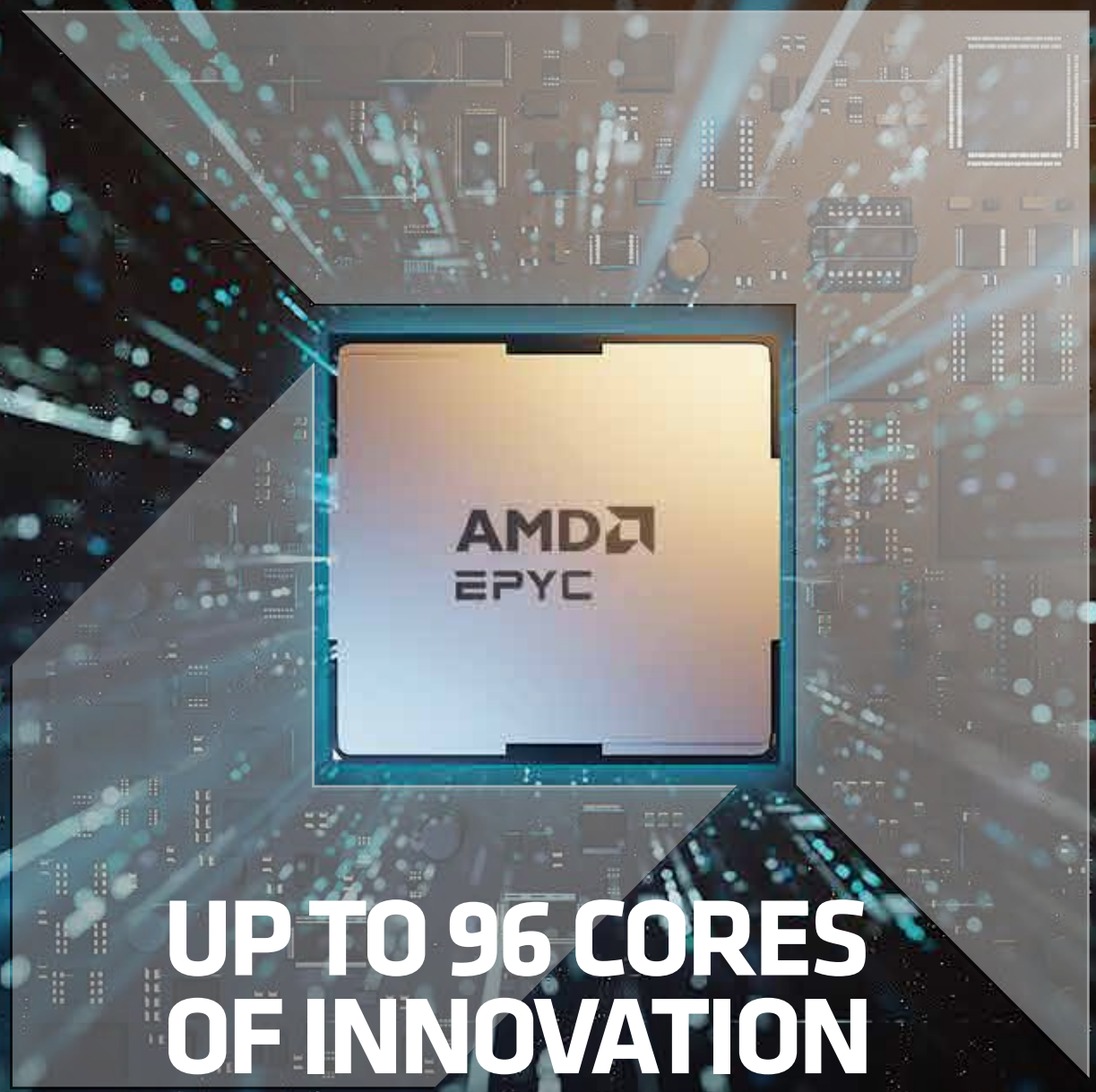
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BRAND BOOK
ON
ICT INDUSTRY
2023

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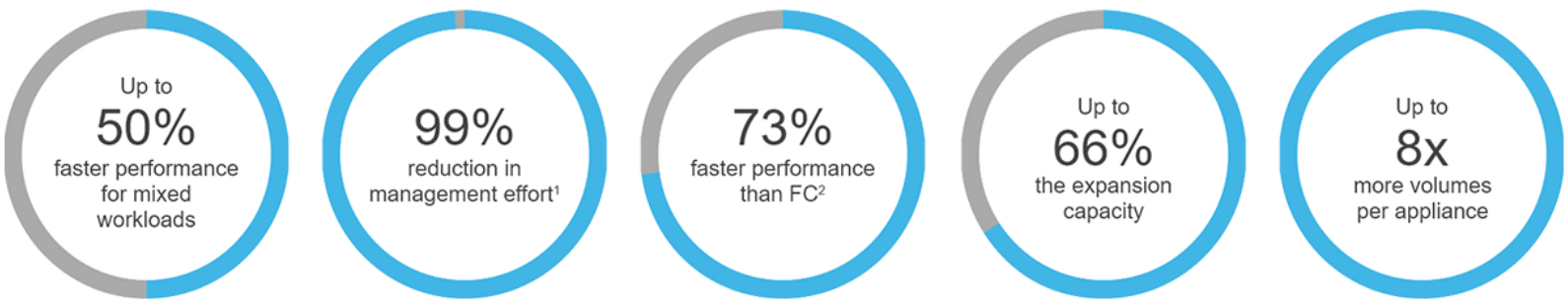
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1 Based on Dell analysis of staff time required to maintain balanced PowerStore cluster vs. traditional multi-array deployment, March 2022. Actual results may vary.
2 Dell vs. Dell

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PREFACE



DIGITAL ADOPTION HAS TAKEN A QUANTUM LEAP

DIGITAL DISRUPTION

Technology is changing faster than ever. Every day, new innovations are making their way into the marketplace and disrupting business as we know it. The rapid pace of technological change is having a profound impact on businesses and society. Businesses need to be able to adapt quickly to new technologies in order to stay ahead of the competition.

Technology has both positive and negative impacts on the global economy. On the one hand, technology can lead to increased productivity and efficiency, which can boost economic growth. On the other hand, technology can also lead to job losses, as machines and software can replace human workers in some industries.

We can't deny the fact, there is prolonged downturn in the global economy. It is difficult to say definitively whether technology has made the situation worse or better. There are certainly some factors that suggest that technology has played a role in the downturn.

Indeed, the increasing links between the financial, virtual, and physical worlds have a number of implications for businesses and consumers in recent years. Advancements in technology, globalization, and changing consumer behavior have played a significant role in driving this integration.

The rapid pace of technological change is having a profound impact on businesses and society. For businesses, it means that they need to be able to adapt to new technologies and to find new ways to interact with customers. For consumers, it means that they have more choices and that they can access financial services in new and innovative ways.

With increased connectivity between the virtual and physical worlds, cybersecurity and risk management have become critical considerations. Financial institutions and businesses need to protect their digital infrastructure, customer data, and transactions from cyber threats. The interdependence between these realms necessitates robust security measures and regulatory frameworks to maintain trust and stability.

Secondly, the most sought-after technology, Generative AI, is expected to offer enormous potential to transform the way we work, and with rigorous verification may soon allow companies to optimize various work processes and tasks. Generative AI technologies are a rapidly developing field of artificial intelligence that has the potential to revolutionize the way we create and interact with content. These technologies can be used to generate text, images, and videos that are indistinguishable from human-created content.

Various corporates are exploring ways to incorporate AI in their operations to improve the quality and resilience of their systems during the development and maintenance phase. However, it is unlikely that generative AI could ever replace the human touch in areas such as healthcare, education, or customer service. In these areas, human interaction is essential for providing a high-quality experience.

At the same time, it is a dangerous situation if Generative AI can gather and analyze all available data that is getting generated. Generative AI is a powerful tool that can be used to create realistic and convincing fake content, including text, images, and videos. This could be used to spread misinformation, create fake news, or even impersonate real people.

Brands are leveraging digital advancement. Banks, Financial Institutions & Card network companies are looking to leverage digital advancement even more to have a meaningful relationship with their customers. Just like ready to eat meals, customers are looking for quick and easy assistance along with digital rewards on their preferred credit card from their favourite brands which they can use right from the comfort of their homes. Every service delivery and business dynamic has changed and there will be no denying the fact that Digital adoption has really taken a quantum leap.

The brand book is an in-depth presentation of several technology brands speaking about their brand power to create awareness and spread awareness. Brand awareness establishes that brand trust.

A survey conducted among 1000 CIOs on 10 different verticals in the country feel that IT governance and risk are one of the top challenges for their organizations as far as complexity and priority are concerned. We have published the best practices adopted by the CIOs in a dedicated section "Eminent CIOs of India".

Enterprises are crafting a strong brand purpose giving their brand an identity that can separate them from their competitors. I hope the 12th edition of the brand book will be helpful for the industry to further accelerate brand awareness, what the company stands for and what makes it unique. I would greatly appreciate it if you kindly share your valuable feedback.

Dr. Deepak Kumar Sahu
Publisher and Editor-in-Chief

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Kalinga Digital Media is a technology specialty media house in South Asia that provides IT news, analysis, and insights on the latest trends and technologies. Its core strength is its database and the team behind the success.

We are living in a time of rapid technological change, and machines are becoming increasingly sophisticated. This convergence between humans and machines is creating new opportunities for collaboration and innovation.

Brand Book provides its readers with the information they need to make informed decisions about their businesses, such as which products, services and solutions to sell, how to market their businesses, and how to position their brand power.

Building go-to-market strategies for partners and end customers is a complex and challenging task, but it can be very rewarding. By developing a successful go-to-market strategy, you can help your partners and end customers achieve their goals and grow their businesses.

Innovation and constantly looking for new ways to reach your audience is the core expertise of our team. Our unmatched offerings in Print, Digital and events combined with 24 years of experience and engagement has helped us build unparalleled audience loyalty and credibility.

Our print, digital, and events aim to inform, delight, illuminate, and help our readers, viewers, and attendees. We believe that our publications must reflect our commitment to quality and integrity and we recognize that our reputation depends on upholding these journalistic values.

The 12th edition of Brand Book is going to help the industry with its circulation of the physical and digital copies, connecting the buyer and seller interface. With the help of the Brand Book, brands now have the opportunity to listen to their customers in a more direct and meaningful way.

More Importantly, digital transformation in the business world is bringing about a major revolution in today's jobs. The generative AI economy is a rapidly growing field, and there are many opportunities for workers who have the right skills. By upskilling, reskilling, networking, and being flexible, workers can prepare for the generative AI economy and thrive in this new era of digital disruption.

We at VARINDIA are taking a proactive approach towards the future of work by ensuring that it has the talented and adaptable workforce that can meet the challenges of the generative AI economy.

The team members of VARINDIA Brand Book are talented, inspired and productive. The Brand Book is positioned as the Brand behind the brand and proved as the valuable tool for the organization they want to succeed in the long term.

I'm grateful to the advertisers who took the time out to share their insights. I know that their participation will be valuable to others in the industry. Thank you for your active participation and inputs.

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FOREWORD

TECHNOLOGICAL ADVANCEMENTS HAVE BECOME THE NEW NORMAL



S. Mohini Ratna
Editor

Technology has revolutionized communication, enabling people from different cultures and backgrounds to connect and interact more easily. Social media platforms, instant messaging apps, and video conferencing tools have broken down the physical barriers and have allowed individuals to engage in real-time conversations across borders.

Technological advancements have become increasingly prevalent and have established themselves as the new normal in India. The Brand Book stands as the ultimate media vehicle to showcase the brand power of the technology companies functioning in India. The Brand Book provides a platform for advertisers to showcase the power and uniqueness of their brand.

Technology enables the collection and analysis of vast amounts of data, providing insights into cultural diversity trends and changes. By analyzing data on user behavior, preferences, and cultural consumption patterns, organizations can better understand and respond to cultural diversity needs. This data-driven approach helps inform decision-making and promotes inclusivity in various sectors, such as marketing, entertainment, and education.

Globalization has become one of the significant consequences of scientific and technological progress. The rise of the digital economy and e-commerce has been a significant consequence of scientific and technological progress. Online platforms, digital payment systems, and e-commerce websites have facilitated cross-border trade and enabled businesses to reach customers globally. This has expanded market access for businesses, encouraged international transactions, and contributed to the growth of the global economy.

Secondly, India has experienced a significant boost in smartphone manufacturing, leading to an increase in domestic production, reduced dependence on imports, job creation, and a positive impact on the economy. Today, India is recognized to the status of global hotspot for smartphone manufacturing as a key player in the global electronics industry and has fostered a favorable environment for innovation, investment, and technological advancements in the sector. With this the electronic import-export industry has undergone a revolutionary change.

Thirdly, Cloud has become a powerhouse that drives today's digital organizations, which offer scalability and flexibility to organizations, allowing them to expand their digital infrastructure as needed. Organizations can easily scale their computing resources, storage capacity, and network bandwidth to accommodate growing demands. This scalability ensures that the organization's digital footprint can adapt to changing needs, such as increased user traffic or data storage requirements.

Despite current macro headwinds, cloud remains a long-term investment priority for 70% of major corporations. A global survey finds that, cloud is now the unifying digital fabric of every enterprise, fueling powerful technologies—from generative AI to edge and quantum computing- is ushering the next wave of innovations now and into the future. Despite significant progress in recent years, we can't deny the fact that businesses still have a long way to go to unlock the full power and potential of the cloud.

Technology poses new challenges for this economic convergence. Technological advancements often require new skills and competencies. The rapid pace of technological change can result in a skills gap, where the demand for specific technological skills outpaces the supply. This can hinder economic convergence by limiting opportunities for individuals and regions lacking the necessary skills to participate in the digital economy. This we are witnessing from the adoption of Generative AI. It offers exciting possibilities and transformative potential; it also introduces certain challenges that need to be considered.

The tech brands strive to stay at the forefront of innovation by constantly developing and releasing new products, features, and technologies. Effective storytelling allows technology brands to connect with their audience on an emotional level. They craft narratives that communicate their brand values, vision, and the impact their products or services can have on users' lives. Compelling storytelling helps create an emotional connection with customers, fostering brand loyalty and differentiation.

Going forward, technological advancements and digital disruption are rapidly reshaping industries and business models. Companies that fail to adapt to these changes or embrace innovation may experience stagnant growth or decline, as newer and more agile players emerge.

The 12th edition of the Brand Book features how the technology brands are bringing unique differentiation. The featured tech brands speak on how they continuously innovate and develop products to bring cutting-edge solutions to the market. We have made an earnest attempt to highlight how they invest in research and development to introduce new features, functionalities, and technologies that set them apart from their competitors.

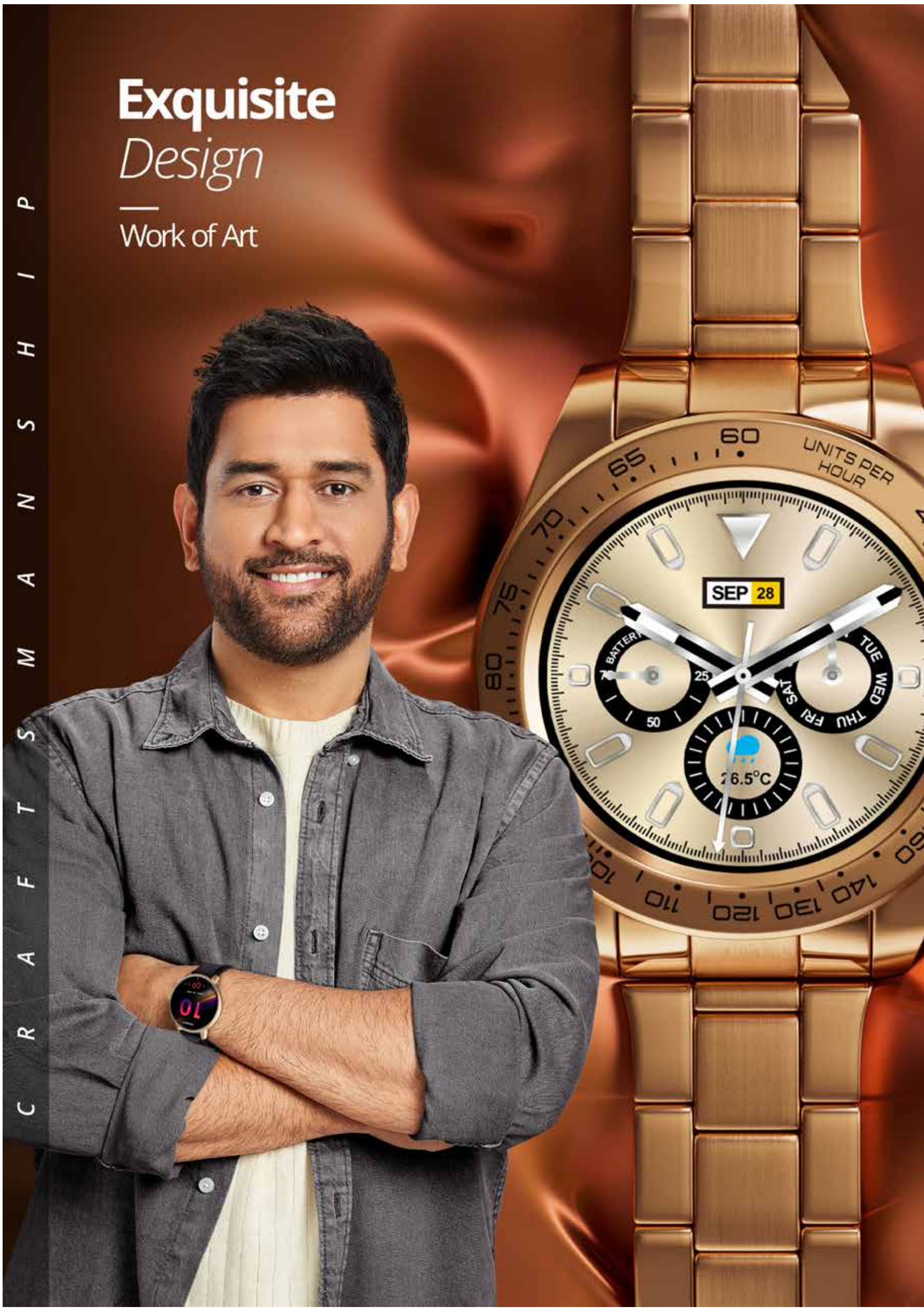
The Brand Book speaks on how enterprises serve their digital-savvy customers, who want instant gratification. Our efforts in bringing this annual edition is to add value for an ever-shining technology industry.

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*IDC India Monthly Wearable Device Tracker, 1Q23

#2 GLOBALLY NO.2 SMARTWATCH BRAND

*Counterpoint Report, 1Q23

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Realizing the potential of your BRAND



WORLD'S TECHNOLOGY & SERVICES HUB

India has demonstrated its strength of being one of the largest exporter of IT and BPO services globally, a growing digital ecosystem, availability of a large working age population, track record in creating renewable energy capacity, low private debt to GDP ratio, and defining reforms agenda and mega trends such as a growing entrepreneurship and start-up ecosystem, making Indian manufacturing globally competitive. It'll help India transform from a technology back-office to a hybrid workforce .

India, indeed, has the potential and opportunity to become a strong and resilient pillar in the changing global economic order.

https://mybrandbook.co.in

TOP 25 BRANDS 2023

BRAND DNA IS CORE OF YOUR BUSINESS

Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing the way it operates and delivers value to its customers. This can involve a wide range of changes, from adopting new technologies to changing business processes and organizational structures.

For many companies, digital transformation is a disruptive force that is forcing them to rethink their business models and operations. This is because digital technology is changing the way customers interact with businesses, the way businesses compete with each other, and the way businesses operate in the global marketplace.

Digital transformation is forcing companies to change their business DNA:

- Customers are demanding more personalized and interactive experiences. Customers are increasingly using digital channels to interact with businesses, and they expect a personalized and seamless experience across all channels. This means that businesses need to invest in digital technologies that can collect and analyze customer data, and then use that data to personalize customer interactions.
- Competition is intensifying. Digital technology is making it easier for new businesses to enter the market and compete with established players. This means that businesses need to be constantly innovating and finding new ways to differentiate themselves from their competitors.
- The global marketplace is becoming more competitive. Digital technology is making it easier for businesses to reach global markets, and this is increasing competition for businesses of all sizes. This means that businesses need to be able to operate effectively in a global environment, and they need to be able to compete with businesses from all over the world.

Having said that, a majority of companies are already taking the 'customer-first' approach. This is due to a number of factors, including the increasing importance of customer loyalty, the rise of social media, and the growing competition in the marketplace . In today's competitive marketplace, companies can no longer rely on price or product differentiation to attract and retain customers. Instead, they need to focus on providing a superior customer experience that will make customers want to do business with them again and again.

It is an exciting time for deep tech in India and becoming a hub for innovation in a number of areas of artificial intelligence, machine learning, robotics, and quantum computing. These technologies have the potential to revolutionize a wide range of industries, from healthcare to manufacturing to agriculture. A number of start-ups in India are working on these technologies and they are attracting investment from both domestic and international investors.

As India continues to grow, it is likely that the country will become an even more important test bed for new technologies. This will have a positive impact on the Indian economy, and it will help to make India a global leader in innovation.

		2021	2022
01	Apple	01	03
02	aws	02	01
03	Google	03	02
04	Jio	09	04
05	TATA CONSULTANCY SERVICES	04	05
06	airtel	10	08
07	Infosys	05	06
08	Microsoft	06	07
09	DELL Technologies	08	09
10	IBM	11	12
11	wipro	13	14
12	Hewlett Packard Enterprise	-	13
13	HCL	12	10
14	Tech Mahindra	21	21
15	SAMSUNG	15	16
16	zoom	-	17
17	CISCO	17	18
18	intel	22	22
19	NVIDIA	NEW ENTRANT	
20	SAP	21	21
21	INGRAM MICRO	20	20
22	AMD	-	23
23	Redington	24	24
24	ORACLE	NEW ENTRANT	
25	LTIMindtree	25	25

1. APPLE INDIA PVT. LTD.



TIM COOK
CEO

UNIQUE DIFFERENTIATION: Apple is the world's largest technology company by revenue, with US$394.3 billion in 2022 revenue. The Cupertino, California based company was founded as Apple Computer Company in 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne.

PRODUCTS & SERVICES: Apple offers a host of products - iPhone, iPad, Mac PC, iPod portable media player, Apple smartwatch, Apple TV, Apple AirPods wireless earbuds, macOS & iOS, Safari web browser, iTunes store, Mac App Store, Apple Music, Apple TV+, iMessage, iCloud and Apple Pay, AirTag, Apple care products. Apple is reinventing its range of products and services. The company has been under pressure in recent years from rivals like Samsung and Google, who have been offering more innovative products at lower prices. As a result, Apple has been forced to rethink its strategy.

BRAND POWER: Apple's brand awareness is among the top of all other global tech companies. Apple is known for its innovative products, such as the iPhone, iPad, and MacBook. As part of its expansion mode, Apple over the years has expanded the number of retail locations and its geographical coverage, with 499 stores across 22 countries worldwide.

2. AMAZON WEB SERVICES (AWS)



ADAM SELIPSKY
CEO

UNIQUE DIFFERENTIATION: As the world's most comprehensive and broadly adopted cloud, AWS offers over 200 fully featured services from datacentres globally. AWS is known for its reliability, scalability, and security. AWS has been delivering cloud services to millions of customers around the world for over 17 years.

PRODUCTS & SERVICES: AWS offers a broad set of global cloud-based products that help organizations move faster, lower IT costs, and scale. Among its services, AWS offers compute, storage, and databases to emerging technologies such as machine learning and artificial intelligence, data lakes and analytics, and IoT. It provides solutions like Application Hosting, Websites, Backup and Storage, Enterprise IT, Content Delivery and Databases.

BRAND POWER: AWS has the largest community, with millions of active customers and tens of thousands of partners globally. The AWS Partner Network (APN) includes thousands of systems integrators and tens of thousands of independent software vendors who specialize in AWS services. In addition, the AWS Cloud spans 99 Availability Zones within 31 geographic regions around the world, with announced plans for 15 more Availability Zones and 5 more AWS Regions in Canada, Israel, Malaysia, New Zealand, and Thailand.

3. GOOGLE INDIA PVT. LTD.



SUNDAR PICHAI
CEO

UNIQUE DIFFERENTIATION: An American multinational technology company founded in 1998 by Larry Page and Sergey Brin, Google was reorganized as a wholly owned subsidiary of Alphabet Inc. in 2015. Google is constantly innovating and developing new products and services. It has a strong brand that is recognized around the world.

PRODUCTS & SERVICES: Google focuses on artificial intelligence, online advertising, social media platform (YouTube), cloud computing (Google Cloud), Office suite (Google Workspace), computer software, quantum computing, Web search engine (Google Search), navigation (Waze & Maps), web browsing (Chrome), e-commerce and consumer electronics (wearable technology, gaming). Google developed Bard, a conversational generative artificial intelligence chatbot based initially on LaMDA and later the newest PaLM 2 LLM unveiled at Google I/O '23.

BRAND POWER: Google is credited for electrifying the online world by creating the Web's best search engine. It is the most popular search engine, with over 90% of the global market share. It has been referred to as "the most powerful company in the world" and one of the world's most valuable brands due to its market dominance, data collection, and technological advantages in the area of artificial intelligence.

4. RELIANCE JIO INFOCOMM LIMITED



AKASH AMBANI
CHAIRMAN

UNIQUE DIFFERENTIATION: Reliance Jio Infocomm Limited, doing business as Jio, is an Indian telecommunications company. With over 42.62 crore (426.2 million) subscribers, Jio is the largest mobile network operator in India and the third largest mobile network operator in the world. It covers across all 22 telecom circles.

PRODUCTS & SERVICES: The company offers products such as sim cards, mobile devices and internet dongles. Jio offers 4G and 4G+ services all over India and 5G service in many cities. Its 6G service is in the works. The company launched its LYF smartphone, while JioPhone is its line of feature phones. In May 2016, Jio launched a bundle of multimedia apps on Google Play as part of its upcoming 4G services. It has introduced JioTag, a Bluetooth tracking device. Its line of products include Fixed-line telephone, Mobile telephony, Wireless broadband (JioFiber), Internet services, Mobile phones, OTT services.

BRAND POWER: Jio's vision is to transform India with the power of digital revolution, to connect everyone and everything, everywhere, always at the highest quality at the most affordable price. Jio's brand power is also a valuable asset for the Indian economy.

5. TATA CONSULTANCY SERVICES (TCS)



K KRITHIVASAN
CEO

UNIQUE DIFFERENTIATION: Tata Consultancy Services (TCS) is one of the largest IT companies in the world. Operating in 150 locations across 46 countries, TCS offers a consulting-led, cognitive-powered, integrated portfolio of business, technology, and engineering services and solutions. TCS is the second largest Indian company by market capitalization and is among the most valuable IT service brands worldwide.

PRODUCTS & SERVICES: TCS offers a consulting-led approach with an integrated portfolio of technology led solutions. It offers its services in areas of cybersecurity, cloud, cognitive business operations, data & analytics, enterprise solutions and IoT & Digital engineering. Some of its prominent products include TCS ADD, TCS BaNCS, TCS BFSI Platforms, TCS CHROMA, TCS HOBS, TCS ERP on Cloud, to name a few.

BRAND POWER: TCS's commitment to innovation helps it stay ahead of the competition and deliver the best possible value to its clients. TCS is constantly developing new technologies and solutions, and it is always looking for ways to improve its existing products and services. TCS today has become one of the prominent companies to be admired for their leadership skills all over the world.

6. BHARTI AIRTEL LIMITED



GOPAL VITTAL
CEO

UNIQUE DIFFERENTIATION: Founded as a manufacturer of bicycle parts in 1976 by Sunil Bharti Mittal, Bharti has grown to become one of the largest and most widely recognized business groups from India. It is the largest mobile network operator in India and it is the second largest mobile network operator and the third largest provider of fixed telephony in India. It operates in all the telecom circles of India.

PRODUCTS & SERVICES: Airtel's whole range of products include Fixed-line telephone, Mobile telephony, Broadband (Airtel Xtream Fiber), Satellite television, Payments bank, Internet television. Airtel has a digital TV network called Airtel Digital TV, which it launched after shutting down its IPTV service. It has also rolled out its VoLTE technology across all Indian telecom circles. Airtel has a new mCommerce platform called Airtel Money.

BRAND POWER: Operated by several subsidiaries, Bharti Airtel today has operations in over 18 countries across Asia and Africa. Currently, Airtel provides 4G and 4G+ services all over India and 5G service in selected cities. Nxtra Data Ltd, a subsidiary of Airtel, provides data center services to corporate clients in the South Asian region and currently operates 10 Tier-III Data centers across 7 locations in India.

14. TECH MAHINDRA LIMITED



C. P. GURNANI
CEO

UNIQUE DIFFERENTIATION: Part of the Mahindra Group, Tech Mahindra is a multinational Information Technology company headquartered in Pune. It is a USD 6.5+ billion organization with 152,000+ professionals across 90 countries helping 1290+ global customers, including Fortune 500 companies. It offers improved connected experience across the customer lifecycle with an interplay of digital strategies across multiple channels.

PRODUCTS & SERVICES: Tech Mahindra's CX offerings provide unprecedented advantage to clients in bringing profound customer insights, technology enablers, operations capabilities to help transform & partner in their pursuit to embrace Digital disruption. Its products include Infrastructure and Cloud Services, Experience Design Services, Business Process Services, Network Services, Testing Services, Business Excellence Services, Integrated Engineering Solutions, Performance Engineering, Telecom Product Engineering, SAP, Oracle, Enterprise of Future, Data Analytics, Artificial Intelligence, Cyber Security, Customer Experience, Digital Supply Chain, and Intelligent Automation.

BRAND POWER: Tech Mahindra is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. With the NXT.NOWTM framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies.

15. SAMSUNG ELECTRONICS INDIA PVT. LTD.



LEE JAE-YONG
CHAIRMAN

UNIQUE DIFFERENTIATION: Samsung is the South Korean multinational conglomerate which is also one of the world's largest producers of electronic devices. Founded by Lee Byung-chul in 1938 as a trading company, over the three decades the group diversified into areas including food processing, textiles, insurance, securities, and retail. The company has a strong brand reputation and a loyal customer base.

PRODUCTS & SERVICES: Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances. The Samsung products include Semiconductors, Solid State Drives, DRAM, Telecommunications Equipment (phones, headphones, televisions and Blu-ray players), Home Appliances (refrigerators, ovens, washers and vacuums), Computing (laptops, tablets) and display solutions.

BRAND POWER: Samsung brings the latest cutting-edge technologies at an affordable price to the customers and that is where its brand power lies. Samsung products are known for their sleek and stylish design. The company has a team of in-house designers who work to create products that are both functional and aesthetically pleasing. Samsung is constantly innovating and introducing new products and features that its competitors do not have.

16. ZOOM COMMUNICATIONS LTD



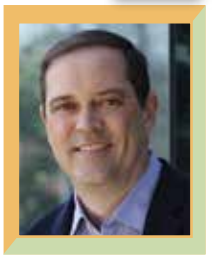
ERIC YUAN
CEO

UNIQUE DIFFERENTIATION: A communications technology company headquartered in San Jose, California, Zoom provides video telephony and online chat services through a cloud-based peer-to-peer software platform. Zoom offers high-quality video and audio and has a bunch of unique differentiation strategies that help it to stand out from its competitors.

PRODUCTS & SERVICES: Zoom Meetings, Chat, Webinars and Phone all work together as one unified communications solution, with the ability to navigate between them. Zoom Apps are built to optimize meeting workflows and can be used across a range of platforms, such as Windows, MAC, iOS and many more, making it widely accessible. Its products include Zoom One, Zoom Spaces, Zoom Events, and Zoom Contact Center. Zoom recently launched key features of Zoom IQ, a smart companion that empowers collaboration and unlocks people's potential through generative AI.

BRAND POWER: Zoom unifies cloud video conferencing, simple online meetings, and cross platform group chat into one easy-to-use platform. Among dozens of video conferencing services, Zoom has emerged as a huge disruptive innovation from the pandemic, owing to its modern, video-first unified communications with an easy and reliable performance.

17. CISCO SYSTEMS INDIA PVT. LTD.



CHUCK ROBBINS
CEO

UNIQUE DIFFERENTIATION: Through its numerous acquired subsidiaries, Cisco specializes in specific tech markets such as the Internet of Things, domain security and energy management. It is one of the largest technology companies in the world.

PRODUCTS & SERVICES: Cisco offers a wide range of networking hardware, including switches, routers, wireless access points, and firewalls. It offers a variety of software solutions, including networking software, security software, and collaboration software. Cisco's product/solution portfolio includes Networking Hardware, Enterprise Network Security, Telecommunications Equipment, Collaboration tools (Webex), Computing (Intersight), SD-WAN, Services (Cisco + as-a-service), Platform suite (Cisco AppDynamics, Meraki platform, SecureX). Cisco also offers a variety of services, including consulting, training, and support.

BRAND POWER: Cisco is known to have made many acquisitions over the years and seeks for companies with a shared business and technological vision. Cisco and Wipro Technologies have recently partnered to deploy private 5G networks to enterprise customers worldwide and have launched managed private 5G-as-service. As part of its expansion plans for India, Cisco announced that it will start manufacturing in the country. India is a key market for Cisco and its second largest R&D center outside the US.

18. INTEL TECHNOLOGY INDIA PVT. LTD.



PATRICK P. GELSINGER
CEO

UNIQUE DIFFERENTIATION: Intel has unique assets and a strong, open ecosystem that gives Intel a competitive edge and an ability to disrupt. Besides being best known for developing microprocessors found in most of the world's personal computers, Intel is also the world's largest manufacturer by revenue of semiconductor chips, a product used in most of the world's electronic devices.

PRODUCTS & SERVICES: Intel supplies microprocessors for all the biggest computer system manufacturers such as Acer, Lenovo, HP, and Dell, while also manufacturing motherboard chipsets, network interface controllers and integrated circuits, flash memory, and graphics chips. Intel's products can be categorized under Processors (Xeon, Atom, Core), Chipsets, Memory & storage, systems & devices (Intel Evo, laptops, Intel NUC, Workstations, Intel vPro, Desktops), GPUs (Intel Arc, Intel Iris), server products, wireless products, and software.

BRAND POWER: Over the last few years, Intel has initiated a transition from being a PC-centric company to a data-centric one and expanded their product offerings in order to seize new market opportunities. Intel's commitment to innovation and its focus on providing high-quality products and services have helped it to become a leading provider of semiconductor chips and related technology.

19. NVIDIA GRAPHICS PVT. LTD.



JENSEN HUANG
CEO

UNIQUE DIFFERENTIATION: An American multinational technology company, NVIDIA is a software and fabless company which designs GPUs, APIs for data science and high-performance computing as well as system on a chip units (SoCs) for the mobile computing and automotive market. Nvidia is also a dominant supplier of artificial intelligence hardware and software.

PRODUCTS & SERVICES: NVIDIA's products include GPUs, Central processing units, Chipsets, Drivers, Collaborative software, Tablet computers, TV accessories, GPU-chips for laptops and Data processing units. NVIDIA provides an API called CUDA that allows the creation of massively parallel programs which utilize GPUs and are deployed in supercomputing sites around the world. Nvidia expanded its presence in the gaming industry with its handheld game consoles Shield Portable, Shield Tablet, and Shield TV and its cloud gaming service GeForce Now. In September 2022, Nvidia announced its next-generation automotive-grade chip, Drive Thor.

BRAND POWER: NVIDIA GPUs offer a wide range of features that are specifically designed to accelerate generative AI workloads. NVIDIA's professional line of GPUs are used in workstations for applications in fields as architecture, engineering and construction, media and entertainment, automotive, scientific research, and manufacturing design.

7. INFOSYS LIMITED



SALIL PAREKH
CEO

UNIQUE DIFFERENTIATION: An IT services company and a global leader in next-generation digital services and consulting, Infosys is one of the Big Four Indian IT companies known for its high-quality services. Infosys has leading capabilities in about 30 areas - across cloud, data, and analytics, AI, automation, cybersecurity, IoT.

PRODUCTS & SERVICES: Infosys is constantly investing in innovation. The key products and services include NIA – Next Generation Integrated AI Platform (formerly known as Mana), Infosys Consulting, Cloud-based enterprise transformation services, Infosys Information Platform (IIP) - an analytics platform, EdgeVerve Systems (which includes Finacle, a global banking platform), Panaya Cloud Suite, Skava (now Infosys Equinox), Engineering Services, Digital Marketing and Blockchain.

BRAND POWER: With 40+ years of service, Infosys enables clients with an AI-powered core, empowering businesses with agile digital at scale and driving continuous improvement with always-on learning through the transfer of digital skills, expertise, and ideas from its innovation ecosystem. Infosys is also known for its unique culture. Infosys also has a strong commitment to diversity and inclusion, and it is one of the most diverse companies in the IT industry.

8. MICROSOFT CORPORATION (I) PVT.LTD



SATYA NADELLA
CEO

UNIQUE DIFFERENTIATION: Microsoft is one of the most well-known and respected brands in the world. Founded by Bill Gates and Paul Allen in 1975, Microsoft is constantly innovating and developing new products and services.

PRODUCTS & SERVICES: Microsoft India offers a wide array of products and services which includes Microsoft Windows (its operating systems line-up), MS Office suite, Internet Explorer, Bing and Edge web browsers, E-mail service named Outlook, and Xbox gaming console. Its field of services is diverse which includes operating systems line-up, web browsers, client and server software, gaming, personal touchscreen computers. Microsoft has launched two new initiatives namely Microsoft AI Innovate and Code Titans Hackathon for Indian start-ups. Bing AI (also known as Bing Chat) is an AI chatbot developed by Microsoft and released in 2023. It is built on top of OpenAI's GPT-4 foundational large language model (LLM).

BRAND POWER: Microsoft's brand power is a major asset for the company. Microsoft has a long history of innovation, and it has been responsible for some of the most important technological developments of the past few decades, such as the development of the graphical user interface, the Windows operating system, and the Office productivity suite.

9. DELL TECHNOLOGIES INDIA PVT. LTD.



MICHAEL S. DELL
CEO

UNIQUE DIFFERENTIATION: Headquartered in Texas, US, Dell Technologies is among the world's leading technology companies in the world. Founded by Michael Dell in 1984, it markets products under Dell, Pivotal, Dell EMC, SecureWorks, Alienware, and Virtustream brand names.

PRODUCTS & SERVICES: The company focuses on sale of personal computers (including desktop PCs, notebooks, tablets, monitors, gaming laptops), Server, Storage, network servers, software and managed services (security, consulting, deployment, support). It also included Dell APEX, announced in late 2020 as Project APEX and started with its storage as a service offering, followed by servers, networking and hyper-converged infrastructure (HCI). Dell offers remote support for businesses that need assistance with Dell products or services without having to send a technician to their location.

BRAND POWER: Dell Technologies helps organizations and individuals build their digital future and transform how they work, live, and play. The company's commitment to customer satisfaction has helped it to become a global leader in the technology industry. Dell Technologies India has also been declared as the most desired brand in India recently. Dell Technologies' strong brand power is a valuable asset that helps the company attract new customers, retain existing customers, and grow its business.

KEY HIGHLIGHTS:

Brand power is the ability of a brand to influence customer behavi

Brand identity is the personality of your business and a promise customers.

Brand power is not something that can be created overnight. It tak effort, and consistency to build a strong brand.

Brand loyalty is the extent to which consumers are likely to repu brand's products or services

Brand advocacy is the extent to which consumers are willing to rec a brand to others.

Technology has had a positive impact on our daily lives. It has made connected, informed, productive, and entertained. It has changed the way we be operate. From communication and transport to healthcare and connectivity, te has enhanced our lives for the better. Today, AI has proven to bridge efficie across a number of industries, including finance, healthcare, and more creat with the next decade likely to witness its impact in the sales, manufacturing, and business writing sectors. However, it is important to note that technolo a silver bullet.

Technology will change the world in the next two years. It moves at a re fast pace in the modern world. It can sometimes be felt like every single day new technologies and innovations that will change our futures forever. From flexible grids and on-demand manufacturing, are predicted for our near-ter personalization and positive business outcomes if done correctly.

Quantum computing is a new type of computing that is based on the p potential to revolutionize the way we solve complex problems. In the next fiv with applications in areas such as drug discovery, materials science, and cry

The 12th edition of the Brand Book unveils the report how the top 25 b products and services and have been identified as the '25 Most Trusted Co others to advance their business goals by setting a high benchmark). The ke interaction with B2B Partners and customers in the country on their product the best ways to build a strong brand is to focus on customer experience. The by consistently providing high-quality products and services, by being respo

METHODOLOGY

In today's competitive marketplace, it is more important than ever for com help companies to do this by creating a unique identity for themselves and over those of their competitors.

VARINDIA is pioneered in doing the brand valuation since 1999, the brand and international organizations. Brand value is based on the brand's competi compete with other brands in the market. The Brand Book has become the m channel which works closely with the end customers.

A distinguished panel of the industry's topmost CIOs, CTO, CDOs, and analysts including VARINDIA's editorial board scrutinized the list throughout the year. These companies are trusted by their customers because they consistently deliver high-quality products and services. They are also agile and responsive to customer needs. They are constantly innovating and improving their products and services. The Panel brings the list of Most Trusted Companies where the Brands strength measures the ability of the brands to create loyalty.

Today, VARINDIA's brand valuation reports are used by companies, governments, and investors to make strategic decisions about their brands.

Our team has also analysed how the Brand has been positioned in the mind of your customers. Secondly, with the growth of AI, e-commerce, and social media has changed the way brands interact with consumers in India.

Marketers are now embracing branding as a discipline and are investing in branding initiatives. Homegrown brands are also now embracing the power of branding and are investing in branding initiatives.

Feedbacks are valuable and can provide important insights for you to improve your work, identify areas for improvement, and get a better understanding of your audience. When done right, a brand can't be duplicated, and that is the competitive advantage. Let's have a look at the 25 Most Trusted Brands how they have made a difference by adopting one of the value disciplines of competitive advantage: product leadership, customer intimacy and operational excellence by expanding into new markets to grow their businesses in the Indian Technology Industry.



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rm future. Marketers play a crucial role in understanding the importance of

rinciples of quantum mechanics. It is still in its early stages, but it has the
e years, we can expect to see quantum computing make significant progress,
ptography.

brands are constantly innovating and looking for new ways to improve their
ompanies' (The accomplishments of the awardees raise the bar and inspire
y findings are from a survey of over 3000 CXOs on their experience cell and
acceptance and support they receive from the OEMs. Strong brands feel that,
ese 25 Most Trusted Brands have been able to build trust with their customers
nsive to customer needs.

npanies to differentiate themselves from their competitors. A strong brand can
by making it clear why customers should choose their products or services

d valuation methodology of VARINDIA has been recognized by leading Indian
tive strength and the brand value is calculated based on the brand's ability to
narket-leading, trusted source of news and analysis for the Indian technology

10. IBM INDIA PVT. LTD.



ARVIND KRISHNA
CEO

UNIQUE DIFFERENTIATION: International Business Machines Corporation (IBM), also nicknamed Big Blue, specializes in computer hardware, middleware, and software, provides hosting and consulting services in areas ranging from mainframe computers to nanotechnology. The Armonk, New York headquartered American multinational technology corporation is present in over 175 countries.

PRODUCTS & SERVICES: IBM has a long history of innovation. The company has developed many of the technologies that are used by businesses today, including the mainframe computer, the relational database, and the personal computer. IBM caters to products in diverse areas including AI & machine learning, Analytics, Asset Management, business automation, compute & servers, databases, DevOps, IT automation, Middleware, Operating system, quantum, security & identity, storage, supply chain, among others.

BRAND POWER: One of the world's oldest and largest technology companies, IBM is credited with pioneering several technological innovations, including the automated teller machine (ATM), dynamic random-access memory (DRAM), the floppy disk, the hard disk drive, the magnetic stripe card, the relational database, the SQL programming language, and the UPC barcode. IBM is the largest industrial research organization in the world, with close to 19 research facilities across a dozen countries.

11. WIPRO LIMITED



THIERRY DELAPORTE
CEO

UNIQUE DIFFERENTIATION: The fourth largest Indian top IT companies, Wipro is a leading global information technology Indian IT consulting and business process services company. Wipro's capabilities range across cloud computing, computer security, digital transformation, artificial intelligence, robotics, data analytics, and other technology consulting services to customers in 167 countries.

PRODUCTS & SERVICES: The Company provides information technology, consulting, business process services, Outsourcing and Managed Services. Wipro brings its unique combination of product engineering, business processes and IT services expertise to address the most pressing needs of software vendors. It offers its services in the areas of applications, Augmented & Artificial Intelligence, Business solutions, Cloud, cybersecurity, data & analytics, digital marketing & interaction, sustainability, infrastructure and engineering.

BRAND POWER: Wipro is a leader in innovation, and it has a strong track record of developing new technologies and solutions that help its customers to improve their operations. Wipro is a good corporate citizen, and this has helped the company to build a positive image in the public eye. The company harnesses the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help its clients adapt to the digital world and make them successful.

12. HEWLETT PACKARD ENTERPRISE INDIA PVT. LTD.



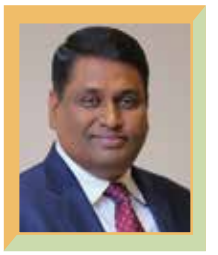
ANTONIO NERI
CEO

UNIQUE DIFFERENTIATION: Hewlett Packard Enterprise is the global edge-to-cloud company with offerings spanning Cloud Services, Compute, High Performance Computing & AI, Intelligent Edge, Software, and Storage. HPE combines its software-defined infrastructure and services capabilities to churn out one of the strongest portfolios of enterprise solutions in the IT industry.

PRODUCTS & SERVICES: HPE has a global reach, with offices in over 170 countries. HPE has consolidated its portfolio under the Hewlett Packard Enterprise and HPE GreenLake brands, to make it easier for customers to confidently choose the solution that best meets their needs. Some of its breakthrough products include Intelligent Edge: Aruba Networks, Silver Peak Systems, FlexFabric, Compute: HP XP, HPE GreenLake Hybrid Cloud, Edgeline, Cloudline, Synergy, OneView, OneSphere, ProLiant, Synergy, Cloudline, Edgeline, HPE Integrity Servers, NonStop, HPE Superdome, Apollo (High-Performance Computing), Simplivity (HyperConvergence), Storage: HPE 3PAR, StoreOnce, StoreEver, Nimble Storage.

BRAND POWER: HPE is no longer just an infrastructure company that sells computing and storage and networking but has now transformed into an edge-to-cloud company. HPE has a strong partner ecosystem, which includes independent software vendors (ISVs), system integrators (SIs), and managed service providers (MSPs).

13. HCL TECHNOLOGIES LIMITED



C VIJAYAKUMAR
CEO & MD

UNIQUE DIFFERENTIATION: HCL Technologies is a global IT services company that offers a wide range of services, including business process outsourcing (BPO), application development and maintenance (ADM), infrastructure management, and consulting. HCL Technologies is powered by a global team of 225,000+ diverse and passionate people across 60 countries.

PRODUCTS & SERVICES: HCL helps businesses transform their operations through digital technologies, such as cloud computing, artificial intelligence, and machine learning. The Products & Platforms segment comprises the HCLTech Software Division, Actian software, Industry Software Division, and an IP partnership with DXC, which together account for a significant part of its Mode 3 revenue. Its Mode 3 portfolio of IP-led offerings includes DRYiCE Software, HCLTech's leading solution for enterprise automation and AI-based transformation initiatives and certain IPs from its Engineering & R&D Services portfolio.

BRAND POWER: HCL Technologies is a leader in innovation, and has a strong track record of developing new products and services that meet the needs of its customers. This strong brand image helps HCL Technologies to attract top talent, win new business, and provide its customers with the best possible service.






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FLASHBACK 2022 HYBRID EVENT

40 Speakers, 50 Corporates & 550 Delegates Attended the Brand Book Launch & Infotech Forum



















20. SAP INDIA PVT. LTD.



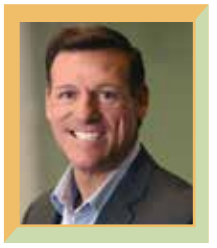
CHRISTIAN KLEIN
CEO

UNIQUE DIFFERENTIATION: A German multinational software company, SAP develops enterprise software to manage business operations and customer relations. SAP is known as the world's leading enterprise resource planning (ERP) software vendor.

PRODUCTS & SERVICES: Apart from ERP software, the company also sells database software and technology (particularly its own brands), cloud-engineered systems, and other software products such as human capital management (HCM) software, customer relationship management (CRM) software (also known as customer experience), enterprise performance management (EPM) software, product lifecycle management (PLM) software, supplier relationship management (SRM) software, supply chain management (SCM) software, business technology platform (BTP) software and programming environment SAP AppGyver for business. SAP continues to lead the tier 1 ERP market and SAP S/4HANA is a critical part of the digital core.

BRAND POWER: The German software giant aims to double its investments in India over the next five years. The advantage of SAP is its flexibility. It allows companies to create their own rules within the SAP structure. SAP offers customers a choice of deployment options including cloud, on-premise and hybrid so they can choose any scenario or combination that is right for them.

