. RECC joined A new 30,000 capacity assembly plant in Bangalore has reached completion. It is currently the world's largest operational example of a plant specially dedicated to the assembly of battery electric vehicles. The entire building is LEED (Leadership in Energy and Environmental Design) accredited allowing the company to boast one of the lowest dirt-to-dust carbon footprints in the automotive world.
ANAND Group

ANAND Group is a Automotive Industry company, with headquarters based in Delhi, India. It manufactures as well as supplies automotive systems and components.

ANAND Group was founded by Deep C Anand, and named after the founder. The company manufactures components for the automotive industry. It has brought different kind of product to the Indian auto industry.

2009 - Takata Corporation has engaged with ANAND Group to produce the Safety systems. 2012 - ANAND Automotive has also invested in non-automotive businesses such as high-end hospitality. It is planning to buy new properties to expand its Sujan "6-star" facilities.

2013 - ANAND Automotive has decided to invest Rs 1,200 crore over the next five years on new product development.

2014 - Jan - ANAND Group with 47 facilities manufacturing various types of auto components garnered a total sales turnover of Rs 5800 crore last fiscal. The company expects to clock a turnover of Rs 10,000 crore by 2017 with an investment of Rs 1200 crore, Sandeep Balooja, President, Business Development, ANAND Group.
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