21. INGRAM MICRO INDIA PVT. LTD.



PAUL BAY
CEO

UNIQUE DIFFERENTIATION: An American distributor of information technology products and services, Ingram Micro is based in Irvine, California, U.S. and has operations around the world. It is the largest global wholesale provider of technology products and supply chain management services. The company supports global operations by way of an extensive sales and distribution network throughout North America, Europe, Middle East and Africa, Latin America and Asia Pacific.

PRODUCTS & SERVICES: With its vast global infrastructure and focus on cloud, mobility, technology lifecycle, supply chain and technology solutions, Ingram Micro enables business partners to operate more efficiently and successfully in the markets they serve. Its specialization of serving customers is in the areas of Cloud, Lifecycle, Financing, Consumer & Commercial, and Advanced & Specialty solutions.

BRAND POWER: Ingram Micro helps businesses fully realize the promise of technology. Ingram Micro's Advanced Solutions business is a major part of the company's 4-year growth and differentiation strategy. It has matched its expertise in identifying the markets and technologies that shape the IT industry with its global distribution and logistics capabilities, demonstrating unparalleled leadership within the information and communications technology marketplace.

22. AMD INDIA PVT. LTD.



DR. LISA SU
CEO & CHAIR

UNIQUE DIFFERENTIATION: Founded in 1969 as a Silicon Valley start-up, Advanced Micro Devices, commonly abbreviated as AMD, has grown into a global company setting the standard for modern computing, with many industry firsts and major technological achievements along the way. Passionate about creating ground-breaking semiconductor products, AMD's mission in high-performance computing (HPC) is to enable its customers tackle the world's most important challenges.

PRODUCTS & SERVICES: AMD offers a range of products starting from Processors, Graphics card, Accelerators, Software, Xilinx products (after its acquisition by AMD), to Data Center & Cloud, High Performance Computing, Business and Workstation, and gaming laptops & desktops. Besides, AMD also provides the hardware and software portfolio needed to meet the rapidly growing demand for AI applications within the HPC industry.

BRAND POWER: Ushering in the exascale era, AMD powers the world's most powerful supercomputers – like the first exascale Supercomputers namely the Frontier and the El Capitan. Furthermore, the LUMI supercomputer is powered by AMD and HPE to help better address humankind's toughest challenges. AMD works with the HPC and AI community to drive the next wave of innovation and support new applications through open software.

23. REDINGTON INDIA LTD.



RAMESH NATARAJAN
CEO

UNIQUE DIFFERENTIATION: Redington is a US$8.4 billion technology solution provider with a network of 290 international brands in the IT and mobility spaces across 38+ markets. The company distributes technology and non-technology products and provides logistics and support services. Redington partners with leading global technology innovators to help bring these technology solutions for businesses across India. The company has approx. 81 sales locations and 200 warehouses.

PRODUCTS & SERVICES: Redington provides after-sales services, supply chain consulting, warehousing, reverse logistics, project management, Ecommerce and third-party logistics. It provides solutions in the core areas of Cloud, Digital Printing, and Solar. Its services include cloud, logistics, financial, BPM, Redington Online, Cloud Quarks, XaaS, and Consulting. Redington Online offers a fully automated online platform designed to help partners bridge the digital divide and accelerate their growth through digital transformation.

BRAND POWER: The company has successfully transformed itself from a pure IT products distribution firm with traditional cash and carry model to a leading integrated supply chain solution provider. Its focus for data-driven decision-making capability helps it remain cognizant of changes in consumer behaviour, evolving services-based business models and technology adoption.

24. ORACLE INDIA PVT. LTD.



LARRY ELLISON
CEO

UNIQUE DIFFERENTIATION: An American multinational computer technology corporation headquartered in Texas, Oracle was founded in 1977. Oracle is a pioneer in the development of relational database management systems (RDBMS). The company's flagship product, Oracle Database, is the world's most widely used RDBMS. Oracle Database is known for its scalability, performance, and security.

PRODUCTS & SERVICES: Oracle offers a wide range of other enterprise software solutions, including middleware, applications, and hardware. It sells database software and technology (particularly its own brands), cloud engineered systems, and enterprise software products. Its products include Oracle Applications, Oracle Database, Oracle ERP, Oracle Cloud, Enterprise Manager, Fusion Middleware, Servers, Workstations and Storage. Oracle Cloud Infrastructure (OCI) is the next-generation cloud designed to run any application, faster and more securely. Oracle offers integrated suites of applications plus secure, autonomous infrastructure in the Oracle Cloud. Oracle Java is the #1 programming language and development platform.

BRAND POWER: By acquiring companies from all levels from data storage to operating systems, to applications, Oracle has become a linear powerhouse of production. Oracle's primary focus is on assisting customers' organizational goals and ensuring those are fulfilled by its core offerings.

25. LTIMINDTREE



DEBASHIS CHATTERJEE
CEO

UNIQUE DIFFERENTIATION: LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world.

PRODUCTS & SERVICES: LTIMindtree's unique digital innovation hub - an interactive space where multi-disciplinary teams come together to ideate, design and craft meaningful digital experiences. Its products include LTIMindtree Canvas, LTIMindtree Infinity, LTIMindtree NxT, Advanced Smart City Operating Platform, Fosfor. It provides services in areas of Cloud & Infrastructure, Consulting, data analytics, cybersecurity, digital engineering, enterprise applications and testing.

BRAND POWER: LTIMindtree- a Larsen & Toubro Group company - combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. LTIMindtree is a new kind of technology consulting firm. It helps businesses transform - from core to experience - to thrive in the marketplace of the future.

THE ADMIRED BRANDS THAT HAVE SCALED TECHNOLOGY INNOVATIONS



Technology has undeniably become indispensable to business success and directly enables companies to not only survive, but even thrive during one of the most disruptive times in history. IT Vendors play a key role in transforming and strengthening the industry.

For the 12th year in a row, the VARINDIA Brand Book has been talking about how the tech brands are evolving with their innovations. Emerging technologies are helping the companies to be more productive.

India's IT spending is expected to increase by 2.6% in 2023. Indian firms will continue to expand their investment in important information technology categories in the next year, despite the impending tensions of global inflation and the declining currency. The datapoint shows, FY2022 was a stellar year for India's technology sector, with its highest-ever growth rate of 15.5% at a revenue peak of $227 billion.

The economic headwinds are likely to create challenges for the technology industry. However, the industry is also well-positioned to weather these challenges. The technology industry is constantly innovating, and it is always looking for new ways to grow.

Technology has played a vital role in helping businesses maintain business continuity. The VARINDIA Most Admired Brands are selected through an extensive survey that considers different parameters like Innovation, Brand Value, Brand Recall, Consumer Satisfaction, Customer Service and Quality.

accenture

Accenture, a well-known professional services company, helps businesses, governments, and various organizations in establishing their digital foundation, optimize operations, fostering revenue growth, and improving public services. Technology plays a critical role in transformation today, the company stands among the leaders in facilitating this change, with strong ecosystem relationships. The company combines its technological excellence with industry knowledge, functional expertise, and global delivery capabilities. It delivers tangible outcomes because of its broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Accenture Song. Through these capabilities and shared culture of achievement, Accenture continuously strives to generate value, helping its clients thrive and build trusted, lasting relationships.

acer

With a global presence in over 160 countries, Acer is among the leaders in ICT companies. The company employs over 7,000 employees and explores service-oriented technologies to IoT, to gaming, and virtual reality. Acer is engaged in researching, designing, marketing, selling, and supporting products and solutions that remove barriers between people and technology. Its extensive product line-up encompasses desktop PCs, laptop PCs (including clamshells, 2-in-1s, convertibles, and Chromebooks), tablets, servers, storage devices, virtual reality devices, displays, smartphones, and peripherals. The company is committed to strengthening the foundations with technological innovations, and designing unique product lines for the specific needs of gamers, creators, education, usage in harsh environments, and more. Furthermore, it has expanded into the large appliances market.

CP PLUS

The technology division of Aditya Group, Aditya Infotech provides security solutions driven by technology. It offers Electronic Video Surveillance Products and Solutions under the brands CP Plus and Dahua. With a strong presence in the industry, Aditya Infotech has successfully safeguarded over a million locations across various sectors like government establishments, retail chains, educational institutions, financial institutions, public places, and infrastructure projects. The mission of the company centers around delivering innovative, cost-effective technology solutions that reflect its core vision and brand promise. By providing best-in-class products and services, the company aims to fulfil the evolving needs of the customers while ensuring optimum value for their investments.

Adobe

Creativity is embedded in Adobe's DNA. Through innovations, the company is redefining the digital experiences. The company integrates content and data and introduces new technologies that shape the next generation of storytelling and inspire new categories of business. Its flagship products include Adobe Photoshop, Adobe Illustrator, Adobe Acrobat Reader and the Portable Document Format (PDF); and a host of tools primarily for audio-visual content creation, editing and publishing. It is also setting its foothold in new generative AI with Adobe Firefly and Express offerings. Presently, Adobe India boasts an impressive 35% of Adobe's global R&D talent, demonstrating its commitment to innovation.

AUTODESK

A software company, Autodesk empowers innovators with software solutions for the most critical social, environmental, and economic problems. Autodesk builds software that helps people imagine, design, and make a better world. The mission of the company is to empower innovators with design and make technology so they can achieve the new possibilities. It makes software products and services for the architecture, engineering, construction, manufacturing, media, education, and entertainment industries. Few of its top products to be named are AutoCAD, Revit, Inventor, Fusion 360, 3ds Max, Maya etc. The company believes that a better world can be designed and made for all.

CADYCE

With a global presence, Cadyce is a networking and lifestyle brand. It aims to be the desired brand in the computing and digital lifestyle marketplace. Cadyce offers a complete line of reliable end-to-end networking solutions for the most demanding business and mobile environments. Its product portfolio comprises Cables & Adapters, Hubs & Docks, Presentation Devices, Security & Surveillance, Surveillance, Networking Products & Accessories. All products are a blend of style, efficiency, durability, as connecting, communicating and networking.

Canon

Canon has established itself as a pioneer in innovative imaging products. As one of the largest manufacturers of cameras, copiers, and printers worldwide, the company aims to maintain its leadership position by introducing new features and technologies. Canon India caters to a diverse range of users, serving both entry-level enthusiasts and professional photographers. In line with its tagline - 'Delighting You Always', reinforced by technology, Canon offers Digital Production Printers, Large Format Printers, Commercial Printers, Multi-Functional Devices, Managed Document Services, Inkjet & Laser Printers, Document and Cheque Scanners, Digital Cameras, DSLRs, Mirrorless cameras etc. catering to the multiple market segments of consumer, SME, B2B, Commercial, Government & PSUs. The company has also forayed into Surveillance cameras and with this it aims to become an end-to-end surveillance solutions provider and systems integrator.

Check Point Software Technologies is a prominent global provider of cybersecurity solutions catering to corporate enterprises and government entities. With its Check Point Infinity portfolio, the company offers a comprehensive range of solutions designed to safeguard organizations from advanced 5th generation cyberattacks. The founding pillars of Infinity portfolio has four components, each contributing to a holistic and uncompromising security approach across enterprise environments. Check Point Harmony focuses on securing remote users, while Check Point CloudGuard automatically protects cloud infrastructures. For safeguarding network perimeters and data centers, Check Point Quantum comes into play. All these components are governed by Check Point's unified security management. It has an expanded customer base and protects over 100,000 organizations of all sizes.

CommScope is dedicated to building the most advanced networks worldwide. CommScope is pushing the boundaries of technology to create the world's most advanced wired and wireless networks. The company's expertise lies in designing, manufacturing, installing, and providing support for the hardware infrastructure and software intelligence that enables digital society to interact and flourish. In partnership with customers, the company, CommScope powers development of broadband, enterprise, and wireless networks. The company's workforce and solutions enhance connectivity and address current challenges while paving the way for innovation that will cater future needs. As a communications infrastructure leader, CommScope shapes the always-on networks of tomorrow.

Commvault is a prominent player in the field of cloud data protection which provides advanced solutions to safeguard customers' data in today's challenging world. The Intelligent Data Services offers a Data Protection Platform which serves various types of data, whether it resides on-premises, in the cloud, or across hybrid environments. It offers flexible deployment options, including software subscriptions, integrated appliances, partner-managed solutions, and Software as a Service through Commvault-built Metallic portfolio. It is positioned as the trusted data partner for thousands of enterprises, public sector and commercial organisations across India and the globe.

D-Link is a global leader in design and development of networking and connectivity products. It caters to a wide range of customers like consumers, small businesses, medium to large-sized enterprises, and service providers. D-Link (India), a subsidiary of D-Link Corporation, focuses on marketing and distributing networking products in India and the SAARC region. The company is committed towards delivering high quality, efficient and reliable Networking products, solutions, and services. It has delivered a consistent and impressive performance in implementing and supporting unified network solutions that integrate capabilities in switching, wireless, broadband, storage, IP surveillance, cloud-based network management, and structured cabling. The introduction of D-Link WiFi Mesh ensures that users can enjoy fast and reliable coverage, even with the increasing number of high-bandwidth devices they use.

Ericsson, the first telecom vendor to set up manufacturing in India in 1994, manufactures equipment with Jabil that includes 4G and 5G radios, RAN Compute as well as microwave products. Ericsson helps communication service providers and enterprises to leverage connectivity. The company combines creativity, expertise, and technology and unlocks opportunities in communication. It collaborates with customers to address global challenges. The portfolio covers business sectors like Networks, Cloud Software and Services, Enterprise Wireless Solutions, Global Communications Platform, and Technologies and New Businesses. Ericsson's innovation investments have delivered the benefits of mobility and mobile broadband to billions of people globally.

Cloud service provider, ESDS Software Solution is a home-grown company. It provides Managed Cloud Solutions, Managed Data Centre Services, Virtualization, Disaster Recovery Hosting, and Auto-Scalable Cloud Solutions. The company caters to a variety of markets, including government agencies, commercial enterprises, and businesses in the BFSI, manufacturing, IT and ITES, telecom, real estate, pharmaceuticals, retail, and education sectors. The company has four data centres in India and are located in Navi Mumbai, Nashik, Bengaluru, and Mohali. It has its own in-house R&D team. Team ESDS has developed several products that complement the data center and cloud business such as eNlight Cloud, eMagic, eCOS, eNlight WAF, eNlight IoT, eNlight DRM, eNlight Meet, eNlight SIEM.

Fortinet offers high-performance network security solutions safeguarding network, users, and data from evolving threats. It aims to secure people, devices, and data everywhere. It possesses a wide portfolio of more than 50 enterprise-grade products. More than 660,000 customers trust Fortinet solutions, which are among the most deployed, most patented, and most validated in the industry. Fortinet has turned its networking expertise into leadership positions in adjacent markets like SD-WAN. Fortinet develops and builds custom security processing unit (SPU) technology. Its products are designed to converge networking and security into a single secure networking solution, consolidate point products into an integrated platform, and deliver OT-aware features to secure operational technology environments.

Previously known as LogMeIn, GoTo makes IT easy with remote management and support, and business communication software, unified with one admin solution. The company's products are focused on three business areas, including Unified Communications and Collaboration services, Identity and Access Management services, and Customer engagement and support services. The product portfolio includes GoTo Connect, GoTo Resolve, Rescue and more. It helps securely support and connect businesses to their teams and customers. GoTo's zero trust approach to security and 20 years of experience powers more than 1 billion remote support sessions and over 1 million customers with easy-to-use, built-for-IT solutions that save businesses time and money. It's solutions make small and medium-sized businesses work better than ever.

Hikvision India is the leading video security solution provider. In addition to the security industry, the company extends its reach to Smart Home Products and Solutions, Industrial Automation, and Robotics to achieve its expansion plan. The endeavour is to provide superior pre- sales and post-sales service through collaboration with local distributors and its allied partners. Driven by the 'Make- in-India' vision, the company manufactures a wide range of video surveillance products at its state- of-the- art manufacturing facility near Mumbai. Building on innovation and research and development initiatives, Hikvision India is committed to provide best quality products with agile technical support through its Pan India branches and employees.

A subsidiary of Hitachi Ltd., Hitachi Vantara offers the intelligent data platforms, infrastructure systems, and digital expertise that supports more than 80% of the Fortune 100. It addresses its customers' digital concerns and helps them to move ahead towards the future. Customers choose Hitachi Vantara to help develop new revenue streams, unlock competitive advantages, lower business costs and enhance customer experiences. Hitachi Vantara has a number of products on the storage market, in fields such as Internet of Things, big data analytics, data protection, cloud storage and converged systems.

Committed to innovating and reinventing digital life, HP (Hewlett-Packard) believes that a thoughtful idea can change the entire world. HP's products and services portfolio encompasses personal systems, printers, and 3D printing solutions which helps to bring ideas to life. HP is unique because of the choices it has made, the portfolio it has built and the character that defines it. With the acquisition of Poly, HP is looking forward to building a more growth-oriented portfolio and strengthening Hybrid work solutions space.

Aruba, a Hewlett Packard Enterprise company, is a customer-centric company. It helps businesses to address their connectivity, security, and financial needs in various environments such as campuses, branches, data centers, and remote work settings. Aruba offers comprehensive solutions of wired and wireless LAN as well as wide area networking (WAN), providing a holistic approach to networking. Aruba Networks bridges the gap by supplying wireless local area network and edge access networking equipment for businesses. It helps enterprise customers to adopt the Internet of Things (IoT) in a simplified way. Aruba has also received recognition from third party analysts as a leader in Wi-Fi 6, switching, SD-Branch, and a visionary in Data Center networking.

IceWarp is a major player in business email communication and collaboration solutions. It serves over 50 million paid users and 50,000 customers worldwide across 50+ countries. It has already acquired more than 1200+ customers in India. Businesses can leverage IceWarp's cost-effective, intuitively integrated, and simple-to-use communications solution, providing a true alternative to Microsoft 365 and Google Workspace. It aims to save customers' cost and brings a difference in their day-to-day business by covering all aspects of business collaboration and productivity from business-grade email to TeamChat, thus enabling them with all aspects of project teamwork including audio and video conferences, as well as document sharing and collaborative editing.

iValue InfoSolutions considers technology as an ingredient and catalyst for growth and transformation. It emphasizes cybersecurity and technology solutions that help enterprises to drive future strategy while iValue safeguarding their landscape. It is committed to generate value for its partners, customers, technology principles, and the landscape. The depth of its experience cuts across government services, banking, financial services, and insurance, telecom, retail, and manufacturing verticals. The company aims to support its customers to build resilient, effective, and IT-enabled operations so they continue operating normally regardless of environmental changes.

With operations in 200 countries, Kaspersky builds and markets antivirus, internet security, password management, endpoint security, and other cybersecurity products and services. Kaspersky's expertise in deep threat intelligence and security is continuously transforming into innovative security solutions and services that safeguards businesses, critical infrastructure, governments and consumers around the globe. The company's comprehensive security portfolio includes endpoint protection and specialized security solutions and services, as well as Cyber Immune solutions to fight sophisticated and evolving digital threats. Kaspersky's new mission statement, "Building a safer world".

Lenovo is known as the largest PC manufacturing company in the world by further expanding into growth areas of infrastructure, mobile, solutions and services. It is focused on delivering smarter technology for all. This transformation along with Lenovo's innovation is building an inclusive, trustworthy, and smarter future for everyone, everywhere. Lenovo's wide portfolio of laptops are suitable for multitasking, processing, entertainment, and even gaming purposes. Lenovo has an edge over its rivals in the PC space, including its large distribution network and its ability to expand its presence in emerging markets. With the Lenovo servers, storage and networking products, you can deploy mission-critical applications, decrease operating costs, and support your cloud computing plans.

Micron with its memory and storage technologies transforms how the world uses information to improve everyone's quality of life. It offers an expanded product portfolio of high-performance DRAM, NAND and NOR memory and storage products under the brand names Micron and Crucial, with an emphasis on customers, technology leadership, and manufacturing and operational excellence. For Micron, commitment to integrity is very important. Both the quality of its products and reputation are equally important. Innovations by team Micron fuel the data economy every day, allowing advancements in 5G applications and Artificial Intelligence that creates possibilities from the data center to the intelligent edge and across the client and mobile user experience.

With over 124 years of expertise in technological innovation, NEC is a leader in the integration of IT and network technologies that provides solutions for empowering people, businesses and society. NEC in India expanded its business from telecommunications to public safety, logistics, transportation, retail, finance, unified communication, and IT platforms, serving across governments, businesses as well as individuals. It champions in executing governments and commercial enterprises worldwide that are rapidly using biometric solutions for protection across digital, personal and infrastructure domains. NEC India provides innovative new services and solutions for India and global markets.

A global, cloud-led, data-centric software company, NetApp enables organizations to lead with data in the digital transformation era. It empowers organizations with systems, software and cloud services that helps them to run their applications optimally from data center to cloud, whether they are developing in the cloud, moving to the cloud, or creating their own cloudlike experiences on premises. With solutions that perform across diverse environments, NetApp helps organizations build their own data fabric and securely deliver the right data, services, and applications to the right people. NetApp has made 20 acquisitions and 6 investments. NetApp's strategic acquisitions includes SPOT, CloudCheckr, Data Mechanics, Fylamynt, and Instaclustr.

A B2B technology innovation leader, Nokia pioneers in networks that sense, think, and act by leveraging its work across mobile, fixed, and cloud networks. A global trusted company, Nokia delivers secure, reliable and sustainable networks Service providers, enterprises and partners. One of the four main global R&D sites of the company, the Bangalore R&D centre conducts research in technologies like telco cloud, Big Data Analytics, Software Applications, next-generation core, IP, Optical, 5G and 6G. The Chennai R&D centre, the largest R&D facility for Fixed Networks, focuses on access broadband technologies Including Copper, Fiber, Software Defined Access Networks, Management Solutions, Broadband Devices and Services.

The company enables, facilitates, and accelerates digital transformation for its customers' businesses, connecting 80,000+ organizations across all sectors with a vast selection of best-in-class IT vendors, alongside its own services and solutions. Noventiq is a global leader in digital transformation and cybersecurity and operates in 50 countries, connecting over 1,50,000 organizations from all industries with hundreds of best-in-class IT vendors, and delivering its own services and solutions. Noventiq's services span the Aerospace & Defence, Banking, Capital Markets, Communications & Media, Health, and Oil & Gas industries. The company enables, facilitates, and accelerates digital transformation for its customers' businesses, connecting 80,000+ organizations across all sectors with a vast selection of best-in-class IT vendors, alongside its own services and solutions. With a turnover of US$ 1.6 billion in FY23 (12 months ending March 31, 2023), Noventiq is currently one of the fastest growing companies in the sector.

Nutanix is a pioneer in hyperconverged infrastructure solutions and a cloud software company. Across globe, organizations use Nutanix software to manage any app on a single platform at any location for their hybrid multicloud environments. It helps companies to minimize complexity and streamline operations so that they can focus on business outcomes. Nutanix is trusted by companies worldwide to power hybrid multicloud environments consistently, simply, and cost-effectively. The company specializes in Virtualization, Private Cloud, VDI, Enterprise Applications, Server Virtualization, Big Data, Converged, Hyper-Converged, Web-Scale IT, Enterprise Storage, Virtual Computing Platform, Datacenter Infrastructure, Hybrid Cloud, Data Center, Data Centre, Cloud, Storage, and Software Defined Networking.

A Canada-based company, OpenText develops and sells Enterprise Information Management Software. It helps companies securely capture, govern and exchange information on a global scale. OpenText solves digital business challenges for customers, ranging from small and mid-sized businesses to the largest and most complex organizations in the world.. OpenText team in India works on a wide range of innovative technologies such as AI and IoT, as well as more well-established technologies. Its products include enterprise content management (OpenText Content Suite, OpenText Extended ECM, OpenText Documentum), Business Network, customer experience management (OpenText Customer Experience Platform), digital process automation (OpenText AppWorks), discovery (OpenText Axcelerate eDiscovery and Investigations), security (OpenText EnCase Forensic Security Suite, OpenText Carbonite and Webroot solutions), and AI and analytics (OpenText Magellan Product Suite).

Palo Alto Networks is shaping the cloud-centric future with technology that revolutionizes the way the people and organizations operate. A cybersecurity company, it aims to protect the digital way of life. With constant innovations that leverage the latest technologies in artificial intelligence, analytics, automation, and orchestration, it addresses the security challenges that the world is facing. The company provides its next-gen solutions to thousands of customers across all sectors. Palo Alto Networks delivers the next generation firewall features using the single platform, parallel processing and single management systems, unlike other vendors who use different modules or multiple management systems to offer NGFW features.

Since 1964, R&M (Reichle & De-Massari AG) has been a cabling and connectivity solution provider for high end-communication networks. It serves a wide range of industries in the sectors of Local Area Networks, Data Centers and Public Networks. It has a wide range of copper-based and fiber-optic connectivity. R&M network solutions can be used in LAN, telecommunication, Fiber to the Home, Fiber to the Antenna and data centers. For R&M India is an important market. India is a hub for both manufacturing and R&D. R&M has already worked on Fiber to the Home (FTTH) products, which are designed and manufactured in India for the European markets. Sustainability is a central element of the strategy and values of R&M.

Red Hat redefines the operating system with its Enterprise Linux. It offers a broad portfolio which includes hybrid cloud infrastructure, middleware, agile integration, cloud-native application development, and management and automation solutions. It is a major player of enterprise open source solutions, including high-performing Linux, cloud, container, and Kubernetes technologies. Its people, processes, and tools express its culture and are the core ingredients of success. Red Hat maintains a policy of providing open application programming interfaces, giving its customers enormously flexible tools for creating the solutions they need.

Salesforce is considered the best-ever CRM platform as the software is efficient, evolved, and effective. A cloud-based software company, Salesforce offers Customer Relationship Management (CRM) software and applications focused on sales, customer service, marketing automation, e-commerce, analytics, and application development. From the very beginning Salesforce aims to change the world with the help of technology. The company has always prioritized its customers and it provides cloud-based software to its customers so that they can interact with their clients in whole new ways, enabling them to find more prospects, close more sales, and stun clients with exceptional service.

Founded in 1986, Savex Technologies ranks among the third largest Information and Communication Technology distributors in India. Its competencies lie in the selection of the best breed of products and solutions. With expertise of 36 years, Savex focuses on solution selling and security services with strong logistics and the capacity to deliver in 750 locations across India and catering to over 12000 customers every month. Savex prides itself in its deep expertise and knowledge in cutting edge technology and rigorous process control, as well as a strong MSP partner network.

Schneider Electric intends to enable everyone to utilize most of the energy and resources, bridging progress and sustainability for all. To be the digital partner for sustainability and efficiency is the mission of the company. It drives digital transformation by integrating world-leading process and energy technologies, end-point to cloud connecting products, controls, software and services, across the entire lifecycle, enabling integrated company management, for homes, buildings, data centers, infrastructure, and industries. The company claims to be the most local of global companies.

Seagate provides electronic data storage technology and solutions. Hard disk drives (HDDs) are the company's primary products. To handle the explosion of enterprise, cloud, and edge data, Seagate offers a revolutionary modular storage solution. Along with HDDs, it also offers a range of electronic data storage products, including solid state hybrid drives, solid state drives, peripheral component interconnect express (PCIe) cards and serial advanced technology architecture (SATA) controllers. Its storage technology portfolio also includes storage subsystems and high-performance computing solutions. Seagate designs its products for applications in enterprise servers and storage systems, client compute applications and client non-compute applications. Seagate has shipped over four billion terabytes of data capacity.

An ICT service and solution provider, Sify Technologies is focussed on the changing ICT requirements of the emerging Digital economy and the resultant demands from large, mid and small-sized businesses with cloud-based solution portfolio. Sify is the first choice of the start-ups, SMEs and even large Enterprises as it has state-of-the-art Data Centers, the largest MPLS network, partnership with global technology majors and deep expertise in business transformation solutions modelled on the cloud. Over 10000 businesses from various verticals are leveraging Sify's trinity of Data Centers, Networks and Security services and conduct their business seamlessly from more than 1600 cities in India. Globally Sify marks its presence across North America, the United Kingdom and Singapore. Sify makes a difference to its Clients, Community and Company through passion, innovation, excellence & execution.

For more than 30 years, SonicWall has been protecting small, medium-size businesses and enterprises worldwide from cyber-attacks. SonicWall provides a boundless cybersecurity for the hyper-distributed era. By knowing the unknown, providing real-time visibility and enabling breakthrough economics, SonicWall closes the cybersecurity business gap for enterprises, governments and SMBs worldwide. It offers Network Security, Threat Protection, Secure Access Service Edge (SASE), Cloud Security, Endpoint Security, Email Security, Secure Acess etc.

Sophos with its wide range of solutions and services, powered by threat intelligence, AI and Machine Learning from SophosLabs and SophosAI, protects users, networks and endpoints against ransomware, malware, exploits, phishing and the wide range of other cyberattacks. A leader and innovator of advanced cybersecurity solutions, including Managed Detection and Response (MDR) and incident response services and with a broad portfolio of endpoint, network, email, and cloud security, it defends more than 500,000 organisations and more than 100 million users globally. Sophos provides a single integrated cloud-based management console, Sophos Central. Sophos also provides cybersecurity-as-a-service to organisations needing fully-managed, turnkey security solutions.

Supertron Electronics has been distributing IT Hardware and Solutions & Services in the India market for more than 28 years. Due to its ethical business practices and desire for more business, it has become a preferred distribution partner for all the brands it currently partnered with. The company focuses on both the consumer and commercial segments: in the commercial space, it is into enterprise solutions in security, storage, data centre, cloud, AV Integration, networking and security surveillance etc. It also indulges in B2B volume business with the government, corporate and enterprise customers. The company has also entered a new business segment called Enterprise Solutions, which provides networking, server and cloud computing solutions to major organizations. The mission of the company is to fulfil customer needs first all the time.

Tech Data is a global distributor and solutions aggregator with an array of products in software, networking and communications, mass storage, peripherals and computer systems. An innovative partner with over 150,000 customers in 100+ countries to maximize the value of technology investments, demonstrate business outcomes and unlock growth opportunities. In addition to distributing more than 75,000 products from over 1000 manufacturers and publishers, Tech Data provides extensive pre-sale and post-sale training, service and support. As the world's leading end-to-end technology distributor, it puts singular focus on its customers' needs and goals with the objectivity of a true strategic partner.

TP-Link is a global provider of reliable networking devices and accessories, involved in all aspects of everyday life. The company is ranked by analyst firm IDC as the No. 1 provider of WLAN devices for a consecutive 12 years , supplying distribution to more than 120 countries and serving billions of people worldwide. With a proven heritage of stability, performance and value, TP-Link has curated a portfolio of products that meet the networking needs of all individuals. Now, as the connected lifestyle continues to evolve, the company is expanding today to exceed the demands of tomorrow.

TVS Electronics is one of India's leading home grown electronic products and warranty solutions company. TVS Electronics designs, manufactures and distributes IT products, dot matrix printers, point of sale terminals, printer supplies, keyboards, mobiles, mouse, uninterruptible power supplies, and set top boxes. It also provides complete service solutions covering the after-sales lifecycle of products. The company is a heritage of trust, values and belief in providing uncompromising service. It has created a solution-oriented infrastructure that benefits both the OEM partners and customers. The state-of-the-art facilities with stringent process control ensure compliance and quality deliverables. The multi-brand service centres manned by skilled and certified professionals handle varying levels of repair and maintenance flawlessly.

UiPath uses the power of transformative automation to liberate the boundless potential of people — and drive profitable growth for enterprises. UiPath's Business Automation Platform, powered by Artificial Intelligence (AI) combines Robotic Process Automation (RPA) with a full suite of capabilities to understand, automate, and operate end-to-end processes, offering unprecedented time to value. The company aims to enable automation across all knowledge work to accelerate human achievement. UiPath is on a mission to uplevel knowledge work so more people can work more creatively, collaboratively, and strategically. UiPath is providing enterprises an easy way to create and operate bots, democratizing automation even further.

Veeam enables organizations by providing resilience through data security, data recovery and data freedom for their hybrid cloud. It works on the philosophy of:Secure Backup Is Your Best Line of Defense. The Veeam Data Platform offers a single solution for Cloud, Virtual, Physical, SaaS and Kubernetes environments that provides businesses the confidence that their apps and data are secure and always accessible. Veeam Data Platform advances enterprise-grade recovery capabilities that ensure confidence in the face of disaster or cyberattacks across the hybrid cloud. With offices in more than 30 countries, Veeam protects over 450,000 customers worldwide, including 82% of the Fortune 500 and 72% of the Global 2,000.

A provider of visual solutions, ViewSonic is committed to providing comprehensive hardware and software solutions that include monitors, projectors, digital signage, ViewBoard interactive displays, and myViewBoard software ecosystem. It has presence in more than 100 cities around the world and with over 30 years of expertise in visual displays, ViewSonic has established a strong position for delivering innovative and reliable solutions for education, enterprise, consumer, and professional markets and helping customers "See the Difference".

In 2023, VMware is celebrating 25 years of collective innovation. For more than two decades VMware has cultivated a culture of innovation, bringing together the brightest ideas, diverse perspectives, and communities to co-create solutions. Committed to building a better future through the company's 2030 Agenda, VMware provides multi-cloud services for all apps, enabling digital innovation with enterprise control. It offers businesses the flexibility and choice they need to build the future. The company's cloud, app modernization, networking, security, and digital workspace offerings help customers deliver any application on any cloud across any device.

Focusing on strengthening the carrier, cloud and content-neutral interconnection ecosystem for businesses across the nation, Web Werks has put together an extensive range of colocation and hosting services that are designed to deliver wholesale, retail and hyper-scale hosting facilities via strategically planned Tier 3 data center facilities in Mumbai, Delhi NCR, Bangalore, Hyderabad and Pune. Web Werks has undertaken work on data centers in Kolkata and Chennai as well. The joint venture agreement between Web Werks and Iron Mountain Data Centers in April 2021 has opened up the ecosystem, access to over 21 data centers across three continents – US, Europe and the Asia Pacific regions, offering a globally interconnected ecosystem. Web Werks Data Centers are leaders in India for the past two decades. Each of its facilities is a High-density, Hyper-scale and Artificial Intelligence-powered infrastructure, offering best-in-class service support and uptime.

Western Digital is a pioneer in designing, developing, manufacturing and marketing hard disk drives (HDDs), NAND flash-based storage devices, solid-state drives (SSDs) and enterprise storage platforms. Its mission is to leverage the potential of data by harnessing the possibility to use it. The company creates innovations and powerful data storage solutions with Flash and HDD franchises, reinforced by developments in memory technology. Western Digital Corporation sells its products under the brand names like Western Digital, G-Technology, SanDisk and WD. Core to its values, it recognizes the urgency to combat climate change and has committed to ambitious carbon reduction goals approved by the Science Based Targets initiative.

Digital Technologies To RESHAPE A NEW FUTURE



Digital technologies have grown exponentially, and their use has globalized. Ubiquitous and continuous connectivity has reached much of humanity and thanks to the mass take-up of smartphones and the consequent access to information, social networks and audiovisual entertainment. The acceleration of technical progress in the digital realm has made the use of devices and applications employing cloud computing, big data analysis, blockchains or artificial intelligence routine. The technological revolution has combined with a change in the strategies of the companies at the forefront of digital technology use to greatly increase the role of global platforms.

Digital transformation is a journey, not a destination. Digital transformation is forcing companies to change their business models and adapt to the new market reality. This is because digital technologies are changing the way that businesses operate and the way that customers interact with businesses. Digital transformation generates vast amounts of data, providing valuable insights into customer behavior, market trends, and operational efficiency. Companies are leveraging data analytics, artificial intelligence, and machine learning to drive data-driven decision-making processes. This data-centric approach often requires adjustments to business models to accommodate data collection, analysis, and utilization.



AFTER SALES

India's aftersales service market has witnessed significant growth due to the expanding consumer electronics industry and increasing demand for reliable support services. Valued at around $10 billion in 2020, the market is projected to reach $20 billion by 2025, growing at a CAGR of approximately 15%. Factors driving this growth include the proliferation of smartphones and electronic devices, expanding consumer electronics market, and rising consumer expectations for post-purchase support.

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AI & IOT

Artificial Intelligence (AI) is revolutionizing industries and reshaping our lives, mimicking human intelligence and unlocking new opportunities. This article explores the rise of AI in India, driven by demands and challenges in various sectors. It highlights specific use cases, including Chat GPT, and presents remarkable opportunities across different domains. AI is being used to improve quality control, optimize production processes, and automate tasks.

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CYBERSECURITY

Increased digitisation has created new ways for criminals to steal our data, disrupt our businesses, and even harm our physical safety. Digitalisation has become increasingly crucial to the way governments and public sector organisations serve populations and communities. It' is important for organisations to adopt an integrated security system. Integrated security helps improve network visibility, so IT teams can spot threats more quickly, and allows tech professionals to seamlessly and efficiently manage their network.

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DATA CENTER

The data center market in India is experiencing rapid growth, with the value expected to reach USD 10.09 billion by 2027, exhibiting a compound annual growth rate (CAGR) of 15.07% during the period 2022-2027. The rising data consumption, cloud adoption, and the proliferation of digital services are key factors contributing to this growth. The government's focus on digital transformation and its goal of making India a global hub for data centers.

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E-COMMERCE

India's consumer digital economy is set to reach a market value of US$1 trillion by 2030, driven by the widespread adoption of online services like e-commerce and edtech. The e-commerce sector alone is projected to be valued at US$188 billion by 2025. The online grocery market is also expected to surge from US$3.95 billion in FY21 to around US$26.93 billion by 2027, with a compound annual growth rate (CAGR) of 33%. This growth is being driven by the increasing popularity among millennials and Gen Z consumers.

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FINTECH

India's fintech industry is booming, driven by digital payments, a growing middle class, and government initiatives. Fintech startups have increased by over 50% in the past year, with funding surpassing 100%. Digital payments are rapidly expanding, set to reach 500 million users by FY25. The top 5 fintech companies hold a 50% market share. The Indian fintech market is projected to be worth $200 billion by 2030, growing at a rate of 22% annually.

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IT HARDWARE

The IT hardware market in India experienced robust growth in FY22-23. The market size reached an estimated value of USD 25 billion, reflecting a growth rate of 10% compared to the previous fiscal year. The surge in demand for laptops, desktops, servers, networking equipment, storage devices, and peripherals contributed significantly to the market's expansion. Initiatives like PLI scheme for IT hardware, will see top global companies consider manufacturing investments in India

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IT SERVICES

In FY22, the Indian IT industry achieved remarkable growth with revenues of US$227 billion, a 15.5% YoY increase. The software product industry is projected to reach US$100 billion by 2025, driving investments in global markets. The data annotation market in India, valued at US$250 million in FY20, is expected to surge to US$7 billion by 2030, fueled by the growing demand for AI domestically. However, the VUCA (volatility, uncertainty, complexity and ambiguity)world continues to exist, and we are witness to a "No Normal Future".

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SMARTPHONE

The Indian smartphone market, which has over 600 million users, witnessed a historic slump in the first quarter of 2023. Smartphone shipments in India dropped by 20% year-on-year, the first-ever Q1 decline. This was due to various factors such as weak consumer demand, high inflation, inventory correction and component shortage. The Indian market faces early-year struggles but vendors keep fueling the market as they remain bullish on long-term prospects.

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TELECOM SERVICES

India's telecom sector achieved a significant milestone in FY23, with its revenues surpassing a remarkable Rs 3 lakh crore for the first time. This exceptional growth of 20% can be attributed to increased data and content consumption, as well as the government's reform package providing financial relief to the industry. There has been a credible and strong revival of the telecom industry.

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CLOUD COMPUTING

The cloud computing market in India experienced significant growth in 2022, with revenue from public cloud services reaching $6.2 billion. The market continued to expand throughout the year, with the first half alone generating $2.9 billion. Looking ahead, the India public cloud services market is projected to reach a value of $17.8 billion by 2027, growing at a compound annual growth rate (CAGR) of 23.4% between 2022 and 2027. Software-as-a-Service (SaaS) remained the largest component of the market, followed by Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS) in 2022.

The cloud computing market in India is being overtaken by the hyperscalers. The top three hyperscalers (Amazon Web Services, Microsoft Azure, and Google Cloud Platform) accounted for 60% of the market share in India in 2022. The growth of the hyperscalers in India is a positive development for the cloud computing market. This is good news for businesses in India, as it will allow them to take advantage of the benefits of cloud computing to improve their operations and grow their businesses.

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Aftersales Service Market in India:

Struggling to Meet Soaring Demand



In today's competitive business landscape, providing excellent customer service is paramount to success. This holds true for the aftersales service market in India, where brands strive to meet and exceed customer expectations. Aftersales service encompasses a range of activities, including repairs, maintenance, warranties, and customer support.

The Indian Electronics Market is experiencing rapid growth, positioning the country to become one of the largest electronics manufacturing hubs by 2025. A crucial aspect of this growth is the role played by after-sales service in ensuring customer satisfaction and retention. Effective after-sales service not only fosters loyalty among customers but also instills confidence in the brand, leading to long-term associations with the organization. Satisfied customers become advocates, speaking positively about the organization and its products.

Implementing diverse after-sales service strategies in your company is vital to ensure customer satisfaction with your products and services. Exceptional after-sales customer service strengthens the bond between customers and your company. It reinforces their trust and loyalty, fostering long-term relationships. Unfortunately, the sector, while experiencing growth, falls short of meeting the soaring demand.

After-sales service, also referred to as after-sales support, encompasses the assistance provided to customers following a product purchase. This service can be offered by retailers, manufacturers, or third-party customer service or training providers. By delivering efficient after-sales service, you can cultivate a base of loyal customers who spread positive word-of-mouth about your company's exceptional service performance. In fact, effective after-sales service can become a competitive advantage for your organization.



After sales service makes sure products and services meet or surpass the expectations of the customers. After sales service is a crucial aspect of sales management and must not be ignored.

The consumer electronics market in India is booming, with increased adoption of smartphones, televisions, home appliances, and other electronic devices. With more people purchasing these products, the demand for after-sales service providers has also grown. Companies that specialize in repairing and servicing electronic devices can tap into this expanding market.

In the Indian market, numerous players offer after-sales services. Despite various innovations in the field, consumers of electronic gadgets often harbor concerns about potential damages to their devices. This perpetual worry underscores the importance of reliable after-sales services that address customers' anxieties and provide timely support when needed.

Significance of Aftersales Service

Aftersales service plays a crucial role in building customer loyalty and satisfaction. In India, where the smartphone and consumer electronics markets are booming, aftersales service has become a vital differentiating factor for brands. Customers expect prompt assistance, efficient repairs, and reliable warranty services, making aftersales support a key driver of brand reputation and customer retention. By providing exceptional aftersales service, companies can establish long-term relationships with customers and gain a competitive edge in the market.

Market Size

The aftersales service market in India has witnessed significant growth in recent years, driven by the rising consumer electronics industry and the increasing demand for reliable support services. The market size can be assessed by considering factors such as revenue generated by service providers, the number of service centers, and the overall spending on aftersales services.

According to a report by Manufacturer's Association of information Technology (MAIT), the aftersales service market including electronics repair in India was valued at approximately $10 billion in 2020 and is expected to reach $20 billion by 2025, growing at a CAGR of around 15%. This growth can be attributed to several factors, including the expanding consumer electronics market, the proliferation

of smartphones and other electronic devices, and the increasing consumer awareness and expectations regarding post-purchase support.

Smartphones, being one of the primary consumer electronics devices, contribute significantly to the aftersales service market. India is one of the largest smartphone markets globally, with millions of devices sold each year. As a result, the demand for aftersales services such as repairs, software updates, and warranty support has increased substantially. This has led to the emergence of specialized service providers, authorized service centers, and third-party repair options across the country.

In addition to smartphones, the aftersales service market encompasses other consumer electronics products such as laptops, tablets, televisions, home appliances, and wearables. These devices also require maintenance, repairs, and warranty support, creating further opportunities for service providers to cater to the diverse needs of consumers.

The size of the aftersales service market is not only determined by the revenue generated but also by the geographical coverage and service infrastructure. Service providers are expanding their presence by establishing service centers in various cities and towns across India to ensure accessibility and convenience for customers.

The presence of authorized service centers from leading brands, as well as third-party service providers, contributes to the overall size and reach of the market.

Furthermore, the growing focus on customer experience and satisfaction has prompted companies to invest in aftersales services as a strategic differentiator. Brands are realizing the importance of providing efficient and reliable support to build customer loyalty and enhance brand reputation. This emphasis on customer-centric aftersales support further fuels the growth of the market.

Key Players and Service Offerings

The aftersales service market in India is dominated by both manufacturer-led and third-party service providers. Major smartphone brands such as Apple, Samsung, Xiaomi, and OnePlus have established their service centers across the country, offering a range of services including repairs, software updates, and warranty support. These brands prioritize customer satisfaction by ensuring a hassle-free experience and providing quality service.

Third-party service providers like B2X, Servify, and JustLikeNew have also emerged as significant players in the aftersales service market. These companies offer comprehensive repair services for multiple brands, extending their reach to customers beyond the official service centers. Additionally, online marketplaces and e-commerce platforms are partnering with service providers to offer convenient pickup and drop-off services, further enhancing customer convenience.

B2X: B2X is a leading third-party service provider in India, specializing in mobile device repair and support services. They have a vast network of service centers across the country, offering comprehensive repair solutions for various smartphone brands. B2X focuses on providing timely and reliable service, leveraging their expertise in the field to ensure customer satisfaction.

Servify: Servify is a prominent player in the aftersales service market, offering a wide range of support services for smartphones and consumer electronics. They collaborate with major smartphone brands to provide authorized repair services, warranty support, and device protection plans. Servify's platform also enables customers to track their repair status, schedule appointments, and access customer support conveniently.

TVS Electronics: After-sales solutions at TVS Electronics are not limited to a token service or two. They span a vast spectrum of offerings supported by robust infrastructure, trained and qualified professionals and its credibility honed over decades. The businesses TVS Electronics cater to range from home appliance manufacturers to renowned mobile brands and many more. It has created a solution-oriented infrastructure that benefits both its OEM partners and customers.

JustLikeNew: JustLikeNew is a popular third-party service provider that specializes in repairing and refurbishing mobile devices. They offer quality repairs for various brands, including smartphones, tablets, and laptops. JustLikeNew focuses on quick turnaround times and quality craftsmanship, ensuring that customers receive their repaired devices in excellent condition.

OnsiteGo: OnsiteGo is a comprehensive aftersales service provider that offers extended warranty plans, device protection, and repair services for smartphones, laptops, televisions, and other consumer electronics. They provide doorstep pickup and drop-off services, making it convenient for customers to avail themselves of repairs and support without the need to visit a service center.

iFixIndia: iFixIndia is a specialized service provider for Apple devices, offering repair and support services exclusively for iPhones, iPads, MacBooks, and other Apple products. They have authorized service centers equipped with skilled technicians who undergo rigorous training to ensure accurate diagnostics and efficient repairs. iFixIndia focuses on maintaining the highest quality standards in their service offerings.

Aforeserve: Aforeserve is a leading IT Infrastructure Services and Industry 4.0 Solutions provider in India. They offer comprehensive and standardized life cycle services for the full spectrum of Information, Communication and Technology (ICT) products, including notebooks, desktops, network and servers, computer peripherals, surge protection, and power conditioning units and mobility devices – Tablets and Phones. They also provide services for a range of non-IT automated systems such as digital cinema projectors, self-services kiosks, Point Of Sale terminals, ATMs and satellite communication systems. Aforeserve supports over half a million devices and addresses 87,000+ on-site service requests every month with a team of 4,000+ engineers, executives, and support personnel.



GoWarranty: This one is a Mumbai-based after-sales service firm that offers a unique model in the industry. Their specialization lies in providing extended warranty services, along with repair and maintenance solutions. They take pride in offering cashless service, covering all charges related to repairs, labor, transportation, and taxes. GoWarranty provides coverage for a wide range of devices including mobile phones, tablets, laptops, cameras, air conditioners, washing machines, televisions, and small appliances. They offer the Go Extended Warranty program, allowing customers to extend the

warranty for up to 9 months after purchasing their devices, with the option to extend it for up to four years.

iQor: iQor, on the other hand, is one of the largest global players in the after-sales service industry. The company entered the Indian market in 2015 and announced an investment of Rs 1300 crore over a period of three years, with plans to create employment opportunities for over 20,000 individuals. Currently, iQor employs more than 5000 people in India, with a significant number based in their contact center in Noida. iQor offers comprehensive aftermarket services, including customer service, third-party collections, and accounts receivable management. They are known for providing end-to-end solutions and ensuring the security and compliance of customer data through robust monitoring, access controls, and advanced protection measures.

F1 Info Solutions: F1 Info Solutions is a major player in India's electronics service provider industry, specializing in the repair and refurbishment of mobile phones. With 158 owned and franchised centers across the country, they have a dedicated workforce of nearly 1,000 professionals who handle a substantial volume of service calls, exceeding 50,000 per month. F1 Info Solutions focuses on repairing and servicing mobile phones, enabling them to re-enter the market as refurbished goods. This strategic approach caught the attention of Flipkart, which recognized the potential in the refurbishment market and strengthened their customer relationships accordingly. As the owner of F1 Info Solutions, Flipkart leverages their repair services for mobile and electronics to gain a competitive edge in the smartphone sales battle against Amazon India.

Redington: Redington is a prominent player in the Indian after-sales services market. The company has established hardware support service centers throughout the country, consisting of 77 owned service centers. Additionally, they have formed a certified franchisee network comprising 266 service partners. Redington offers a comprehensive range of warranty and post-warranty services, including solution design and consulting, technical helpdesk support, field engineering assistance, parts warehousing, forward and reverse logistics, imports and re-exports, and asset recovery. To ensure seamless service delivery and enhance customer satisfaction, all Redington service centers operate on a robust Customer Relationship Management (CRM) system. This CRM system enables them to efficiently manage the entire service life cycle, from initiation to completion, and provides a foundation for delivering exceptional customer experiences.

Emerging Trends in Aftersales Service

Several trends are shaping the aftersales service market in India. Firstly, there is a growing emphasis on digitalization and automation. Brands are leveraging technology to streamline service processes, such as online appointment booking, real-time tracking of repairs, and self-diagnosis tools.

This digitization enhances efficiency, reduces waiting times, and allows customers to stay informed throughout the service journey.

Furthermore, brands are expanding their service networks to reach more customers. They are increasing the number of service centers, especially in tier 2 and tier 3 cities, to provide easier access to aftersales support. This expansion strategy is aimed at catering to the diverse customer base spread across the country.

Personalization is another emerging trend in the aftersales service market. Brands are focusing on delivering tailored experiences to customers, addressing their unique needs and preferences. This includes personalized notifications, service recommendations, and dedicated customer support teams to enhance the overall service experience.



After sales service plays an important role in customer satisfaction and customer retention. It generates loyal customers. After sales service plays a pivotal role in strengthening the bond between the organization and customers.

Here Some of the key benefits of after-sales support/services for businesses in India:

Improved customer satisfaction:

After-sales support can help to improve customer satisfaction by providing consumers with the help they need when their electronic devices break down. This can lead to repeat business and positive word-of-mouth referrals

Increased sales

After-sales support can help to increase sales by providing consumers with the confidence to buy electronic devices from a particular brand or retailer. This is because consumers know that they will be able to get help if their device breaks down

Enhanced brand image

After-sales support can help to enhance a brand's image by demonstrating that the brand is committed to providing excellent customer service. This can lead to increased brand awareness and loyalty.

Challenges and Strategies

Despite the growing importance of aftersales service, challenges persist in the Indian market. One of the primary hurdles is the vast geographical expanse of the country, which poses logistical challenges in establishing and maintaining an extensive service network. Additionally, ensuring the availability of genuine spare parts and skilled technicians across all locations can be a challenge for brands.

To overcome these challenges, companies are adopting innovative strategies. They are investing in training programs to enhance the skills of service technicians, ensuring they have the expertise to handle repairs and offer effective solutions. Collaborations with local service partners and authorized service centers are also becoming common, enabling brands to provide widespread coverage and reduce response times.

Moreover, brands are focusing on building strong customer relationships by offering extended warranty programs, service loyalty programs, and regular customer feedback mechanisms. These initiatives not only enhance customer satisfaction but also provide valuable insights for service improvement.

Conclusion

The aftersales service market in India is a critical component of the consumer electronics industry, enabling brands to establish trust, loyalty, and customer satisfaction.

With the growing demand for smartphones and consumer electronics, brands must prioritize and invest in aftersales service to differentiate themselves in a competitive market. By embracing emerging trends, overcoming challenges, and implementing customer-centric strategies, companies can ensure that customers receive excellent support and experiences throughout their ownership journey, leading to enhanced brand reputation and customer loyalty in the long run.



Artificial Intelligence:

Transforming Industries and Driving Innovation in India

Artificial Intelligence (AI) has emerged as a groundbreaking technology that is revolutionizing industries and reshaping the way we live and work. With its ability to mimic human intelligence and perform tasks that were once thought to be exclusive to humans, AI is transforming various sectors in India and unlocking new opportunities. This comprehensive article explores the rise of AI, the demands that are driving its growth, the challenges it faces, and the remarkable opportunities it presents across different domains. It also highlights specific AI use cases and examples in India, including Chat GPT and other relevant case studies.

The Rise of AI in India:

India has witnessed a significant rise in the adoption of AI across industries in recent years. With a vast population and a burgeoning digital ecosystem, the country is embracing AI technologies to drive innovation, improve efficiency, and tackle complex challenges. The convergence of factors such as advancements in computing power, increased data availability, and government initiatives supporting digital transformation has accelerated the growth of AI in India.

Demands Driving AI in India:

Several demands are fueling the growth of AI in India. Firstly, businesses across sectors are seeking to enhance operational efficiency, reduce costs, and optimize processes through automation. AI-powered systems can perform repetitive tasks at scale, improving productivity and freeing up human resources for more complex and strategic work. For instance, companies in the manufacturing sector are adopting AI-powered robots and machine vision systems for tasks like quality control, predictive maintenance, and inventory management.

Moreover, the need for personalized experiences, intelligent recommendations, and predictive analytics has driven the adoption of AI in areas like marketing, e-commerce, and entertainment. AI algorithms analyze vast amounts of customer data to deliver personalized recommendations, targeted advertisements, and optimized user experiences. E-commerce giants in India employ AI-driven recommendation systems to offer personalized product suggestions to customers, leading to increased customer engagement and conversion rates.

Challenges and Opportunities in India:

While AI presents significant opportunities, it also faces challenges in the Indian context. One key concern is the ethical and responsible use of AI. Issues such as privacy, bias, and the impact on jobs are particularly important in the Indian context. With a diverse population and socio-economic disparities, ensuring fair and unbiased AI systems is crucial. The Indian government, academia, and industry are actively working to address these challenges through policy frameworks, guidelines, and ethical AI practices.

Additionally, the lack of quality data is a challenge that needs to be overcome. In India, access to high-quality and diverse datasets can be limited, especially in regional languages and specific domains. The development of robust data infrastructure, data-sharing partnerships, and data privacy regulations are crucial to overcome this challenge. Interpretability and explainability of AI algorithms are also important for building trust and acceptance. Efforts are underway to develop explainable AI models that provide insights into decision-making processes.

Despite these challenges, AI offers tremendous opportunities in India. In the healthcare sector, AI can assist in early disease detection, medical imaging analysis, and drug discovery, leading to improved diagnosis and treatment outcomes. For example, Wysa, an AI-powered mental health chatbot developed in India, offers personalized emotional support and therapy to users, bridging the gap in mental health services.

In the finance sector, AI-powered algorithms enable fraud detection, risk assessment, and algorithmic trading, enhancing security and efficiency. Fintech companies in India are utilizing AI to analyze vast volumes of financial data, detect anomalies, and prevent fraudulent activities, ensuring a secure financial ecosystem. AI-powered chatbots are also transforming customer service in the banking industry, providing personalized assistance and seamless transactions.

AI Use Cases and Examples in India:

One prominent AI use case is Chat GPT, an advanced language model that can engage in human-like conversations and provide relevant responses. Powered by deep learning, Chat GPT understands context, generates coherent answers, and assists users in various domains, from answering questions to generating creative content. Chat GPT has found applications in customer support, content creation, and virtual assistants in various Indian industries, including e-commerce, media, and technology.

Another notable example is CropIn, an AI-powered agricultural technology company based in India. CropIn uses AI and satellite imaging to provide farmers with insights and recommendations for optimized crop management. By analyzing data such as weather patterns, soil quality, and crop health, CropIn enables farmers to make

data-driven decisions, leading to higher crop yields and reduced resource wastage.

Conclusion:

Artificial Intelligence is transforming industries and driving innovation in India, opening up new possibilities and creating significant impact. The rise of AI in the country is fueled by demands for operational efficiency, personalization, and predictive analytics. While challenges related to ethics, data quality, and interpretability exist, concerted efforts in research, policy development, and responsible AI practices are paving the way for an AI-powered future in India.

With AI's potential to improve healthcare, finance, customer service, and various other sectors, India is witnessing the deployment of innovative AI solutions that cater to its unique needs and challenges. As the country continues to invest in AI research and development, collaborations between academia, industry, and the government will play a crucial role in harnessing the power of AI and driving inclusive growth in India. By embracing AI responsibly, India can unlock unprecedented opportunities, solve complex problems, and shape a brighter future for its citizens.

Internet of things

IoT

The Internet of Things (IoT) is a rapidly growing technology that is having a major impact on businesses and industries around the world. India is no exception, and the IoT market in India is expected to grow significantly in the coming years.

There are a number of factors driving the growth of the IoT market in India. These include:

A large and growing population: India has a population of over 1.3 billion people, and this number is expected to continue to grow in the coming years. This large and growing population provides a large potential market for IoT devices and services.

A young and tech-savvy population: The average age of the Indian population is 29 years old, and this population is increasingly tech-savvy. This makes India an attractive market for IoT companies that are looking to reach a young and tech-savvy audience.

A government that is supportive of the IoT industry: The Indian government is supportive of the IoT industry and has taken steps to promote its growth. For example, the government has launched the National IoT Mission, which aims to create a conducive environment for the growth of the IoT industry in India.

Market Size

The IoT market in India is still in its early stages of development, but it is growing rapidly. In 2022, the market was valued at US$1 billion, and it is expected to reach US$27.31 billion by 2023. The largest market within IoT in India is Industrial IoT, which is expected to account for 35% of the market by 2023. Other major markets include smart cities, smart homes, and connected healthcare.

The growth of the IoT market in India is creating a number of opportunities for businesses and industries. These opportunities include:

Increased efficiency and productivity: IoT devices can help businesses to improve efficiency and productivity by collecting data and providing insights that can be used to make better decisions. For example, IoT devices can be used to track the movement of goods in a warehouse, which can help to improve inventory management and reduce costs.

Improved customer service: IoT devices can help businesses to improve customer service by providing real-time information about products and services. For example, IoT devices can be used to track the performance of a product and send alerts to customers if there is a problem.

New business models: IoT is enabling new business models that were not possible before. For example, businesses can now offer subscription-based services that provide access to IoT devices and services.

Challenges

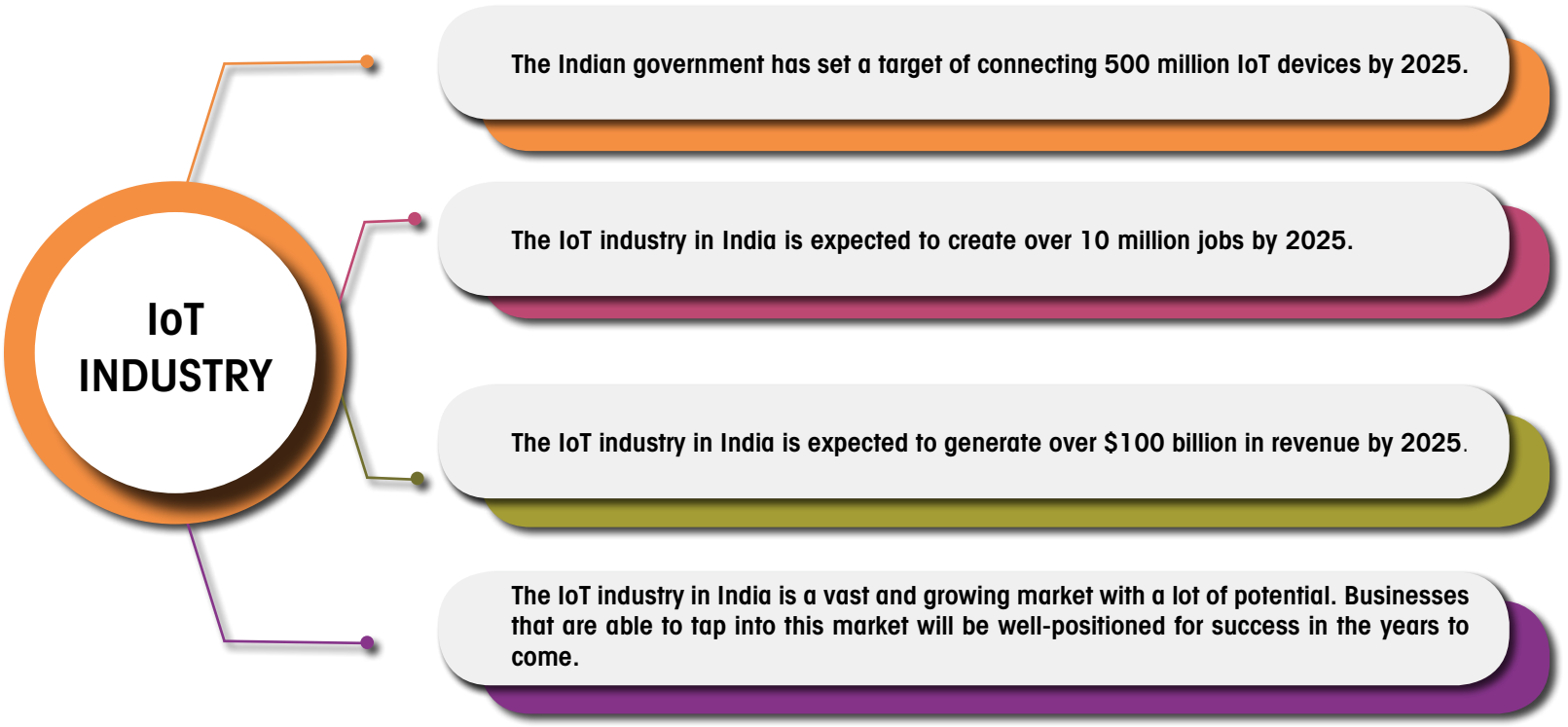
The growth of the IoT market in India is creating a number of challenges for businesses and industries. These challenges include:

Security: IoT devices are connected to the internet, which makes them vulnerable to cyberattacks. Businesses need to take steps to secure their IoT devices and networks.

Data privacy: IoT devices collect a lot of data about users. Businesses need to be transparent about how they collect and use this data.

Standardization: There is a lack of standards for IoT devices and services. This can make it difficult for businesses to integrate IoT devices and services into their existing systems.

The IoT market in India is a rapidly growing market that is creating a number of opportunities and challenges for businesses and industries. Businesses that are able to overcome the challenges and take advantage of the opportunities will be well-positioned to succeed in this growing market.



India's Cloud Computing Market:

A Game-Changer for Industries Across the Nation



In recent years, cloud computing has emerged as a game-changer in the technology landscape, revolutionizing the way businesses operate and transforming industries across the globe. In India, the cloud computing market has witnessed rapid growth, driven by the increasing adoption of digital transformation strategies by businesses and the government's push towards a digital economy.

Market Overview

The cloud computing market in India witnessed remarkable growth in 2022. In the first half of the year, the market had touched $2.9 billion and continued to grow in the second half of the year as well. Looking ahead, it is projected that the overall India public cloud services market will expand further, reaching an estimated value of $17.8 billion by 2027. This growth is anticipated to occur at a compound annual growth rate (CAGR) of 23.4% between 2022 and 2027.

According to a recent report from Nasscom, cloud technology is projected to contribute 8% of India's GDP by 2026. It has the potential to boost the country's GDP by $310-380 billion and create 14 million jobs. The rise of born-in-the-cloud companies has been instrumental in paving the way for India's progress. Notably, India ranks third globally in terms of unicorns, highlighting the significance of this trend. Furthermore, the Indian government has been actively supporting this growth by establishing data centers, improving bandwidth, and implementing other necessary infrastructure.

48% YoY increase in cloud-based cyberattacks for 2022, as organizations increasingly move operations to the cloud due to escalated digital transformations. The largest increase was seen in Asia (+60%).

In this respect, cloud will continue to grow exponentially in India, though organisations now need to seriously consider greater protection for their networks. There are three main directions you can choose when securing cloud networks and migrations:

- Protect your assets using security solutions delivered by your cloud vendor
- Invest in a DIY approach
- Work with a vendor who specializes in cybersecurity.

There is growing complexity right now, as most organizations migrate to hybrid-cloud and multi-clouds, which are now in use among 76 percent of enterprises, compared to 62 percent a year ago. There are reports coming, many companies are retreating back from the cloud and 'repatriating' data, workloads, and applications back to on-premise or colocation facilities.

The surge in demand for public cloud services was further fueled by the accelerated adoption of artificial intelligence (AI), as enterprises expanded their investments in cloud-based AI platforms.

Market Drivers

There are a number of factors that are driving the growth of the cloud computing market in India. These include:

In response to the rapid growth of India as a key market, cloud service providers have actively expanded their presence in the country, unveiling new data centers and cloud regions. This expansion has significantly improved their ability to deliver services to customers. The adoption of public cloud services has been particularly notable in verticals such as BFSI (Banking, Financial Services, and Insurance) and manufacturing. However, other sectors including the public sector, media, and gaming have also witnessed a significant increase in demand for cloud services.

Collaboration applications, compute resources, storage solutions, customer relationship management (CRM), enterprise resource management (ERM), and security services remain the most sought-after public cloud offerings. Additionally, there has been a remarkable surge in the adoption of cloud-based artificial intelligence (AI) platforms and the development of cloud-native applications.

Adoption by Businesses: Indian businesses across various sectors have recognized the potential of cloud computing to drive agility, scalability, and cost efficiency. Small and medium-sized enterprises (SMEs) have been at the forefront of cloud adoption, leveraging cloud services to level the playing field with larger competitors. Startups, in particular, have embraced cloud computing as a foundational technology, enabling them to quickly scale their operations without significant upfront investments.

"The accelerated digital adoption among Indian enterprises with cloud as a key enabler continued to be the prime driver of the public cloud services market in India, as cloud adoption helps enterprises drive efficiency in operations along with scalability benefits, thereby enabling them to gain a competitive advantage.

The surge in public cloud adoption is expected to continue in the upcoming years, with more enterprises focusing on digital-first business strategies, with the adoption of technologies like AI/ML, analytics, etc., and cloud-native application development also gaining momentum.

Enterprises would have a strong inclination towards as-a-service consumption models for their IT infrastructure requirements as a measure to keep IT spending in check amidst the challenging economic landscape and also mitigate talent shortages in ITOps," according to IDC India.

Large enterprises in India have also recognized the benefits of cloud computing. Migrating on-premises infrastructure to the cloud has helped them reduce capital expenditure, optimize resource utilization, and enhance business continuity and disaster recovery capabilities. The shift to cloud-based software applications has also allowed businesses to access advanced technologies like artificial intelligence, machine learning, and big data analytics without hefty upfront investments.

Government Initiatives: The Indian government's focus on digitization and data localization has been a key driver for the growth of the cloud computing market. Initiatives such as "Digital India" and "Make in India" have encouraged the adoption of cloud services across various sectors.

The government's push for data localization, mandating that certain categories of data must be stored within the country, has also led to increased demand for cloud infrastructure and data centers.

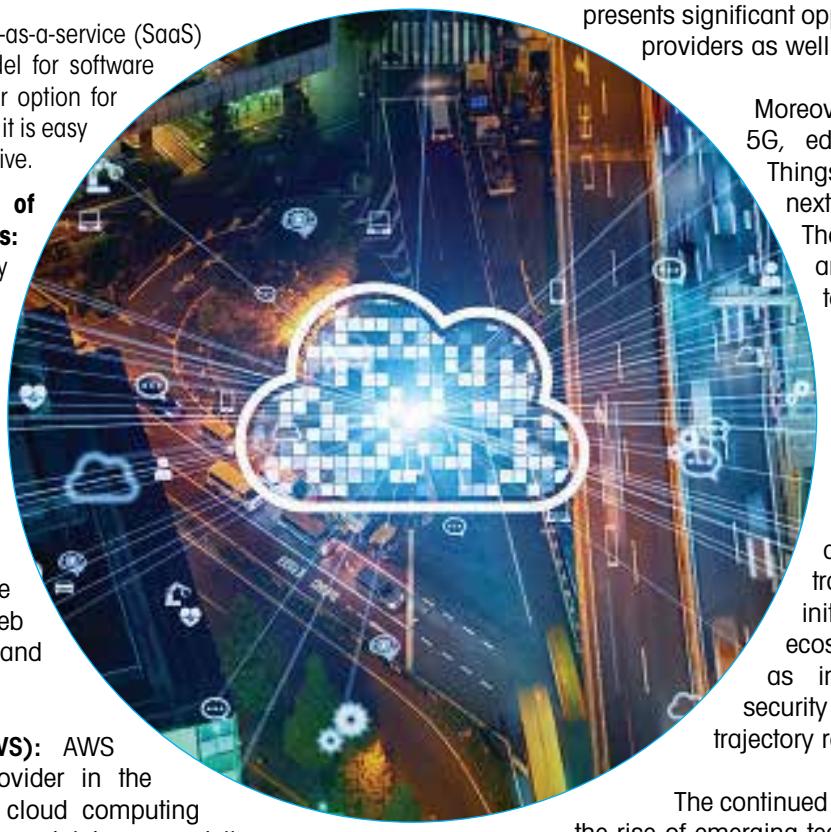
Furthermore, the National Digital Communications Policy (NDCP) 2022 aims to promote the development of a robust digital infrastructure, including cloud computing, to support the country's growing digital economy. These initiatives have created a favorable environment for cloud service providers, attracting both domestic and international players to invest in the Indian market.

Availability of skilled talent in India: India has a large pool of skilled talent in the IT and ITeS sectors. This talent pool is a major advantage for the cloud computing industry in India.

Market Trends

The cloud computing market in India is characterized by a number of trends, including:

- **The rise of hybrid cloud:** Hybrid cloud is a combination of public cloud and private cloud. This is a popular option for businesses that want to take advantage of the benefits of both public and private cloud computing.
- **The growth of SaaS:** Software-as-a-service (SaaS) is a cloud-based delivery model for software applications. SaaS is a popular option for businesses of all sizes because it is easy to use, scalable, and cost-effective.
- **The increasing adoption of cloud-based security solutions:** Businesses are increasingly adopting cloud-based security solutions to protect their data and applications. Cloud-based security solutions are more scalable and cost-effective than traditional on-premises security solutions.



Major players

The top three cloud service providers in India are Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform.

Amazon Web Services (AWS): AWS is the leading cloud service provider in the world. It offers a wide range of cloud computing services, including compute, storage, database, analytics, networking, machine learning, and artificial intelligence. AWS is a popular choice for businesses of all sizes, from small startups to large enterprises.

Microsoft Azure: Azure is the second-leading cloud service provider in the world. It offers a wide range of cloud computing services, similar to AWS. Azure is a popular choice for businesses that use Microsoft products, such as Windows Server and Office 365.

Google Cloud Platform (GCP): GCP is the third-leading cloud service provider in the world. It offers a wide range of cloud computing services, similar to AWS and Azure. GCP is a popular choice for businesses that use Google products, such as Google Workspace and Google Cloud Storage.

Challenges and Opportunities: While the cloud computing market in India is experiencing rapid growth, there are challenges that need to be addressed. One significant challenge is the lack of adequate internet infrastructure in certain regions, especially rural areas. Limited internet connectivity and bandwidth constraints hinder the adoption of cloud services in these areas. Addressing this infrastructure gap will be crucial to expanding the reach of cloud computing in India.

Security concerns: Data security and privacy concerns also pose challenges to cloud adoption. Businesses and consumers alike are becoming increasingly aware of the importance of data protection. Cloud service providers need to ensure robust security measures and comply with regulations to instill confidence in users.

Lack of awareness: There is still a lack of awareness about cloud computing in India. This is a challenge for the cloud computing industry because it needs to educate businesses about the benefits of cloud computing.

High cost: The cost of cloud computing can be a barrier for some businesses. The cloud computing industry needs to offer more affordable pricing options to reach a wider range of businesses.

However, these challenges also present opportunities for innovation and growth. Companies that can provide solutions to address connectivity issues, enhance data security, and offer localized services tailored to Indian needs will be well-positioned to capture the untapped potential of the Indian cloud computing market.

Future Outlook: The future of the cloud computing market in India looks promising. With the government's continued focus on digitization and initiatives to improve internet connectivity, the demand for cloud services is expected to surge further. The Indian market presents significant opportunities for global cloud service providers as well as domestic players.

Moreover, emerging technologies like 5G, edge computing, and Internet of Things (IoT) are expected to drive the next phase of cloud adoption in India. These technologies require scalable and flexible cloud infrastructure to support their deployment and operations, creating new avenues for growth.

Conclusion

The cloud computing market in India has experienced exceptional growth in 2022, driven by increasing digital transformation efforts, government initiatives, and a thriving startup ecosystem. While challenges such as internet infrastructure and data security need to be addressed, the overall trajectory remains positive.

The continued investment in cloud infrastructure, the rise of emerging technologies, and the government's support for a digital economy will further propel the growth of the cloud computing market in India, unlocking immense opportunities for businesses and enabling India to become a global cloud hub.

Hackers and Cybercriminals Develop New Ways To Access Sensitive Systems and Information



Today, cybersecurity and data security are crucial because they safeguard personal and professional information. As data is shared internally and externally, insider threats like data theft are also a serious concern. To protect data, we must adhere to security policies, procedures, and legal requirements.

With the increasing use of technology in our daily lives, cybersecurity has become more critical than ever before. In the digital transformation era, the growing reliance on technology and the increasing interconnectedness of devices and systems has brought about new cybersecurity risks and challenges.

As organizations across industries embrace digital technologies to drive innovation, efficiency, and growth, cybercriminals are also ramping up their efforts to exploit vulnerabilities in these systems. Ransomware, data leaks, phishing, and malware attacks are some of the cybersecurity challenges facing Indian businesses. Cloud-native platforms, AI, ML and Quantum Computing (QC) are some of the emerging technologies that are gaining traction in the market.

Cybersecurity is a complex and ever-evolving field. There is no silver bullet that will completely protect us from cyberattacks. However, by investing in cybersecurity and being aware of the risks, we can reduce our vulnerability to these attacks.

Cybersecurity has become a critical concern for businesses, governments, and individuals alike. The consequences of a cyber attack can be devastating, ranging from financial loss and reputational damage to intellectual property theft and even physical harm in some cases. The rise of cloud computing, AL & ML, mobile devices, and the Internet of Things (IoT) has further expanded the attack surface, making it more challenging to secure digital assets and data.

The digital era has dawned in India, with businesses adopting new technologies and shifting to new ways of working. This has undoubtedly attracted bad actors to strategize unique methods to attack them. According to a report by CERT-In, India reported 13.91 lakh cybersecurity incidents last year, indicating a growing number of cyberattacks.

According to the report, the demand-supply gap stood at 30%, projecting a major skill challenge in the industry. The research study also reveals that global weekly cyber-attacks have increased by 7% to surpass 1,200 attacks per week, while Indian organisations experienced over 2,000 weekly attacks in Q1 2023, marking an 18% increase compared to the previous year.

> ***71% of cybersecurity professionals feel they're losing ground against cybercriminals. With the growing number of endpoints and ever-increasing attack surface, cybercriminals now have a diverse set of entry points for targeting enterprises.***

The cybersecurity market in India is expected to grow at a CAGR of 13.37% from 2022 to 2027, reaching USD 317.02 billion by 2027, as businesses mitigate and combat these risks by adopting emerging technologies such as AI/ML, distributed cloud, and 5G.These technologies can analyze vast amounts of data and identify patterns that are not easily detectable by humans, which businesses are using to develop security solutions to prevent, detect and respond to cyberattacks in real-time.

As a result, the importance of cybersecurity has grown exponentially in recent years. Organizations must now invest in robust cybersecurity measures to safeguard their networks, systems, and data from potential threats. This includes implementing access controls, firewalls, encryption, and other security technologies to prevent unauthorized access, detecting and responding to threats in real-time, and conducting regular security assessments to identify vulnerabilities and strengthen defences.

Evolving cybersecurity industry in India

Over the last decade, Internet penetration in India has gained massive momentum. We have more than 700 million smartphone users and Indians are more digitally savvy than ever before. The Fintech industry is one of the fastest-growing sectors and overall tech startups are on the rise.

Although people consider Cybersecurity to be a niche sector in India or globally for that matter, It is exponentially developing into one of the most integral, vast, and necessary security solutions paving the way for a more secure and dependable future in all things online.

Biggest challenges for Indian businesses

Indian businesses are undergoing a huge transformation. However, they do face various challenges when it comes to cybersecurity. Indian businesses are facing constant threats of data theft. Most of them lack the skilled personnel and adequate resources to defend against cyberattacks as we have always moved on a traditional path and such innovative technologies are a new trend in the industry. To address such issues, Enterprises need to have a good budget, which has been a serious concern and a barrier to addressing cyber security issues. Because of these low investments, businesses are easy targets for cybercriminals and malware. Due to the advanced increment in the tech-centric modus operandi in businesses, they are working on huge databases that are susceptible to cyber threats as they are stored on large servers.

Secondly, Given the digitalisation explosion & dynamic nature of

the cyber world, Indian businesses face a variety of cybersecurity-related challenges. Insufficient SOC resources to tackle cyber threats, a lack of awareness, increasing sophistication of cyberattacks, and potential threats like phishing, malwares are the primary concerns. Organizations that are dealing with the targeted and sophisticated threats today can enhance their security posture by adopting the XDR framework. A living security platform enables an XDR ecosystem to learn and adapt to the evolving threat landscape, keeping them always safe from potential breaches.

Potential risks associated with the increasing adoption of emerging technologies

Emerging tech is a space that provides exceptional new-age technologies and helps in the upskilling of Indian businesses and industries, be it in terms of volume, data storage, cloud transformation or easy accessibility through different servers and granting safety to the data. The technology and open source of the networks that one works on further increase the threat to data in different forms like ransomware, malware, data theft, etc. Around 77 percent of Indian business executives share that cybercriminal activity is the biggest organizational threat and 62 percent view insider threat as a major challenge.

Secondly, ChatGPT is a potent language model that has been a most talked topic of discussion recently. While it can help strengthen cybersecurity by creating code, procedures, guided investigations, and plans that can aid in countering such threats, it can also be misused to create malicious codes like evasive malwares, ransomware, or phishing emails campaigns. ChatGPT AI engines can potentially be leveraged by threat actors to create complex threats that can have massive reach and impact.

India improving its cybersecurity readiness

India's cybersecurity landscape has evolved rapidly keeping up with digitalisation and cloud adoption initiatives. Today, there is already a growing demand from private and public sector organizations alike for a comprehensive security strategy and for security platforms to advance at the same rate as cyber threats. At the same time, businesses must invest in cutting-edge security technologies powered by AI and ML to help identify threats in real time. There must be a body to monitor the cybersecurity movement. Indian businesses need to create cloud infrastructure like the hybrid multicloud for storing huge databases to protect the data from all the malware and spam.

According to Check Point Threat Intelligence Report, an organization in India is attacked an average of 1787 times per week in the last 6 months, compared to 983 attacks per organization globally,as the world experiences the 5th generation of cyberattacks large-scale, multi-vector, mega attacks targeting businesses, individuals, and countries.

A survey gauged the priorities, difficulties and progress of their implementations of new cyber defense technologies such as cloud cybersecurity modernization, endpoint detection and response and extended detection and response (EDR-XDR), multifactor authentication (MFA) and zero trust architecture (ZTA).

One of the biggest challenges that Indian businesses are facing is data overload. The migration to cloud and accelerated digital transformation, especially after the pandemic has led to data proliferation. As a result, cloud security monitoring has become difficult and basic security controls have become redundant as sophisticated attacks are increasing. In a cloud-based environment, where there are innumerable endpoints and users, there are concerns regarding data loss and data leakage, data privacy, lack of visibility of who can access the data, vulnerabilities in cloud based applications, compliance requirements, account hijacking, etc.

While cybersecurity is vital for all industries, there is a maximum scope of growth in sectors that have witnessed rapid transformation on the back of digital disruption. Fast-growing sectors such as BFSI, education and healthcare must have robust cybersecurity systems to secure their data and operations.

Cyber Crime Emergency Response Team (CERT) is India's 1st crime investigation agency who look after for cybercrime related cases, digital evidence collection, create new investigation method to solve organized crime, solve high profile crime cases.

Cyber CERT is providing support to government officials, agencies, investigation firms.

> ***"The advent of the 5G network and advanced AI applications like ChatGPT has accelerated India's path towards becoming a digital nation. However, Indian enterprises are still struggling to keep up with the security concerns arising from these technologies."***

Cybersecurity Statistics

- Cybersecurity spending is estimated to exceed $188 billion in 2023.
- There will be nearly 3.5 million open cybersecurity jobs waiting to be filled in 2023.
- 65% of board members felt that their organization was at risk of a cyberattack.
- Nearly 70% of organizations reported a labor shortage for their security team.
- 94% of security teams and 93% of development teams report being impacted by talent shortages.
- 69% of MSPs report their clients struggle with compliance.
- Google and Microsoft pledge to invest more than $60 billion over a five-year period to improve cybersecurity systems.
- The global automotive cybersecurity market is estimated to grow to $9.7 billion by 2023.
- 44% of surveyed respondents note that they do not provide cybersecurity training to their staff regarding threats of remote work.
- 80% of organizations surveyed have adopted Zero Trust or are in the process of adopting it.

Top Security Threats in 2023

The biggest challenge would be the rise in phishing attacks. What we are seeing in the last few years is cyber criminals are using new techniques, new ways of sending phishing mails, especially CXO and CFO level scams. Secondly, many organizations have either started or completed their journey to the Cloud. Now these hackers are targeting the sensitive data that is stored on the Cloud. So the security of the Cloud has become even more important. Thirdly, with most of the organizations now working in a hybrid mode, so endpoint security systems are getting hacked very easily by hackers as they can get access to company networks.

Raising the protection level of the organization

Information security cannot be a blockade in business growth. The information security system department has to become a business enabler and there is a very thin line. We have to tell the management what are the security risks and look to mitigating these risks without compromising on the business growth.

The most important part is the Top-down approach. Right from the top management to the employees, everyone should be made aware that information security is everyone's responsibility, and not just the responsibility of the CISO. This is one approach that would benefit the organization as a whole."

Cybersecurity attacks are still alive and will in 2023. In fact, they are becoming more sophisticated and targeted than ever before. This is due to a number of factors, including the increasing use of technology in our everyday lives, the growing sophistication of cybercriminals, and



> ***Cybersecurity is being recognised as an essential need for digital transformation of India Inc. Revenue in India's cybersecurity market is projected to reach US$2.37bn in 2023.***

the increasing value of data.

According to Verizon's recently released 2023 Data Breach Investigations Report, there were 5,199 data breaches in the past year, with social engineering attacks almost doubling and ransomware holding statistically steady at 24%. The report also indicated that 83% of data breaches involved external actors, with Verizon claiming the motivation for their attacks remains largely financial.

Cybersecurity professionals and organizations invest significant resources to defend against these threats, employing proactive measures like firewalls, intrusion detection systems, encryption, secure coding practices, and employee training on cybersecurity best practices. However, cyber attackers adapt to these defenses, employing sophisticated techniques and constantly searching for vulnerabilities to exploit.

Going forward, Electric vehicle chargers are the next target for job creation in India. The Indian government has set a goal of installing 500,000 electric vehicle chargers by 2030, and this will require a significant investment in human capital.

Last year, global sales for electric vehicles increased by 60% worldwide and one in every seven passenger cars purchased globally was an EV. In contrast, just five years earlier, only one in every 70 cars bought was an electric vehicle. In India, EV sales hit 1.17 million units in FY2023 which reflects the adoption fervour. Consumer demand for EVs is at an all-time high, but the growth of this sector may mean unprecedented security challenges. Experts predict that the EV Chargers pose an unprecedented risk.

"EVSE [Electric Vehicle Supply Equipment] is supported by electronics, both for charging the vehicle and facilitating communications, so EVSE is susceptible to cyber security vulnerabilities and attacks. EVSE also ties together two critical sectors-transportation and energy (specifically, the grid)-that have never been connected electronically before. This creates the potential for attacks that could have significant impacts in terms of money, business disruptions and human safety."

Cyber attacks in India continue to grow

India faced a 290% increase in the number of attacks when compared to the previous period. We expect the sophistication of such cyberattacks to grow significantly. With an overall deterioration of security in this cyberspace, the 290% growth in cyberattacks only seems trivial when compared to the growing and a looming threat India is yet to face.

India needs a safe internet that can be used by all sections of society, irrespective of age. The Digital India Bill seeks to modernise outdated laws, promote digital inclusivity, and ensure a secure online experience for India's rapidly growing internet user base.

The technology intensity of our economy is proliferating, and the innovation ecosystem is growing. But the law that regulates this sector is 22 years old.

Artificial intelligence is rapidly becoming a key component of cybersecurity. AI is the most disruptive technologies of our time. AI can be used to automate tasks, identify threats, and respond to incidents more quickly and effectively than humans can.

Cyberattacks are on the rise across sectors and the attacks have become more sophisticated. Recently, healthcare organizations have increasingly being targeted.

AI is still a relatively new technology in cybersecurity, but it has the potential to revolutionize the field. By automating tasks and improving threat detection and response, AI can help organizations to protect themselves from increasingly sophisticated attacks.

AI can analyze vast amounts of data and identify patterns, anomalies, and indicators of potential cyber threats. Machine learning algorithms can continuously learn from new data and adapt their detection capabilities, enabling faster and more accurate identification of potential security breaches.

It's time for the Govt organizations to wake up that they are the custodians of public information. Security is their prime responsibility. A Legal Obligation for Government, Public Sector Organizations, and Corporates

Additionally, India is a favourable environment for cybercriminals given the combination of minimal public awareness of cybersecurity issues as well as vulnerabilities in India's cybersecurity infrastructure.

India's consumers, businesses, and policymakers are not well-versed in cybersecurity, which makes them easy targets for cybercriminals, especially when there are few cybersecurity mechanisms in place to safeguard internet users.

Going forward, AI has the potential to significantly reduce the cost of cybersecurity by automating tasks, improving accuracy, and providing insights.

However, it is important to note that AI is a complex technology and can be difficult to implement and manage. Organizations should carefully consider the benefits and challenges of AI before making a decision about whether to implement it.

The Top 30 Cybersecurity Companies In India

ACRONIS	IBM	SENTINELONE
BROADCOM	INFOBLOX	SNOWFLAKE
CHECK POINT	JUNIPER	SONICWALL
CISCO	KASPERSKY	SOPHOS
CROWDSTRIKE	KEYSIGHT	TENABLE
ETEK	MANDIANT	THALES
FIREEYE	MICROSOFT	TRELLIX
FORCEPOINT	NORTON	TREND MICRO
FORESCOUT	PALO ALTO	VARONIS
FORTINET	RSA	ZSCALER

*as per the survey report of VARINDIA



India's Data Center Market:
From Black Swan to Digital Transformation, Unprecedented Growth Unfolds

The data center market in India is experiencing unprecedented growth, fueled by the increasing digitization of businesses, surging data consumption, and the widespread adoption of cloud services. As India's economy rapidly transforms into a digitally-driven landscape, the demand for robust and reliable data center infrastructure has become more critical than ever before.

The Current Landscape of India's Data Center Market

Amidst the surge in data consumption, rapid adoption of cloud technology, and an unprecedented surge in technological needs, Indian corporations are making significant investments to propel themselves forward. These investments are aimed at addressing the staggering demand for data center services, which is projected to require a development of approximately 6 million square feet over the next three years. This remarkable growth showcases the criticality of robust data center infrastructure in today's landscape.

Several Indian businesses have embarked on digital transformation initiatives, increasing demand for data and internet bandwidth across the country. These developments are driven by the growth of social media, the proliferation of smart devices, the localization of data, the rising popularity of cloud services, and the efforts of these businesses.

India has seen a dramatic increase in the use of digital payments, IoT, and smart gadgets across India. Due to the country's technologically sophisticated young, data centers will be in high demand as the country's increasing reliance on digital gadgets generates enormous amounts of data. There are sectors such as finance, education, and retail were mandated to embark on their digital transformation journeys, further fueling the momentum. In this dynamic landscape, the importance of resilient data center infrastructure has become more evident than ever before. As Indian businesses embrace digitalization and strive to meet the evolving needs of a tech-savvy population, the reliance on robust data center services has become paramount. The ability to securely store, process, and manage vast amounts of data has become a linchpin in driving growth and ensuring competitiveness in today's digital era. To support this growing demand, businesses are focusing on expanding their data center capabilities, investing in state-of-the-art facilities, and leveraging cutting-edge technologies. These advancements enable them to effectively handle the increasing data loads, accelerate application performance, and provide seamless digital experiences to their customers.

Additionally, the government's commitment to fostering a digital-first economy has gained considerable momentum. The emphasis on digital transformation and data localization has become a key pillar of their strategy. By mandating the digitization of crucial sectors, the government aims to drive efficiency, enhance transparency, and secure sensitive data within the nation's borders.

As a result of these initiatives, the data center market in India is experiencing a significant boost. Major players in the industry are expanding their operations, constructing advanced data center facilities, and establishing strategic partnerships to meet the evolving needs of businesses across various sectors. This heightened focus on data center infrastructure development reflects the nation's determination to harness the full potential of technology and create a thriving digital ecosystem.

the Indian data center market will see a five-fold growth in the next two years which, coupled with the Centre's decision of granting infrastructure status to datacenters will encourage the proliferation of datacenters throughout the country

Market Size and Growth Potential

The data center market in India is experiencing rapid growth, with the value expected to reach USD 10.09 billion by 2027, exhibiting a compound annual growth rate (CAGR) of 15.07% during the period 2022-2027. The rising data consumption, cloud adoption, and the proliferation of digital services are key factors contributing to this growth. The Indian market for constructing data centers is projected to grow from $1.52 billion in 2022 to $3.46 billion by 2028, exhibiting a compound annual growth rate (CAGR) of 14.76%.

Data center infrastructure has become a critical requirement for delivering internet services. These data centers are primarily concentrated in major metropolitan areas such as Mumbai, Chennai, Hyderabad, Bangalore, and Delhi. And have attracted significant investments in developing large-scale data center campuses. With the launch of 5G technology in India, there will be a significant increase in data generation within servers.

This surge in data necessitates the establishment of edge centers across the country to process and handle data at a faster pace. The demand for edge computing is primarily driven by the growing use of

consumer mobile devices, especially the proliferation of sensors as part of the Internet of Things (IoT) ecosystem.

While major metropolitan cities like Mumbai, Delhi, and Bangalore continue to serve as the primary data center hubs in India, there is a growing trend of establishing data centers in tier-2 cities to cater to regional demand. Cities such as Chennai, Hyderabad, and Pune are emerging as significant data center locations due to factors such as favorable infrastructure, cost advantages, and geographical benefits.

Major Players in India's Data Center Market

In 2022, the India data center construction market saw the presence of prominent players such as AWS, AdaniConneX, Ascendas India Trust, Equinix, EverYondr, Princeton Digital Group (PDG), BAM Digital Realty, Microsoft, Google, NTT, and SpaceDC. These companies played a significant role in shaping the market landscape.

AdaniConneX: AdaniConneX emerged as a leader in terms of investment in the India data center construction market. They made substantial investments in multiple projects across the country, solidifying their position as a major player in the industry.

The market's competitiveness has led many operators to invest in new facilities and expand their existing ones. This surge in customer demand has created a highly competitive environment in the region. New entrants are also entering the market, investing in the construction of core and shell properties throughout the country. These new facilities are expected to be fully operational within the next two to three years after the initial construction phase.

Tata Communications: Tata Communications, a leading global telecommunications provider, operates a network of data centers in India. With state-of-the-art facilities and a comprehensive suite of data center services, Tata Communications caters to the evolving needs of enterprises, cloud service providers, and digital businesses.

Sify Technologies: Sify Technologies is a prominent player in India's data center market, offering a wide range of colocation, cloud, and managed services. With strategically located data centers across the country, Sify Technologies serves diverse industries, including banking and finance, e-commerce, healthcare, and government sectors.

NTT Data: NTT DATA – a part of NTT Group is a leading provider of data center and cloud services in India. With a robust portfolio of solutions, including colocation, managed hosting, and cloud infrastructure. It help clients transform through consulting, industry solutions, business process services, IT modernization and managed services.

CtrlS Datacenters: CtrlS Datacenters is a pioneering player in India's data center market, offering highly resilient and energy-efficient facilities. With a focus on delivering mission-critical infrastructure, CtrlS Datacenters serves industries such as banking and finance, e-commerce, IT and IT-enabled services, and telecommunications.

ESDS: ESDS began its operations from Nashik (India) in 2005. It offers to diversified industries that include government ministries & companies and corporate entities across sectors such as BFSI, manufacturing, IT and ITES, telecom, real estate, pharmaceuticals, retail and education. First company in India to introduce cloud computing, through the introduction of our in-house developed eNlight Cloud. It offers wide range of products include IaaS, SaaS and Managed Services.

India's growing digital economy (digital payments, Various Govt's Initiates & schemes), appropriate Govt policies for DC growth, push on robust communication, transport infrastructure, power sector reforms & impetus on sustainable energy along with creating additional cable landing infrastructures along its cost line and availability of Industry relevant Technical manpower, all are contributing to India's story to become a prominent DC player

STT GDC India: STT GDC India, a subsidiary of ST Telemedia Global Data Centres, operates a network of state-of-the-art data centers across major cities in India. With a strong commitment to sustainability and customer-centric solutions, STT GDC India caters to the evolving needs of enterprises and cloud service providers.

Yotta Infrastructure: Yotta Infrastructure Powered by the Hiranandani Group, it designs, builds and operates infinitely scalable Data Center Parks. It's 50+ Acres of Data Center Parks offers 11 Data Center buildings with options ranging from a single rack to an entire building, or even your own customised DC, supported with a wide range of managed services.

Web Werks: The Web Werks – Iron Mountain Data Centers (IMDC) is India's leading Data Center to have made it to the Asia's top DC list and ranked with-in top 5 in Cloudscene's H1, 2019 Data Center Ecosystem Leaderboard. Web Werks have built a 'neutral' carrier, content and cloud interconnect ecosystem with 8 Telcos and over 160+ Internet Service Provider (ISP) networks and Multiple Internet Exchanges available at its facilities.

Future of Data Center are the Hyperscalers

Hyperscale data centers are a critical part of the cloud computing infrastructure. They are helping to make cloud computing more accessible and affordable for businesses and individuals around the world.

Hyperscalers will remain at the forefront of adopting and developing advanced technologies to optimize data center operations. This includes advancements in areas such as artificial intelligence, machine learning, virtualization, software-defined infrastructure, and automation. These technologies enable hyperscalers to enhance efficiency, scalability, and resource utilization within their data centers.

Hyperscalers are expanding their presence in edge computing by establishing edge data centers closer to end-users. Edge computing allows for faster data processing, reduced latency, and improved performance for latency-sensitive applications. Hyperscalers will leverage edge data centers to support emerging technologies like 5G, IoT, autonomous vehicles, and augmented reality.



Government Push

CRISIL, a prominent rating agency, has made a noteworthy prediction for India's data center industry. By 2025, the country's data center capacity is expected to double, reaching an impressive range of 1,700 to 1,800 MW. To put this into perspective, the current capacity stands at approximately 870 MW. The director of CRISIL further adds that between 2023 and 2025, India is projected to witness the addition of an impressive 890 to 900 MW of capacity.

Simultaneously, the Indian government is actively bolstering its digital initiatives to create an enabling environment for data center services. A crucial objective in this endeavor is data localization, which aims to ensure that 75% of data remains within the country's borders, enhancing data security and sovereignty.

Recognizing the immense potential of the data center industry, the Ministry of Electronics and Information Technology (MEITY) devised a comprehensive strategy in 2020. This strategic move elevated data centers to a higher "infrastructure status," aligning them with essential sectors such as roadways, railways, and electricity. By doing so, the government aims to streamline the approval process for data center services, as establishing a data center in the nation previously required navigating through numerous approval stages, often as many as 40.

Furthermore, the Ministry of Economy, Industry, Trade, and Energy has made a significant announcement, granting Special Economic Zone (SEZ) designation to cloud data centers. This designation brings additional benefits, including the provision of free land, water, and power. These measures aim to facilitate and expedite the setup process for businesses venturing into the data center space, reducing unnecessary hurdles and administrative complexities.

In addition to these initiatives, data center services in India may also enjoy advantageous incentives in select states. Maharashtra, Karnataka, and Uttar Pradesh, for instance, offer tax breaks, energy subsidies, and discounts on land costs. These incentives not only attract investments but also contribute to the overall growth and development of the data center market in India.

Through a combination of forward-thinking policies, strategic initiatives, and favorable incentives, India is poised to strengthen its position in the data center industry, offering a thriving ecosystem for businesses to thrive and cater to the growing demands of the digital age.

Data center growth in Tier-II and III cities

The growth of data centers in Tier II and Tier III cities historically was slow compared to metro cities. At that time, data centers needed a consistent power source, which was a problem that existed, besides having other obstacles like the availability of fiber optic cables, favourable land areas, and proximity to consumer locations. But this will soon change with many Tier II and Tier III cities gearing up to witness the next wave of growth as more Edge data centers will be built in these locations to cater to the last-mile needs, thereby bridging the digital divide. There has also been interest from state governments, encouraging data center companies to set up edge data centers in numerous smaller cities.

Future Outlook and Challenges

Data Localization and Security The Indian government's emphasis on data localization and ensuring data security presents both opportunities and challenges for the data center industry. As data sovereignty becomes a priority, data center operators must comply with stringent regulations and adopt robust security measures to protect sensitive data.

Infrastructure Development and Power Requirements The exponential growth of the data center market in India necessitates a focus on infrastructure development, including the availability of adequate land, electricity, and connectivity. Addressing these infrastructure limitations is crucial to meet the increasing demand for data center services.

Environmental Sustainability As the data center industry expands, concerns about its environmental impact are growing. Energy management and renewable energy adoption are crucial aspects that data center operators need to address to ensure sustainability and reduce carbon footprints.

India's data centre industry is set to witness continued growth, with a strong pre-commitment pipeline expected to result in a supply addition taking the industry's capacity to 1,400 MW by the end of 2025. The rising use of digital technology, the migration of IT infrastructure to third-party providers, and the growing usage of data from new and existing channels will result in the addition of 678 MW to the digital transformation industry between 2023 and 2025. This expansion is expected to drive a demand for 9.1 million sq ft of real estate space, requiring a total investment of $4.8 billion in both the data centre infrastructure and real estate of the data centre sector, showed a JLL India study. India's data centre industry is set to witness continued growth, with a strong pre-commitment pipeline expected to result in a supply addition taking the industry's capacity to 1,400 MW by the end of 2025.

Conclusion

India's data center market is witnessing unparalleled growth, driven by the country's digital transformation journey and increasing data consumption. With key players such as Tata Communications, Sify Technologies, Netmagic Solutions, CtrlS Datacenters, and STT GDC India leading the way, the industry is poised for significant expansion. However, addressing infrastructure limitations, ensuring data security, and adopting sustainable practices are critical challenges that need to be overcome. By leveraging emerging technologies, fostering innovation, and embracing environmental sustainability, India can position itself as a global powerhouse in the data center market.

Prominent Data Center Investors	Prominent Support Infrastructure	Prominent Construction Contractors
➢ Nxtra by Airtel ➢ Amazon Web Services (AWS) ➢ CapitaLand ➢ Colt Data Centre Services ➢ CtrlS ➢ BAM Digital Realty ➢ Equinix ➢ NTT Global Data Centers ➢ Pi Datacenters ➢ Reliance Jio Infocomm ➢ ST Telemedia Global Data Centres ➢ Sify Technologies ➢ Web Werks ➢ Yotta Infrastructure Solutions	➢ ABB ➢ Blue Box (Swegon) ➢ Caterpillar ➢ Climaveneta Climate Technologies (Mitsubishi Electric) ➢ Cummins ➢ Delta Electronics ➢ Eaton ➢ Kirloskar Oil Engines (KOEL) ➢ Legrand ➢ NetRack Enclosures ➢ Panduit ➢ Riello Elettronica ➢ Rittal ➢ Rolls-Royce ➢ Schneider Electric ➢ Siemens ➢ STULZ ➢ Vertiv	➢ AECOM ➢ Ahluwalia Contracts (India) Ltd.DEC Infra ➢ DSCO Group ➢ Emerge Engineering ➢ Larsen & Toubro (L&T) ➢ Prasa ➢ Listenlights ➢ Sterling and Wilson (Shapoorji Pallonji Group) ➢ Turner & Townsend ➢ Tata Projects ➢ Vastunidhi

Navigating the Dynamics of India's E-commerce Landscape:

Trends, Challenges and Future Outlook



As the curtains closed on 2022, the Indian e-commerce landscape experienced a mix of anticipation, growth, and notable developments. While the sector continued to expand, it did so at a more measured pace compared to previous years, with Tier 2 and Tier 3 cities taking the lead in driving this growth. With estimates projecting India's e-commerce market to surpass the US and become the second-largest in the world by 2034, it is crucial to stay abreast of the latest trends shaping this dynamic industry. In this article, we delve into the key trends, challenges, and the way forward for e-commerce in India.

The impact of the e-commerce industry on micro, small, and medium enterprises (MSMEs) in India has been significant. It has provided these enterprises with access to financing, technology, and training, which has positively influenced their growth and development. Furthermore, the growth of the e-commerce industry has had a cascading effect on other sectors as well.

The Indian e-commerce industry has experienced a steady upward trajectory and is poised to become the second-largest e-commerce market globally by 2034, surpassing the United States. This remarkable growth is driven by various factors, including technological innovations such as digital payments, hyper-local logistics, analytics-driven customer engagement, and digital advertisements. These advancements have revolutionized the way businesses operate and interact with their customers, fuelling the expansion of the e-commerce sector.

To further support the growth of the e-commerce industry, India is planning to introduce the Open Network for Digital Commerce (ONDC). This initiative aims to enhance the e-commerce ecosystem by enabling platforms to synchronize search results and display products and services from multiple platforms. This integration will not only benefit e-commerce platforms but also provide a significant boost to MSMEs, fostering their growth and contributing to the overall development of India's e-commerce landscape.

Market Size

India's consumer digital economy is projected to witness remarkable growth, reaching a staggering market value of US$ 1 trillion by 2030. This substantial increase is a result of the widespread embrace of online services, including e-commerce and edtech, throughout the country. Renowned financial firm Grant Thornton anticipates that the e-commerce sector alone will be valued at an impressive US$ 188 billion by 2025. Moreover, the online grocery market in India is predicted to experience extraordinary growth, surging from US$ 3.95 billion in FY21 to an estimated US$ 26.93 billion by 2027. This remarkable expansion corresponds to an impressive compound annual growth rate (CAGR) of 33%.

The B2C e-commerce market in India is poised for substantial growth, with an anticipated annual increase of 10.75%. By 2023, it is projected to reach an impressive market value of US$107.3 billion. This positive trajectory indicates an attractive long-term growth story for the B2C e-commerce industry in India.

Over the forecast period from 2023 to 2027, the B2C e-commerce sector is expected to maintain steady growth, recording a commendable compound annual growth rate (CAGR) of 8.68%. The country's B2C e-commerce Gross Merchandise Value (GMV) is predicted to surge from US$96.9 billion in 2022 to an estimated US$149.7 billion by 2027.

The Indian B2C e-commerce industry is set to experience rapid expansion over the next five years. With the increasing digitalization, millions of new consumers are now accessing online sales channels to fulfill their everyday shopping needs. This has led to intensified competition among market players, as they strive to acquire customers and gain a larger market share.

In the fourth quarter of 2022, key players such as Flipkart, Amazon, and Meesho made significant investments in their supply chain infrastructure. This strategic move was aimed at efficiently managing the surge in order volume during the festive season at year-end.

While the market is growing at a notable pace, B2C e-commerce firms in India are also facing increased losses. This can be attributed to higher expenditure on customer acquisition costs, which encompass marketing expenses and discounts. For instance, Flipkart reported a loss of INR 43.99 billion in FY 2022, compared to INR 29.07 billion in FY 2021. Conversely, Amazon managed to narrow down its losses to INR 36.49 billion in FY 2022. As part of their cost-saving measures, both of these prominent e-commerce giants are streamlining their operations by discontinuing certain segments, including the food delivery business.

Key Trends in E-commerce in 2022:

Rise of Lightning-fast Deliveries through Qcommerce:

In 2022, the e-commerce landscape witnessed the emergence of hyper-local and lightning-fast delivery services, powered by players such as Blinkit, Zepto, and Swiggy Instamart. These up-and-coming platforms gained market share, customer loyalty, brand investments, and funding. Meanwhile, established players like Flipkart, Dunzo, and BigBasket focused on scaling down and competing on speed. Redseer predicts a remarkable 10-15x growth in the next five years for this segment. However, success will depend on solid funding backing and the ability to build robust business fundamentals.

In 2022, firms in the quick commerce sector experienced diverse outcomes. New players like Fraazo closed their operations, while established giants like Flipkart and Amazon ceased their food delivery services to cut costs. However, well-funded firms such as Zepto, Instamart, and Dunzo achieved strong growth.

Instamart, Swiggy's grocery delivery service, witnessed an impressive 16x growth from June 2021 to June 2022. It continued to expand throughout H2 2022, primarily driven by consumers in Tier I

cities. In 2023, Instamart plans to extend its operations to Tier II cities, capitalizing on the increasing demand for food and grocery delivery in these areas.

Dunzo, another prominent player, prioritizes profitability and already has more than 15% of its oldest stores turning profitable. The company will focus on innovative solutions to reduce inefficiencies and optimize supply chains. Its quick commerce service, Dunzo Daily, contributed 70% of total revenues and achieved remarkable 25x growth.

Looking ahead in the short to medium term, these firms are expected to introduce services for new product categories. As consumers embrace a wider range of offerings in the quick commerce space, significant growth in order volumes is anticipated over the next three to four years.

Escalating Cost of Acquisition across Digital Channels:

The rapid growth of e-commerce and the proliferation of digital-first brands have led to increased competition and clutter in every category. Consequently, the cost of acquiring new customers through digital channels has surged. Simultaneously, retaining existing customers has become more challenging. To navigate these economic pressures and prioritize profitability, brands are exploring diverse growth avenues across multiple platforms, seeking the optimal mix that yields the best results.

Voice-based Search and Vernacular Languages:

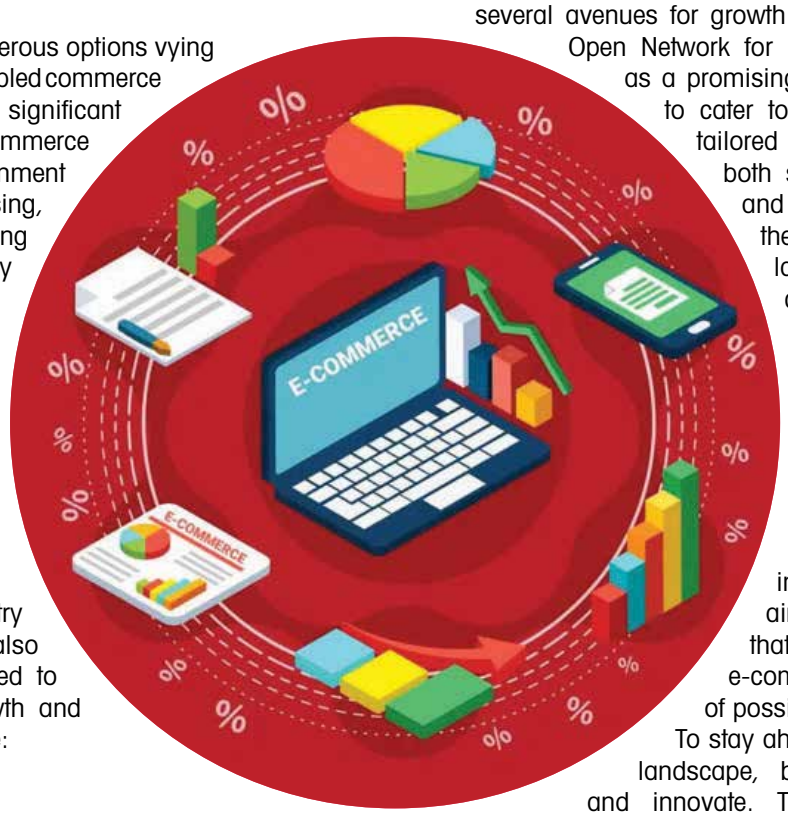
As India witnesses a surge in online shopping, the search bar, a vital component of the online ordering process, is undergoing a revolution. To cater to millions of consumers who prefer using e-commerce and direct-to-consumer platforms, advancements in technology have introduced voice-based search options. Additionally, recognizing that a significant portion of the population is more comfortable with vernacular languages than English, platforms are integrating various regional languages to enhance the user experience.

Omnichannel Marketing:

In the digitally advanced world, brands are no longer limited to selling their products through a single channel. Both businesses and consumers now rely on a range of channels, including social media, videos, email, text messages, and advertisements, to meet their e-commerce demands. Offline brands are increasingly leveraging online channels to expand their reach and enhance customer acquisition, retention, and satisfaction. Omnichannel marketing empowers consumers to discover new businesses across various platforms, offering them a plethora of choices.

Visual Commerce:

In a saturated market with numerous options vying for consumers' attention, video-enabled commerce and live streaming have gained significant popularity. Live streaming commerce combines the thrill of entertainment with seamless purchasing, revolutionizing the online shopping experience. Augmented Reality (AR) technology has also opened doors for immersive e-commerce experiences, enabling product visualization, virtual try-on, and in-person simulations. As a result, shoppers are more inclined to make purchases.



Challenges for E-commerce in 2022:

While the e-commerce industry in India continues to thrive, it also faces several challenges that need to be addressed for sustained growth and success. These challenges include:

Data and Cybersecurity:

One of the foremost concerns in the e-commerce landscape is ensuring data and cybersecurity. With the exchange of large amounts of sensitive customer information, including personal details and financial data, e-commerce platforms must prioritize robust security measures. Any security lapse or data breach can have severe consequences, not only jeopardizing customer trust but also leading to financial losses and reputational damage for businesses.

Converting Shoppers into Paying Customers:

Converting website visitors into paying customers remains a significant hurdle for e-commerce businesses. Despite attracting high traffic, clicks, and impressions, many platforms struggle to achieve satisfactory conversion rates. The key lies in understanding consumer behavior, improving user experience, and implementing effective conversion optimization strategies. From streamlining the checkout process to offering personalized recommendations, businesses need to continuously fine-tune their strategies to improve conversion rates.

Cross-border E-commerce:

Expanding beyond domestic borders and catering to international customers presents unique challenges. Communication barriers, including language differences, can hinder effective engagement with customers outside the native market. Moreover, factors such as varying pricing, tax regulations, and shipping complexities pose additional obstacles to cross-border e-commerce. Overcoming these challenges requires investing in localization efforts, providing multilingual support, and streamlining international logistics.

Customer Support:

With the exponential growth of the e-commerce industry, customer support has become paramount. While chatbots have automated certain aspects of customer service, customers often seek personalized and empathetic interactions. Overreliance on chatbots or automated responses can leave customers feeling dissatisfied or unheard. E-commerce platforms need to strike a balance between automation and human touch, ensuring prompt and effective customer support to address queries, concerns, and issues.

Supply Chain Disruptions:

The e-commerce landscape is highly reliant on efficient supply chains to deliver products to customers in a timely manner. However, disruptions in supply chain operations can occur due to various factors, such as transportation delays, inventory management challenges, or unforeseen events like natural disasters or pandemics. To mitigate these risks, businesses must focus on building agile supply chains, leveraging data analytics and predictive technologies, diversifying suppliers, and maintaining effective communication with customers.

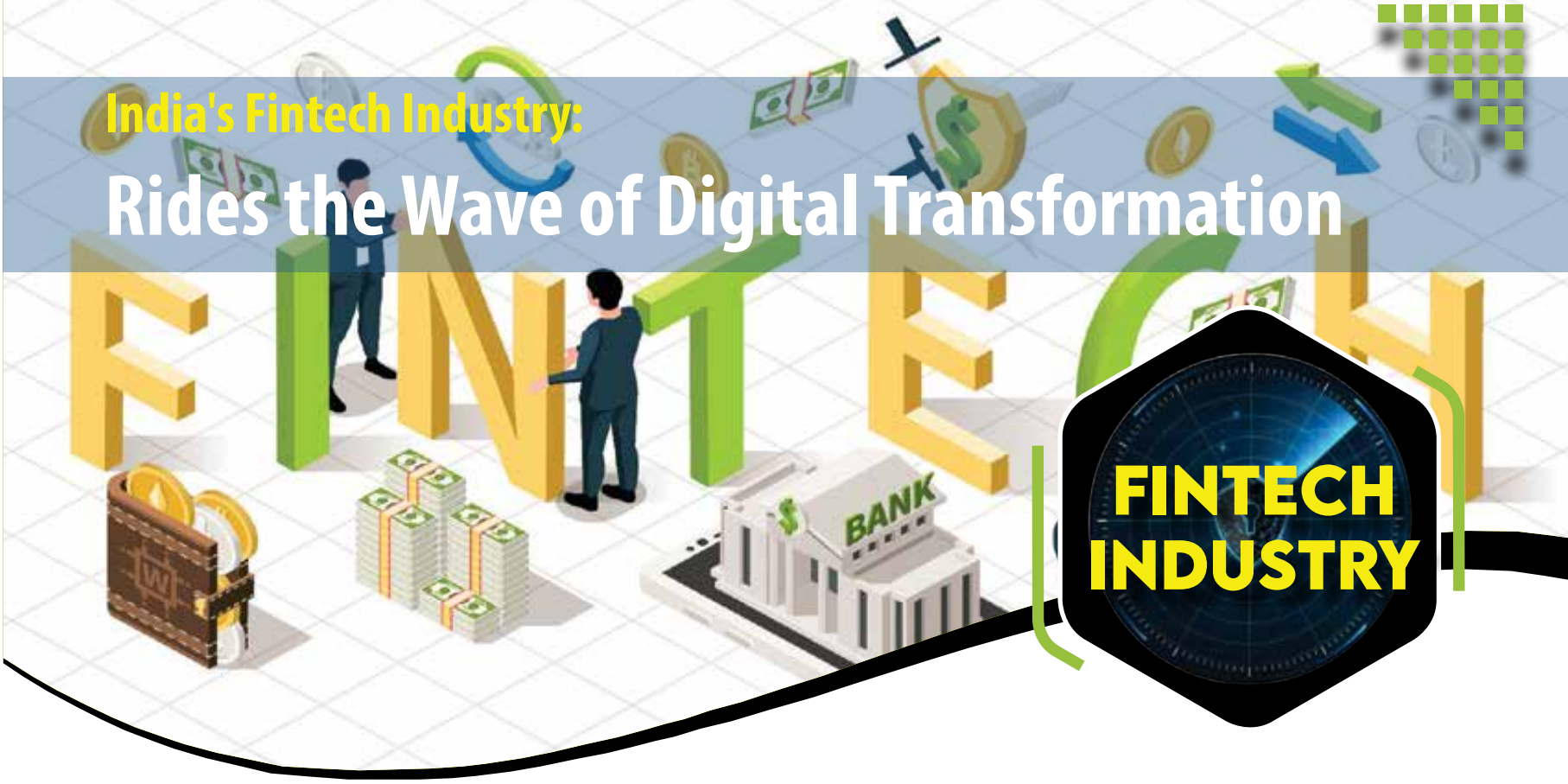
The Way Forward:

As the Indian e-commerce industry continues to evolve, there are several avenues for growth and innovation. In this context, the Open Network for Digital Commerce (ONDC) emerges as a promising development. Specifically designed to cater to Indian consumers, ONDC offers a tailored shopping experience by connecting both small and large sellers with buyers and platforms. This disruptive force has the potential to reshape the e-commerce landscape in India, attracting a wider consumer base and fostering healthy competition among market players.

Open Network for Digital Commerce (ONDC), an organization established by the Indian Commerce Ministry, is set to revolutionize the e-commerce landscape in India. With trials already underway in 85 cities, ONDC is preparing for a nationwide rollout in 2023. This groundbreaking initiative aims to create an interoperable network that seamlessly connects various e-commerce platforms, unlocking a world of possibilities for consumers.

To stay ahead in the ever-evolving e-commerce landscape, businesses must continually adapt and innovate. This involves embracing emerging technologies, leveraging data-driven insights to personalize the customer experience, and prioritizing cybersecurity measures to safeguard customer trust. Additionally, fostering collaborations and partnerships, both within the industry and across sectors, can lead to synergistic growth opportunities.

India's Fintech Industry:
Rides the Wave of Digital Transformation



India's fintech industry has experienced remarkable growth in recent years, driven by a surge in digital payments, an expanding middle class, and the government's push for financial inclusion. As the number of fintech startups increases and funding soars, the Indian fintech landscape is evolving rapidly, offering a wide range of innovative solutions. In this article, we will delve into the current state of the Indian fintech industry, the key drivers behind its growth, the challenges it faces, and the promising segments within the industry. The Indian fintech industry is growing rapidly. The number of fintech startups in India has increased by more than 50% in the past year, and the total funding raised by fintech startups has increased by more than 100%. The value of digital payments in India is also growing rapidly, and the number of unique digital payment users is expected to reach 500 million by FY25. The top 5 fintech companies in India have a combined market share of 50%.

Market Size and Growth Potential:

The Indian fintech market is on a trajectory of significant expansion. It is projected to reach a value of $200 billion by 2030, growing at a compound annual growth rate (CAGR) of 22%. This impressive growth can be attributed to several factors, including the rising popularity of digital payments, the expanding middle class, and the government's focus on financial inclusion.

Digital payments have witnessed a remarkable surge in India. In 2022 alone, the value of digital payments amounted to $1.3 trillion and is predicted to reach $3.9 trillion by 2030. This surge can be attributed to the increased availability of smartphones, widespread internet usage, and the government's concerted efforts to promote cashless transactions.

The burgeoning middle class in India, expected to reach 500 million by 2030, is a significant driver of fintech growth. This expanding demographic creates a substantial consumer base seeking convenient, affordable, and user-friendly financial services.

Government initiatives promoting financial inclusion, such as the Pradhan Mantri Jan Dhan Yojana (PMJDY) and the Pradhan Mantri Mudra Yojana (PMMY), have successfully integrated millions of previously unbanked individuals into the formal financial system. These initiatives have played a pivotal role in propelling the growth of the Indian fintech market. India's financial services industry has witnessed significant growth in recent years, and this trend is expected to continue. The private wealth management industry in India has tremendous potential, with projections indicating that there will be 6.11 lakh HNWIs by 2025, making India the fourth largest private wealth market globally by 2028. The insurance market in India is also poised for substantial expansion, with an estimated value of US$ 250 billion by 2025. Additionally, India has the opportunity to generate US$ 78 billion in additional life insurance premiums between 2020 and 2030.

India's robust banking and insurance sectors have contributed to its status as one of the most dynamic global economies. The relaxation of foreign investment regulations has garnered positive responses from the insurance sector, resulting in many companies expressing their intentions to increase their stakes in joint ventures with Indian counterparts. In the near future, it is likely that there will be several joint venture agreements between global insurance giants and local players.

The growth of the financial services sector in India is anticipated to be substantial. The Association of Mutual Funds in India (AMFI) aims to achieve nearly a five-fold increase in Assets Under Management (AUM) to Rs. 95 lakh crore (US$ 1.47 trillion) and more than triple the growth in investor accounts to 130 million by 2025. India's fintech sector is expected to drive growth across various segments.

The mobile wallet industry in India is projected to grow at a Compound Annual Growth Rate (CAGR) of 150% and reach US$ 4.4 billion by 2022. Furthermore, mobile wallet transactions are estimated to reach Rs. 32 trillion (USD$ 492.6 billion) during the same period. According to Goldman Sachs, investors have been actively investing in India's stock market, which is on track to surpass the United Kingdom and become the world's fifth-largest stock market with a value exceeding US$ 5 trillion by 2024.

Leading Trends Shaping the Indian Fintech Market:

The Indian fintech industry is at an exciting crossroads, with several key trends shaping its future trajectory in the fiscal year FY23-24:

Digital lending: The adoption of digital lending is anticipated to surge, fueled by the increasing popularity of digital payments, the expanding middle class, and the government's financial inclusion initiatives. Digital lending provides convenient and accessible financial services to previously underserved segments of the population.

Open banking: Open banking is poised to gain traction in FY23-24, enabling fintech companies to access customer data from traditional banks. This will empower them to offer personalized and innovative financial products and services, further enhancing customer experiences.

Regtech: The growth of regtech, a new industry focused on developing technology to facilitate compliance with financial regulations, is driven by the mounting complexity of such regulations. Regtech solutions streamline compliance processes, ensuring adherence to regulatory requirements.

Artificial Intelligence (AI) and Machine Learning (ML):

Fintech companies are increasingly leveraging AI and ML to enhance their offerings. These technologies automate customer service, detect fraud, and personalize financial products, leading to improved efficiency and enhanced user experiences.

Key Segments within the Indian Fintech Industry:

The Indian fintech industry encompasses various segments, each exhibiting significant growth potential:

Blockchain technology: While still in its early stages of adoption, blockchain technology has the potential to revolutionize multiple financial services, including payments, lending, and insurance. Its distributed ledger system offers secure and transparent transaction records.

Digital payments: With a projected value of $3.9 trillion by 2030, digital payments in India are poised for tremendous growth. The availability of smartphones, increased internet penetration, and the government's cashless agenda are driving this upward trajectory.

Neo banking: Neo banks are digital-only banks that provide a range of financial services such as savings accounts, loans, and credit cards. Their lower operational costs enable them to offer more convenient and cost-effective services compared to traditional banks.

Insuretech: Insuretech leverages technology to enhance the insurance sector by simplifying processes, improving accessibility, and developing innovative insurance products. It includes services such as online policy comparisons, easy purchase processes, and digitized claims management.

Wealthtech is a new industry that is using technology to improve the way people manage their money. Wealthtech companies are using technology to make it easier for people to invest, save, and plan for retirement. Wealthtech is also using technology to develop new financial products and services, such as robo-advisors and digital asset management platforms.

The wealthtech industry in India is growing rapidly. The value of the Indian wealthtech market is expected to reach $63 billion by FY25. This growth is being driven by a number of factors, including the increasing number of wealthy individuals in India, the growing middle class, and the government's focus on financial inclusion.

The Indian wealthtech industry is highly competitive. There are a large number of wealthtech companies operating in India, and the market is constantly evolving. Some of the leading wealthtech companies in India include Groww, Kuvera, and IndWealth.

The Indian wealthtech industry is poised for significant growth in the coming years. The factors driving this growth are likely to continue, and the market is likely to become even more competitive.

This is an exciting time for the Indian wealthtech industry, and there are many opportunities for growth.

Here are some of the key trends that are expected to shape the Indian wealthtech market in FY23-24:

- **The growth of robo-advisors:** Robo-advisors are automated investment platforms that use algorithms to create and manage investment portfolios. Robo-advisors are becoming increasingly popular in India because they are affordable, convenient, and easy to use.
- **The growth of digital asset management platforms:** Digital asset management platforms are platforms that allow people to buy, sell, and store digital assets, such as cryptocurrencies and non-fungible tokens (NFTs). Digital asset management platforms are becoming increasingly popular in India as the demand for digital assets grows.
- **The growth of financial planning tools:** Financial planning tools are software programs that help people to create and manage their financial plans. Financial planning tools are becoming increasingly popular in India as people become more aware of the importance of financial planning.

The Indian wealthtech industry is a dynamic and rapidly growing market. There are many opportunities for growth in the Indian wealthtech industry, and the industry is expected to continue to grow in the coming years.

Challenges on the Horizon:

While the Indian fintech industry is positioned for significant growth, it faces a few challenges that need to be addressed:

Regulatory challenges: The government is in the process of formulating regulations for the fintech sector, which can create uncertainty for companies and hinder innovation. Establishing clear regulatory frameworks will be essential to fostering growth and stability.

Security challenges: As fintech companies become increasingly attractive targets for hackers, ensuring robust cybersecurity measures is crucial. Data breaches and financial losses can undermine customer trust and impede the industry's progress.

Competition challenges: With the rising number of players in the fintech market, competition is intensifying. Companies need to differentiate themselves through unique value propositions and focus on customer acquisition and retention strategies.

Despite these challenges, the Indian fintech industry is poised for significant growth in the coming years. The factors driving this growth are likely to continue, and the market is likely to become even more competitive. This is an exciting time for the Indian fintech industry, and there are many opportunities for growth.

Conclusion:

The Indian fintech industry has witnessed remarkable growth, driven by factors such as digital payments, an expanding middle class, and government initiatives promoting financial inclusion. The industry is poised for continued expansion, with trends like digital lending, open banking, regtech, and AI/ML playing pivotal roles. Within the fintech ecosystem, segments such as blockchain technology, digital payments, neo banking, and insuretech offer tremendous growth potential. While regulatory, security, and competition challenges persist, the overall outlook for the Indian fintech industry remains highly promising. As the industry evolves, it will continue to revolutionize financial services and create new opportunities for innovation, growth, and financial inclusion in India's dynamic economy.

TOP 30 FINTECH COMPANIES IN INDIA

bankbazaar.com, BharatPe, BillDesk, Capital Float, chargebee
cleartax, CRED, FREECHARGE, Fyp, Groww
i-Money Pay, InCred finance, IND money, instamojo, JUSPAY
KODO, LENDINGKART Simplifying MSME Finance, MobiKwik, MONEYTAP, mswipe
Oxyzo, Paytm, PayU, PhonePe, pine labs
Razorpay, upstox, ZERODHA, zest, zeta



Indian IT Hardware Market Booms:

Robust Growth, Digital Transformation, and Government Initiatives Drive Success

The Indian IT hardware market has witnessed remarkable growth and transformation over the years, propelled by advancements in technology and the increasing demand for digital infrastructure. In the financial year 2022-23, the market continued to expand, driven by factors such as remote work and education, digital transformation initiatives, and government-led initiatives like Make in India and Atmanirbhar Bharat.

Market Size and Growth: The IT hardware market in India experienced robust growth in FY22-23. According to industry reports, the market size reached an estimated value of USD 25 billion, reflecting a growth rate of 10% compared to the previous fiscal year. The surge in demand for laptops, desktops, servers, networking equipment, storage devices, and peripherals contributed significantly to the market's expansion.

Remote Work and Education: The COVID-19 pandemic accelerated the adoption of remote work and online education, creating a surge in demand for IT hardware. Organizations and educational institutions swiftly embraced remote working and digital learning models, leading to an increased need for laptops, desktops, and other related equipment. As a result, many IT hardware companies experienced heightened demand for their products during this period.

Digital Transformation Initiatives: The Indian government's Digital India program and various digital transformation initiatives across industries have been instrumental in driving the growth of the IT hardware market. The adoption of cloud computing, big data analytics, artificial intelligence, and the Internet of Things (IoT) has necessitated investments in advanced IT infrastructure. Organizations have been focusing on upgrading their hardware capabilities to support these technological advancements, which has further fueled the demand for IT hardware solutions.

Government-led Initiatives: Government initiatives like Make in India and Atmanirbhar Bharat have played a crucial role in promoting domestic manufacturing and reducing dependency on imports. These initiatives have encouraged several IT hardware companies to establish or expand their manufacturing facilities in India. With incentives and support from the government, the domestic production of laptops, desktops, and other IT hardware components has witnessed a significant boost, leading to job creation and economic growth.

Key Players and Competition: The IT hardware market in India is highly competitive, with several domestic and international players vying for market share. Some prominent companies operating in the Indian IT hardware space include Dell, HP, Lenovo, Acer, Asus, Apple, Samsung, and Indian brands such as HCL, Wipro, and Micromax. These companies offer a wide range of products catering to different segments and price points.

PC Market

According to the latest data from the International Data Corporation (IDC) Worldwide Quarterly Personal Computing Device Tracker, the traditional PC market in India witnessed a modest year-over-year (YoY) growth of 0.3% in 2022, reaching a total of 14.9 million units. However, the market faced significant challenges in the fourth quarter of 2022 (Oct-Dec), experiencing a steep YoY decline of 28.5%.

Within the PC market, desktops continued to show positive growth, maintaining an upward trend. However, notebooks experienced a sharp YoY decline of 37.8% in the fourth quarter. The consumer segment was particularly affected by inflation and low sentiment, leading to a decline of 27.4%. Furthermore, delayed orders and inventory challenges impacted the enterprise segment, resulting in a significant decline of 42.6% YoY.

In terms of market segments, the government and education sectors emerged as the biggest gainers in 2022, growing YoY at 117.6% and 28.3%, respectively. However, the enterprise segment faced a decline of 5.9% YoY. Desktops showed strong growth, expanding by 32.3% YoY, while workstations grew by 24.7% YoY. Conversely, the notebook category, which accounted for the majority of PC volume, experienced a decline of 8.4% YoY due to softening demand across different segment groups.

The premium notebook segment, comprising devices priced above US$1,000, witnessed a decline of 7.9% YoY in the commercial segment. However, on the consumer side, premium notebooks and MacBooks continued to be popular, resulting in a growth of 14.6% YoY.

In terms of distribution channels, the online channel faced challenges, declining by 9.4% YoY in 2022, with a steeper YoY decline of 37.5% in the fourth quarter (4Q22).

These figures highlight the mixed performance of the traditional PC market in India during 2022, with desktops showing resilience while notebooks faced challenges, particularly in the consumer segment. The government and education sectors exhibited strong growth, but

enterprises experienced a decline. The market dynamics, including inflation, low sentiment, and inventory challenges, influenced the overall performance of the PC market in India.

Top 5 Vendors

HP: In 2022, HP Inc. dominated the market with a 30.2% share, driven by strong demand from global accounts and the government segment. Although HP's notebook sales declined by 10.7% YoY, its desktops and workstations experienced significant YoY gains.

Dell: Dell Technologies secured the second position with a 19.2% share, despite a decline of 18.5% YoY. The company performed well in the commercial segment with a 25.2% share, while its presence in the consumer segment dropped to 12.5%. Dell's strength remained in serving enterprises, benefiting from increased demand from global accounts and Indian IT/ITES majors.

Lenovo: Lenovo closely followed Dell in third place with an 18.9% share. The company witnessed a 3.1% YoY growth in 2022, experiencing positive momentum in both the consumer and commercial segments. Despite undergoing an inventory correction in 4Q22, Lenovo achieved a 14.1% YoY growth in the SMB segment, which has been a primary driver for the company.

Acer: Acer Group held the fourth position with a 9.9% share. Acer recorded a strong growth of 21% YoY in 2022, primarily fueled by robust demand for commercial desktops. In the commercial desktop segment, Acer ranked second after HP with a 26.7% share, enjoying a YoY growth of 45.7%.

ASUS: ASUS secured the fifth position with a 6.8% share in 2022. The company experienced significant growth in consumer notebooks, ranking third after HP and Lenovo, with a 15.6% share and a YoY growth rate of 20%. ASUS's focus on expanding its offline channels played a key role in its substantial gains.

Apple: Apple made a noteworthy entry into the top 5 vendors for 4Q22. The company consistently achieved strong numbers in recent quarters and managed to surpass ASUS to secure the fifth spot. While other vendors focused on inventory correction and experienced reduced shipments, Apple witnessed positive traction, growing by 10.9% YoY.

Printer Business

India's print market showed positive growth in the second quarter of 2022 (Apr-Jun), with shipments reaching 0.84 million units, reflecting a year-over-year (YoY) increase of 20.5%. However, from a quarter-over-quarter (QoQ) perspective, the market declined by 16.7%. The print market comprises inkjet printers, laser A3/A4 printers and copiers, serial dot matrix printers, and line printers.

The inkjet segment experienced YoY growth of 23.1% due to improved stock availability compared to the same period in the previous year. However, the segment witnessed a QoQ decline of 14.6% due to a temporary dip in demand from the consumer segment. Anticipating the festive period sale, market demand is expected to pick up in the third quarter of 2022, following decreased footfall in 2Q22 and summer vacations in schools and colleges.

The laser printers' segment, including copiers, recorded a YoY growth of 19.6%, despite the challenges faced by vendors in terms of availability of popular entry-level models. The laser copier segment performed even better with a YoY growth of 82.0%. Demand from the government and banking sectors continued to contribute to this growth in 2Q22, and the market witnessed a revival of demand from large enterprises, which had been stalled since the COVID-19 pandemic.

Color laser copier shipments exceeded pre-COVID levels, capturing a market share of 15.1%, the second-highest in history. The introduction of new color models and the government's increasing interest in color copiers supported this growth. In the laser printer segment, there was a gradual shift in market demand from 1-40 ppm to the 40+ ppm speed range. Vendors supplemented this shift with attractive schemes on high-speed printer-based color laser printers.

Overall, the print market in India showed positive growth in various segments, driven by factors such as improved stock availability, demand from the government and banking sectors, and the introduction of new color models.

Epson emerged as a dominant player in the inkjet printer market, securing a significant market share of 39.3% based on unit shipments. During the period under consideration, Epson shipped a total of 853,572 printers.

Epson's success can be attributed to its range of EcoTank printers, which leverage heat-free technology. This revolutionary approach allows the printers to consume less power compared to laser printers, resulting in cost savings and environmental benefits. Epson introduced the concept of InkTank printing to the world in 2011, with the launch of the world's first integrated Inktank system printers. In 2022, Epson EcoTank Printers completed 11 years in India. Over this period, Epson has sold more than 6 million EcoTank printers in India and a staggering 70 million printers worldwide.

HP Inc. (excluding Samsung) continued to dominate the overall Home and Office Printing (HCP) market, maintaining a leadership position with a substantial share of 43.8%. The company witnessed impressive year-over-year (YoY) shipment growth of 45.1%. The Inkjet segment played a significant role in this growth, with HP experiencing a remarkable YoY growth of 70.5%, allowing it to expand its market share to 37.3%. This growth can be attributed to the increased availability of HP's ink tank models.

In the Laser segment, including the copier segment, HP achieved a solid growth of 26.8%. Notably, HP's focus on the Laser copier segment resulted in a quarter-over-quarter (QoQ) growth of 5.3%, propelling the company to the third position. This growth was fueled by HP's intensified efforts in targeting small and medium-sized businesses (SMBs) and corporate accounts.

Canon demonstrated a year-over-year (YoY) growth of 9.9% in the overall Home and Office Printing (HCP) market, securing the third position with a unit market share of 20.6%. In the inkjet segment, Canon experienced a notable YoY growth of 13.4%, driven by the increased availability of its single-function models.

In the laser segment, including laser copiers, Canon maintained its second position with a solid market share of 22.0% and achieved a YoY growth of 5.1%. The company's remarkable growth of 82.3% YoY in the laser copier segment solidified its leadership position, capturing a significant market share of 35.9%. This growth was propelled by the introduction of new color models by Canon.

External storage

The India external storage market was valued at $2.2 billion in 2022. The market is expected to grow at a CAGR of 15% from 2022 to 2028, reaching a value of $4.7 billion by 2028. The global external storage market was valued at $35.5 billion in 2022. The market is expected to grow at a CAGR of 12.5% from 2022 to 2028, reaching a value of $75.1 billion by 2028.

The growth is being driven by the increasing adoption of cloud computing, big data, and artificial intelligence.

Cloud computing is one of the major drivers of growth in the external storage market in India. The increasing adoption of cloud-based applications and services is driving demand for external storage to store data that is not being used on a regular basis. Big data is another major driver of growth in the external storage market. The increasing amount of data being generated by businesses and individuals is driving demand for external storage to store and process this data.

Artificial intelligence is also a major driver of growth in the external storage market. The increasing use of AI in applications such as fraud detection, image recognition, and natural language processing is driving demand for external storage with high processing power and memory.

The top three external storage vendors in India are Dell, HPE, and NetApp. These vendors are well-positioned to benefit from the growth of the external storage market in India due to their strong product portfolios and their established relationships with businesses in India.

The external storage market in India is expected to continue to grow in the coming years. The growth of cloud computing, big data, and artificial intelligence will continue to drive demand for external storage in India. The top three external storage vendors in India are well-positioned to benefit from this growth.

Here are some of the key trends that are shaping the external storage market in India:

- The increasing adoption of cloud computing
- The growth of big data
- The rise of artificial intelligence
- The growing demand for high-performance external storage
- The increasing importance of security

Server Business

The India server market, valued at USD 1602.97 million in 2022, is projected to reach USD 2416.68 million by 2028, growing at a CAGR of 7.19%. This estimation encompasses both hardware and operating systems used across different regions and end-user sectors in the country.

The demand for servers has increased in sectors such as healthcare, BFSI, education, and hospitality due to technological advancements and the need to manage and store data effectively. The Indian government has also prioritized projects related to the establishment of data centers (servers) in various states. For instance, the UP-Data Center Policy FY2021 aimed at attracting an investment of INR 20,000 Crores (USD 2.5 Billion) to develop a 250MW data center industry.

Cloud computing is one of the major drivers of growth in the server market in India. The increasing adoption of cloud-based applications and services is driving demand for servers to host these applications. Big data is another major driver of growth in the server market. The increasing amount of data being generated by businesses and individuals is driving demand for servers to store and process this data.

Businesses are increasingly adopting technologies like cloud computing, virtualization, and big data to cater to their digital transformation journey. To be able to run multiple workloads from the edge to the core to the cloud, they need to deploy advanced servers which can optimize AI/ML and IoT processes for them seamlessly. It is driving demand for servers with high processing power and memory.

The top three server vendors in India are Dell, HPE and IBM. These vendors are well-positioned to benefit from the growth of the server market in India due to their strong product portfolios and their established relationships with businesses in India.

Dell Technologies emerged as the leader in India's x86 mainstream server market in 2022, according to IDC. The growth of Dell Technologies in India highlights the country's importance as a key market, driven by businesses embracing a digital-first approach. Maintaining its No.1 position for the seventh consecutive quarter, Dell Technologies achieved the highest recorded revenue share of 48.6% since 2003 in the mainstream server segment.

The other prominent players in this space include Cisco Systems India, Lenovo (India) and Acer India.

Future Prospects and Challenges

Looking ahead, the IT hardware market in India is expected to continue its growth trajectory in the coming years. Factors such as increasing internet penetration, government initiatives, rising digital literacy, and the ongoing digital transformation across sectors will be the key drivers of the market's expansion. The demand for laptops, tablets, and other portable devices is likely to remain strong as remote work and digital learning continue to be prevalent.

However, the industry also faces challenges. The global semiconductor shortage, which began in 2021, has affected the availability and pricing of IT hardware components, leading to supply chain disruptions. The industry needs to mitigate these challenges through proactive supply chain management and diversification of sourcing strategies.

Conclusion

The IT hardware market in India has witnessed substantial growth in FY22-23, driven by factors such as remote work and education, digital transformation initiatives, and government-led campaigns. The market is expected to continue expanding in the coming years, offering immense opportunities for the country and the technology companies. Overall, the IT hardware market in India is dynamic and competitive, with both domestic and international players vying for market share. The market is driven by technological advancements, digital transformation initiatives, and government support for domestic manufacturing.



IT Services:

India's Thriving IT Sector Drives Economic Growth and Innovation



India's IT and BPM sector has emerged as a major driver of economic growth, making substantial contributions to the country's GDP and public welfare. In the fiscal year 2022, the IT industry accounted for 7.4% of India's GDP, and its impact is projected to increase to 10% by 2025.

With the rapid advancement of digital technologies across various sectors, India is poised for the next phase of its IT revolution. The country is globally recognized for its large user base and affordable internet rates, providing access to 760 million people.

The focus now lies on generating significant economic value and empowering citizens through robust digital infrastructure and enhanced digital access facilitated by the Digital India Programme. India stands out as one of the fastest adopters of digital technologies, a feat achieved through a combination of government initiatives, commercial innovations, investments, and the proliferation of digital applications that are transforming diverse activities and forms of work, ultimately improving the everyday lives of its citizens.

In recognition of its progress, India climbed six spots to secure the 40th position in the 2022 edition of the Global Innovation Index (GII). This improved ranking reflects the country's commitment to fostering innovation and harnessing the power of technology for growth and development.

Market size

The Indian IT industry witnessed significant growth in FY22, with revenues reaching US$227 billion, marking a YoY growth of 15.5%, according to the National Association of Software and Service Companies (Nasscom).

In line with this upward trajectory, the Indian software product industry is projected to achieve a milestone of US$100 billion by 2025. To expand their global presence and bolster their global delivery centers, Indian companies are actively investing in international markets.

The data annotation market in India, valued at US$250 million in FY20, is expected to experience substantial growth due to the rising demand for artificial intelligence (AI) within the country. With an accelerated domestic demand for AI, the market is predicted to reach US$7 billion by 2030.

In terms of exports, the Indian IT industry recorded US$149 billion in FY21, with IT services accounting for more than 51% of the total exports (including hardware). Additionally, both the BPM and engineering and R&D (ER&D) sectors, along with software products, contributed around 20.78% each to the total IT exports during FY21. The ER&D market itself is forecasted to expand to US$42 billion by 2022.

Furthermore, the IT industry played a vital role in employment generation, hiring approximately 445,000 new employees in FY22, bringing the total employment in the sector to 5 million employees. This signifies the industry's capacity to contribute to job creation and provide opportunities for skilled professionals.

Major Players

Some of the major players in the Indian IT services market include Tata Consultancy Services (TCS), Infosys, Wipro, HCL Technologies, Cognizant, Tech Mahindra, Capgemini, IBM and Accenture.

The Indian IT services market in FY22-23 experienced significant growth, with companies like TCS and Infosys reporting strong revenue figures. TCS, for instance, recorded a remarkable 16.2% increase in revenue, reaching a total of US$ 26.7 billion. Similarly, Infosys witnessed a robust revenue growth of 19.7%, amounting to US$ 23.3 billion.

During this period, several major deals were struck within the Indian IT services market, showcasing the industry's prominence and global reach. TCS secured a substantial contract worth US$ 1.2 billion from the US Department of Defense, highlighting their ability to deliver high-quality services on a large scale. Infosys secured a significant contract worth US$ 1 billion from the UK government, further establishing their expertise in providing technology solutions to governments worldwide. Additionally, Wipro secured a notable contract worth US$ 750 million from the European Commission, underscoring their global presence and reputation. The company reported a revenue of approximately $9.2 billion for FY22-23, showcasing its consistent growth and commitment to delivering value-driven solutions.

Key Deals in the Previous Financial Year:

TCS: TCS secured a multi-year deal with Prudential Financial, a leading global financial services company, to provide IT services and help drive its digital transformation efforts.

Infosys: Infosys entered into a strategic partnership with Rolls-Royce, a renowned engineering company, to deliver engineering and

R&D services, further strengthening their long-standing collaboration.

Wipro: Wipro signed a significant deal with Metro AG, a leading international wholesale company, to provide IT infrastructure and cloud services, supporting Metro's digital transformation journey.

HCL Technologies: HCL Technologies announced a partnership with Google Cloud to accelerate the adoption of cloud technologies and provide advanced digital solutions to clients across various industries.

Tech Mahindra: Tech Mahindra secured a deal with AT&T, a global telecommunications company, to help modernize its network cloud and accelerate its 5G deployment.

These major deals serve as a testament to the increasing demand for IT services from both businesses and governments worldwide. As organizations and governments continue to embrace digital transformation, the Indian IT services market remains well-positioned for sustained growth. With its robust talent pool, technical expertise, and favorable business environment, India continues to be a preferred destination for organizations seeking reliable and innovative IT services. As we look to the future, the Indian IT services market is poised to thrive, driving technological advancements and delivering value to clients across the globe.

India an opportunity to become "office of the world" for corporations

The Indian IT sector is well-positioned to weather a recession, but it is not immune to the effects of a global economic downturn. The sector is highly competitive and has a strong track record of delivering high-quality services to global clients.

India's strong services exports have grown by 14% over the last two decades and stood at US$254.5b in 2021-22. A large part of services exports is from the Information Technology (IT) Services and Business Process Outsourcing (BPO) services with US$157b in 2021-22. This growth has been driven by both Indian headquartered and global IT companies.

Besides, other global corporations are leveraging Indian talent through their capability centers in India, which employ over 5 million people. highest quality and efficiency. All of these have converged to give India an opportunity to become a hub for technology and innovation, as corporations look to adopt technology at a global scale. As per the report of EY.

As one of the largest exporters of IT and BPO services globally, India stood at US$157b in the fiscal year 2021-22 comprising US$106b of IT services and US$51b of BPO services. Direct employment in the IT and BPO segment is estimated at 5.1m in FY 2021-2022 and indirect job creation is estimated at over 12m.

- The Indian workforce is expected to solve the most complex problems and manage digital front-to-back-end functions of global corporations. It will help India transform from a technology back-office to a hybrid workforce powering the digital fabric of the world's largest corporations. Structural tailwind around a large employable base will push India's case further towards becoming the global hub for technology talent.
- Potential to be the robotics and AI capital of the world with as many robots as engineers serving clients 24/7 in a hybrid workforce.
- In addition to "run the business" services, Indian and global IT services players will leverage India for higher value "change the business" services such as consulting, experience design, full stack digital engineering, product development and incubate and industrialize new business process management use cases and processes often considered core to businesses today.
- Opportunity to become a Platform and Product powerhouse - Indian IT services are being platformed and the Indian Business to Business ("B2B") Software as a Service ("SaaS") ecosystem has created its unique playbook. The impact is already visible - the first billion-dollar product company from India has emerged and there are over 20 India B2B SaaS unicorns. All this is creating a potent ecosystem for Hyperscalers to emerge over the next two decades.

Opportunity to export services talent from India

India must look at services beyond IT and BPO to increase services exports from the country. One area is to cater to growing demand in more skill-based and increasingly digitized services such as healthcare, education, and medical tourism. As of 2022, about 68% of India's population was in the working age group and about 24.3% of the incremental global workforce over the next decade will come from India.

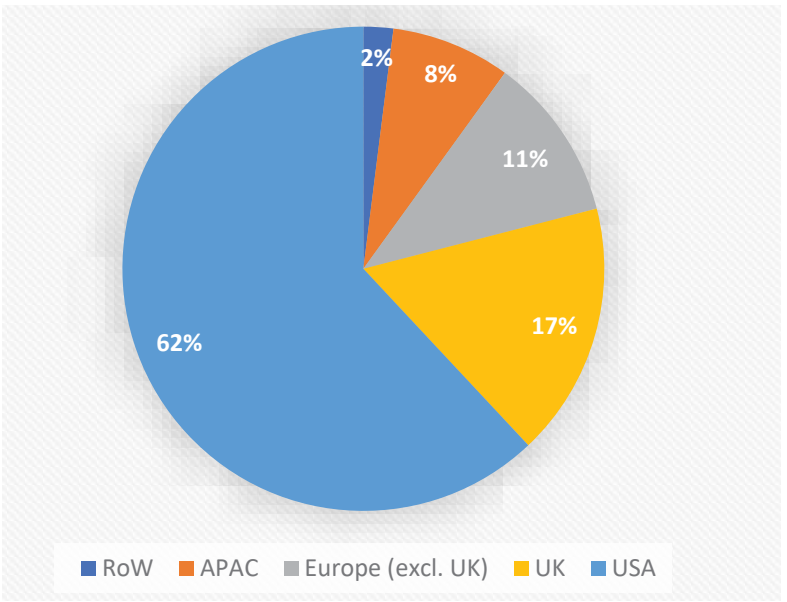
Global uncertainties and geopolitical shifts have restructured supply chains and altered trade flows and relationships. All of these have led to lower visibility of future demand for products and services, thereby deterring investors to incur large expenses on futuristic projects.

The overall outlook for the Indian economy remains positive. We expect investments to see a turnaround and thrust the economy into sustainable growth. India will likely grow at a moderate pace of 6.0%–6.5% in FY 2023–24, as the global economy continues to struggle.

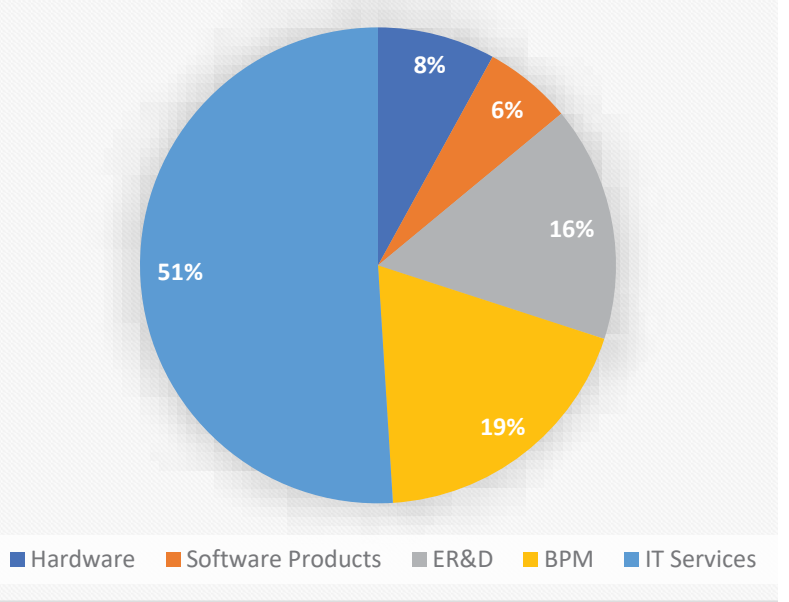
Indian IT sector employs about 50 lakh people, making it the largest avenue for white-collar jobs in India. The IT sector needs to strengthen its core in emerging and deep tech areas with increased investments in R&D, embed innovation and co-creation into the DNA of the entire ecosystem, and bring human centricity to the design of products and services.

The government's focus on digital infrastructure to power public services and provide last-mile access to healthcare, education, financial

Geographic Distribution of IT-BPM exports (Excluding hardware)



Segment-wise break-up of Revenues in FY22



and agri-services speaks to the massive opportunity for collaboration. The India Stack, with Aadhaar, UPI, Co-Win, and the National Health Stack, has set a high benchmark for using technology to drive impact at scale.

The Indian IT sector contributes nearly 10 per cent to the country's GDP and is one of the largest exporters of services, making it an important revenue source for the government. These recent developments and investments underscore the thriving and dynamic nature of India's IT industry, reinforcing its position as a global technology hub.

Government Push

The Indian government has taken several notable initiatives to promote the growth and development of the IT and ITeS sector in the country. Let's delve into some of these key measures:

In the Union Budget 2023-24, the government allocated Rs. 97,579.05 crore (US$ 11.77 billion) to the IT and telecom sector, underlining its commitment to fostering technological advancement.

In September 2022, the Ministry of Communications published the new Telecommunications Bill 2022 for public consultation. This bill aims to establish a fresh telecom framework in India, reflecting the government's efforts to adapt to the evolving technological landscape.

In August 2022, the Indian Computer Emergency Response Team (CERT-In) collaborated with the Cyber Security Agency of Singapore (CSA) to organize the "Synergy" Cyber Security Exercise. This exercise involved 13 countries and aimed to enhance network resilience against ransomware attacks, demonstrating the government's commitment to bolstering cybersecurity.

June 2022 witnessed an impressive growth in exports through Software Technology Parks of India (STPI) units. STPI Director General, Mr. Arvind Kumar, reported a significant increase from Rs. 17 crore (US$ 2.14 million) in FY92 to Rs. 5.69 lakh crore (US$ 71.65 billion) in FY22, highlighting the sector's thriving export performance.

In May 2022, Indians gained the convenience of accessing their official documents through Digilocker services via Whatsapp, simplifying document retrieval and promoting digitization.

To strengthen cybersecurity in the country, CERT-In issued Directions in April 2022, underscoring the government's proactive approach towards safeguarding digital infrastructure.

The Union Budget 2022-23 allocated Rs. 88,567.57 crore (US$ 11.58 billion) to the IT and telecom sector, further emphasizing the government's commitment to technological advancement.

The government introduced the Software Technology Park (STP) Scheme, a 100% export-oriented initiative aimed at promoting the development and export of computer software and professional services, including communication links and physical media.

Road Ahead

India has firmly established itself as the leading destination for IT companies worldwide, excelling in both on-shore and off-shore service delivery. With the advent of emerging technologies, a whole new realm of opportunities has opened up for top IT firms in the country. The Indian IT & business services industry is poised for substantial growth, projected to reach a staggering US$ 19.93 billion by 2025. Furthermore, there is a significant uptick anticipated in information technology spending in India, expected to reach US$ 144 billion in 2023. This substantial investment is a testament to the country's commitment to technological advancement.

The widespread utilization of cloud technology holds immense potential, not just in terms of economic growth but also in terms of job creation. By 2026, it is estimated that cloud adoption can provide employment opportunities for approximately 14 million people and contribute an impressive US$ 380 billion to India's GDP.

A survey conducted by Amazon Web Services in 2021 reveals that India is expected to witness a nine-fold increase in the number of digitally skilled workers by 2025. This surge in digital expertise further reinforces India's position as a powerhouse in the IT domain. Given this promising trajectory, IT spending in India is projected to surge to US$ 110.3 billion in 2023, a significant leap from the estimated US$ 81.89 billion in 2021. These figures underscore the growing significance of the IT sector in driving India's technological growth and economic prosperity.

Company	Revenue (US$ billion)	Major Deals
Tata Consultancy Services (TCS)	26.7	US$ 1.2 billion contract from the US Department of Defense, US$ 1 billion contract from the UK government, US$ 750 million contract from the European Commission
Infosys	23.3	US$ 1 billion contract from the UK government, US$ 750 million contract from the European Commission, US$ 600 million contract from the Australian government
Wipro	19.5	US$ 750 million contract from the European Commission, US$ 600 million contract from the Australian government, US$ 500 million contract from the US Department of Energy
HCL Technologies	17.1	US$ 500 million contract from the US Department of Energy, US$ 400 million contract from the US Department of Defense, US$ 350 million contract from the UK government
Cognizant	16.7	US$ 500 million contract from the US Department of Homeland Security, US$ 400 million contract from the US Department of Veterans Affairs, US$ 350 million contract from the UK government
Tech Mahindra	13.4	US$ 400 million contract from the US Department of Health and Human Services, US$ 350 million contract from the UK government, US$ 300 million contract from the European Commission
Capgemini	12.3	US$ 400 million contract from the US Department of Transportation, US$ 350 million contract from the UK government, US$ 300 million contract from the European Commission
IBM	10.5	US$ 350 million contract from the US Department of State, US$ 300 million contract from the UK government, US$ 250 million contract from the European Commission
Accenture	9.8	US$ 350 million contract from the US Department of Justice, US$ 300 million contract from the UK government, US$ 250 million contract from the European Commission

Going Strong Amidst Multiple Hiccups:

India's Resilient Smartphone Market in 2022



The Indian smartphone market has witnessed remarkable growth and transformation over the years, and the financial year 2022-2023 (FY23) was no exception. With a burgeoning population and increasing digital penetration, India remains a significant market for smartphone manufacturers worldwide. The Indian smartphone market experienced fluctuations throughout 2022. While overall shipments declined by 9% YoY, the premium segment saw significant growth, contributing 11% to shipments and 35% to market revenue, reaching its highest-ever levels. Samsung emerged as the leading brand, both in Q4 2022 and for the entire year, capturing a significant market share. Xiaomi maintained its dominance with a 20% market share in shipment volume. Apple led the premium smartphone market, with the iPhone 13 becoming the top-selling model. The rise of 5G smartphones was evident, accounting for a substantial share of shipments, with Samsung as the top-selling 5G brand. Realme showcased rapid growth and secured a prominent position among the top brands. Q2 2022 saw YoY growth, but a decline compared to the previous quarter. Xiaomi maintained its market leadership, and Samsung excelled in the 5G smartphone segment. Q1 2022 witnessed a slight decline, with Xiaomi leading the market and achieving its highest-ever retail ASP. Samsung dominated the 5G segment and the affordable premium category. Overall, despite fluctuations, the Indian smartphone market demonstrated resilience, growing adoption of 5G devices, and strong competition among leading brands.

Overview of the Indian Smartphone Market

Q4, 2022 Highlights: The Indian smartphone market experienced a decline of 9% YoY in 2022, with shipments reaching over 152 million units. Despite this dip, the premium segment, defined as devices priced above INR 30,000 or approximately $365, saw substantial growth, contributing 11% to shipments and 35% to market revenue, reaching its highest-ever levels. This article delves into the market dynamics of 2022, highlighting the leading brands, market shares, and the rise of 5G smartphones.

Shipment Volume and Revenue Distribution

In 2022, the Indian smartphone market witnessed a shift in the distribution of shipments and revenue. The premium segment, representing devices with higher price points, played a significant role. It accounted for 11% of total shipments, while contributing a substantial 35% to market revenue. This trend indicates the willingness of consumers to invest in higher-end devices for enhanced features and experiences.

Leading Brands in 2022

Samsung: Samsung emerged as the leading brand in Q4 2022, consolidating its position as the market leader for the entire year. In terms of shipment value share, Samsung held a significant 22% share, followed closely by Apple. This success can be attributed to Samsung's wide range of offerings, brand reputation, and strategic marketing efforts.

Xiaomi: Xiaomi held a 20% market share in terms of shipment volume in 2022, making it a key player in the Indian smartphone market. However, in Q4 2022, Xiaomi slipped to the third position in terms of shipment volume, with Samsung leading the market during that period.

Apple: Apple continued to dominate the premium smartphone segment in India. The iPhone 13, in particular, emerged as the top-selling model, further solidifying Apple's leadership position in the premium category.

Market Share Dynamics

Samsung: Samsung captured a 19% market share in terms of shipment volume for the entire year of 2022, closely following Xiaomi. However, in Q4 2022, Samsung regained its position as the market leader, commanding a 20% market share in terms of shipment volume.

Xiaomi: Despite slipping to the third position in Q4 2022, Xiaomi maintained a significant market share throughout the year, holding a 20% share in terms of shipment volume.

Vivo: Vivo secured the second spot in terms of shipment volumes in Q4 2022, capturing an 18% market share. This performance contributed to Vivo's overall market share in the Indian smartphone market.

Rise of 5G Smartphones

The adoption of 5G smartphones gained traction in India, capturing a 32% market share in 2022. Samsung emerged as the top-selling 5G brand, commanding a 21% share. This success can be attributed to Samsung's diverse lineup of 5G-enabled devices and its brand reputation.

Q3, 2022 Highlights : India's smartphone market experienced an 11% YoY decline in Q3 2022, with shipments surpassing 45 million units. Xiaomi emerged as the market leader during this period, capturing a 21% shipment share, closely followed by Samsung. Notably, one in three smartphones shipped during the quarter was a 5G device, highlighting the increasing adoption of this advanced technology. Samsung dominated the 5G smartphone segment with a 20% market share, with OnePlus and vivo following closely behind. In the premium smartphone segment, Apple led the way, with Samsung securing the second position. Remarkably, for the first time ever, an iPhone model, the iPhone 13, claimed the top spot in the overall India smartphone quarterly shipment rankings. This achievement signifies

Apple's growing popularity and strong performance in the Indian market.

Q2, 2022 Highlights

In Q2 2022 (April-June), India's smartphone shipments experienced a YoY growth of 9%, reaching nearly 37 million units. However, there was a 5% decline compared to the previous quarter. Xiaomi maintained its position as the market leader in Q2 2022, capturing a 19% shipment share, closely followed by Samsung.

During this quarter, India's smartphone installed base crossed the significant milestone of 600 million. This indicates the substantial and ever-expanding user base in the country.

The adoption of 5G smartphones continued to gain traction, with such devices contributing to 29% of the overall shipments in Q2 2022. Samsung led the 5G smartphone segment with a 25% market share, followed by vivo and OnePlus.

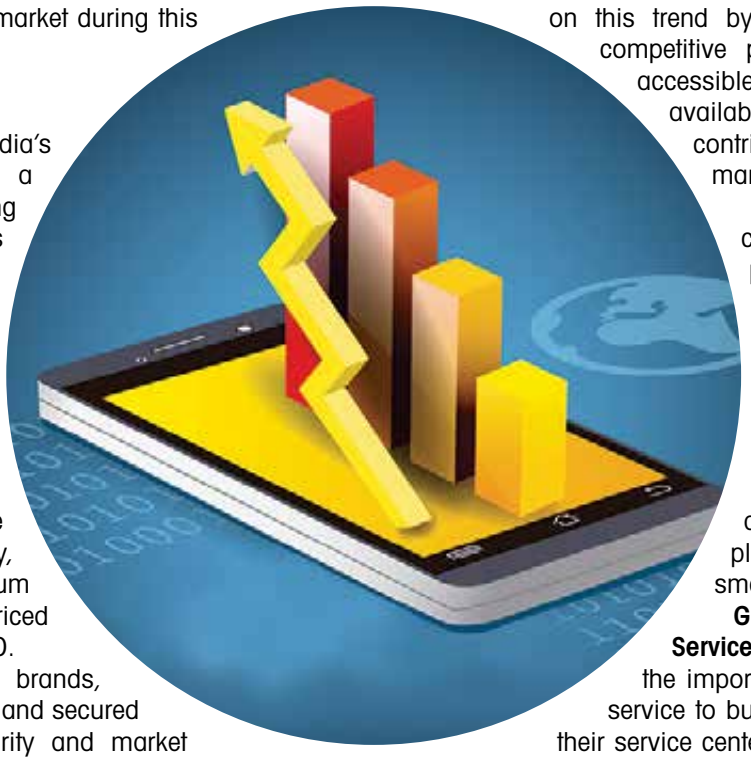
In terms of popular smartphone models, three out of the top five models in Q2 2022 belonged to realme. This highlights the brand's strong presence and consumer appeal in the Indian market.

In the premium smartphone market, dominated by devices priced above INR 30,000, Samsung led the way, closely followed by Apple. These two brands enjoyed a significant market share in the premium segment, reflecting their strong brand reputation and high-quality offerings.

Overall, despite a slight decline compared to the previous quarter, the Indian smartphone market experienced healthy YoY growth in Q2 2022. Xiaomi maintained its market leadership, while Samsung held a strong position in both the overall market and the premium segment. The growing adoption of 5G smartphones and the success of realme in the popular smartphone models further contributed to the dynamics of the Indian smartphone market during this period.

Q1, 2022 Highlights

In Q1 2022 (January-March), India's smartphone shipments experienced a slight decline of 1% YoY, reaching over 38 million units. During this period, Xiaomi maintained its market leadership, capturing a significant 23% shipment share. Notably, Xiaomi achieved its highest-ever retail Average Selling Price (ASP) with a remarkable 24% YoY growth.



Samsung secured the second position in the market and emerged as the top brand in the 5G smartphone segment during Q1 2022. Additionally, Samsung led the affordable premium segment, which includes devices priced between INR 30,000 and INR 45,000.

Among the top five smartphone brands, realme showcased the fastest growth and secured the third spot. The brand's popularity and market presence continued to surge during this period.

In terms of specific smartphone models, OnePlus' Nord CE 2 5G stood out as the top-selling 5G smartphone in Q1 2022, showcasing the brand's success in this particular category.

In the premium smartphone market, Apple led the way with its high-end offerings, commanding a significant market share. Samsung followed closely behind, solidifying its position as a strong competitor in the premium segment.

Despite a slight decline in overall shipments, the Indian smartphone market in Q1 2022 witnessed noteworthy developments. Xiaomi maintained its dominance, while Samsung performed well in the 5G and affordable premium segments. The fast-paced growth of realme, the success of OnePlus' Nord CE 2 5G, and Apple's leadership in the premium segment added to the market's dynamics during this period.

Breakdown of 4G and 5G Smartphones

Although the adoption of 5G technology was still in its early stages in FY23, several smartphone manufacturers introduced 5G-enabled devices to cater to the growing demand. However, 4G smartphones continued to dominate the market due to the prevalent network infrastructure and affordability. The approximate breakdown of 4G and 5G smartphones in India during FY23 was as follows:

4G Smartphones: Around 80% of smartphones sold in India during FY23 were 4G-enabled. This can be attributed to the extensive 4G network coverage across the country and the affordability of 4G devices.

5G Smartphones: The adoption of 5G smartphones increased gradually, accounting for approximately 20% of the total smartphone sales in FY23. With the government's efforts to roll out 5G infrastructure and increased consumer awareness, the demand for 5G smartphones is expected to rise further in the coming years.

Major Developments in FY23

The Indian smartphone market witnessed several significant developments in FY23, shaping the industry landscape. Here are some notable highlights:

Production Incentives: The Indian government introduced production-linked incentives (PLI) schemes to encourage domestic smartphone manufacturing. Under this initiative, several brands invested in setting up manufacturing units in India, thereby reducing the country's reliance on imports and promoting the 'Make in India' campaign.

Localization Initiatives: Smartphone brands increasingly focused on localization, including manufacturing, assembly, and sourcing components within India. This helped them take advantage of cost benefits, improve supply chain efficiency, comply with government policies, and contribute to job creation in the country.

Rise of Affordable Smartphones: In FY23, there was a surge in the demand for affordable smartphones, particularly in rural and semi-urban areas. Domestic and international brands capitalized on this trend by launching feature-rich devices at competitive prices, making smartphones more accessible to a wider consumer base. The availability of affordable smartphones contributed significantly to the overall market growth.

Increased Online Sales: Online channels continued to gain prominence for smartphone sales, with e-commerce platforms offering attractive deals, exclusive models, and convenient delivery options. Both established brands and new entrants leveraged online platforms to reach customers across the country. The convenience and discounts offered by online channels played a crucial role in driving smartphone sales in FY23.

Growing Focus on After-Sales Service: Smartphone brands recognized the importance of providing robust after-sales service to build customer loyalty. They expanded their service centers, improved turnaround times, and offered extended warranty programs to enhance the overall ownership experience. The focus on after-sales service became a key differentiator for brands, contributing to customer satisfaction and repeat purchases.

Conclusion

The Indian smartphone market showcased remarkable growth and dynamism in FY23, with a large and expanding consumer base. Brands like Xiaomi, Samsung, Realme, Vivo, and Oppo emerged as frontrunners, catering to diverse consumer segments with feature-packed and affordable smartphones. These brands reported substantial revenues, reflecting their strong market presence. While 4G smartphones continued to dominate, the adoption of 5G devices witnessed a gradual increase. The industry also witnessed significant developments, including government initiatives, localization efforts, a rise in affordable smartphones, increased online sales, and a growing focus on after-sales service. As the Indian smartphone market continues to evolve, it presents immense opportunities for both domestic and international players to innovate and tap into the country's ever-expanding consumer base.

Indian Telecom Services Market:

Continues to Shine!



India's telecom sector achieved a significant milestone in FY23, with its revenues surpassing a remarkable Rs 3 lakh crore for the first time. This exceptional growth of 20% can be attributed to increased data and content consumption, as well as the government's reform package providing financial relief to the industry. As a result, the government experienced a boost in earnings through the revenue share arrangement, collecting over Rs 167,000 crore in license fees.

Reliance Jio, the leading player, and Bharti Airtel, the second-ranked company, drove this growth by benefiting from tariff hikes and the growing utilization of data and other services by consumers.

However, Vodafone Idea, the country's third-largest private telecom provider, is still striving to turn things around, especially since the government became its largest shareholder by converting outstanding liabilities into equity.

State-owned BSNL and MTNL have also faced their fair share of challenges in their revival efforts. Nonetheless, the government's comprehensive revival packages and the voluntary retirement scheme (VRS) have been instrumental in improving the financial positions and operations of these companies.

The telecom industry's remarkable revival indicates that the government's reforms have been effective. Furthermore, the upcoming 5G rollout by mobile operators, coupled with increased investments in network expansion, will inject fresh momentum into the industry and further bolster its revenues in the years to come.

The telecom relief package introduced in September 2021, under the leadership of Ashwini Vaishnaw, the communications minister, has been a key factor in empowering the industry with financial stability.

The government provided telecom companies with the option of a four-year moratorium on spectrum holdings, extending it from 20 to 30 years, and eliminated spectrum usage charges for recently auctioned airwaves.

The surge in gross revenues also had a similar impact on the adjusted gross revenues of the industry, which determines the levies charged by the government.

Both the government and mobile operators are optimistic about the continued growth of revenues, driven by the nationwide rollout of 5G and increased user engagement.

The positive effects of higher usage are already evident, as the average revenue per user (ARPU) has continued to rise following tariff increases for both postpaid and prepaid subscribers. For instance, Jio's ARPU increased from Rs 167.6 in March 2022 to Rs 178.8 in March 2023.

The Indian telecom services market is expected to grow at a compound annual growth rate (CAGR) of 11.5% from FY22 to FY23. The market is driven by the increasing adoption of smartphones and data-intensive applications, such as video streaming and gaming.

Broadband subscriber base

In March 2023, the total number of broadband subscribers in India witnessed growth, reaching 846.57 million, compared to 839.33 million in February 2023. This represented a monthly growth rate of 0.86%.

The top five service providers accounted for a significant market share of 98.37% of the total broadband subscribers by the end of March 2023. These leading providers were as follows: Reliance Jio Infocomm Ltd with 438.56 million subscribers, Bharti Airtel with 241.90 million subscribers, Vodafone Idea with 124.83 million subscribers, BSNL with 25.37 million subscribers, and Atria Convergence with 2.14 million subscribers.

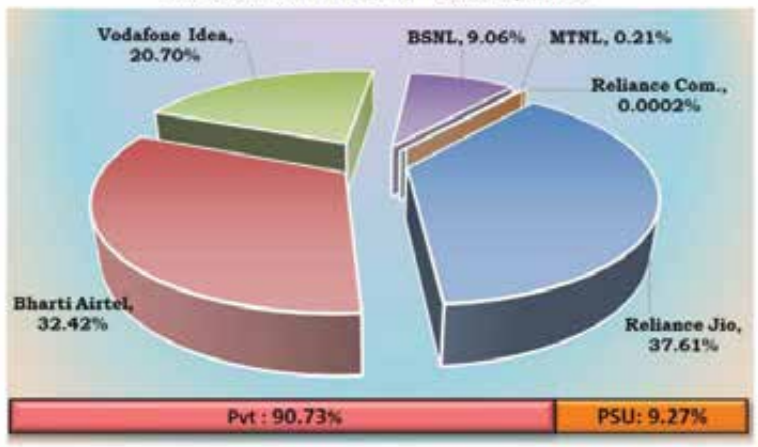
Regarding wired broadband services as of March 31, 2023, the top five service providers were Reliance Jio Infocomm Ltd with 8.33 million subscribers, Bharti Airtel with 6.12 million subscribers, BSNL with 3.60 million subscribers, Atria Convergence Technologies with 2.14 million subscribers, and Hathway Cable & Datacom with 1.12 million subscribers.

For wireless broadband services as of March 31, 2023, the top five service providers were Reliance Jio Infocomm Ltd with 430.23 million subscribers, Bharti Airtel with 235.78 million subscribers, Vodafone Idea with 124.82 million subscribers, BSNL with 21.77 million subscribers, and Intech Online Pvt. Ltd. with 0.23 million subscribers.

Wireline subscriber base

In March 2023, the number of wireline subscribers in India experienced growth, rising from 27.97 million in February 2023 to 28.41 million. This resulted in a net increase of 0.44 million subscribers, reflecting a monthly growth rate of 1.58%.

Access Service Provider-wise Market Shares in term of Wireless Subscribers as on 31st March, 2023



At the end of March 2023, the distribution of wireline subscribers between urban and rural areas was as follows: urban subscribers accounted for 92.09% of the total, while rural subscribers constituted 7.91%.

The overall wireline tele-density in India also saw an increase, climbing from 2.02% in February 2023 to 2.05% in March 2023. During the same period, urban wireline tele-density stood at 5.36%, while rural wireline tele-density reached 0.25%.

Among the wireline service providers, BSNL and MTNL, the two public sector access service providers, held a combined market share of 33.15% as of March 31, 2023.

Wireless subscriber

During March 2023, the total number of wireless subscribers in India witnessed a slight increase, reaching 1,143.93 million compared to 1,141.96 million in February 2023. This represented a monthly growth rate of 0.17%. In urban areas, wireless subscriptions rose from 626.37 million to 627.54 million, while in rural areas, they increased from 515.60 million to 516.38 million. The monthly growth rates for urban and rural wireless subscriptions were 0.19% and 0.15% respectively.

The wireless tele-density in India also experienced a slight rise, moving from 82.38% in February 2023 to 82.46% in March 2023. Urban wireless tele-density increased from 128.41% to 128.45%, while rural tele-density increased from 57.39% to 57.46% during the same period. At the end of March 2023, urban wireless subscribers accounted for 54.86% of the total, while rural wireless subscribers constituted 45.14%.

As of March 31, 2023, private access service providers held a dominant market share of 90.73% among wireless subscribers, whereas BSNL and MTNL, the two public sector access service providers, had a market share of only 9.27%.

Total Telephone Subscribers

In March 2023, the total number of telephone subscribers in India witnessed an increase, reaching 1,172.84 million compared to 1,169.93 million in February 2023. This represented a monthly growth rate of 0.21%.

Urban telephone subscriptions rose from 652.16 million to 653.71 million, while rural subscriptions increased from 517.77 million to 518.63 million during the same period. The monthly growth rates for urban and rural telephone subscriptions were 0.24% and 0.17% respectively in March 2023.

The overall tele-density in India also saw a slight increase, moving from 84.40% in February 2023 to 84.51% in March 2023. Urban tele-density increased from 133.70% to 133.81%, while rural tele-density increased from 57.63% to 57.71% during the same period. At the end of March 2023, urban telephone subscribers accounted for 55.76% of the total, while rural subscribers constituted 44.24%.

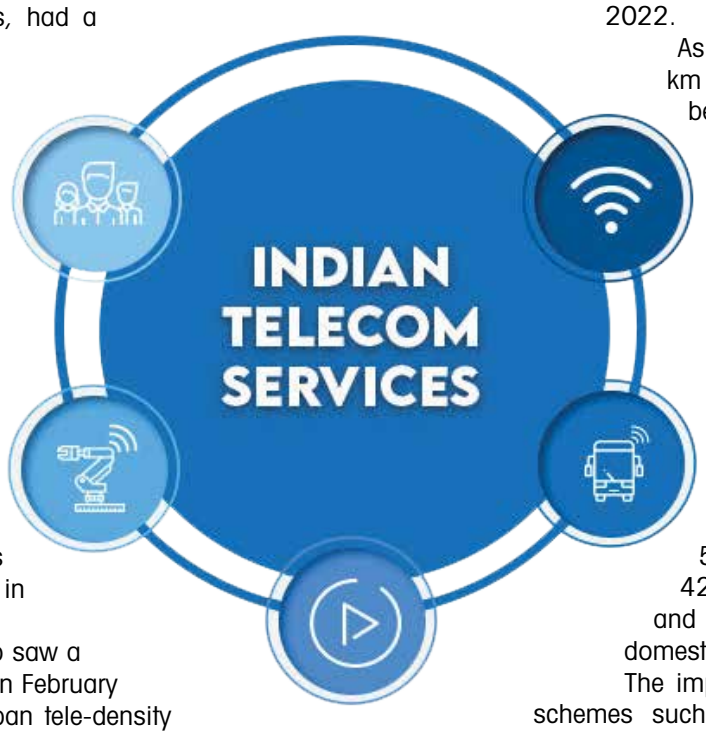
Trends

The Indian telecom services market is witnessing a number of trends, including:

The increasing adoption of smartphones: The number of smartphone users in India is expected to reach 500 million by FY23. This will drive the demand for data-intensive services, such as video streaming and gaming.

The growth of the Internet of Things (IoT): The IoT is expected to connect billions of devices in India by FY23. This will create new opportunities for telecom service providers to offer data and connectivity services to businesses and consumers.

The rise of cloud computing: Cloud computing is becoming increasingly popular in India. This is driving the demand for high-speed data connectivity and storage services from telecom service providers.



Challenges

The Indian telecom services market is facing a number of challenges, including:

The high cost of spectrum: The government's auction of spectrum is often criticized for being too expensive. This is a major challenge for telecom service providers, as it limits their ability to invest in new networks and services.

The low ARPU (average revenue per user): The ARPU in India is one of the lowest in the world. This is a challenge for telecom service providers, as it makes it difficult to generate enough revenue to cover their costs and invest in new networks and services.

The high level of competition: The Indian telecom services market is highly competitive. This is a challenge for telecom service providers, as they need to constantly innovate and offer new services to stay ahead of the competition.

Government Push

In the Union Budget 2023-24, the Department of Telecommunications was allocated a budget of Rs. 97,579.05 crore (US$ 11.92 billion). This allocation includes Rs. 400 crore (US$ 48.88 million) for Research and Development and Rs. 5,000 crore (US$ 611.1 million) for Bharatnet.

RailTel, a mini Ratna PSU, launched the Prime Minister Wi-Fi Access Network Interface (PM-WANI), providing public WiFi services across 100 railway stations. This initiative encompasses 2,384 WiFi hotspots spread across 22 states.

The Universal Service Obligation Fund (USOF) officially introduced the Telecom Technology Development Fund (TTDF) Scheme on October 1st, 2022.

The government intends to update the existing regulatory framework with the Indian Telecommunication Bill, 2022.

As of July 2022, a total of 5,84,747 km of Open Fiber Control (OFC) has been laid, connecting 1,87,245 Gram Panchayats. In 1,81,888 of these Gram Panchayats, the service is ready for deployment through fiber and satellite connectivity.

Prime Minister Mr. Narendra Modi inaugurated 5G services on October 1, 2022, marking a significant milestone in the country's telecommunications sector.

In December 2022, the Production-linked Incentive (PLI) Scheme approved investments of US$ 502.95 million (Rs. 4,115 crore) from 42 companies. This includes 28 MSMEs and 14 Non-MSMEs, consisting of eight domestic and seven global companies.

The implementation of dedicated government schemes such as the BharatNet Project Scheme, Telecom Development Plan, Aspirational District Scheme, and Comprehensive Telecom Development Plan (CTDP) in the North-Eastern Region has resulted in a remarkable 200% increase in rural internet subscriptions between 2015 and 2021.

To foster the development of 6G technology, the Department of Telecommunications (DoT) has established a dedicated innovation group for sixth-generation (6G) research and advancement.

Conclusion

While the Indian telecom services market continues to face challenges such as the high cost of spectrum, low ARPU, and intense competition, it remains a dynamic and growing industry. With the increasing adoption of smartphones, data-intensive applications, and the Internet of Things, the market is poised for continued growth. The government's reforms, along with the upcoming rollout of 5G and investments in network expansion, provide a positive outlook for the industry's future. As the sector evolves and innovates, it holds the potential to transform connectivity and communication in India, driving progress and empowering millions of individuals and businesses across the country.

12
EDITION



MAKE IN INDIA ATTRACTS BUSINESSES FROM AROUND THE WORLD TO INVEST & MANUFACTURE IN INDIA

Today, Desktop, Laptop, Server, Storage, CCTV and Mobile phones are getting manufactured in India

The manufacturing sector is a key driver of economic growth in India. It is expected to contribute significantly to the country's GDP in the coming years. International companies recognize the potential of the Indian market and many MNCs have set up manufacturing facilities in India.



Acuutech®

Acuutech continues to focus on innovation, customer focus and global reach

BHAVESH MEHTA
Group CTO, Acuutech

The Acuutech engineering team has years of experience in building complex on-prem and Cloud end-to-end solutions. Acuutech MESH brings a new range of flexibility and scalability to its customers' deployments, and its solution scoping tool, ScopeSys, underpins guaranteed performance without complexity.

INDIA ROADMAP

Acuutech with its strong partnership with Lenovo and Microsoft forayed into the India market. The company boasts of solutions like Orchestration, Automation and Turnkey Solutions delivery platform built on Microsoft's Azure Stack Family that improves customer experience through simplification, by removing technical complexity and simplifying integration between components. It has signed distribution agreements with Savex to enhance its reach across all major cities in India and address the strong growing enterprise segment in India. This also allows the partners to easily deploy Acuutech's range of integrated offerings into their client base and empower them to drive additional value, in key verticals or areas of specialization.

WHY ACUUTECH ?

Acuutech is a global cloud computing and IT services company that provides a range of solutions to businesses of all sizes. Acuutech is a Microsoft Gold Partner and has a deep understanding of Microsoft Azure cloud computing platform. The company can help businesses to migrate their workloads to Azure, develop and deploy cloud-based applications, and manage their Azure environments.

BRINGING EXPERTISE TO YOUR ON-SITE EQUIPMENT

Hardware and platform development and refresh are key parts of many organisations' IT plans. Acuutech's team have the skill to help you develop and deploy the latest generation of on-site systems, making use of software defined datacentre principles and best of breed, vendor validated hardware implementations. Acuutech team is able to directly integrate Cloud and Hybrid services into the solution, providing you with the best possible blend of both worlds.

SET AS A DIFFERENTIATOR

Acuutech's 25 years of expertise has allowed it to refine and deliver tried and tested methodologies to provide repeatable outcomes for its customers and partners. The company has developed a series of turnkey services, business ready solutions and tools to automate the deployment of complex Microsoft cloud platforms, removing human error, allowing remote deployment at scale. It continues to innovate with Microsoft Technologies and other hardware vendors to deliver additional value-added modular services to complete an overall solution.

Looking at its latest range of integrated, on-premise, hybrid cloud solutions, Acuutech continues to deliver its customers streamlined deployment, migration and support solutions in a way that it constantly improves, refines and enhances the customer journey and ultimately delivers increased business productivity.

R&D PLANS & FOCUS

R&D is core to everything Acuutech does. As an organization at the forefront of advanced Microsoft based technology solutions, Acuutech continues to invest in R&D that allows the company to deliver the latest and most advanced solutions and capabilities to its partners and customers in a way that is simple to deploy and manage. In doing so, it removes the complexity and significant cost inherent utilizing these new technologies in the traditional way, therefore opening them up to a significantly wider audience and market.

ACUUTECH CERTIFICATIONS

Solutions Partnership Designations
Infrastructure (Azure)
Data AI (Azure)
Digital & Application Innovation (Azure)

March 2023 – 1st in UK and 3rd Globally to be certified
Azure Stack HCI Advanced Specialization

April 2023
Azure Virtual Desktop Specialization

Relevant Microsoft Certifications

- Azure AI Engineer Associate
- Azure Data Engineer Associate
- Azure Database Administrator Associate
- Microsoft Azure Administrator Associate
- Azure Security Engineer Associate
- Azure Solutions Architect Expert
- Azure Virtual Desktop Speciality
- Azure DevOps Engineer Expert
- Microsoft Azure Developer Associate
- Microsoft Azure Security Technologies
- Microsoft Azure Solutions Architect Expert
- Configuring and Operating Microsoft Azure Virtual Desktop
- Managing Office 365 Identities and Requirements
- Administering SQL Database Infrastructure
- Implementing Advanced Server Infrastructure

Plus many more nonrelevant Microsoft and nonMicrosoft certifications

NEXT GENERATION FLEXIBLE HYPER-CONVERGED PLATFORM

ACUUTECH MESH

TURNKEY, HCI, HYBRID

Organisations want an agile, cost-efficient and trusted IT infrastructure which is future-ready, rapidly scales with demand and facilitates their business growth.

A wealth of experience, with over 23 years of building complex end-to-end solutions

A system which enables them to take full advantage of the new generation Microsoft Azure Stack HCI plaform capabilities to leverage indsutry leading hyper-converd performance. Coupled with a full range of external services fro the cloud, including applications on demand, security, mobility, and business continuity. All delivered in an easy to manage, ready to go package.

Acuutech MESH is the answer. An extensive IT platform specifically developed for agile businesses, built upon the leading technologies of Microsoft Azure Stack HCI and Lenovo. MESH is a proven, turnkey IT solution, its deployment de-risks IT investment and enables organisations to get on with their core task...delivering business success.

PLATFORM

The root of the platform is the HCI hardware appliance, build on the foundations of the Microsoft Azure Stack HCI platform. Available in various configurations and topologies. This platform delivers high-performance, highly available storage, networking and visualisation to support your most demanding applications.

- **Volume replication** – Synchronous or asynchronous replication between two sites to enable fast system fail-over and disaster recovery.
- **Application hosting** – Virtual machine creation and management.
- **Software defined networking (SDN)** – Network segmentation and isolation, ideal for organisations wanting to separate tenants or business units.
- **VM encryption and protection** – Encrypt and protect sensitive or secure VM's from the base platform, allowing secure workloads to be run concurrently with other VM's.

HYBRID

Hybrid solutions extend the capabilities of your HCI platform into the cloud providing additional protection and data access solutions.

- **Managed Disaster Recovery** – Fully managed DR, from on-premises to the cloud. Full design and configuration of fail-over, data replication monitoring and application fail-over testing.
- **Off-site backup to Azure** - VM level backup of your HCI appliance, Windows VM, VMWare or bare metal systems, unlimited retention period, coupled with flexible backup snapshot intervals
- **Hybrid File Server** - Make any file server share available over the Internet or archive rarely used files to Azure, saving local space.

CLOUD

Leverage the benefits of key cloud services. Fully configured solutions, curated and tuned to be simpler to use and manage.

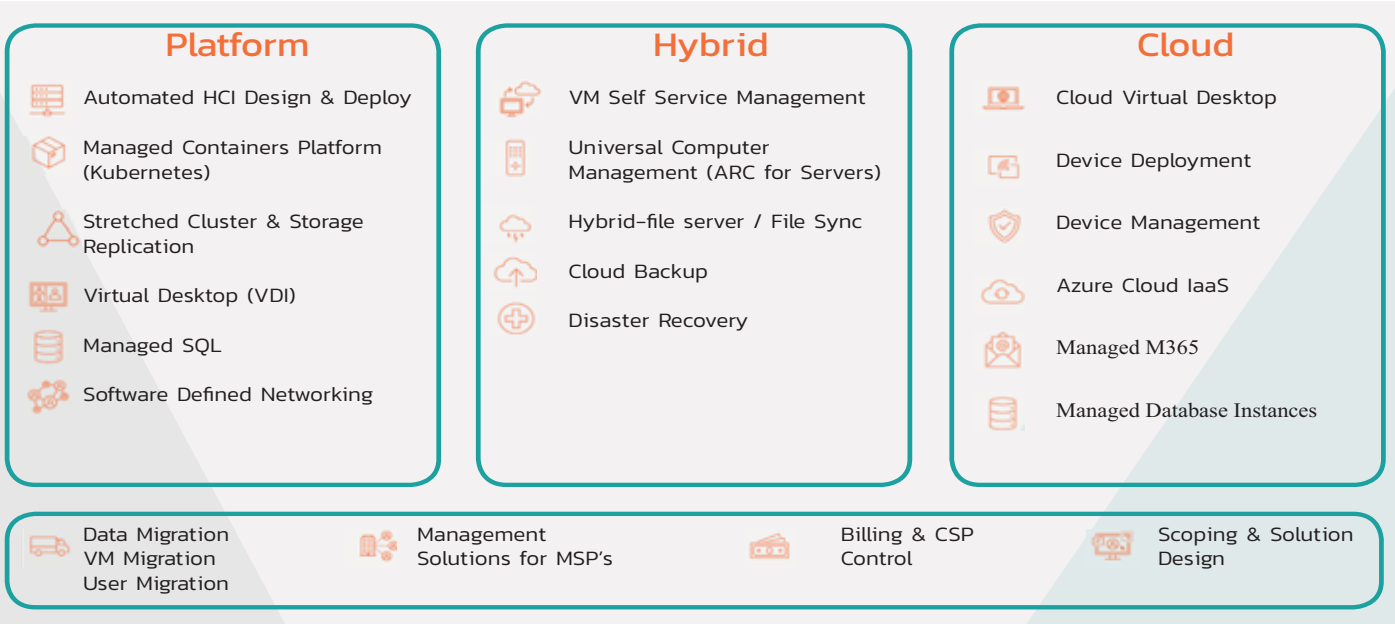
- **Infrastructure on demand (IaaS)** - Flexible virtual machine and infrastructure services, simplified with support for multiple deployment locations.
- **Virtual desktop** - Azure hosted virtual desktop solution, supporting a wide range of VM types and configurations.
- **Applications on demand (PaaS)** - Enhance IaaS and Office 365 through support for PaaS database services and the Azure Marketplace.

Driving thought leadership in advanced technologies and solution design

- **Office 365** - Full support for all Office 365 subscriptions, with migration, support and maintenance built-in.
- **Multi-factor authentication (MFA)** - Provide additional challenge and response for user logins beyond a basic username and password.
- **Device Management** - Control and manage your user's mobile devices and desktop computers. To protect business-related data and applications.

FEATURE ENHANCEMENTS AND SUPPORT

Acuutech MESH is a turnkey solution platform; upgrades and feature enhancements are included, and this approach applies to new versions of cloud-based services and on-premises platform capabilities. The system fully supports the life-cycle of your users and systems, providing reliability today and into the future.



ACER continues to solidify itself as a leading player in the INDIAN IT INDUSTRY



SANJEEV MEHTANI
Chief Sales Officer – Acer India

DRIVING BUSINESS-ORIENTED GOALS

Acer, as a key player in the constantly evolving and vibrant ICT industry, recognises the tremendous opportunities for growth in both corporate and SME sectors. It is fully capitalising on these opportunities by introducing a range of strategic initiatives for the upcoming years.

Acer continues to offer cutting-edge solutions that cater to the unique requirements of businesses in India. It works closely with small businesses to provide tailored solutions that precisely meet their needs, thus allowing the brand to provide a level of personalisation and customisation that is unparalleled in the market. Having understood the need for SMEs and startups to have flexible purchasing options, Acer offers various financing options for them.

In a fiercely competitive market, Acer has intensified its marketing efforts across multiple channels, which has helped the brand to enhance its visibility and effectively engage with its target audience.

POWERING THE FUTURE WITH INNOVATION

As the Indian IT industry continues to flourish, Acer is excited to be a part of this remarkable growth story. Acer is committed to driving growth and innovation in this burgeoning industry by investing in cutting-edge research and development. The use of emerging technologies like artificial intelligence and machine learning allows Acer to stay ahead of the curve and anticipate the needs of its customers in a rapidly evolving market.

Having recognised the true growth and success that comes from investing in people, Acer is passionate about developing and nurturing local talent in India. Through initiatives like training programs, mentorship, and community outreach, Acer aims to foster growth and innovation and ensure a sustainable ecosystem.

Acer has been contributing directly to India's growth story by creating a strong portfolio of products under "Make/Made in India." Going forward, it will be adding many more products in the coming years while also exploring exports from India.

REINFORCING CUSTOMER BELIEF

As a customer-centric brand, Acer prioritises in building trust with its customers. It provides high-quality, user-friendly products and services that meet evolving needs. Acer's commitment to excellence is evident in the innovative solutions it offers to the customers.

Acer also prides on providing exceptional after-sales service through its 24/7 customer support team. Acer always values and supports its customers; it tries to address their questions and concerns and listens to their feedback to provide personalised solutions for their unique needs. Open communication helps maintain strong relationships, and so Acer keeps customers informed of the latest product and service updates. This approach has helped the brand to earn the trust and loyalty of its customers, making Acer a distinctive and beloved brand throughout India.

The ultimate goal is to establish itself as a trusted technology solutions provider in India.

CAPITALIZING ON THE POWER OF R&D

Acer strives to stay ahead of new technologies and trends as a leader in the consumer technology sector by prioritising research and development and product engineering. Recently, Acer launched AI-based 3D imaging software and hardware that is visible to the naked eye, a testament to its commitment to R&D and future technology. In addition, it has developed a range of medical products that promote the greater good of society through the use of IT.

Acer's emphasis on R&D, product engineering, sustainability, and innovation allows the brand to offer cutting-edge solutions that satisfy the clients' changing needs.

POSITIONING FOR EXCELLENCE

Acer is passionate about pushing the limits of what technology can do. It sees its products as more than just tools and an extension of its customers' lifestyles. Acer puts in a lot of effort into designing products that not only work flawlessly but also look great and feel intuitive to use.

Acer is also deeply committed to sustainability; its Vero portfolio of sustainable and efficient products is a testament to that. Acer understands the importance of reducing its carbon footprint and is proud to offer products that are both eco-friendly and high performing.



acer

Intel® Evo™ platform powered by
Intel® Core™ i5 processor

THE NEW

ACER SWIFT GO – OLED

Where every pixel comes alive



Experience picture quality unlike any other with the New Acer Swift Go OLED. Weighing just 1.25Kgs, it is light as feather. With the best-in-class **13th Gen Intel® Core™ Processor** and **OLED screen**, this is a laptop that is truly a masterpiece.

- 16:10 14” OLED display, 2880 x1800, 100% DCIP3
- Intel® Core™ i5-13500H processor
- Thin (14.9 mm) & light (1.25 kg) design
- Up to 14.5 hours of battery backup
- TÜV RHEINLAND Eyesafe® Display Certified
- Dual cooling fans
- Aluminium chassis

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Aggressive
Electronics Manufacturing Services Pvt. Ltd.

A few changes in policies can make the PLI scheme even more efficient



ANIRUDH BHARARA
Director
Aggressive Electronics Manufacturing Services Private limited

PLI SCHEME COMPLEMENTING MAKE IN INDIA INITIATIVE

The Production Linked Incentive (PLI) scheme is a government initiative that aims to boost domestic manufacturing and attract foreign investment in India. The scheme provides financial incentives to manufacturers who produce goods locally and meet certain criteria such as minimum investment and production targets.

The Make in India initiative is a similar government program that aims to promote domestic manufacturing and reduce dependence on imports. The PLI scheme complements the Make in India initiative by providing additional incentives to manufacturers who produce goods locally and meet certain criteria. This helps to create jobs, boost economic growth, and reduce the trade deficit by increasing exports.

PLI CREATING A GROWTH ECOSYSTEM

The PLI scheme is expected to create a growth ecosystem for the economy by promoting domestic manufacturing and reducing dependence on imports. This will help to create jobs, boost economic growth, and reduce the trade deficit by increasing exports. The scheme is also expected to attract foreign investment in India by providing financial incentives to manufacturers who produce goods locally and meet certain criteria such as minimum investment and production targets.

In order to make the PLI scheme even more efficient, some changes in policies that could be recommended are –

Simplification of the application process: The application process for the PLI scheme could be simplified to make it easier for manufacturers to apply for incentives.

Increase in the number of sectors covered: Currently, the PLI scheme covers only a few sectors such as electronics, pharmaceuticals, and textiles. The scheme could be expanded to cover more sectors such as renewable energy and electric vehicles.

Increase in the incentive amount: The incentive amount provided under the PLI scheme could be increased to make it more attractive for manufacturers.

Reduction in compliance burden: The compliance burden for manufacturers could be reduced by simplifying regulations and procedures.

Promotion of research and development: The PLI scheme could be used to promote research and development in various sectors by providing incentives for innovation and technology development.

MSME & Start-up – Involvement of MSMEs and start-ups is missing although they contribute approx 40 % of India's GDP.

CAPITALIZING ON R&D EXPERTISE

Aggressive Innovations and Alphamax are mainly focusing on in-house product development today. Investing in R&D gives an edge and will also bring opportunities in the long term. It helps the brands to increase productivity and profitability, will enhance the brand and can be more competitive in the marketplace.

With the design in hand, Alphamax can be more agile when carrying out research. It can act fast to the specific or changing needs of the business. Keeping research in-house can help prevent leakage of information or intellectual property outside of the organisation.

MAX Series

NETWORK WITH ENDLESS POSSIBILITIES

PROVIDING COST-EFFICIENT QUALITY OF PRODUCTS FOR FUTURE READY NETWORK

We are a start-up with end-to-end networking solutions under Make In India banner equipped and supported by Engineering and Manufacturing Enterprise inventing technology to make a wonderful experience for your business, society and for human beings to make life easy. We create, Innovate, design, develop and produce product and services



Aggressive Electronics Manufacturing Services Pvt ltd

SEC- 6, PLOT NO-264 IMT MANESAR GURGAON - 122050

Phone No : 0124-4346000, 4346001

http:// www.alphamax.co.in

sales@alphamax.co.in

NEXT-GEN TECH: SHAPING AMD'S VISION

AMD
together we advance_

With rapidly evolving Indian corporate and SME sectors, the IT industry is shaping the future of India. On this backdrop, what are the key priorities you have taken to Position Your Brand to Drive Preference for FY 2023-24?

With India's relentless pursuit of a ten-trillion-dollar economy by 2035, the burgeoning IT industry in the country is poised to emerge as a dominant force propelling this remarkable economic growth. A powerful impetus is derived from the resolute drive towards "local manufacturing in India" and the unwavering support of the Indian Semiconductor Mission.

Within this critical landscape, India stands as a pivotal market for AMD, where our consistent dedication remains firmly fixated on cutting-edge server chip designing and groundbreaking network equipment development. To fuel this ambition, we boast a formidable workforce of over 6000 highly skilled engineers in India who relentlessly strive to transform this vision into a tangible reality.

How are you reimagining the future of the IT Industry to forecast the growth in India ?

Next-generation technologies such as artificial intelligence, edge and cloud computing, and extended reality (XR) are anticipated to play a pivotal role in shaping the future of the IT industry. It is our firm belief that India will significantly contribute to this future, given the government's proactive digital initiatives and the increasing presence of global enterprises like AMD, which are bolstering their operations in the country. The engineers at AMD India have a comprehensive involvement in our data center business, and we have recently established additional teams dedicated to adaptive and embedded computing.

Customer is the king. And that's absolutely right. Winning a customer's trust is one of the most important challenges that businesses in general face today. In this backdrop how are you winning the trust of customers ?

With enduring dedication, we tirelessly cater to the diverse computing needs of the modern customer base, encompassing individual consumers and commercial enterprises. Introducing a range of cost-effective and high-performance consumer CPUs and GPUs, such as the cutting-edge RX 6650 XT, we remain attuned to the ever-evolving market demands. Through close collaboration with esteemed customers and partners, we empower them with revolutionary solutions and foster advanced software ecosystems, propelling their businesses towards unparalleled growth and progress.

The technologies that are mainstream today may be eliminated over the next few years. How strongly are you focusing on R&D and product engineering development?

AMD is constantly innovating, which is both required and expected in a competitive landscape by our partners and customers. We also have a vast pool of engineering expertise in India, which helps the Indian semiconductor sector flourish.

Modern day IT organizations across the world are wrestling with the need to manage and process massive amounts of data, require computing speeds at reduced costs and be able to make smaller energy footprints. To challenge this, AMD developed and launched the 4th Gen EPYC™ processors in November 2022, delivering approximately a 2.3x competitive performance advantage. AMD's EPYC™ CPU-powered servers use less power, significantly cut down the CO2 footprint, and reduce operating costs for enterprises.

Apart from other key investments, AMD also has introduced a dedicated AI engine for its CPUs called Ryzen™ AI that will significantly enhance hardware efficiency with up to 4 concurrent AI streams while multitasking, delivering a 35% increase in responsiveness compared to a single AI stream which is planned to be deployed across budget and mid tier CPU products

How are you making your brand distinctive and making them central in the respective categories?

AMD is courageously pushing the boundaries of innovation to tackle some of the world's most formidable challenges alongside our partners.

In the relentless pursuit of progress, the realms of hybrid work models, online education, gaming, and entertainment serve as hotbeds for escalating demand for PCs and laptops. In response to this burgeoning need and the ever-evolving consumer behaviors, AMD unwaveringly directs its focus towards championing hero and premium designs in collaboration with OEMs, spanning the ultrathin and premium gaming domains. This resolute commitment caters to the diverse needs of creators, students, professionals, and gamers alike.

Moreover, AMD boldly establishes itself as one of the pioneering technology trailblazers, leading the charge in next-generation automotive systems. Our dedication extends further, offering energy-efficient computing options while arming scientists and engineers with unparalleled high-performance computing prowess. This relentless pursuit of excellence fuels our dauntless mission to empower the world's greatest minds in their tireless quest for innovation.



Vinay Sinha
Managing Director, Sales - AMD India

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POWERING THE BEST PC EXPERIENCES

AMD
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AMD PENSANDO

AMD Pensando innovation CONTINUES



SONI JIANDANI
Corporate Vice President, AMD
Co-founder, Pensando Systems

THE JOURNEY SO FAR

In 2022, AMD announced its acquisition of Pensando Systems, an addition to AMD's hardware and software portfolio that expands its offerings to cloud, enterprise and edge customers with a broader portfolio of compute engines and services that can be optimized for their specific workloads.

At the first anniversary of Pensando joining the AMD portfolio, it is exciting to see that the Pensando team has been not only able to continue its history of innovation, but can also deliver its advanced capabilities to new customers in a much more scalable way. AMD Pensando products have over 200 customers now; as part of AMD, these customers can be supported at scale, to handle their growing demands in a timely manner.

Not only do AMD and Pensando Systems (now the AMD Networking Technology and Solutions Group), share a very compatible corporate culture and technical philosophy, but as one company they can bring their unique strengths to play in their plans for future advancements.

GROWTH OPPORTUNITIES IN THE CLOUD

For the AMD Pensando™ team, the cloud is an opportunity to work with a range of customers—not just to sell new services, but to work with the best minds in the industry to co-develop innovative new technologies.

Since its beginning, the AMD Pensando team has been working with multiple cloud providers, in production, and at scale. Oracle Cloud, is an excellent example of the kind of teamwork which has allowed AMD and Oracle to work together to accelerate their software-defined networking services. The two companies have developed new solutions to power their cloud, using AMD Pensando networking technologies to deliver almost five times the performance their previous providers had achieved, with a platform that will allow Oracle to add new innovative services such as storage acceleration over time.

AMD Pensando DPUs are also in production at IBM, helping them to accelerate their bare-metal services. And with Microsoft Azure, the two companies have collaborated to build a software-defined networking appliance that delivers 100-fold improvement in SDN connections per second, and handles millions of flows.

DELIVERING DPU TO ENTERPRISE CUSTOMERS

This cloud experience and collaboration has logically evolved into services for the enterprise as well. The illustration highlights two ways that the power of the AMD Pensando DPU can be very easily applied to enterprise data centers. One is in collaboration with VMware, where they have taken their hypervisor and network virtualization services and moved them to the DPU, for both better performance and security isolation; AMD is their only partner that supports both 25G and 100G connectivity.

This is also an ideal example of where a customer can take advantage of the broad range of high-performance offerings from AMD. The AMD Pensando DPU plus 4th generation AMD EPYC™ processors deliver significance performance gains for existing VMware customers. With this combination, one benchmark has shown application performance increasing by almost 3x, with network throughput improvement of almost 2x, compared to previous-generation vSphere, while dramatically reducing the number of x86 cores consumed by networking and security functions.

Secondly, AMD in partnership with HPE Aruba has created a new class of networking infrastructure: the SmartSwitch, where advanced stateful network services for zero trust security are integrated into a top-of-rack switch, making it easy to deliver new capabilities into brownfield environments. This is where the AMD Pensando form-factor agnostic philosophy for DPUs really shines, and makes it easy to develop, deliver, and integrate services into many types of environments.

NEW PRODUCT ANNOUNCEMENTS

At the June Data Center and AI Premiere invent, AMD announced two very exciting products. The upcoming new AMD Pensando DPU - Giglio, which builds on its very successful Elba processor, and provides significant power and cooling reductions, plus substantial performance improvements as well. Most importantly, all this is delivered without sacrificing software compatibility, making it easy for existing customers and partners to adopt Giglio without missing a beat.

AMD also introduced the AMD Pensando Software-in-Silicon Development Kit, which democratizes cloud services, allowing network developers to take their services and easily bring them into the DPU environment, alongside and integrated with its innovative network, security and other services, at a very fast pace. The SSDK is being leveraged by partners like Aruba and VMware to combine their software assets with the advanced AMD Pensando software stack and bring a tightly integrated product to market quickly and reliably.

Going forward, the AMD Pensando team will continue its focus on growing strong customer and partner relationships to bring more scale and efficiency to the cloud, and more services for the enterprise, and more opportunities for innovation at scale.

AMD Pensando DPU
Use Cases for the Enterprise

DPU in Server



- VMware stack accelerated in DPU
- Only vendor to support 25G and 100G
- Consistent orchestration and automation

DPU & Policy in SmartSwitch



- Brownfield and greenfield deployments
- Zero trust security with policy automation
- Dramatic TCO reductions

AMD
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amd.com/pensando

Allied Telesis™
NETWORK SMARTER

Technology and a robust partner network help position Allied Telesis as a strong network brand



SUBHASISH GUPTA
Regional Director- India & SAARC
Allied Telesis

DRIVING BUSINESS-ORIENTED GOALS

A 37-year-old network manufacturing global vendor, Allied Telesis has always offered products and solutions - wired, wireless, SDWAN - to the industry that have been based on IEEE standards, simple to use, and with superlative quality of hardware. Being a Japanese headquartered company, the entire product lifecycle starting from inception to development to manufacturing is in-house. Allied Telesis has its own sprawling factories and seven R&D labs across countries.

Networks have progressively become extremely complex from end customer point of view. While networking vendors have been talking almost for half a decade about bringing in automation, Allied Telesis is one single vendor who has pioneered the entire automation process, taking leap in this direction almost ten years back.

POWERING THE FUTURE WITH INNOVATION

Technology incorporated in its solution offerings has always been Allied Telesis's forte. Technology backed up with a trained channel fraternity, who take its offerings to the market is how Allied Telesis envisages to grow its footprint and market shares in the coming years.

The refined partner program of Allied Telesis is built on the strong fundamentals and the company believes in winning together in the market, while also ensuring high returns in the business.

REINFORCING CUSTOMER BELIEF

Allied Telesis takes pride in having customers using its robust and smart network solutions for over a decade. A strong consultative approach, local partnerships backed up with good post-sales support are key areas of the business and are the strong business pillars for which customers have been with the company.

With over 30 years of industry experience, Allied Telesis has a deep understanding of networking technologies and customer requirements. This expertise allows Allied Telesis to deliver tailored solutions that meet the specific needs of its customers. With a strong reputation for providing reliable networking solutions, Allied Telesis products are known for its quality, performance, and long-term reliability. With one of the lowest failure rates globally, strong customer references and focused market penetration with the best in breed solution offerings are enabling Allied Telesis to win more new customers.

CAPITALIZING ON R&D EXPERTISE

With over 150 patents to its credit, Allied Telesis' investments in R&D have always been on the increase. With advanced levels of AI and ML incorporated in its products and solutions, Allied Telesis has been able to compete with the leaders in the industry and prove itself better time and again.

It's Autonomous Management Framework+ (AMF Plus), Autonomous Wave Control (AWC), along with AMF Sec and VistaManagerX undoubtedly are at a refined level and offer the best-in-class network automation across wired/wireless/SDWAN networks, managing complex networks across locations through a single pane of glass.

On Wi-fi front, Allied Telesis' offering through a very unique "Channel blanket" technology is proven over other vendors, who use the legacy multi-channel approach. To top this up, its AI integrated WiFi solution offers next generation features of 24/7 monitoring that brings in much more predictability for the customer to have a complete understanding of their WiFi network.

POSITIONING FOR EXCELLENCE

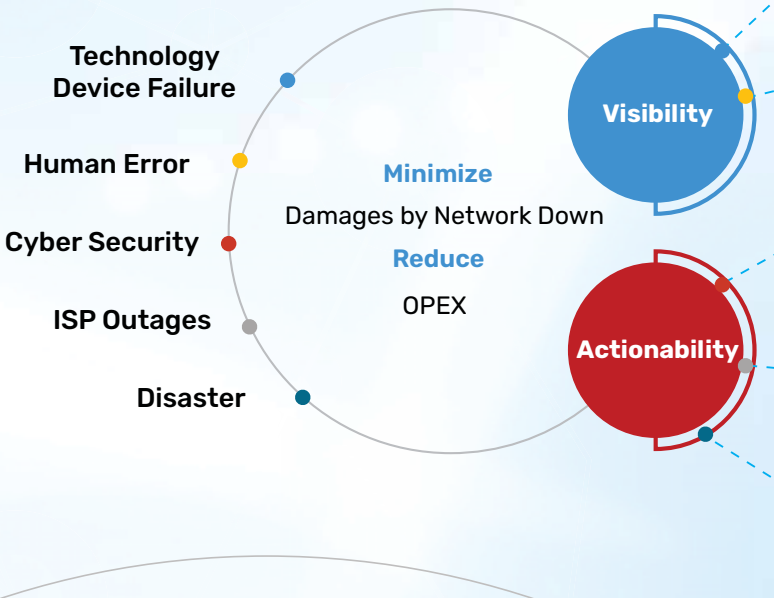
Allied Telesis strives to deliver high-performance networking solutions that meet the needs of its customers. Its solutions are proven across industries, with thrust in the manufacturing, healthcare, education and select government verticals. The approach of Allied Telesis from day one has been to bring in simplicity to manage complex networks, with least of human intervention thus resulting in the highest uptimes to critical customer networks.

Allied Telesis has a global presence, serving customers in various regions around the world. Its international reach enables it to address the networking needs of organizations, establishing Allied Telesis as a global leader in networking solutions.

Allied Telesis in India has a strong and growing team that is very customer centric. With a 100% channel driven business model, Allied Telesis is not into selling just products, but to address customer pain areas on their networks, thus offering them strong outcomes and ROIs.

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- Auto Detection
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- AI Wave Management
- Preventive Maintenance

Self Defending (SDN)
- Auto Blocking
- 3rd Party Cybersecurity integration

Revolutionize your network management with

Allied Telesis's Network AI

intent-based operation

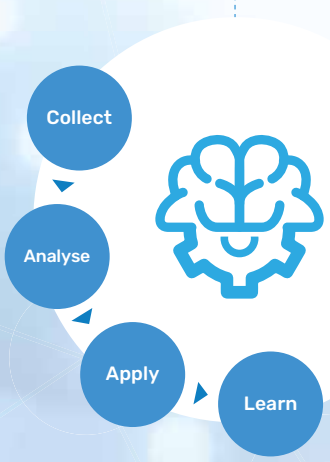
Cyber Security
Threat Detection & Reaction Application Integration

LAN
Auto Network, Topology Mapping, Traffic Visibility

WAN
Application Based-Load Balance Application Based Policy VPN Configuration | Traffic Control

WLAN
Autonomous Wave Optimization Visualization of Connections & Devices

Management
Command Less Operation Non-Vendor Specific Management



- **Auto Network Policy Management**
- **Network Route (Path) Navigation**
- **Preventive Network Maintenance**
- **Third Party Integration for cyber security**

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Allied Telesis™
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Enterprise company

HPE Aruba Networking bridging the physical and digital worlds by building modern enterprise networks



SURYANARAYAN CS
Country Manager – Product Category and Channel
HPE Aruba Networking, India

DRIVING BUSINESS-ORIENTED GOALS

The information technology industry is a critical component of the 21st century's technology-driven knowledge economy. The backbone of any agile business in today's digital-first environment is network connectivity that is reliable and secure enough to support the workloads of enterprises.

HPE Aruba Networking believes that a more innovative, agile, optimized network will be both business and IT leaders' secret weapon to staying competitively ahead of the curve. One of the key priorities for Aruba is to extend software defined architecture beyond wired and wireless to wide-area network (WAN) and deploying secure service edge solutions.

Hence, the next generation data center architectures are driven by the compliance, regulatory and latency framework. HPE Aruba has the best architecture and solution to support its customers in achieving their business outcomes. Its mantra is when people move, networks must follow, and so should security.

Being ready with "Network with sixth sense", HPE Aruba Networking is ready for autonomous networks. From "Reactive to Proactive, Proactive to Predictive, Predictive to Autonomous", the company is constantly transforming to fit the needs of its customers.

HPE Aruba Networking has become a leading customer choice for innovative, AI-powered, secure connectivity in campus and branch, and most recently, in the data center. From the enterprise to hospitals, schools and smart cities, Aruba enables personalized, timely and connected experiences to be created for customers and employees.

REINFORCING CUSTOMER BELIEF

Customers, now more than ever, are focused on innovations that help them to achieve their critical business objectives. Customer First, Customer last has been the mantra since inception. HPE Aruba Networking delivers comprehensive technology solutions that address customers' business problems/challenges.

HPE Aruba Networking has recognized that each organization has unique needs and is at the forefront of reinventing how customers and partners can consume or deliver more business-outcome focused networking. Hence, it will continue to advance its mature portfolio in the areas of AI, security, automation and Network as a Service (NaaS).

CAPITALIZING ON R&D EXPERTISE

Technology continues to be a primary catalyst for change in the world. While it remains difficult to predict how technology trends will play out, Agile Network as a service (NaaS) is one of the three pillars HPE Aruba Networking will focus on in the coming year with respect to R&D. HPE Aruba Networking is also introducing its Agile NaaS framework, designed to make on-demand networking easier for partners to sell and end-user customers to consume.

The other focus area will be HPE GreenLake offerings and its portfolio of network and security hardware and software options as a service - Wi-Fi, switching, software-defined WAN (SD-WAN), dynamic circuit network, Secure Access Service Edge (SASE) and private 5G - which will continue to grow.

Earlier this year, HPE Aruba Networking introduced product innovations to help enterprise IT teams simplify network management processes and improve operational agility with the next generation of HPE Aruba Networking Central, a cloud-native network management solution. It also announced Network-as-a-service (NaaS) capabilities for customers and channel partners to acquire, deploy, and manage on the HPE GreenLake platform with a monthly subscription.

HPE also recently announced two acquisitions to expand the HPE Aruba Networking portfolio - Athonet for Private 5G connectivity and Axis Security for comprehensive SASE security solutions. The incorporation of Athonet's technology will allow HPE to deliver private networking capabilities directly to enterprises as part of HPE's Aruba networking portfolio, while also enabling communications service providers (CSPs) to quickly deploy private 5G networks for their customers.

With the acquisition of Axis Security, a provider of security service edge (SSE), HPE Aruba Networking now has the ability to provide single-vendor SASE services when combined with its SD-WAN.

HPE Aruba Networking has become a go-to brand for networking and network engineers across the globe. The proof is in the numbers and brands that choose this brand. It serves every vertical with its global GTM reach, serving many enterprises and small & mid-size businesses alike.

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AUTODESK

Autodesk investing in emerging Design & Make technologies to drive innovation

PRADEEPTO DEY
Director – Channels
Autodesk India & SAARC



DRIVING BUSINESS-ORIENTED GOALS

Having recognised that the rapidly evolving Indian corporate and SME sectors present significant opportunities for IT growth and innovation, Autodesk in 2023-24 plans to deliver innovative Design & Make solutions that cater to evolving customer needs. It plans to expand its product portfolio with new features and functionalities, while also strengthen partnerships with key industry players, collaborating closely with customers, resellers, and stakeholders to understand their needs and deliver tailored solutions.

Autodesk continues to invest in cutting-edge technologies and tools to drive innovation in respective industry fields. Additionally, the company is committed to promoting sustainability and social responsibility in operations and products, aiming to drive preference and loyalty among customers.

POWERING THE FUTURE WITH INNOVATION

Autodesk is investing in emerging Design & Make technologies like AI, machine learning, and cloud to provide innovative solutions to Indian customers. One of the key ways in which it is reimagining the future is by investing in new uses of Autodesk platforms and unified data management. To further drive growth in India, Autodesk has identified sustainability as a key area of focus.

The CAD market in India continues to show strong growth potential. Autodesk's market share in India grew from 18% in 2022 to 22% in 2023, driven by the launch of new cloud-based products and services tailored for Indian customers. Autodesk continues to strengthen its position in India's rapidly growing IT and CAD markets through acquisitions, investments in emerging technologies, sustainability initiatives, and new product offerings.

REINFORCING CUSTOMER BELIEF

Autodesk has a long history of building trust with its customers. Here are some of the ways that Autodesk is winning the trust of customers -

Focusing on customer satisfaction - Autodesk is committed to providing its customers with the best possible experience. With its solution advisor, customers can easily build a plan to achieve their goals. In addition to this, Autodesk also offers a variety of training and certification programs to help customers get the most out of its products.

Investing in research and development - Autodesk is constantly investing in R&D to create new products and features that meet the customer needs. It also has an Autodesk Technology Manager Roadmap which is a community created to receive feedback from customers on new feature/ technology updates.

Creating a culture of trust - Autodesk has a culture of trust that is built on transparency, accountability, and respect. The company is committed to open communication with its customers and partners.

CAPITALIZING ON R&D EXPERTISE

Autodesk is a leader in the development of 3D design and make software and is strongly focused on R&D and product engineering development. In 2022, it spent $1.1 billion on R&D, which is 14% of Autodesk's total revenue.

Some of the areas of focus for Autodesk's R&D include -

- **Artificial intelligence:** The Autodesk AI Lab is a global team of research scientists dedicated to advancing both fundamental and applied AI research, with the ultimate goal of empowering customers to imagine, design, and make a better world.
- **Human-Computer Interaction and Visualization:** Autodesk research focuses on understanding human perception, learning, and interaction with technology through scientific study, collaborations, and customer research.
- **Robotics:** Autodesk is accelerating the growth of the most favourable technology trends in robotics—and mitigate risk of unfavourable trends—by contributing toward open-source technology and prototyping original research.
- **Simulation, Optimization, and Systems:** Autodesk's goal is to radically increase and diversify the use of computer simulation, mathematical optimization, and systems modelling in the design, make, and use of things.

Autodesk is also investing in product engineering development to improve the performance and usability of its products, while also helping customers stay ahead of the curve and design and make better products.

POSITIONING FOR EXCELLENCE

Autodesk products are known for their intuitive user interfaces. This makes them easy to learn and use, even for people with no prior experience with 3D design software. Besides, Autodesk has a strong community of users who share tips and tricks, collaborate on projects, and provide support to each other.

Autodesk partners with leading companies in a variety of industries, including architecture, engineering, construction, product design, manufacturing, media and entertainment. These partnerships help to promote Autodesk products and services to a wider audience.

AUTODESK

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Fire-Boltt innovates and introduces newer categories to make its brand distinctive





ARNAV KISHORE
CEO & Founder
Fire-Boltt

DRIVING BUSINESS-ORIENTED GOALS

One of the biggest strengths and focus area of Fire-Boltt is innovation. With an agile product strategy, Fire-Boltt puts a lot of emphasis on R&D so that it can constantly evolve alongside its customer's needs and expectations.

Fire-Boltt regularly engages with its customers and listens to their feedback so that the brand can identify the right gaps in the market and then capture those segments by innovating on first-in-segment wearables. Fire-Boltt has been continuously introducing newer categories in the budget segment out of which each category caters to a specific group. This gives a very personalized experience to the users.

For instance, Fire-Boltt recently introduced its Luxe category which targets fashion-conscious customers who see smartwatches as more than just a tech product. For them, the smartwatch should complement their overall look and fitness is a secondary aspect. Another category that Fire-Boltt launched was for Outdoor enthusiasts, wherein the brand is providing watches with a rugged look, and features like military grade level toughness, longer battery life, etc so that the watch can withstand their pro-outdoor/adventure lifestyle. In other words, the brand has a smartwatch for everyone. From the adventure freak in the family to a fashion junkie, Fire-Boltt has got everyone covered.



POWERING THE FUTURE WITH INNOVATION

The IT Industry is shaping the future of the country. The exponential growth of this industry in the last two decades has proven to the world that India is a powerhouse of knowledge and skills. It is the backbone of India's economy and will continue to generate millions of jobs. The growth of this industry will help India to grow at par with some of the most developed nations of the world and will help the country in grabbing the global market which will further improve the socio-economic status.

REINFORCING CUSTOMER BELIEF

Fireboltt constantly strives to win consumer trust by providing them with the best-in-class products at the most affordable price points. Another area of focus for Fire-Boltt is the after-sales service as it shows its commitment to customer interests. In addition to this, Fire-Boltt's association with reliable personalities like MS Dhoni, Kiara Advani, Vicky Kaushal, etc has helped the company to gain consumer trust as they have a strong connection with its target audience.

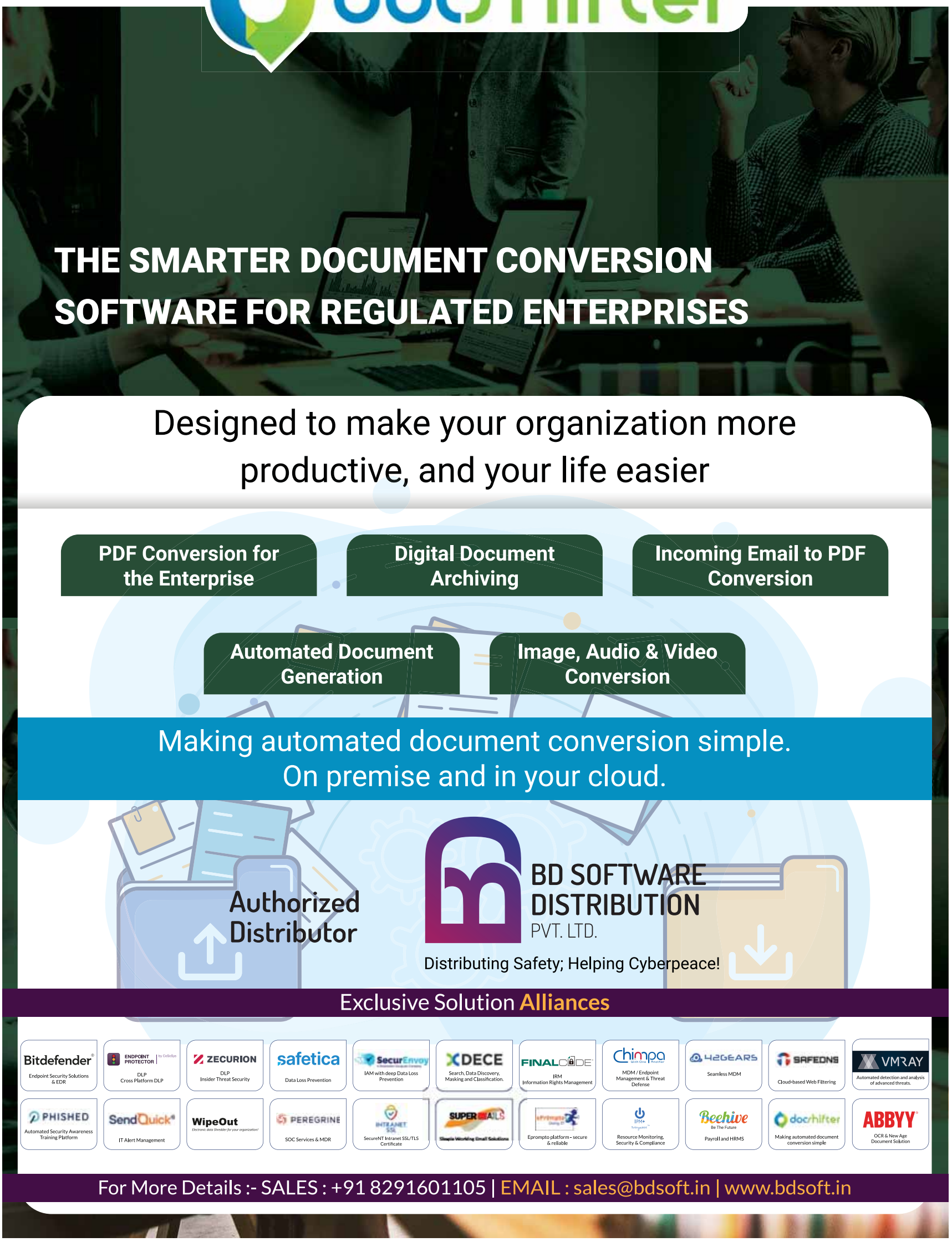
CAPITALIZING ON R&D EXPERTISE

Fire-Boltt places a lot of emphasis on R&D as it allows the brand to continuously innovate and scale its distribution further. Today, Fire-Boltt has a team of 50+ members including engineers, product development, UI, firmware, and quality control team. In the next year, it will cross a mark of 100, and 3 to 4 % of its revenue will be going back into R&D.

POSITIONING FOR EXCELLENCE

Fire-Boltt is constantly innovating and introducing newer categories to make its brand distinctive. The industry is booming and therefore, the competition is also very cut-throat. So, in order to gain an edge over others, Fire-Boltt understands that it has to be very agile and think out of the box while maintaining product quality and price points. A few months back, Fire-Boltt surprised its customers as well as its competitors, when it started introducing newer categories in the budget smartwatch segment that only caters to a specific consumer group.

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CHECK POINT

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Check Point takes pride in providing customers with the best cyber security experience



MANISH ALSHI
Head, Channels & Emerging Technology, Check Point Software Technologies, India & SAARC

DRIVING BUSINESS-ORIENTED GOALS

In FY 2023-24, Check Point Software Technologies is prioritizing cybersecurity skill enhancements, partner development, sales and support, and extensive research and development. It is committed to delivering innovative and reliable cybersecurity solutions that meet the evolving needs of its customers. This includes investing in research and development to stay ahead of emerging threats and technologies and working closely with customers to understand their unique needs and challenges.

As a 100% channel-led organization, Check Point is constantly expanding its partner community to support customers in various sectors in need of prevention-first security. The company is looking to grow its partner community and partner revenue in 2023 with its prevention-first security offerings and new services such as the Check Point Horizon SOC services.

POWERING THE FUTURE WITH INNOVATION

As a leading provider of cybersecurity solutions, Check Point is investing significantly in research and development to develop innovative cybersecurity solutions. It is also expanding its market presence in India through partnerships with leading system integrators and service providers, which enables them to offer tailored solutions to Indian businesses and organizations.

Additionally, the company is focused on building a strong and dedicated team of cybersecurity experts in India who have the skills and knowledge needed to provide top-notch support and services to customers.

REINFORCING CUSTOMER BELIEF

Over the last 30 years in the tech industry, Check Point has become an industry standard for cybersecurity services by offering an extensive range of consolidated products. With 5,400 dedicated employees worldwide, it caters to 100,000 organizations of varying sizes across 88 countries.

Check Point's solutions are based on three core principles - a prevention-first approach, gold-standard management, and consolidated solutions. Its single-architecture, intelligence-driven solutions provide comprehensive protection for customers from the data center to the cloud and all points in between.

CAPITALIZING ON R&D EXPERTISE

Being a leading provider of cybersecurity solutions, Check Point places a strong emphasis on R&D and innovative product engineering to stay ahead of the rapidly evolving threat landscape. For instance, Check Point has global threat intelligence and vulnerability research teams, called Check Point Research (CPR), dedicated to discovering new malware, threats, and developing solutions that benefit customers and organizations worldwide. Check Point's product vulnerability research team also investigates, analyzes and responsibly reports on vulnerabilities and security holes in the products and software that enterprises and consumers use every day, to help mitigate security threats and the risk of cyber-attacks globally

POSITIONING FOR EXCELLENCE

As a primary objective, Check Point aims to make the world a safer place – for the community, for organisations and governments, and for the individual by making Internet communications and critical data secure, reliable and available everywhere.

Check Point has categorized its 80 products and technologies into four main pillars - Check Point Harmony, Check Point CloudGuard, Check Point Quantum, and the newly announced Check Point Horizon, a prevention-first security operations suite. It has extended its Check Point Quantum portfolio with Quantum Lightspeed Firewalls to introduce the biggest network security revolution in the last decade. Recently, Check Point also extended collaboration with Intel Corporation to offer enhanced anti-ransomware capabilities for Check Point Harmony's customers.

Furthermore, Check Point has launched various initiatives and programs in India, such as the Partner Academy program and the Secure Academy program, to upskill local partners and professionals in the cybersecurity domain.

To drive more skilled cyber security experts locally, Check Point India sponsored the CCSA/CCSE certifications for more than 100 Partner technical professionals last year and continue with this momentum this year as well, to empower its partners and equip them with the requisite skills. Check Point aims to grow its close to 200 Partner community to an even larger community, supporting customers to shore up their cyberdefences against today's cyberattacks.

9,856,348*

Cyber attacks prevented today.

Just another day of security in action.

checkpoint.com/action

* Estimate based on average calculation from ThreatCloud AI May 2023, an AI-powered threat intelligence engine that makes over 2 billion security decisions daily allowing us to provide accurate prevention in under 2 seconds to hundreds of millions of enforcement points worldwide. We'd say more but...you get the point.

CHECK POINT™

YOU DESERVE THE BEST SECURITY

Cisco committed to help build trusted, resilient future for organizations

SAMIR KUMAR MISHRA
Director, Security Business
Cisco India & SAARC



DRIVING BUSINESS-ORIENTED GOALS

As the threat landscape continues to expand and become more complex, Cisco has been focusing on building a comprehensive portfolio that ensures end-to-end security for organizations of all sizes. It is continuing to invest in AI and leverage its impressive set of security offerings to protect everything that's connected to an organization, from apps and services to end users. This enables Cisco to provide security that's better for users, easier for IT, and optimized for DevOps, making things safer for everyone.

Cisco has recently launched Cisco XDR, which is designed by SOC experts, for SOC experts, to simplify security operations. Moreover, it has also launched Cisco Secure Access, which combines a unique level of user simplicity and IT efficiency for frictionless access to all applications (not some) with modern security that delights users and frustrates attackers.

SECURITY DRIVING IT INDUSTRY

Cisco's priority is to ensure that the community understands the importance of anticipating these challenges and improving security resilience. To tackle these challenges effectively, companies must be able to anticipate, identify, and withstand cyber threats, and if breached, rapidly recover from one.

Looking ahead, security is going to be the main driver for IT growth. As the world online grows more connected, the need for security controls and alignment to compliance regulations will essentially mandate security to be the core component to any new innovation, and the users and customers of those services will demand it too. As threats intensify in 2023, cybersecurity resilience, preparedness, and response must be at the forefront.

REINFORCING CUSTOMER BELIEF

Security is foundational to everything Cisco does and customers insist on explicit trust. Cisco weaves security into the very fabric of its business — securing data, processes, products, services, and employees to deliver true pervasive security and demonstrate trust every day. It is already delivering upon key tenets of its vision for security with recent innovations and its product announcements that help customers secure the edge, secure access and secure operations.

Cisco has been around for a long time, and that has been possible only because Cisco keeps its customers first and earns their trust day after day.

CAPITALIZING ON INNOVATION AND R&D

Cisco is delivering on its promise of the AI-driven Cisco Security Cloud to simplify cybersecurity and empower people to do their best work from anywhere, regardless of the increasingly sophisticated threat landscape. It is investing in cutting-edge innovations in artificial intelligence and machine learning that will empower security teams by simplifying operations and increasing efficacy.

Through significant investments in cutting-edge advancements in AI and ML, Cisco is empowering security teams with simplified operations and heightened effectiveness. The introduction of the security service edge (SSE) solution by Cisco enhances hybrid work experiences and simplifies access across diverse locations, devices, and applications. Furthermore, Cisco is previewing the first generative AI capabilities within the Security Cloud, aiming to simplify security operations and increase efficiency. Moreover, new innovations across in Firewall, Multicloud, and Application Security, further deliver on Cisco's Security Cloud platform vision.

In addition, as Indian organizations accelerate their journey to the cloud, Cisco is investing in dedicated cloud infrastructure to bring industry-leading security services to more customers in India in a seamless and scalable manner. As a part of this expansion, Cisco is setting up a new data center in Chennai and upgrading the current one in Mumbai to offer enhanced security solutions to customers. With these new security investments and offerings, Cisco is helping build a trusted and resilient future for the nation.

POSITIONING FOR EXCELLENCE

Cisco is the only provider that can holistically protect and connect customers from end to end, by meeting the customer where they are. Because of its security and networking strength, Cisco is in a unique position to be customers' trusted, enterprise-class, advisor for hybrid and multi-cloud security and connectivity. From identity management, zero trust, workload management and protection, to DNS and remote work, with Cisco, if it's connected it's protected.

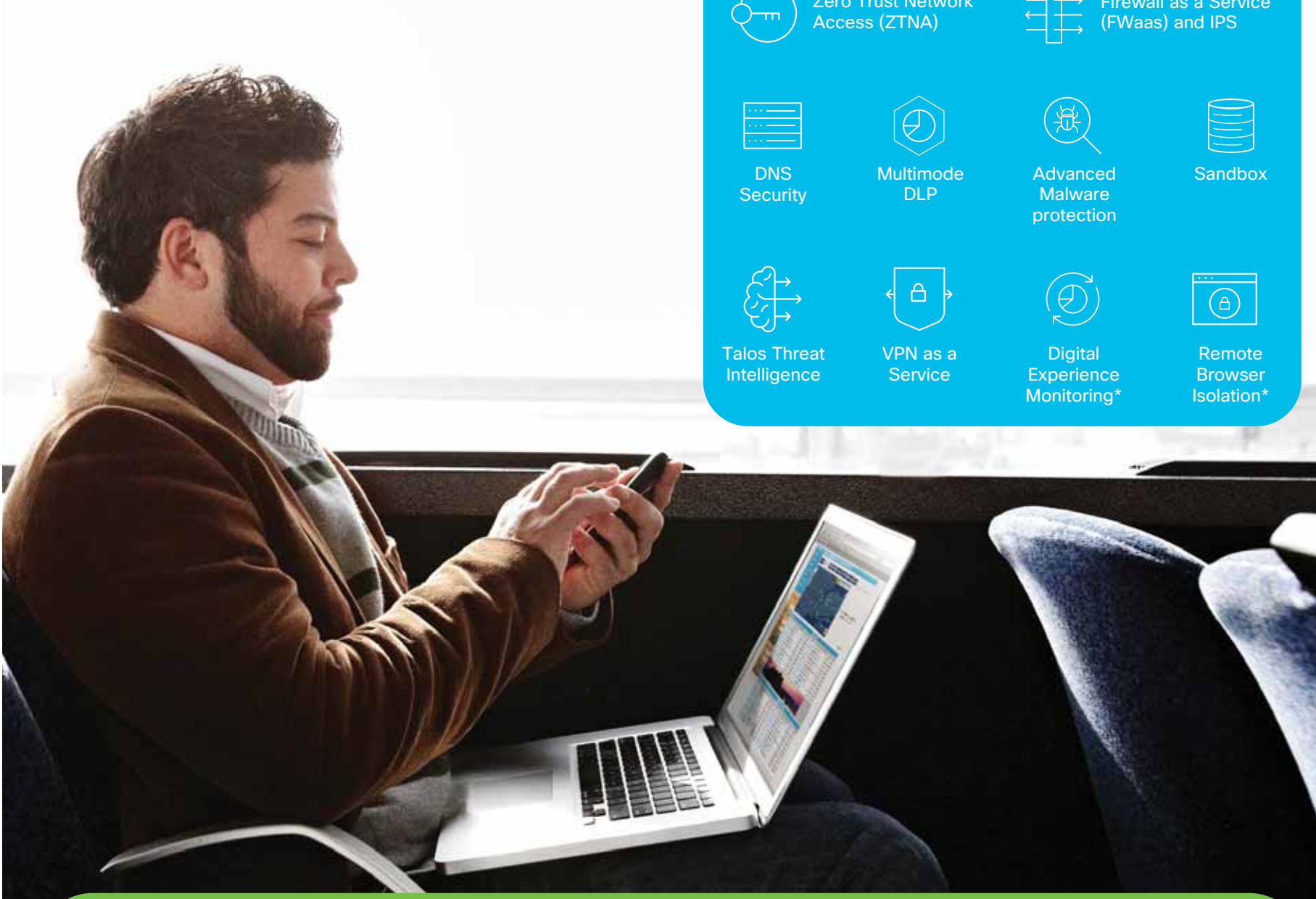
cisco SECURE

Protect users and resources anywhere work is done

Cisco Secure Access is a converged cloud security SSE solution that is better for users, easier for IT, and safer for everyone. It enforces modern cybersecurity while providing a seamless and frictionless experience as users connect from anything to anywhere, via a common access approach.

Cisco Secure Access incorporates all pertinent security modules in one cloud-delivered solution

- Secure Web Gateway (SWG)
- Cloud Access Security Broker (CASB) and DLP
- Zero Trust Network Access (ZTNA)
- Firewall as a Service (FWaas) and IPS
- DNS Security
- Multimode DLP
- Advanced Malware protection
- Sandbox
- Talos Threat Intelligence
- VPN as a Service
- Digital Experience Monitoring*
- Remote Browser Isolation*



Get started today: Learn more about Cisco Secure Access.

Visit: www.cisco.com/go/secure-access

COMMSCOPE®

CommScope celebrates its 25 years of legacy in India by continuing to serve customers

DRIVING BUSINESS-ORIENTED GOALS

India is one of the largest SME markets in the world. The pandemic has also accelerated the adoption of digitalization by SMEs. For companies to continue with innovative offerings, both tech and talent will go hand in hand.

Against this backdrop, CommScope continues to invest in its manufacturing capacity including its facility in Goa and invest in new technologies to take advantage of the 'fibre everywhere' evolution. CommScope is celebrating 25th anniversary of the facility in 2023 with more than 6000 employees across India.

In 2022, CommScope's Ruckus Networks collaborated with the Indian Institute of Technology Madras Research Park (IITMRP) to open its second research and development facility, which focuses on developing cutting-edge wireless (indoor and outdoor) and networking technologies for global and Indian customers.

Driving ubiquitous connectivity is the priority for governments around the world. The new generation network, 5G which needs significant densification to support higher data consumption and demand, will drive more fibre deployment globally. With rise in investments from network operators in network expansion and fibre rollouts, CommScope wants to bring critical infrastructure and network solutions to customers around the world, including an evolving Indian market. Its portfolio of products and solutions are also more closely aligned with the markets it serves.

POWERING THE FUTURE WITH INNOVATION

Over the last several years, India has seen drastic developments across industries, including communication and connectivity. India is the world's second-largest telecommunications market. Fast digitalisation across industries has become the primary element to fuel the expansion of the telecom equipment industry. With the introduction of 5G in India, the government has launched a program to develop indigenous 5G technologies and standards. Technologies such as Cloud platforms, AI-based services, and modernization of applications, driven by 5G, will continue to spur IT growth. In turn, these trends will contribute to a greater data centre demand in India. According to Arizton Advisory and Intelligence, India data center market size was valued at $4.35 billion in 2021 and will reach $10.09 billion by 2027, growing at a CAGR of 15.07% during 2022-2027.

REINFORCING COMMSCOPE'S BELIEF IN CUSTOMERS

With digitalization, CommScope has moved towards online and digital platforms to make sure it continues to engage with its customers. The brand continues to build key programs that are helping to drive optimization and will lead to increased customer satisfaction. By putting customers at the center, CommScope continues to work toward the objective to provide best in class customer support, both online and offline, so that its customers can easily connect, communicate and collaborate with the brand.

CAPITALIZING ON R&D EXPERTISE

CommScope has been operating in India for more than 25 years, enabling top mobile network operators to meet the bandwidth demands for tomorrow's digital future, with technology that includes outdoor cellular tower infrastructure, in-building wireless and indoor access points, small cells, distributed antenna systems, fibre optic connectivity, and data centre infrastructure.



MYLARAIAH JN
Director- Sales, Enterprise Business, India & SAARC
CommScope

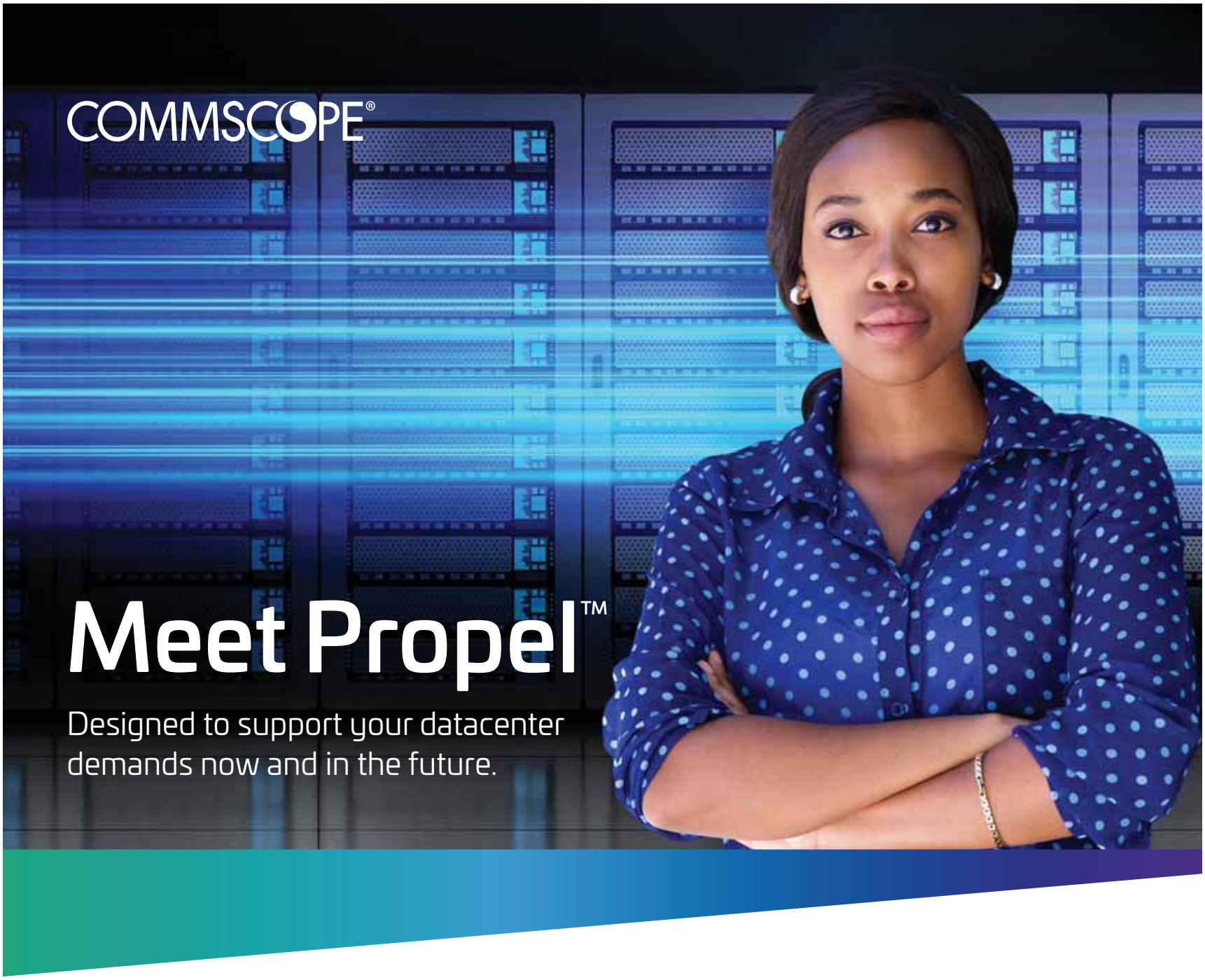
To support India's digital transformation journey requirements, in 2017 CommScope established its first multi-million-dollar R&D and operations center in Bengaluru. It also added an India Innovation Center in the Goa facility in 2018 for the development and testing of Base Station Antennas.

In July 2022, CommScope's Ruckus Networks collaborated with the Indian Institute of Technology Madras Research Park (IITMRP) to open its second research and development facility, which focuses on developing cutting-edge wireless (indoor and outdoor) and networking technologies for global and Indian customers.

POSITIONING FOR EXCELLENCE

A strong brand will reinforce a company story and messaging and is something people can identify with and feel connected to. How the customer perceives the value, or what the brand stands for is likely defined by their interactions with a company.

A strong brand must also reflect the company values and speak exactly what it stands for. Innovation remains the centre of everything CommScope does. Its continued investments in manufacturing and R&D demonstrate CommScope's long-term commitment to India. The brand will continue to strategically contribute to India's growing telecom sector while innovating faster and developing premium global solutions.



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- Modular design reduces deployment time, cost and complexity
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COMMVAULT

Commvault leading the next generation of data protection through an integrated approach

BALAJI RAO
Area Vice President, India & SAARC, Commvault

DRIVING BUSINESS-ORIENTED GOALS

A valued brand, Commvault reinforces the commitment to protect customer data in a challenging world. This year, Commvault's key priority is to secure, defend, and recover data with its robust suite of proactive capabilities, real-time visibility, and early warnings. Its unique unified platform assists companies to simplify management and optimize costs by combining software, SaaS, and appliances within their data protection strategy.

Commvault helps customers stay ahead of the curve with its innovative offerings which have always been first to market. This includes its recently added solutions of Metallic ThreatWise, managed cloud storage (Metallic Recovery Reserve), Security IQ dashboards, and even SaaS-delivered security for enterprise workloads like SAP HANA or comprehensive cloud-native protection.

POWERING THE FUTURE WITH INNOVATION

In today's dynamic and data-driven world, IT forms the backbone of a thriving digital era– pervading all aspects of business operations and life. One of the most impactful by-products of this movement is the unprecedented data sprawl. Data has risen to become the strategic asset of an organization, thereby, putting data protection at the forefront of the Indian IT industry. Commvault is reimagining the future by assessing data infrastructure with a unified architecture that is designed to help companies improve business continuity and decrease costs in this hybrid reality.

Commvault leads the next generation of data protection with a new layer of active defence, rapid recovery, and automation. It recently added ThreatWise to its Metallic portfolio, a proactive approach to cybersecurity that bolsters zero-loss strategy by intercepting a threat before it impacts business assets.

REINFORCING CUSTOMER BELIEF

Commvault is winning the trust of its customers through its comprehensive data protection solutions that can manage and protect all types of data, both on-premises and the cloud. Commvault also offers cost-effective and scalable data recovery options, as well as protection against ransomware attacks and other data breaches. Additionally, Commvault is constantly evolving and adopting new technologies, which give customers the confidence that they are working with a company that is ahead of the curve.

Commvault continues to receive positive feedback from its customers, whether they have recovered quickly and successfully from a ransomware attack or have achieved significant cost savings. In June, Commvault launched its new security capabilities across its entire portfolio, which will further help customers secure, defend, and recover their data to meet increasingly sophisticated cyber threats head on.

POSITIONING FOR EXCELLENCE

Commvault brings the best of both worlds to its customers which not only helps eliminate fragmentation but also reduces complexity. This sets Commvault apart from any other vendor in the industry.

Commvault takes an integrated approach to data security that ensures simplified management, with a consistent UX that avoids misconfiguration, and meets security requirements. Along with establishing solid foundational security to combat new-age threat vectors, Commvault has moved a step ahead with ThreatWise. This industry-first solution enables faster response to growing threats across the data ecosystem. Unlike other data protection vendors who are limited to backup and recovery, Commvault is the only one offering a platform that includes active defense across production and backup data. The result is unprecedented early warning of attacks, active defense to reduce the impact of intrusion and unrivalled data compliance, along with rapid recoverability to reliably deliver business continuity.

CAPITALIZING ON R&D EXPERTISE

India has the first-ever GCoE of Commvault and has the largest R&D team with over 900 employees present across its Bengaluru, Hyderabad, Pune, Mumbai, and Delhi offices. Commvault's innovation engine keeps revving with a strong focus on providing next generation of data protection that delivers modern security technologies and practices – including automation and AI.

Commvault acquired TrapX and Hedvig in the past and has recently collaborated with Microsoft and CyberArk to take data protection to the next level. Commvault continues to invest in new-age technologies to strengthen its portfolio across enterprise software, integrated solution, and Metallic SaaS offerings.



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CP PLUS

Making security more accessible, CP PLUS stands unrivaled as a trusted surveillance partner globally



ADITYA KHEMKA
Managing Director
CP PLUS (Aditya Group)

DRIVING BUSINESS-ORIENTED GOALS

The topmost priority of CP Plus is to establish a dedicated R&D Hub in India that caters to all the varied surveillance requirements locally within the country. CP Plus has investments in place to develop Hardware, Firmware, AI-Analytics, and Cloud Services, with the aim of automating the entire surveillance processes, not just for industrial surveillance but for home security as well.

Harnessing the power of cloud computing and storage, CP PLUS is integrating more and more of its products and solutions with IoT to offer a multitude of features and benefits in a single solution. With its own IoT and Cloud platforms, CP PLUS is ready to provide a more unified and seamless experience where all the brand's products from different categories will come under one umbrella. CP PLUS has developed one common mobile app to operate and control all its products.

The brand's aim is not to revolutionize technology for the Indian surveillance industry but also for reliable security seekers around the globe. With this in mind, CP PLUS is developing solutions with a myriad of features and has invested heavily to build the world's 3rd largest manufacturing facility for surveillance products in India.

With the production commencing in its new manufacturing facility in Kadapa in May, CP PLUS is becoming the Largest Manufacturer of Surveillance products and devices in the world anywhere outside of China.

POWERING THE FUTURE WITH INNOVATION

CP PLUS is witnessing the increased pace of digitalization, along with technology integration including AI and IoT. This is expediting the transformation and bringing in greater results, enabling the brand to create better customer value.

CP Plus leverages this huge potential of emerging technologies to its advantage by expanding its investment to produce CCTV and thereby aims to take India to the frontier of the global platform to capture a bigger percentage of the world market. Recognizing that it is imperative to India's economy, CP PLUS has been steadily increasing its contribution towards the research and development of AI & IoT powered as well as cloud-based solutions.

REINFORCING CUSTOMER BELIEF

Introducing the new range of high-performing, stand-alone security cameras ViDu, CP PLUS aims to disseminate new cutting-edge technology to every town in the country. Moreover, these cameras will be manufactured with 100% localization of the manufacturing process. Integrating artificial intelligence and machine learning into its cameras, CP PLUS is now offering the advantages of cloud recording and intelligent video analytics in solutions that also have the capacity to improve their own accuracy over a period of time.

CAPITALIZING ON R&D EXPERTISE

CP PLUS, a pioneer Indian brand leading the global surveillance industry, is also leading the way to make Asia a global R&D Hub. Since the brand's inception 16 years ago, CP PLUS has been a dominant player in introducing more relevant technologies to the Asian market. Completely designed, developed, controlled, and managed in India, CP PLUS is also producing cameras with their own chipsets especially, considering the specific requirements of the Asian and Indian markets. CP PLUS is also aligning with American Chipset makers to develop and produce special chipsets for Asian needs, which will have the CP PLUS logo on them. Furthermore, CP PLUS has plans in motion to invest heavily in R&D in India in the upcoming 3-5 years where the brand will be investing more than Rs. 300 crores with the mission of making India truly Atmanirbhar.

POSITIONING FOR EXCELLENCE

The determination to take effective and dependable surveillance to every corner of the country is what differentiates CP PLUS from other brands. CP PLUS has set up its presence in every major town and city of every state across India. Additionally, the brand is now eager to help turn rural areas into intelligent, urban living spaces.

CP PLUS is now making huge investments and opening offices to extend its reach to the US and Canada, countries in Europe, Middle-East, Africa, and even Australia. With a growing global outreach and an indigenized and dedicated R&D Hub at home, CP PLUS is well on its path to becoming the most trusted surveillance partner for the entire world, delivering much more than security but an enhanced living experience.

॥ श्रीहरि: ॥

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Dell Technologies lives by its commitment of driving growth through technology





ALOK OHRIE
President and Managing Director
Dell Technologies India

DRIVING BUSINESS-ORIENTED GOALS

Dell Technologies creates technologies that drive human progress. Over the years, Dell has been instrumental in changing the digital landscape across regions. Dell is among the world's leading technology companies helping to transform people's lives with extraordinary capabilities by providing a vast portfolio of products and solutions, across edge to core to cloud, helping businesses drive optimum results.

Dell's Partner Program also plays a pivotal role in achieving success and delivering excellent customer experience. Channel partners have always been a driving force behind Dell Technologies' business growth, strengthening the entire ecosystem, providing significant results and a plethora of opportunities to thrive in the subsequent years. Dell has committed to grow this further by enhancing partner experience levels and building efficient services led go-to-market strategies, aided by new incentives and distribution support across regions. Dell also offers a vast portfolio, all across edge to core to cloud to help businesses drive optimum results.

POWERING THE FUTURE WITH INNOVATION

The IT industry in India has been one of the most dynamic and rapidly evolving sectors over the last decade. As the industry evolves and new technologies emerge, there are many areas where India can play a leading role. The future of work is evolving, and as working in a hybrid world gets normalized, technology rather than physical workspace, will define employee experience. There will be a rising end-user expectation to seamlessly connect people to people, as well as to the data, applications and services they care about. After all, from building culture and driving innovation to serving customers, technology is the fulcrum of progress.

Over the next few years, Zero Trust architecture and cybersecurity will become the foundation for a new level of data security and trust, in a highly distributed multicloud world where everything is connected. Dell is certain that innovation and technology will drive significant progress going forward.

REINFORCING CUSTOMER BELIEF

In today's world, trust is defined by consumer expectations and measured by how well a brand delivers on the promises it makes with its products and services.

Dell Technologies takes care of the following things to keep the trust alive amongst customers –

- The brand listens to its customers via social media command center to understand their requirements
- It invests in understanding customers better by providing insight-based communication, leading to better customer experience
- It understands its customer's aspirations to be able to create programs that will be aligned to their requirement

Dell's marketing initiatives are customer-centric and aimed towards adding value to the ecosystem. Its after-sales service offerings also allow the brand to build the trust amongst customers.

CAPITALIZING ON R&D PROWESS

Driving innovation is a key priority for Dell Technologies. It has globally invested over $12.8B in R&D over the past few years, which has helped the brand become a leading end-to-end IT solutions provider.

The R&D center in India contributes 60% to Dell's overall server system management software. It adds towards a full cycle of innovation on Dell's enterprise future-ready solutions: Storage, Server & Networking. Some of the cutting-edge technologies designed, developed and launched by the center are NVMe-based RAID and Open Manage Power Centre.

Having filed over more than 100 patents in the last 4 years, Dell's renowned engineers and distinguished technical team members, along with its highly experienced team of designers and developers work towards understanding the evolving needs of the customer.

POSITIONING FOR EXCELLENCE

Dell believes in an agile approach to innovation that leverages the brightest and most creative minds across its strategy, technology, business, research and design teams. Its IT organization, Dell Digital leads its digital transformation journey. Built on its own solutions, Dell Digital is reimagining how the brand does business to meet ever-changing needs, driving innovation and creating a cultural shift throughout the company.

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D-Link®
Building Networks for People

D-Link in pursuit of building a more connected, smarter and convenient world



TUSHAR SIGHAT
Managing Director & CEO
D-Link (India) Limited

POWERING THE FUTURE WITH INNOVATION

D-Link continues with its pursuit of laying foundation for a world that is more connected, smarter and convenient. In India, the networking vendor is enabling end-users and enterprises to adopt new innovations in technology such as Artificial Intelligence, cloud computing, and mobile applications to optimize their investments and reduce operational costs. By focusing on the emergence of new technologies and their potential applications across the consumer and enterprise segment, D-Link continues to innovate to enable its users achieve more in their digital endeavour.

D-Link is constantly developing innovative solutions that enable its customers to execute their digital transformation initiatives and keep up with the ever-changing technology landscape.

ENABLING BUSINESSES TO DO MORE

D-Link Enterprise solution includes innovative and cutting-edge networking solutions that are tailored to the specific needs of Indian enterprises. With a team of highly skilled pre-sales engineers, D-Link offers customised solutions to its customers from varied verticals like Education, Government, Hospitality, BFSI, manufacturing etc. It offers standardized technology with industry leading functionality integrated into highly flexible, highly reliable and highly secure solutions that are easy to implement, while being priced competitively. D-Link's end-to-end enterprise networking solution essentially delivers performance, functionality with total reliability. Today D-Link is widely preferred amongst enterprise customers in the Indian sub-continent.

D-Link has always prioritized building strong relationships with its enterprise partners and customers through effective engagement programs. This includes providing timely support, conducting training programs to ensure customer satisfaction. Through its state of-the-art support infrastructure, D-Link ensures that its customers' business is always up and running.

REINFORCING CUSTOMER BELIEF

D-Link is winning the trust of customers by providing the highest quality products, along with fast and reliable customer service. D-Link offers a wide range of networking solutions that includes Wireless solution, Switches, Surveillance, Network Racks & Structured Cabling. All its products are backed by warranty and technical support, ensuring customers have access to help quickly and easily, whenever they need it. Additionally, D-Link provides a range of services, such as webinars, tutorials, and online technical support, to ensure customers have all the information they need to find the right solutions to meet their needs. D-Link also constantly reviews customer feedback to ensure their products and services are continually meeting or exceeding customer expectations.

D-Link understands that its tech-savvy consumers value convenience, reliability, and innovation. Through its futuristic and cutting-edge solutions, D-Link seeks to build a strong connect with its customers. Last year, D-Link introduced its flagship product line 'EAGLE PRO AI series' that allows customers to experience the benefit of AI powered Wi-Fi. Further D-Link emphasizes on the importance of customer service, which it demonstrates by offering up-to-date product documentation, tutorials, and how-to videos along with its state-of-the-art support infrastructure.

CAPITALIZING ON R&D EXPERTISE

D-Link has a strong focus on R&D and product engineering. Its team of eminent engineers and researchers are constantly evaluating market trends, developing solutions that are highly reliable and efficient. D-Link strives to develop products and services that are truly cutting edge and continually invests in new technologies such as Artificial Intelligence (AI), 5G, and the Internet of Things.

The company also has a dedicated local R&D center in India, which helps them to offer better tailor-made solutions to Indian customers.

POSITIONING FOR EXCELLENCE

D-Link has a strong presence in India along with its extensive product range in both consumer and enterprise segments. The company's offerings in the consumer segment range from Wireless routers to Range extenders to USB adapters. On the enterprise side, D-Link is well-known for its robust offerings such as WLAN, Switching and Surveillance solution. The company is also recognized for its innovative surveillance solutions, such as IP & Analog cameras, digital video recorders, Network video recorders and accessories.

D-Link is committed to the 'Make in India' vision. Aligned with this, today a substantial percentage of D-Link's products are designed and manufactured in India and it is targeting to take this share to maximum.

D-Link®

Indigenous SERIES



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Elastic democratizing search with powerful AI and ML-enabled search experiences



NEERAJ BHATIA
Area Vice President – Elastic India/SA

DRIVING BUSINESS-ORIENTED GOALS

Elastic is always committed to staying ahead of the curve and constantly reinventing itself to meet the ever-changing needs of its customers.

Elastic understands that data is only truly powerful when one understands the interdependence of data across the technology paradigm in any organization. Being able to correlate data and its relationships provides organization customer centric answers. Elastic is the only relevant engine that enables everyone to find the answers that matter - from all data in real-time and at scale.

The current rise of generative AI and large language models is one area in which Elastic has been investing. These technologies are beginning to revolutionize how customers work and live, offering powerful new ways to generate and analyze data and create new insights and outcomes.

Bringing in AI to get from 'just data' to 'experiences' that are contextual, learning assistive, predictive, and prescriptive is now critical for businesses' success.

Elastic delivers complete, cloud-based, AI-powered solutions for enterprise security, observability, and search built on the Elasticsearch platform. This development platform is used by thousands of companies, including more than 50% of the Fortune 500.

POWERING THE FUTURE WITH INNOVATION

The tech industry has gone through constant reinvention. From the mainframe to databases, microprocessors, modern operating systems, the world wide web, cloud computing, mobile devices, and now AI, each wave has brought with it new opportunities and new challenges.

Elastic uses generative AI to tap into its powerful search and analytics capabilities and provide generative AI with relevant context.

This year, in 2023, Elastic introduced the Elasticsearch Relevance Engine (ESRE) to provide new capabilities for creating highly relevant AI search applications. ESRE builds on Elastic's leadership in search and over two years of machine learning research and development and combines the best of AI with Elastic's text search.

Powered by built-in vector search and transformer models, ESRE uses AI and ML to find more relevant meaning and context in proprietary unstructured data. The thousands of companies already using Elastic solutions can advance AI initiatives today without many additional resources. It's accessible via a simple, unified API that Elastic's community already trusts.

REINFORCING CUSTOMER BELIEF

Elastic spends a lot of time listening to its customers—from the practitioner to the C-level. The common theme is that customers are under pressure for time and simplicity, especially for observability and security. They want an out-of-the-box experience that delivers the outcomes they are looking for with minimal effort.

Elastic constantly works to make its products more intuitive and user-friendly so that customers can achieve the outcomes they are looking for with minimal effort.

The innovations for Elastic are driven by its commitment to staying ahead of the ever-changing market dynamics and helping its customers with this too. Elastic understands that the technology landscape is constantly evolving, and it is dedicated to staying at the forefront of this evolution, delivering powerful solutions that help Elastic customers to succeed.

Elastic has launched several new products that have delivered an immediate impact on its customers' success. Cloud Security, Vector Search, Continuous Profiling, and Synthetic Monitoring are just a few examples of the innovative solutions that Elastic has brought to the market recently. These new offerings have expanded Elastic's portfolio and provided its customers with even more powerful solutions to their challenges.

Additionally, Elastic is recognized by leading industry analysts, such as Gartner, Forrester, and IDC, who report that Elastic is a leader in several categories.

Elastic is also helping its customers in their journey to cloud, while also deepening its relationships with its cloud partners. To help customers navigate the complex and constantly evolving threat landscape, Elastic has launched Elastic Security Labs, dedicated to discovering and addressing the latest security threats worldwide.

Finally, Elastic continues to make important contributions to the open source community by donating the Elastic Common Schema to OpenTelemetry.

POSITIONING FOR EXCELLENCE

Data has eaten the world, and enterprises need help finding answers and insights in massive amounts of data. Today, customers are also trying to keep up with AI because it is changing expectations of what is possible.

Just over ten years ago, Elastic democratized search. Today, it is continuing the same trend for data and AI with the launch of the ESRE, which delivers new capabilities for creating highly relevant AI search applications.

ESRE is a relevance engine that enables customers to achieve better business outcomes by taking advantage of all their proprietary structured and unstructured data, securing and governing information more effectively, and optimizing infrastructure and talent resources more efficiently.

Elastic is the leading platform for search-powered solutions. It helps everyone find what they are looking for to accelerate the results that matter. With solutions in Enterprise Search, Observability, and Security,

Elastic helps enhance customer and employee search experiences, keep mission-critical applications running smoothly, and protect against cyber threats.

> **"Elastic delivers complete, cloud-based, AI-powered solutions for enterprise security, observability, and search built on the Elasticsearch platform. This development platform is used by thousands of companies, including more than 50% of the Fortune 500"**

Elastic Security enables customers to operationalize their security strategy using predictive analytics, cloud monitoring, and more. Elastic Observability helps automation and anomaly detection to accelerate problem resolution and opportunity discovery. Elastic Enterprise Search allows customers to create powerful AI and ML-enabled search experiences for their employees and customers.



ESDS commits to presenting clients with the latest technology solutions and services



PIYUSH SOMANI
Chairman & MD
ESDS Software Solution

DRIVING BUSINESS-ORIENTED GOALS

According to a NASSCOM report, the Indian IT industry experienced its strongest growth in a decade, reaching $226 billion in FY22, driven by the necessity of technology investments due to the changes brought about by the COVID pandemic.

In this context, ESDS has identified several key priorities to position its brand and drive preference for FY 2023-24. Firstly, the brand is focusing on innovation and R&D to develop cutting-edge solutions that cater to the evolving needs of customers. ESDS is investing heavily in emerging technologies like AI, ML, and cloud computing to stay ahead of the curve. Secondly, ESDS is enhancing its customer engagement and support initiatives to ensure that the brand is responsive to its customer's needs.

Thirdly, ESDS is expanding its product and service portfolio to cater to a broader range of industries and customers. It is looking at opportunities to enter new segments and geographies while also exploring strategic partnerships and collaborations to enhance its capabilities and value proposition. ESDS is investing in brand-building activities, thought leadership initiatives and PR campaigns to create a positive brand image and drive preference for ESDS in the market. All these priorities are aligned with its mission to help customers succeed in a rapidly evolving digital landscape and create sustainable value for all stakeholders.

POWERING THE FUTURE WITH INNOVATION

Reimagining the future of the IT industry in India involves understanding the challenges and opportunities ahead. The future of the IT industry lies in innovation and digital transformation.

ESDS is committed to providing clients with the latest technology solutions and services to help them remain competitive in today's rapidly evolving digital landscape. It is reimagining the future of the IT industry by developing specialized solutions for different sectors such as banking, government, enterprises, healthcare, education, finance, and e-commerce. For example, ESDS developed cloud-based solutions for the healthcare industry that enabled medical professionals to detect respiratory issues with patients, which has been particularly crucial during the COVID-19 pandemic.

REINFORCING CUSTOMER BELIEF

Customer satisfaction is the key to winning their trust. The ESDS team of experts is committed to ensuring that all its customers' needs are met and that it delivers customized solutions to match their unique business requirements. To win the trust of customers, ESDS keeps its customers informed about any updates or changes to its products and services. ESDS also provides customers value for their money by ensuring that the pricing is competitive without compromising on the quality of its offerings. ESDS also provides excellent after-sales support to ensure that its customers are always happy with the products and services. Finally, ESDS takes the time to understand the business needs and goals of customers, and work closely with them to provide solutions that are not only effective but also sustainable. ESDS Software Solutions prioritizes customer satisfaction, transparency, value, and relationship building to win the trust of its customers.

CAPITALIZING ON R&D EXPERTISE

ESDS constantly focuses on R&D and product engineering development to offer its clients the latest and most innovative solutions. Its UK, US, and recently acquired India patent for Vertical Auto-Scaling cloud technology testify to this fact. ESDS has developed a breakthrough AI and ML-based technology that allows for real-time adjustment of computing resources in a virtual machine or container environment, enabling customers to use cloud resources up to three times more efficiently.

POSITIONING FOR EXCELLENCE

ESDS focuses on three main strategies to make its brand distinctive and central. Firstly, it prioritizes innovation in its products and services. By continuously innovating, ESDS differentiates itself from its competitors and becomes the go-to-choice for clients seeking cutting-edge solutions.

Secondly, ESDS prioritizes customer-centricity in everything it does by always putting their needs first. By focusing on customers' needs, ESDS builds solid relationships and establishes itself as a trusted partner in their success. Lastly, ESDS prioritizes thought leadership in the industry. By positioning as thought leaders, ESDS establishes itself as an authority in its field, which helps to attract new clients and retain existing ones.



REDEFINE YOUR DIGITAL JOURNEY WITH ESDS

- **Cloud Solutions**
  Where Innovation Soars
- **Managed IT Service**
  Powering Your Digital Infrastructure
- **Managed Security Services**
  Your Cybersecurity Powerhouse
- **Digital Solutions**
  For Accelerated Transformation



ETEK building a cybersecurity aware community



PRAVEEN SENGAR
Global CEO
ETEK

STRATEGIZING BUSINESS GOALS

ETEK is a Global Managed Security Services expert with 30 years of experience in cybersecurity. In terms of its credentials, ETEK has more than 200 cybersecurity specialists, and 20+ top industry certifications (ISO 27001, ISO 9001, ISO 20000-1). It manages critical infrastructure for more than 350 clients across industry verticals, including OT infrastructure. ETEK also has 3 SOCs, ensuring 24*7 operations and securing billions worth of transactions.

ETEK focuses on building cybersecurity awareness in its client base and in the community. It has gamified its cybersecurity training modules so that employees find it interesting and take deep interest in it. ETEK has its own training institute which has trained more than 11000 professionals.

ETEK is guided by its VISION to provide "Proactive Fingerprinted Protection. Guaranteed." This is a key differentiator for ETEK and makes the brand stand out in the market. It follows a consulting approach where it understands the business of the company, its technology landscape, current risk posture and then only it goes into offering solutions.

ETEK's method of 'Proactive, Fingerprinted Protection' is a triad of -

1. Contextualize: Map client's business & cybersecurity context. Internal as well as external
2. Automate: Recommend a platform-based approach which significantly reduces human intervention through automation
3. Continuum: Constantly monitor the ever-changing threat landscape through ETEK's Follow the Sun Delivery Model (3 SOC Centers, ensuring 24 X 7 monitoring)

Also, there is a constant endeavor to incorporate more automation in ETEK's Go - to - market solutions. It is working with innovative and disruptive players in the market in order to fulfil its vision of 'Proactive Fingerprinted Protection. Guaranteed!'

AI, ML, AUTOMATION - BACKBONE FOR ETEK'S PLATFORMS

ETEK focuses on protecting its clients from both signature and non – signature-based attacks, aka Zero Day Attacks. ETEK understood that it needs to tap into the vast amount of data generated by digital systems and networks to identify patterns, anomalies, and potential threats with greater accuracy and efficiency. Therefore, all the solutions that are part of its Go - to - Market are 100% AI and ML driven whether it is the SOC Platform, Threat Intel Platform, Data Protection Platform, Server Protection, etc. you name it.

These platforms are leveraged by ETEK's expert team of more than 200 cybersecurity specialists to analyze and respond to security incidents more effectively, mitigate risks, and adapt to evolving cyber threats.

DATA SECURITY & PROTECTION

There are majorly six stages in the data lifecycle - i.e., Create, Store, Use, Share, Archive and Dispose. To protect one's data, it is critical to protect it along each of these stages. Each of these stages has specific set of requirements related to data protections -

1. Data discovery and classification is required in the Create, Store and Use stage
2. Data loss protection and Access control is required in the Use and Share Stage
3. Data Encryption is required for the Archive and Dispose stage

A lot of the organizations are using manual effort to classify data, create policies and implement controls. Manual effort will take upwards of 6 months to be fully deployed while the data protection should start at the click of a button which is what we are trying to provide through our solution.

ETEK believes in working with a platform that leverages the power of AI and ML to automatically discover, detect and classify data, defined policies and access controls based on the user role / function and job profile and finally ensure that no malicious leakage takes place in the system.

MESSAGE TO CIOS/CISOS IN IMPROVING CYBERSECURITY POSTURE

1. Quantifying Cybersecurity impact on Business: CEO, CFO understands business impact and Return on Investment BUT are not keen to have technical discussions. Therefore, it is extremely critical that we start talking in terms of Return on Security Investments, which will help in getting an adequate budget to further improve the cybersecurity posture of the organization.

2. 360 - degree Visibility of IT and Cybersecurity environment of the organization: Visibility is key because once you have comprehensive visibility, you know what is working well and what is not working well. Visibility is also one of the first steps to being in better control of your cybersecurity environment.

3. Leveraging Automation and reducing human intervention for cybersecurity: Security must be system driven with minimum human intervention. AI based platforms that typically include the use of machine learning, deep learning and natural language processing is the way forward to ensure that we stay protected.



Forcepoint

Forcepoint positions itself as a trusted protector of sensitive information



AMAN THAREJA
M.D., Forcepoint India & SAARC

DRIVING BUSINESS-ORIENTED GOALS

- Forcepoint as a leader in the Cyber Security Transformation, is focused on positioning its brand and drive preference in the industry in the rapidly evolving Indian Enterprise, commercial, government and SME sectors. It has underlined the following key priorities –
- Understand the unique cybersecurity challenges faced due to modern hybrid user access and applications requirement across different organizations, developing solutions and services tailored to address those challenges effectively.
- Focus on addressing industry-specific challenges, demonstrating thought leadership, leveraging emerging technologies such as Secure Access Service Edge, Content Disarm and Reconstruction, and providing user-friendly, customized solutions to drive preference and build long-term relationships with clients.
- Leverage Emerging Technologies to stay ahead of the curve by positioning Forcepoint as an innovative and future-ready cybersecurity provider. Focus on the transformation of moving to Zero Trust Adoption.
- Position Forcepoint as a trusted protector of sensitive information and secure access that can help organization with Data Privacy and regulatory compliance.

Foster Partnerships and Collaborations, Provide Continuous Education and Training while promoting the importance of cybersecurity awareness and education.

Focus on Customer Success and better technology adoption: Prioritize customer success and satisfaction in all interactions with enhance better business productivity.

REINFORCING CUSTOMER BELIEF

Forcepoint believes in consistent delivery of quality, ensuring that its technology and service offerings meet or exceed customer expectations, provide value, and solve their problems effectively. By prioritizing customer needs, being transparent, and consistently delivering value, Forcepoint works hard to establish a strong foundation of trust with its customers, leading to long-term success.

Advanced Forcepoint Security and Data Platform such as Forcepoint ONE which is simplified with ease in administration and management, with defence grade technology and policies that don't hinder productivity will further help us win the customer trust.

CAPITALIZING ON R&D EXPERTISE

Forcepoint is heavily focused on R&D and product engineering development with thought of make in India development to effectively address the evolving threat landscape, leverage advanced technologies, develop adaptive defense strategies, drive innovation and comply with regulations. Acquisition of Bitglass, Deep Secure, and Cyberinc is a reflection of Forcepoint's focus on bringing best-of-the-breed technologies to its customers.

Forcepoint is focused on:

- Emerging Zero Day Threats and Steganography Attacks.
- Introducing Advanced Technologies: R&D and product engineering enable the exploration and development of cutting-edge technologies such as AI, ML, behavioural analytics, content disarm and reconstruct, and secure hardware.
- Adaptive Defense Strategies: By staying abreast of the latest attack vectors, vulnerabilities, and exploitation techniques, Forcepoint develops more robust and resilient security solutions.
- Industry Standards and Regulations: R&D and Compliance Legal Team helps in understanding and implementing new regulatory requirements, staying ahead of compliance challenges, and developing innovative approaches to address emerging security needs.
- Product Innovation: R&D and product engineering are essential for driving innovation in the cybersecurity industry. By investing in R&D, companies can develop new products, features, and services that address emerging security concerns.
- Customer Trust and Reputation: By investing in R&D, companies can develop robust and reliable security products that inspire customer trust.
- Collaboration and Knowledge Sharing: By actively participating in research initiatives, industry collaborations, and knowledge sharing platforms, cybersecurity companies can contribute to collective efforts in advancing security technologies, best practices, and threat intelligence.

POSITIONING FOR EXCELLENCE

Making a brand distinctive and central in its respective categories requires a strategic approach that focuses on differentiation, relevance, and consistent delivery and supporting the business objectives. Some of the key strategies that Forcepoint engages in include Industry first in Innovation for Secure Access, Data Security etc., continuous Innovation and Adaptation, engage and Listen to its audience, exceptional customer experience and thought leadership.

Enabling Channels through MSSP offerings

Forcepoint through its channel partners is encouraging and empowering customers to embrace the journey of digital transformation to make their business successful without getting worried on the nuances of adopting cloud & internet, by providing the robust cybersecurity platform with the central focus on the most important component – "DATA" and following the new industry standards like SASE/SSE as suggested by many third-party industry experts including Gartner.

To help SMEs and SMBs use the SASE/SSE framework and scale both in terms of buying multiple point solutions and deploying skills to manage and maintain the same, Forcepoint has launched MSSP (Managed Security Service Provider) platform which will help customers to embark on their digital journey without any fear.

Forcepoint

Cybersecurity has become complex.

Simplify it.

Discover how with the all-in-one, cloud-native security platform — Forcepoint ONE

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forcepoint.com/product/forcepoint-one

Fortinet leading the charge towards networking and security convergence



VIVEK SRIVASTAVA
Country Manager, India & SAARC – Fortinet

DRIVING BUSINESS-ORIENTED GOALS

Fortinet's vision of converging security and networking began more than 20 years ago and its innovation in this area provides solutions that leaves the brand years ahead of its competitors. Fortinet continues to gain market share because customers are increasingly recognizing how an integrated platform approach delivers better network performance and platform mesh security architecture.

Security requires much more computing power to handle the elephant data that flows through networks. Fortinet addresses this with its Security Fabric platform, which runs on a unified operating system for maximum interoperability among the solutions in its broad security and networking portfolio. Fortinet also has the industry's only security and networking-oriented ASICs that provide the power and performance that today's networks demand.

POWERING THE FUTURE WITH INNOVATION

Fortinet offers a wide range of technologies, including next-generation firewalls, Secure SD-WAN, 5G, and OT security, which can be delivered as hardware, software, cloud, or as a service. All of these solutions run on a single operating system - FortiOS, which improves operational efficiency and provides consistent security no matter where users or applications are located.

Fortinet continues to gain market share within the cybersecurity industry as more customers recognize how its integrated, single-platform approach to security delivers a lower total cost of ownership and a greater return on investment than competing solutions. SD-WAN and OT are two key technologies that are contributing to its growth and revenues significantly. Fortinet's goal is to keep growing and achieve number one market share in network firewall, Secure SD-WAN, and the OT security markets over the next couple of years.

REINFORCING CUSTOMER BELIEF

Fortinet is the most deployed, most patented, and most validated cybersecurity solution with well over half a million customers who trust the brand not only for solving their challenges today but also for addressing their security needs of tomorrow.

Fortinet is proud to be named in Gartner Peer insights Customer Choice for SD-WAN. This distinction is based on user reviews of the Fortinet Secure SD-WAN solution which has received the highest reviews of all vendors in the SD-WAN Market as of December 2022, based on 159 reviews with 96% of reviewers willing to recommend Fortinet's Secure SD-WAN solution.



CAPITALIZING ON R&D EXPERTISE

Fortinet holds nearly 3 times more patents than comparable network security vendors, a testament to its dedication to organic innovation that delivers industry-leading cybersecurity and networking solutions. These accolades speak for themselves and are rooted in over 20 years of prioritizing research and development which is the core part of the company's culture.

Fortinet is proactively managing its supply chain, redesigning products and qualifying additional suppliers to source multiple components to ensure it can deliver the products customers depend on. Fortinet ships nearly 50% of all next-generation firewalls and this is a testament to not only its supply chain strength, but also its investment in proprietary ASIC technology. Fortinet is also investing to scale threat intelligence and AI/ML.

POSITIONING FOR EXCELLENCE

At Fortinet, innovation lies at the heart of everything it does. As a security engineering company founded and led by engineers, Fortinet has a proven track record of innovating the best security products in the market. It is the focus and execution to deliver ongoing value to its customers that is Fortinet's biggest competitive advantage. Founded in 2000, Fortinet now boasts the most extensive portfolio of network security technologies in the world. Most of this technology has been built from the ground up, and it has been fully integrated into the Fortinet Security Fabric.

Fortinet stands for more than just technology innovation. Social responsibility is an integral part of its business, with Fortinet continuing to work to meet its own sustainability goals and help customers and partners do the same.

Fortinet also maintains one of the largest and broadest training programs in the industry with a pledge to train 1 million people in cybersecurity by 2025 to help close the cybersecurity skills gap.

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Detect, Protect, and Respond to Every Threat

Cybersecurity, everywhere you need it.

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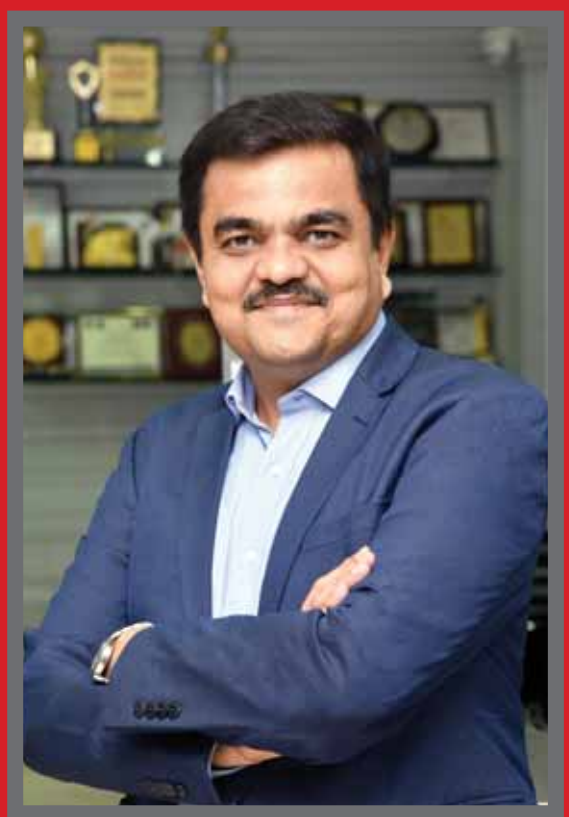
For details contact:
india_marketing@fortinet.com

HIKVISION®

See Far, Go Further

Committed to follow future roadmap with 'Make-in-India' 2.0 Vision





ASHISH P. DHAKAN
MD & CEO,
Prama Hikvision India Pvt. Ltd.

DRIVING BUSINESS-ORIENTED GOALS

Hikvision India is moving forward with a firm commitment to 'Make-in-India' 2.0 vision, while working on an evolving product manufacturing roadmap for the future growth in the Indian security market. The new insights and data sets are creating new breakthroughs and the lessons from the pandemic phase have helped the company to implement the new growth strategies.

According to the Economic Survey, Indian economy is expected to witness GDP growth of 6.0 per cent to 6.8 per cent in 2023-24, depending on the trajectory of economic and political developments globally. The economy is driven by private consumption and private investment on the back of government policies to improve transport infrastructure, logistics, and the business ecosystem. According to the government of India's latest economic survey, Schemes like PLI, National Logistics Policy, and PM Gati Shakti are set to drive economic growth.

The AIoT Technology continues to advance at a rapid pace. Hikvision is empowering the ecosystem partners with AIoT enabled products and solutions and is raising the bar by following new digital insights based on market research to enhance the customer experience. The key priority for Hikvision India is to keep on innovating and evolving as an organization while staying ahead of the competition. It is fully geared up for exceeding the market expectation in FY 2023-2024.

RESONATING WITH CUSTOMERS' NEEDS

The security industry's incredible growth story is driven by the SME sector's stupendous growth. India is the largest SME market across the globe and continuously expanding vertically and horizontally. The security market is changing at a rapid rate and it is becoming important, more than ever, to connect with the customers in a more personalised way and demonstrate the trust. A brand that demonstrates the purpose and shows its empathy and trust will resonate with customers in the long run. In this pursuit, Hikvision always puts best efforts to enhance the customer experience.

CUSTOMERS UNDERGOING DIGITAL TRANSFORMATION

Digital Transformation is a process that leads to a complete makeover. It changes how an organization operates and how it engages with customers and partners. It is an extremely challenging process for IT organizations to keep pace with a digital transformation, but it's vital for any business to remain competitive.

The Digital Transformation involves and affects the entire organization. The key observations on the acceptance at the customers' front on real transformation are -

- Establish initial overall metrics for determining success before starting any transformation efforts.
- Establish smaller-set metrics for specific projects and initiatives.
- Include minimal business outcomes as part of the criteria, such as revenue generation and time-to-market.
- Validate the Customer Experience Data.

SEEKING SOLUTION TO NEWER CHALLENGES

The Indian security industry is at an inflection point and as a leading brand, Hikvision is committed to follow the future roadmap with 'Make-in-India' 2.0 vision till it is fully realized. With a core focus on 'Make-in-India' 2.0 vision and customer centric approach, Hikvision hopes to address the challenges in 2023 and beyond and retain its leadership position through technology resilience, market foresight and product innovation.

Hikvision India believes that newer technologies don't necessarily mean newer challenges. The newer technologies like Artificial Intelligence bring smart analytics, add value and save time. Amidst the growing buzz created by AI applications, the automation is a fast-growing trend in the physical security industry. Automating security measures and business processes with AI and deep learning makes it possible to resolve otherwise complex issues or tedious jobs with minimal effort.

As technology advances, AI is used in increasingly disparate ways to help achieve automated security measures. AI-powered applications, such as automated event alerts, false alarm reduction, ANPR (Automatic Number Plate Recognition), and people counting, have already become popular in a variety of scenarios.

Hikvision's newly introduced technologies (AIoT) are thereby helping enterprises to resolve the newer challenges.

HIKVISION®

See Far, Go Further



The Future of TECHNOLOGY IS HERE

Hikvision the leading video security solution provider. In addition to the security industry, Hikvision extends its reach to Smart Home Products and Solutions, Industrial Automation, and Robotics to achieve its expansion plan. The endeavor is to provide superior pre- sales and post-sales service through collaboration with local distributors and its allied partners.

• CCTV • CABLE • POE SWITCH • VIDEO ANALYTICS • INTRUSION ALARM
• ACCESS CONTROL • COMMAND CENTER • VIDEO DOOR PHONE
• MOINTOR STORAGE DEVICES • INTELLIGENTS TRANSPORTATION

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HITACHI
Inspire the Next

India continues to be a key contributor in Hitachi Vantara's worldwide business

DEEPAK SAR
Distribution & Alliance Director
Hitachi Vantara

DRIVING BUSINESS-ORIENTED GOALS

The brand strategy of Hitachi Vantara is tied to further expanding the Hitachi brand globally with an emphasis on building awareness of its leadership in helping turn companies from data-rich to data-driven in support of their business objectives. The Marketing brand positioning and awareness priorities for Hitachi Vantara in 2023 include –

- Refreshing the brand identity and messaging to better reinforce its heritage and leadership in being engineered for the data-driven
- Addressing the challenges of businesses at any stage of their digital journey through Hitachi Vantara's cloud-based products, digital solutions and professional and managed services offerings
- Articulating its differentiated capabilities through thought leadership insights, global and regional marketing and communications initiatives.

POWERING THE FUTURE WITH INNOVATION

India has always been a leader in the services sector for the IT Industry. Over time, India has emerged as the hub for product development and digital innovation. Hitachi Vantara has also been working towards transforming businesses from being data rich to data driven. The way it is pictured by different research agencies, IT will not remain the enabler of businesses, but will become a key business driver and creator.

REINFORCING CUSTOMER BELIEF

Hitachi Vantara products and its services have been winning the trust of customers for over two decades. It takes pride in providing 100% data availability guarantee to its customers on all storage products, backed by SLA. Almost all private sector banks in India run on Hitachi Vantara technologies, including all the new age banking applications. Hitachi Vantara runs the largest SAP infrastructure in the country and takes pride in managing the exchanges.

Customer trust is built by ensuring that Hitachi Vantara delivers the promise of sale, which it has always been constant with. In addition, for the customers to experience its technologies, Hitachi Vantara runs POC and COE through its partners. This demonstrates and establishes trust with them before they make a purchase. Hitachi Vantara also runs programs with its partners to help customers with demo equipment.

CAPITALIZING ON R&D EXPERTISE

India is one of the fastest-growing markets in APAC and a key contributor in Hitachi Vantara's worldwide business. The company has product development and innovation labs in India that are responsible for R&D of hybrid cloud and AI products. It is working on multiple patents on the innovations in AIOps using deep learning and advanced data pipelines.

A few Hitachi Vantara products developed by their expert teams in India are -

- Hitachi Kubernetes Service (HKS) - a highly secure and scalable SAAS platform to provision and manage Kubernetes clusters
- Everflex/Hitachi virtual storage as a service (HVStaaS) - a highly secure and scalable SAAS platform to provision and manage storage arrays
- Hitachi Cloud Acceleration platform (HCAP) - a platform to help speed up and automate cloud transformation initiatives and has accelerators for deploy, test, workflow, assess/security and observability
- AIOps - a product that uses big data, deep learning, modern and scalable data ingestion and aggregation.

Last year, the brand has also opened its first ever global Hitachi Application Reliability Center (HARC) in Hyderabad that serves as a center of excellence (CoE) focused on optimizing cloud workloads for global clients.

POSITIONING FOR EXCELLENCE

Shaping perception and building a strong brand image in the market is an important ongoing process for Hitachi Vantara. The company believes that it is important to build broad awareness of its differentiation in the near-term around its capabilities that people may not realize Hitachi Vantara has. This supports its goal to develop Hitachi Vantara's perception as a leading solution provider that turns businesses from data-rich to achieving data-driven outcomes.

The company's messaging is unified globally and locally for the greatest Hitachi Vantara voice across all marketing materials. It targets specific industries and customers through a variety of global, regional and partner messages and integrated GTM campaigns/programs for global scale along with a localized impact. The major distinction in Hitachi Vantara's branding comes through the acceptance of its partners.


HITACHI
Inspire the Next
What's Now
to What's Next
We work alongside you, applying our unmatched industrial and digital capabilities to your data and applications. More than 80% of the Fortune 100 trust us to help develop new revenue, unlock advantages, lower costs, enhance customer experiences and deliver social and environmental value. What can't we do – together?
HITACHIVANTARA.COM

Hewlett Packard Enterprise

HPE's transformation into an edge-to-cloud company is its unique proposition



SOM SATSANGI
Senior Vice President and Managing Director – India, HPE

DRIVING BUSINESS-ORIENTED GOALS

Hewlett Packard Enterprise (HPE) is driving towards one customer experience, delivered through one integrated platform. The transformation of the HPE portfolio to deliver everything as-a-service is a strategy that CEO Antonio Neri announced in 2019 to simplify the experience for customers. To accelerate this strategy, HPE will consolidate its portfolio under the Hewlett Packard Enterprise and HPE GreenLake brands, to make it easier for customers to confidently choose the solution that best meets their needs.

HPE has organized its portfolio to be 'easy to mind' and 'easy to buy', supported by a descriptive naming strategy. Being 'easy to mind' means the buyer/customer can recall HPE as an option when they come to market. Being 'easy to buy' means customers can find the right products for them, know what works or integrates with what, what can be added on, and their natural upgrades paths.

HPE's strategy is to drive its brand by being relevant, differentiated and credible to its customers and making it easier for them to understand which products and services from the portfolio are right for them. Moving forward, HPE will continue to anticipate what comes next for its customers and invest in innovation to address their data-first modernization needs, with an unmatched set of edge-to-cloud solutions.

POWERING THE FUTURE WITH INNOVATION

According to a report by Nasscom and global consulting firm McKinsey, India's technology services industry has the potential to generate $300-350 billion in annual revenue by 2025 by capitalizing on rapidly emerging business opportunities in cloud, artificial intelligence (AI), cybersecurity, and other emerging technologies. HPE has been a strong partner in providing IT solutions to large enterprises in India for more than a decade. Its top 100 customers have been with HPE for between 15-20 years, as they all understand that HPE is an edge-to-cloud company, and is always ahead of the curve while offering innovative solutions to the enterprises. The HPE GreenLake platform has brought a differentiated kind of offerings to its customers where they can get a cloud like experience on-premise. Today, HPE offers compute, security, SAP HANA, backup, and storage – 'as-a-service' model and has opened a lot of opportunities for HPE in the SMB and mid-market. HPE's Bangalore R&D center is leading the contributions in many areas as part of this transformation.

REINFORCING CUSTOMER BELIEF

Customers have started prioritizing their data-first digital transformations and hybrid cloud solutions. As customers continue to accelerate their digital transformations, HPE wants them to continue to place their trust in the brand and increasingly turn to HPE to deliver the solutions, services, and expertise that solve their business-critical technology challenges.

HPE also sees a huge opportunity to continue to help organizations unlock the value of data to solve some of the biggest issues facing society. With early investments across people, process and technology, HPE is on this continuous journey to delight customers and in turn help them to deliver their business goals.

CAPITALIZING ON R&D EXPERTISE

HPE is investing in AI/ML, cloud computing and 5G, while also working on developing software for storage arrays in the cloud. Differentiated HPE storage services using AI/ML technologies is a breakthrough work that HPE does from India. The HPE Aruba team offers a portfolio of products that enables mobility-centric networks as well as security, and network management services that can operate at scale. In addition, HPE has an Advanced Development Center in India that is doing a lot of work in emerging areas like AI/ML blockchain, and things like memory-driven computing, in collaboration with Hewlett Packard labs global.

HPE is no longer just an infrastructure company that sells computing and storage and networking. It has now transformed into an edge-to-cloud company.

POSITIONING FOR EXCELLENCE

Digital transformation is forcing companies to change their business models and adapt to the new market reality. As a result, Enterprise technologists are looking to adopt cloud and new technologies to grow their business. HPE has a unique positioning as it brings the cloud to enterprises, enabling them to complete their hybrid cloud strategy. The company's marketing is focused on answering their questions to help them find what is right for them.

FACEOFF

OPINION MATTERS

Opinion management is a powerful tool that can be used to achieve a variety of goals



Brand management is all about creating a mental space for the product, which only can be achieved by knowing the opinion directly from the horse's mouth of the consumers is important for businesses because it allows them to get unfiltered feedback from their customers. If you want to improve your business, it is important to value your consumers.

Faceoff Technologies Pvt. Ltd.

(AN INITIATIVE TOWARDS VALUING THE CONSUMERS)

IceWarp

IceWarp positioning itself as a disruptor in the Email and collaboration solutions space



DRIVING BUSINESS-ORIENTED GOALS

Post pandemic, the digital evolution has evolved. With most organizations adopting hybrid workplaces, work from anywhere culture has boomed up and the requirement for Email, TeamChat, Conferences, Documents with collaborative editing and much more has grown.

IceWarp gives users access to their workplace with simplicity with their all-in-one web client. This is what makes IceWarp today the preferred choice of CIO's & ITDMs and as a true alternative to Google Workspace and Microsoft 365.

POWERING THE FUTURE WITH INNOVATION

As the IT industry in India continues to evolve and expand, collaboration will undoubtedly play a crucial role in anticipating future growth. By fostering strong partnerships between businesses, governments, educational institutions, and technology experts alike, the industry can create an ecosystem that is conducive to innovation and progress. With greater communication and collective visioning happening across these sectors - from education programmes designed with input from leading tech entrepreneurs through to government policies informed by insights from top business leaders – it can be better forecasted where technological advancements are headed next in order to stay ahead of the curve. Ultimately, it is only through this kind of open dialogue that it can be ensured that India's IT industry remains at the forefront of global innovation for years to come.

Post pandemic organizations have realized that work from anywhere enabling has to be done for users and that has brought in the growth of Email and Collaboration market. This has truly enabled Digital Today organizations worldwide to ensure that there is availability of basic email with video conferencing, video calling, IM chat capabilities with additional features like working together in groups, to be able to communicate and collaborate seamlessly within the teams and the outside world.

IceWarp as a disruption to the market is bringing in the best of both worlds with Hybrid solutions wherein frontline workers in any organization can be empowered with its basic plans of Secured Email and of course it's other plans which fit into the requirement of advanced features of collaboration and furthermore advanced security aspects being covered.

REINFORCING CUSTOMER BELIEF

Businesses that put their customers at the center of everything they do are better placed to win and retain loyal customers. This means investing in understanding what drives customers' behaviour, preferences, and pain points to customize one's offerings accordingly. It also necessitates creating seamless experiences across all touchpoints while being responsive to feedback and complaints promptly.

In short, adopting a customer-focused approach goes a long way in winning the hearts (and wallets) of consumers today!

IceWarp has always believed in innovation and that too with the inputs received from its end users/customers who have always helped the brand to look at the kind of work scenarios and use cases they come across on a day-to-day basis. IceWarp has always strived to provide this as part of its offerings to its customer which makes the brand stand apart. IceWarp helps customers to be enabled with tools and features that keep them connected with external partners, customers and vendors and collaborate with them with ease.

IceWarp's Development team who sits in Prague office is always trying to innovate and bring in capabilities that the customers are asking for.

PRAMOD SHARDA
CEO – IceWarp India and Middle East

POSITIONING FOR EXCELLENCE

When large enterprises look for an Email and Collaboration solution, they turn towards the known brands like Microsoft 365 and Google Workspace who are basically high on features but they are high on price too. However, the market is full of home-grown solutions which are low on price but low on features.

IceWarp here comes as a disruption in the market as it is high on features making it a true alternative to M365 and GWS and also helps customers bring down their TCO by almost 50-60% with the philosophy of pay for what you use. Due to this factor, IceWarp is being approached by a lot of Mid Enterprise & Enterprise customers across verticals for adopting its Email and collaboration solutions. IceWarp has packaged and positioned itself to help organizations provision plans as per their need and departmental use case.

IceWarp

A TRUE ALTERNATIVE TO
MS 365 & GOOGLE WORKSPACE

Fully customizable workspace, right in your browser.

- Email
- TeamChat
- Conferences
- Documents
- Storage
- Dashboard



This revolutionary dashboard, provides users with a streamlined, integrated experience and doesn't require any special setup because it runs from the cloud, for the perfect out-of-the-box experience on every installation, self-hosted or cloud-based.

Quality Certification

GDPR · HIPAA COMPLIANT · CERTIFIED by QES Cert s.r.o. QESCERT ISO 9001 · CERTIFIED by QES Cert s.r.o. QESCERT ISO 27001 · Information Security Management ISO 27017 Certified · Information Security Management ISO 27018 Certified

Security with Compliance, a rare blend happens only with IceWarp!

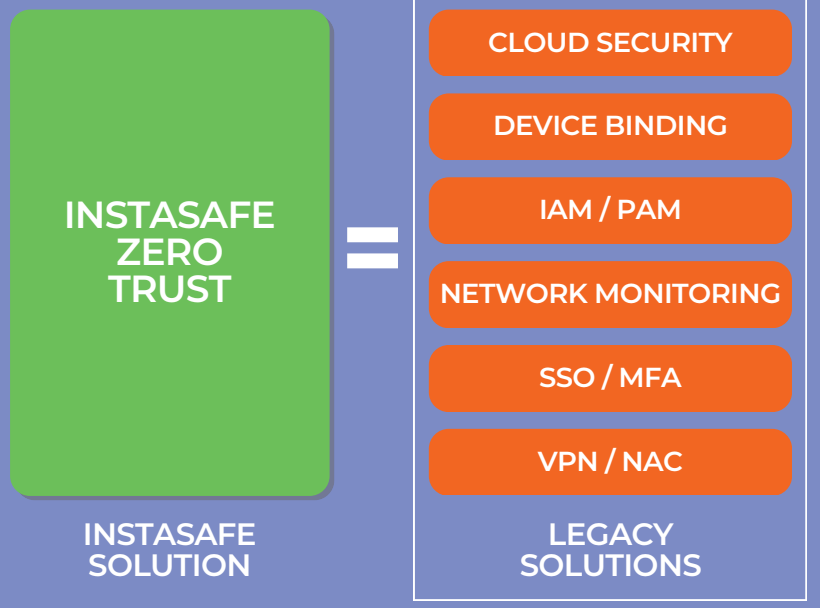
Scan the QR Code and Dive into the Realm of New Epos Experiences!

IceWarp India · www.icewarp.co.in · Contact us at marketing@icewarp.co.in · +91 8097511907



> **InstaSafe's growth has always been determined by its customers' absolute trust.**

Sandip Panda
Co-Founder & CEO,
InstaSafe



DRIVING BUSINESS-ORIENTED GOALS

With the epidemic, India became a major global market, and in the years 2021 and 2022, a massive technology-driven culture formed. As rapid digital transformation takes place, cybersecurity will be top most priority for IT leaders within the organization. Cyber security is no longer only considered as a technology risk rather than a business risk which needs to be managed proactively.

InstaSafe is uniquely positioned in the Zero Trust Access category within the cybersecurity space. InstaSafe is helping enterprises in managing secure access of enterprise applications and networks by remote workers and contractors, without the complexities of traditional legacy VPN which is no longer relevant for the modern workforce.

InstaSafe leverages its vast network of partners and distributor ecosystem to evangelize Zero Trust concept as it is still an evolving product category. InstaSafe focuses on omnichannel marketing to spread awareness across all social media platforms.

Customer testimonials remain a key aspect of branding and InstaSafe leverages G2 and Gartner peer insights, a software review platform to invite its customers to provide their reviews and experience of the product. InstaSafe is recognized as a High Performer in G2 grid for ZTNA category.

POWERING THE FUTURE WITH INNOVATION

India's IT sector is growing at a rate unmatched by any other economy in the world. The Government of India's liberalization initiatives, such as lowering trade barriers and eliminating import levies on technology products, as well as the rapid growth of the IT industry, have all aided in the creation of this enterprise.

The knowledge economy of the twenty-first century depends heavily on the information technology sector. In fact, India has been classified as a knowledge economy globally due to its great IT sector. The infrastructure needed to store, process, and exchange information for vital company functions and other organizations are also developed in part by this industry.

In the last 30 years, India has marked its name in the IT service industry sector giving rise to IT giants like Infosys, TCS, Wipro, Mindtree, and more. In the last 10 years, India has also made significant strides in Software Product space and Fintech space. All international giants are investing heavily in the India IT sector. India is now building software products for the entire world.

REINFORCING CUSTOMER BELIEF

InstaSafe has always grown because of its customers' absolute trust in the brand. Its big-ticket home-grown accounts are mostly customer referral accounts, which shows that as a brand InstaSafe has done a great job to win the trust of its customers. InstaSafe's products are not only trusted in India but it has happy clients across the globe.

InstaSafe understands that its product is a lifeline for its customers' business operations. Its products are built ground up taking all considerations and requests from its customers. The InstaSafe team is very agile and responsive in terms of any support requirements. InstaSafe provides a better experience for all its customers during the entire customer lifecycle such as Pre-sales, Post-sales, Support, and Renewals. It considers customers as its extended InstaSafe family and strives to take great care of all its stakeholders.

CAPITALIZING ON R&D EXPERTISE

InstaSafe is a 10 years old company working in the Zero Trust product category, which is one of the fastest growing product categories in the cybersecurity space. With the cybersecurity landscape rapidly changing with digital transformation, InstaSafe constantly works to stay ahead of the curve to provide new and innovative solutions to its customers. InstaSafe is a product driven company and product remains the core of its growth. The InstaSafe team is highly talented and its leadership team comes with vast experience in the cybersecurity industry. InstaSafe is a lean and agile team, and is committed to a great product for the world.

POSITIONING FOR EXCELLENCE

InstaSafe has marked its presence as the leading provider of Zero Trust Security along with other established brands. It takes a customer centric approach that makes the brand different. InstaSafe support, engineering and even leadership team is very much approachable to help customers at the time of need. It takes customer feedback and builds product features to help customers address business challenges.

InstaSafe
Cloud. Secure. Instant.

Gartner

High Performer
WINTER
2022

DSCI
Excellence Awards
2021

Get rid of ~~Latency Issues with VPN~~

Switch to InstaSafe Zero Trust Now!

Onboarding channel partners to capitalize on the fast growing Zero Trust market.
Apply now

sales@instasafe.com

https://instasafe.com

San Francisco | Bangalore | Mumbai | Germany

kaspersky

Kaspersky securing the digital landscape by offering enhanced protection



JAYDEEP SINGH
GM India, Kaspersky

DRIVING BUSINESS-ORIENTED GOALS

Kaspersky is a thought leader in cybersecurity that identifies threats by proactively looking for suspicious behaviour on endpoints and correlating events across multiple security layers. It helps businesses protect all their sensitive data against damage and block malware at the perimeter level.

Kaspersky focuses on building a strong reputation for reliability, expertise, and trustworthiness in cybersecurity. It offers implementation services and a wide range of Maintenance & Support Agreements, including 24x7, with priority response. In addition, Kaspersky's automated Vulnerability Assessment & Patch Management leverages current information on vulnerabilities to assist it in applying the most recent security fixes for various widely used programmes. It prioritises combining performance and multi-layered protection to mitigate risk by blocking threats at endpoints.

POWERING THE FUTURE WITH INNOVATION

As a leading cybersecurity company, Kaspersky has been actively involved in shaping the future of the IT industry by promoting security solutions and addressing emerging challenges. Kaspersky has continuously developed and enhanced its cybersecurity products and services to protect individuals, businesses, and critical infrastructure from evolving cyber threats. By providing advanced threat intelligence, anti-malware solutions, network security, and endpoint protection, Kaspersky aims to secure the digital landscape. Through its Global Research and Analysis Team (GReAT), Kaspersky conducts in-depth research, collaborates with industry experts, and shares insights to raise awareness about cybersecurity risks.

REINFORCING CUSTOMER BELIEF

Kaspersky's commitment to reliability, transparency, accountability, customer support, ethical practices, independent testing, and industry recognition contributes to winning the trust of its customers. The security brand's B2B portfolio represents the security requirement of today's enterprises, catering to the requirements of organisations of every size and at various stages of IT security maturity. Kaspersky offers specialised solutions driven by top-rated APT campaign discoveries from the Kaspersky GReAT team, with unmatched defensive capabilities delivered from a single console. Kaspersky Endpoint Security Cloud delivers a data-driven solution for every organisation's IT security needs. Kaspersky stops ransomware, fileless malware, zero-day assaults, and other new dangers, so businesses can continue operating normally. Thanks to its cloud-based strategy, Kaspersky users can work securely on any device and collaborate safely online, at work or home, from distant offices, and in the field.

Kaspersky has opened Transparency Centers worldwide, allowing independent reviews of their source code and software integrity. This transparency initiative ensures customers that Kaspersky products operate as claimed and do not contain hidden vulnerabilities or backdoors. Kaspersky also participates in independent third-party testing and certifications. These evaluations provide objective assessments of its products' performance and effectiveness.

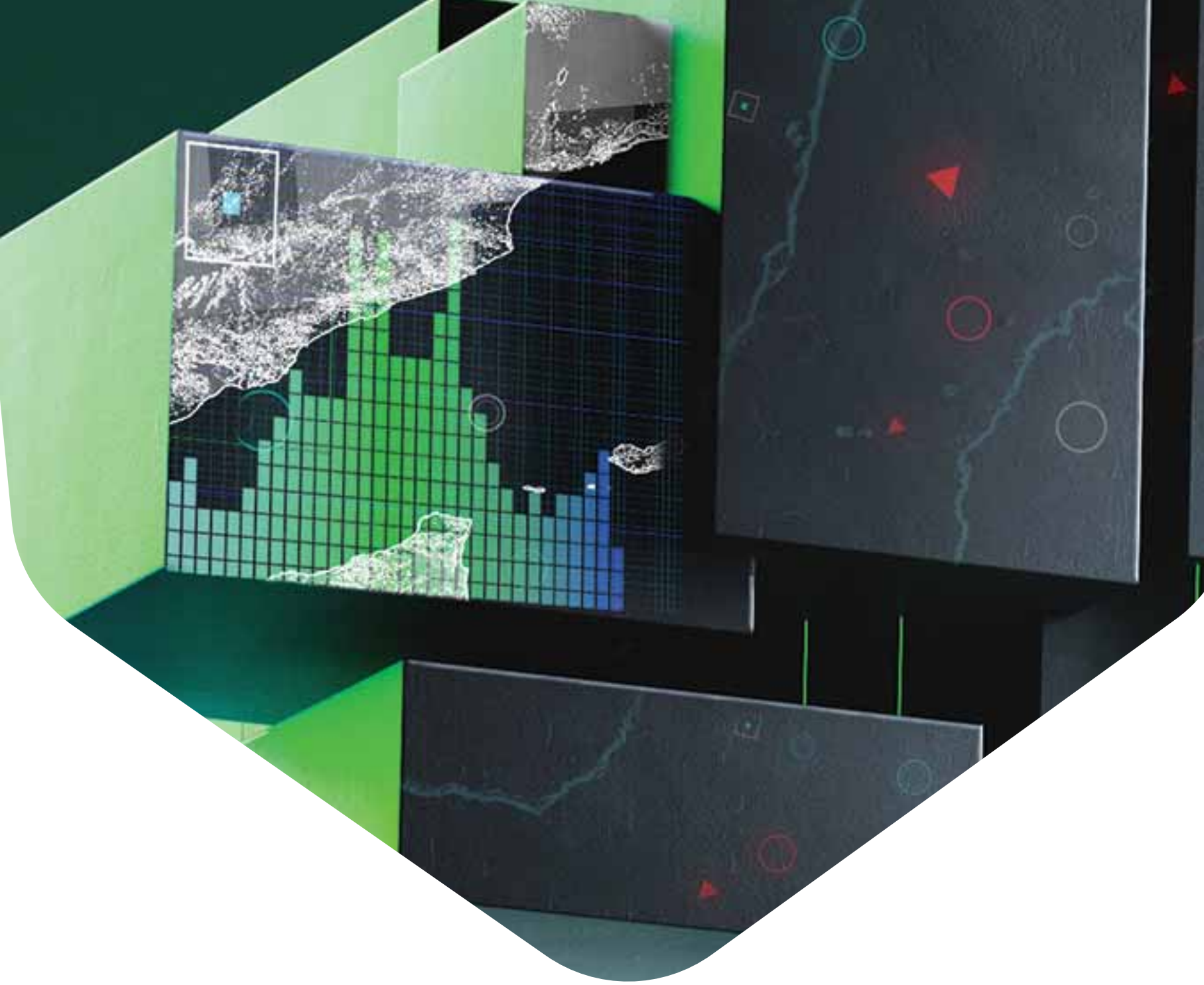
CAPITALIZING ON R&D EXPERTISE

Kaspersky is a data-driven enterprise with its R&D resources being agile and flexible. It focuses mainly on developing data analysis and machine learning technologies for the company's enterprise solutions. With around 1/3 of the workforce being R&D experts, Kaspersky constantly prioritises internal research and development and the natural evolution of its most popular and efficient technology products.

POSITIONING FOR EXCELLENCE

Kaspersky offers solutions for infrastructure protection and security intelligence expertise used to implement the most sophisticated projects worldwide. Its focus on research, innovation, and expertise in addressing cyber threats has earned Kaspersky the recognition and trust among individuals and businesses globally. Kaspersky prioritises the user experience by providing user-friendly interfaces, easy-to-understand security reports, and responsive customer support. By putting users' needs first and delivering excellent customer service, Kaspersky aims to build long-term relationships, reinforcing its brand distinction. Kaspersky's Security Network (KSN) is a cloud-based service helping the company as a vendor to understand emerging threats better while offering its customers enhanced and more secure protection. Kaspersky's Global Research and Analysis Team (GReAT) is renowned for its expertise in threat intelligence. They monitor and analyze emerging cyber threats worldwide, sharing their insights with the cybersecurity community, businesses, and governments.





Helping crack some of the most sophisticated attacks ever known

We are a longtime leader in investigating complex APT attacks-including OlympicDestroyer, MosaicRegressor, WannaCry and Shamoon 2.0.

kaspersky

www.kaspersky.co.in

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KEYSIGHT

MEASURE AND IMPROVE YOUR SECURITY POSTURE WITH KEYSIGHT

Is your security team prepared for the next cyber-attack? Are your security tools effective against threats, and are able to detect and stop attacks quickly?

The cost of a data breach is daunting enough, but security professionals also face frequent cyberattacks. Of the companies surveyed for a Keysight research report on Security Operations Effectiveness, 75 percent were breached an average of once a year.

Many security teams are not ready to handle the cyber risks that come with the drive toward digital transformation in all industries. The gap keeps growing between the cybersecurity demands of the digital ecosystem and the expertise available to combat new and existing threats. That leaves organizations vulnerable, from government and defense to banking and finance to enterprise. And the consequences of a cyber incident go beyond financial losses — they extend to failures in operations and compliance, damage to reputation, and loss of customers and revenue for years to come. How do you ensure that your security team is trained and prepared to effectively detect and manage the complexities of an actual cyber incident?

Security leaders must also ensure that their organization has the right defenses in place to block attacks and swiftly identify and mitigate potential risks. This is what warrants the large investments in cybersecurity tools. Yet how do you ensure that the tools you have invested in continue to provide the necessary protection, knowing that others who've been breached had the same tools? How can you become more proactive about your cybersecurity posture by identifying risks in advance?

KEYSIGHT'S CYBER RANGE SOLUTION:

Gain hands-on cyber skills and test the organization's security posture in a controlled environment

The Keysight cyber range solution provides a realistic environment to test your organization's security posture. Realistic training and exercises are the most cost-effective way to transfer key cyber skills to security professionals, and to hone the security team's ability to detect and contain an attack. Our solution comes with a library of predefined threat and event scenarios that cover a wide range of cyber security topics and techniques. We can also work with you to build customized cyber exercises in a controlled environment that replicates your company's network.

- Controlled cyber range environment: Prepare security teams for cyber-attacks with dynamic, hands-on practice in a safe environment.
- Realistic cyber range platform: Customize the scalable Cyber Security Operations platform to suit different architectures and



"Keysight's application and threat intelligence (ATI) is harnessed by our test solutions, including BreakingPoint, IxLoad, IxChariot, and IxNetwork, used by the world's largest network equipment vendors and service providers to test their networks and technology. ATI also provides data to Keysight's AppStack, which is integrated into our award-winning Vision series of network packet brokers (NPBs)."

SUDHIR THANGRI
VP & GM –
Keysight India



"Today's network and security teams just don't know how effective their security solutions are on a continuous basis. Security breaches aren't always caused by a lack of capable products, they are due to misconfigurations or a lack of security skills. With the risk and cost of cybercrime increasing, now is the time to help our customers move to a more mature security posture to be able to respond to vulnerabilities".

SCOTT REGISTER
VP
Keysight Technologies



organizational requirements.

- Security-tool agnostic: Integrate tools from your preferred vendors into the cyber range
- Multitenant architecture: Allows users to train on multiple technologies simultaneously, reducing the overhead of costly classroom training.
- Capture the Flag (CTF) exercises: Sharpen your team's cybersecurity skills in a competitive space.
- Library of threat and event scenarios: Cover several predefined scenarios with a wide range of cyber security topics and techniques.
- Customizable scenarios: Build your own custom scenarios on the cyber range platform, or Keysight can help you create complex scenarios to meet your unique requirements.

Threat Simulator:

Hack yourself before others do with safe breach and attack simulation (BAS)

To ensure a strong defense, organizations need to embrace an offensive approach that employ up-to-date threat intelligence to continuously verify their organization-wide security controls are working as expected and are optimized for maximum protection. With Keysight's Threat Simulator, organizations can measure their security posture, gain insights into the effectiveness of their security tools and obtain actionable remediation steps to improve it.

- Simulate attacks safely on your live network, measure and optimize SecOps spend, while continuously monitoring your security posture.
- Support Software-as-a-Service (SaaS) and on-premise deployment options.
- Utilize over two decades of network security testing expertise, supported by the Keysight Application and Threat Intelligence (ATI) research center.
- Validate security controls against a library of 50,000+ tactics, techniques, and procedures (TTPs) with direct mapping to MITRE ATT&CK.
- Identify and rectify misconfigurations and gaps through real-time SIEM correlations and vendor-specific recommendations.
- Measure network, email, and endpoint security posture.
- Detect and remediate environmental and configuration drift.
- Save money by maximizing existing security controls and processes before purchasing new tools.
- Also available through managed security service providers (MSSPs).

KEYSIGHT SECURITY SOLUTIONS





KEYSIGHT CYBER RANGE:
GAIN HANDS-ON CYBER SKILLS AND TEST THE ORGANIZATION'S SECURITY POSTURE IN A CONTROLLED ENVIRONMENT

THREAT SIMULATOR:
HACK YOURSELF BEFORE OTHERS DO WITH SAFE BREACH AND ATTACK SIMULATION (BAS)



Smarter technology for all

Lenovo

Lenovo aims to solve customers' critical business needs through its service-led transformation

AMIT LUTHRA
MD – India, Lenovo ISG

DRIVING BUSINESS-ORIENTED GOALS

Lenovo recognizes the immense potential and the crucial role that technology plays in shaping the future of India.

As an organisation, Lenovo believes in commitments

Lenovo has announced strategic investments of USD 1 Bn in advancing AI capabilities. To further amplify and tap the potential of this technology, it is actively engaging with ISVs (independent software vendors) and start-ups working in the AI domain. By collaborating with these innovative players, the brand aims to leverage their expertise and bring AI from lab to scale. Lenovo currently has more than 70 AI optimized products across its ThinkSystem and ThinkAgile portfolio.

To leverage Lenovo 360 Partner framework

Another key priority for Lenovo is educating its channel ecosystem through Lenovo 360, its global partner framework. Having understood that its success is closely tied to the success of its channel partners, Lenovo ensures that partners grow together with the brand in this journey. Lenovo's portfolio spans from pocket to the cloud, making it the only end-to-end infrastructure provider in the industry.

Sustainability is the key in the corporate decision making

In line with its commitment to sustainability, Lenovo has set a bold vision to achieve net-zero emissions by 2050. Lenovo understands the impact of accelerated digitalization and the need to be environmentally conscious and hence, it ensures that its products are energy efficient. Lenovo as a company reduces carbon footprint of its operations and enables its customers and partners do the same through the carbon offset services.

Lenovo CIO Technology Playbook 2023

- **87%** of CIOs in the market agree that digital infrastructure is mission critical or important to achieving business goals
- More than **84%** of Indian CIOs ready to embrace AI as a powerful tool for driving innovation
- **78%** of Indian CIOs have expressed their intention to migrate IT workloads from public to private or hybrid cloud environments
- **97%** of CIOs in the Asia Pacific region believe Edge Computing to be the new frontier for driving business growth
- **90%** of Indian CIOs planning to adopt the As-a-Service model

POWERING THE FUTURE WITH INNOVATION

India is seeing a rapid digitalization. As per Lenovo's CIO Technology Playbook 2023, 87% of CIOs in the market agree that digital infrastructure is mission critical or important to achieving business goals. Their top two priorities are achieving business agility and digital innovation, and accelerating revenue and profit growth.

As a tech leader, Lenovo understands that it has to keep an eye on the tech trends that will shape the future and enable its customer and partners transform their businesses intelligently -

1. **AI:** With more than 84% of Indian CIOs ready to embrace AI as a powerful tool for driving innovation, India's startup ecosystem is witnessing rapid growth in the development of innovative solutions to tackle pressing societal challenges. Lenovo has recently launched its AI Innovator program, committing over US$100 million to onboard AI-focused ISVs and startups in the Asia Pacific (AP) region.
2. **Hybrid/Multi Cloud:** A significant 78% of Indian CIOs have expressed their intention to migrate IT workloads from public to private or hybrid cloud environments. As a strategic partner, Lenovo offers reliable and high-performing Hybrid Cloud and Smarter Data Management solutions through collaborations with VMware, Nutanix, and Microsoft.
3. **Edge:** The immense potential of Edge computing is recognized by an overwhelming 97% of CIOs in the Asia Pacific region, as they believe it to be the new frontier for driving business growth. Gartner's prediction that 75% of workloads will exist outside the traditional data center further reinforces this trend. Lenovo possesses an extensive and unparalleled Edge AI portfolio and expertise, providing customers and partners with a distinct competitive advantage.
4. **As-a-service**: The As-a-Service model has become the new reality for businesses, as highlighted by more than 90% of Indian CIOs planning to adopt this approach. Lenovo's TruScale offering stands out in the industry, providing a unique consumption-based model that covers end-to-end infrastructure requirements, from pocket to cloud, effectively catering to the evolving needs of Lenovo's customers.

By strategically focusing on AI, hybrid/multi-cloud solutions, edge computing, and the As-a-Service model, Lenovo is well-positioned to meet the evolving needs of businesses in India and drive digital transformation in the market.

REINFORCING CUSTOMER BELIEF

Lenovo aims to be a reliable partner, consistently delivering value, driving innovation, and solving real-world challenges, while also providing flexible and cost-effective solutions. It prioritizes winning the trust of its customers by focusing on several key strategies -

- Meeting the customers' immediate needs is important, but Lenovo goes a step further by anticipating their future requirements. By future-proofing their business, Lenovo ensures that its customers can rely on its products and services as they grow and evolve.
- Bring value to Lenovo's customers through its extensive ecosystem of alliance and channel partners. This enables the brand to offer turnkey solutions that are customizable, reliable, and best-in-class.
- Staying ahead of the curve and investing in innovation. Lenovo's commitment to cutting-edge technologies, such as AI, hybrid cloud, and edge, all offered under a pay-as-you-go model allows it to deliver solutions that are at the forefront of industry advancements.
- TruScale as-a-service model: Lenovo understands that costs should not be a barrier to innovation. That's why it offers TruScale, a flexible consumption-based model that allows Lenovo's customers to access its solutions without upfront capital investment. This approach ensures that Lenovo's customers can adopt the latest technologies and scale their operations without financial constraints.

CAPITALIZING ON R&D EXPERTISE

Lenovo places a strong emphasis on research and development (R&D) and product engineering development to stay ahead in the ever-evolving technological landscape. The brand increased its FY22-23 annual investment in R&D to US$2.2 billion, up 6% year-to-year.

Lenovo has established 18 R&D centres and 4 AI innovation centres across the globe. By focusing on AI research and development, Lenovo aims to drive innovation and deliver intelligent solutions that enhance user experiences and drive business outcomes. These AI COE serve as hubs for cutting-edge research, enabling Lenovo to develop innovative solutions that address the evolving needs of its customers.

Lenovo takes pride in having in-house manufacturing units, which provide the brand with greater control over the production process and enable the brand to optimize the quality and reliability of its



products. Furthermore, innovation is at the core of Lenovo's strategy. It continually strives to understand the present requirements and anticipate future needs to develop solutions that align with evolving trends and technologies.

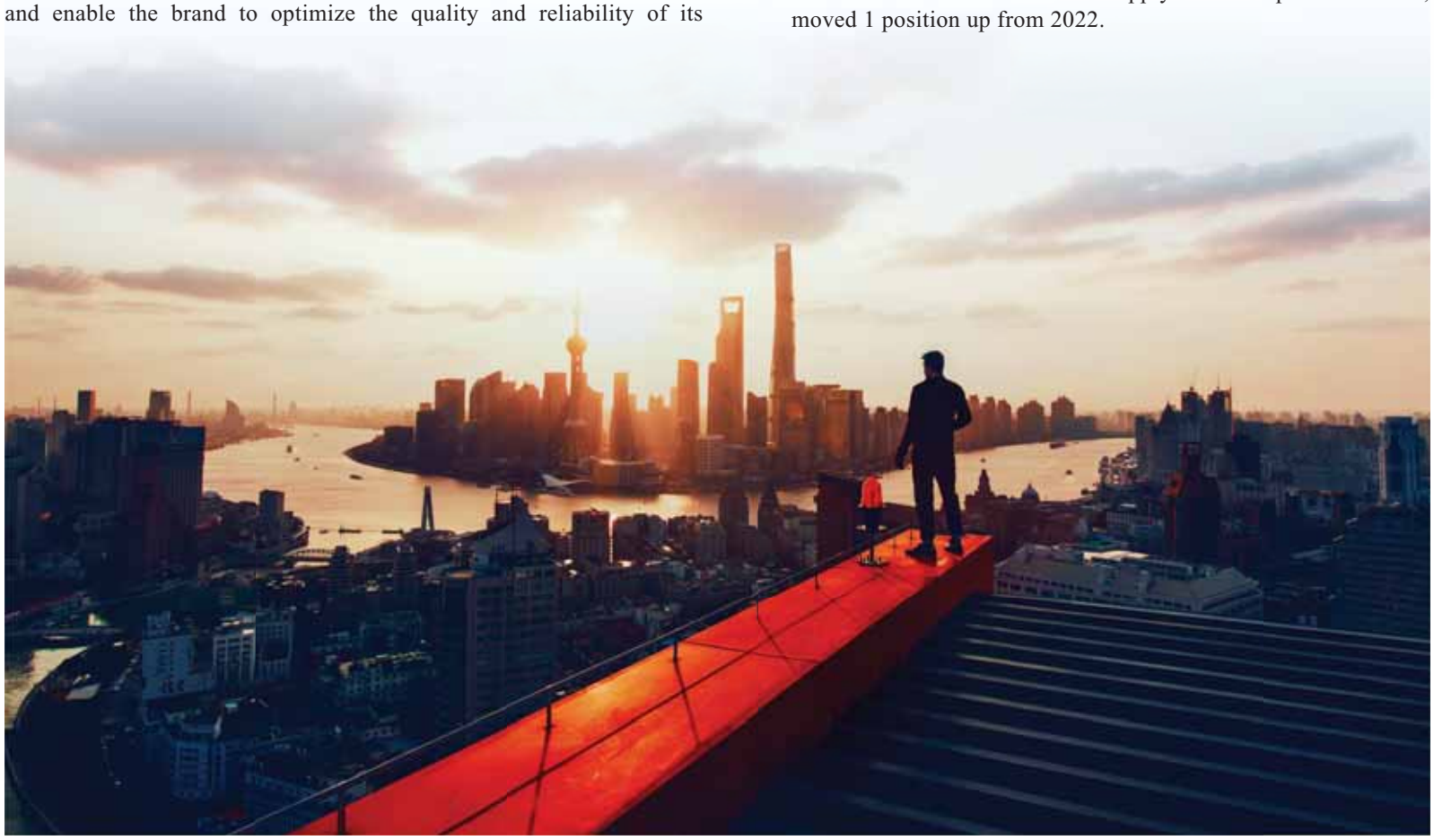
POSITIONING FOR EXCELLENCE

Innovation and customer-centricity is part of everything Lenovo does. By investing heavily in research and development, Lenovo continuously brings cutting-edge technologies and solutions to the market.

Lenovo's focus on understanding and meeting customer needs allows the brand to develop products and services that truly resonate with its customers. Through its service-led transformation, Lenovo aims to solve customers' critical business needs by offering attached services, managed services and Everything-as-a-service (XaaS) and comprehensive solutions.

Furthermore, Lenovo's recognitions and industry accolades speak for the brand. Be it in servers, storage, supercomputers, supply chain, Lenovo is truly making an impact for not just its customers but how it conducts business. Here are some of the most recent recognitions -

- Lenovo ranked #1 worldwide storage solutions provider in the 'under $25K' category by IDC
- Lenovo is the #1 provider of supercomputers in the world with 162 systems, according to TOP500.org
- Lenovo sustains #1 position in the Green500 list for the most efficient systems
- Lenovo ranked #8 in Gartner Supply Chain Top 25 list 2023; moved 1 position up from 2022.





Micron's vision is to transform the way the world uses information to enrich life

RAJESH GUPTA
Director Sales – India & SAARC,
Micron Technology India

DRIVING BUSINESS-ORIENTED GOALS

Micron understands that Corporates and SMEs put high emphasis on scalability and flexibility in the IT infrastructure. This requires cutting edge technologies and products that offer excellent price/performance and better TCO to the enterprises. Micron's focus is on helping deliver solutions that can scale with the evolving demands of businesses, and offer expandable storage and memory options.

By providing products that are compatible with a wide range of devices and systems, Micron aims to empower organizations and people to adapt and grow without technological limitations. It also works with several ecosystem partners who develop platform and solutions that are highly optimized and validated on Micron products.

Micron's focus for FY23-24 is to make its industry leading 1 Alpha node-based DRAM products including latest innovations like DDR5 and 232-layer NAND technology-based products and SSDs to various segments of market for deployment.

POWERING THE FUTURE WITH INNOVATION

The rise of big data, artificial intelligence, machine learning, cloud computing and the Internet of Things has had a significant impact on the memory and storage industry. Micron has been actively exploring and developing innovative solutions by closely monitoring emerging technologies and trends in the IT industry. It is committed to staying at the forefront of technological innovation and providing solutions that enable customers to leverage these trends effectively.

Micron is investing in technologies that enhance data protection, including encryption, secure erase capabilities and advanced firmware. Data security is of prime importance to Micron. By prioritizing data security features in its products, Micron aims to provide peace of mind to customers and ensure that their sensitive information remains protected.

By reimagining the future of the IT industry and aligning its strategies with the evolving needs of individual consumers and businesses in India, Micron aims to forecast and contribute to the growth of the sector. Micron's collaboration with ecosystem stakeholders enables it to collectively reimagine the future of the IT industry, address challenges, and seize growth opportunities.

REINFORCING CUSTOMER BELIEF

Micron products are renowned for quality and reliability besides the best-in-class performance. Its products undergo rigorous testing and adhere to strict quality standards to ensure reliability, performance, and durability, thus building trust in its brand.

With a history spanning four decades, Micron has established a strong track record of delivering reliable and innovative products. Customer orientation is one of the core Micron values and it puts customers at the center of its innovations. By being responsive and attentive to its customers' needs, Micron aims to build trust and confidence in the brand.

CAPITALIZING ON R&D EXPERTISE

Micron is an industry leader in innovative memory and storage solutions transforming how the world uses the information to enrich life for all. With a relentless focus on customers, technology leadership, and manufacturing and operational excellence, Micron delivers a rich portfolio of high-performance DRAM, NAND, and NOR memory and storage products through Micron and Crucial brands. The innovations that Micron creates fuel the data economy, enabling advances in artificial intelligence and 5G applications that unleash opportunities — from the data center to the intelligent edge and across the client and mobile user experience.

Micron has taken its technology leadership position in commercially launching 1 alpha DRAM and 176-layer 3D NAND in production multiple quarters ahead of the industry. It is committed to mass producing 232-layer 3D NAND. Micron helped reduce latency, increase performance, reduced die size and reduce overall TCO when we launched 176-layer 3D NAND to increase adoption in the market.

POSITIONING FOR EXCELLENCE

Micron products are delivered under two distinct brands- The Industrial, embedded and enterprise focused products are sold under Micron brand and its Consumer/Commercial segment focused products are retailed under brand Crucial by Micron. In addition to offline channel activities, Micron collaborated with major ESports activities along with gaming influencers to talk about Crucial Gaming DRAMs and SSDs and coordinated with marketing on all Social Media platforms.



Crucial Pro DRAM • DDR5 DRAM • NVMe SSDs • PORTABLE SSDs



Enterprise | Cloud | Data Center |
Automotive | Consumer | IMM | Mobile

For more information visit: **www.micron.com**

Contact Person- Mr. Sanjeeo Singh VAR / SI Channel Manager
Contact Number- +91 8800507776

Orchestrating a brighter world

NEC



NEC: Driving Technological advancements and contributing to nation's growth

ARVIND SAXENA
Head – Marketing & Corporate Communications, NEC India

ESTABLISHING BRAND CREDIBILITY

Throughout its 70+ years of existence, NEC India has played a pivotal role in the nation's evolution by leveraging technology to create a lasting impact. As a silent crusader in nation-building, NEC India's contributions have been felt across various stages of development including the first multimodal biometric authentication program – Aadhaar, providing digital identity to 1.3 billion Indian citizens, facial recognition boarding system at various airports to make the air travel hassle-free and convenient, implementing smart cities to make the lives of common citizens safe and secure, providing connectivity to Andaman & Nicobar Islands through submarine cable systems and opening up a world of hyperconnectivity and new opportunities for the islanders.

Through its story of impact and change brought about in the life of a common citizen of this nation, NEC has demonstrated its commitment to driving technological advancements and contributing to the nation's growth. The same is reflected in an integrated marketing framework that acts as a North Star for NEC.

PRIORITIZING CUSTOMER CENTRICITY

NEC understands the significance of placing customers at the forefront of every decision and interaction and has learned that from its own experience. In the "New-Normal", the first step towards enhancing customer experience is to build trust and deep-rooted engagement with the internal customers i.e., employees and stakeholders.

Some of the best practices that can help organizations adapt, meet customer needs, and maintain a competitive edge are -

- **Transparency & Authenticity:** Fostering open culture, sharing data, insights, and feedback across teams for brand authenticity.
- **Simplicity:** Distilling complex information into relatable narratives that resonate with customers, simplifying NEC's brand message for better connection.
- **Purpose-led Advocacy:** In today's world, people want to be associated with brands that have a genuine purpose at the centre of their existence. A purpose-led approach elevates brand ambassadors to become brand advocates. Even the shortest personalized experience that empowers customers and employees to fulfil their purpose establishes the strongest mental and emotional connect with the brand.

EMPOWERING AND IMPACTING COMMUNITIES

At NEC, effectively communicating its meaningful contributions to society and empowering citizens, irrespective of their technological familiarity, is paramount. It achieves this through strategies laser-focused on simplicity, accessibility, and real-world impact. NEC's products and services prioritize user-centric design, ensuring they are intuitive and user-friendly, removing barriers for non-tech-savvy individuals and delivering maximum value effortlessly.

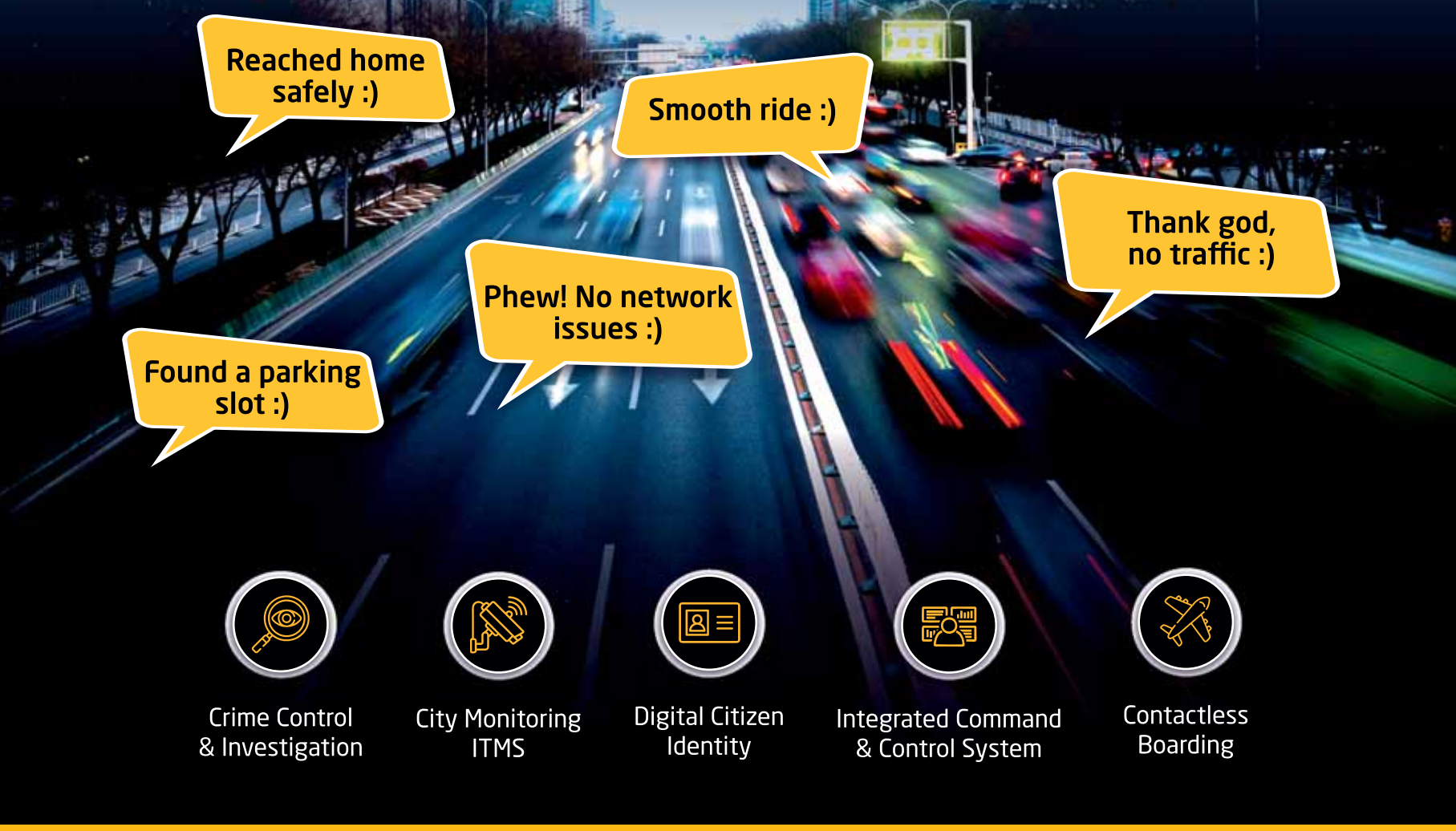
NEC prioritizes inclusivity, education, and effective communication to ensure everyone benefits from its solutions regardless of technological background. By empowering individuals to harness technology's power, NEC enables them to lead more productive, informed, and connected lives, making positive contributions to their communities.

\Orchestrating a brighter world NEC

BUILDING CITIES FOR TOMORROW AND BEYOND

70+ YEARS OF EMPOWERING INDIA THROUGH TECHNOLOGY

With world-leading biometrics authentication, AI technology, video analytics, and system integration capabilities, NEC presents convenience-sensitive solutions for many different security scenarios and public safety challenges worldwide.



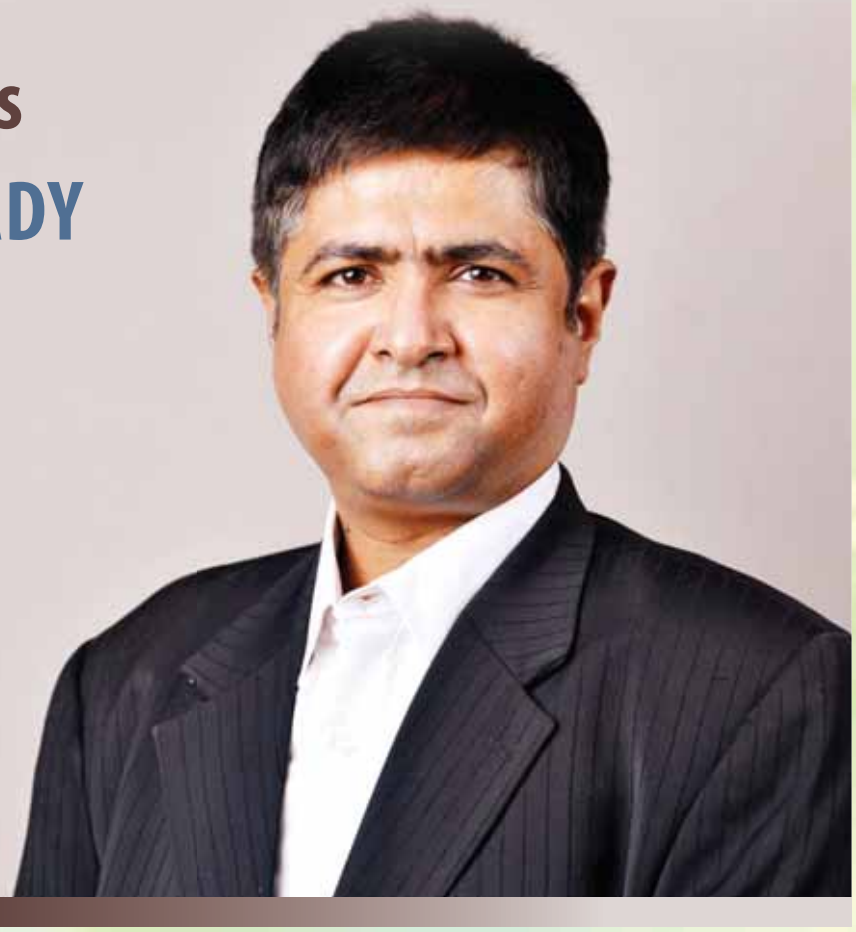
- Crime Control & Investigation
- City Monitoring ITMS
- Digital Citizen Identity
- Integrated Command & Control System
- Contactless Boarding

Powering Billion Dreams

marketing@india.nec.com 7042950044 in.nec.com

For more information SCAN HERE

NTT committed towards CREATING FUTURE-READY SOLUTIONS WITH A focus on sustainability



PRASENJIT ROY
Chief Marketing Officer
NTT Ltd. India

DRIVING BUSINESS-ORIENTED GOALS

By contributing to the growth of the communities that the organization operates in, NTT is prioritizing sustainable digital transformation. From a business perspective, NTT is focusing on market leadership position in network services, managed solutions across cloud, SaaS, cybersecurity, and consulting services.

With an eye on the future in terms of changing technologies and growing demand for its services, NTT has been rapidly scaling its infrastructure and several new data centers are being added to the line-up each year. By consistently focusing on the social side of operations and setting up renewable energy plants, NTT is deploying advanced energy-efficient technologies for cooling in its data centers, and taking steps to upskill and reskill the workforce.

POWERING THE FUTURE WITH INNOVATION

India is on the path to becoming a digital-first and sustainable economy. The future of the IT industry in India is going to be as a leading global provider of services and solutions in two key areas -

AI automation – The ongoing digital transformation across industries has brought SaaS and AI automation into the picture in a big way. There is a growing demand to automate routine processes, deploy self-service models for users and customers, and to create a faster, seamless and more convenient experience for all. That's where NTT has been at the forefront in recent years. Going forward, AI-powered SaaS and process automation will play an even bigger role, and NTT has invested heavily in Research and Development to innovate and create future-ready solutions for all industries.

Sustainability of operations and development of climate-tech - Sustainability of operations, irrespective of the verticals, is now increasingly becoming a core priority for every enterprise. NTT has been consciously focusing on sustainability across its operations and has set up renewable energy generation plants that produce solar and wind power. NTT is also the first data center operator in India to have introduced Liquid Immersion Cooling and Direct Contact Liquid Cooling technologies recently.

REINFORCING CUSTOMER BELIEF

As a multi-billion-dollar global enterprise, NTT has constantly followed the universally accepted best practices such as transparency, willingness to work collaboratively with every client organization, understanding their pain points, and creating solutions that effectively and sustainably address their challenges. NTT has prioritized ensuring that clients get better outcomes from their digitization efforts. Whether it is reduction of effort, speeding up processes, managing costs or taking care of end-to-end digital transformation of the business, more than 2500 of its clients know that they can trust NTT for every need.

CAPITALIZING ON R&D EXPERTISE

As a leading IT enterprise, R&D and product engineering development process are integral to its operations. NTT has established one of the largest R&D facilities in India, and has a large team of experts and engineers working in this arena. Over the years, NTT has achieved numerous firsts in areas like multi-cloud, and is set to become the only non-telecom private sector enterprise in India to have a company built, owned, and operated submarine cable this year.

As a people-first organization, NTT is well aware of the skill challenge that persists and is proactively dealing with the scenario by driving upskilling initiatives alongside tech innovations. In FY 22, more than 76,000 hours of training was delivered to thousands of NTT employees across dozens of learning streams. Recently, it organized a 3-day 'Back to Campus' program for 300 of its employees and helped them strategically realign themselves towards the company's future objectives.

NTT's broader aim is to empower its clients with the most advanced technologies and tools and equip its employees with the right skills to stay competitive despite the technological changes.

POSITIONING FOR EXCELLENCE

NTT is one of the top enterprises globally in the IT domain. With an operational presence in more than 80 countries, NTT has a strong competitive advantage in the technology services industry.

NTT has built major research and development facilities in India, and is committed to constant investments towards innovation and creating new technologies. Its innovation strategies are guided by the principles of improving operational outcomes and reducing environmental impacts.

The second core differentiator for NTT is the unrelenting emphasis on delivering exceptional customer experiences through its services. Alongside winning the trust of its clients, and achieving business growth, NTT is renowned as an organization that is committed to corporate social responsibility.


NTT
Infinite business ambitions.
One technology partner.
The transformative potential that technology holds for your business is beyond doubt. It drives instant connections with people and data. While helping you automate processes and make informed and insight-driven decisions. It also gives you the ability to spot opportunities and create new products and services to serve your clients' unique needs.
With our integrated, full-stack solution we play a critical role in enabling the hybrid workplace, accelerating the digitization of business processes, and driving innovation across Financial Services, Manufacturing & Automotive, Healthcare, Retail and Public Sector Enterprises. Thus unleashing the transformational value that IT holds.
Network as a Service
Cloud Services
Edge as a Service
Technology Solutions
Global Data Centers
Digital Collaboration and CX
services.global.ntt | india-marketing@global.ntt | 1800 103 3130



NUTANIX

Nutanix helps businesses succeed by establishing the hybrid multi-cloud environment

HARSH VAISHNAV
Director Channels, Alliances and Ecosystem, India & SAARC – Nutanix

DRIVING BUSINESS-ORIENTED GOALS

Nutanix is a global leader in cloud software, and it offers organizations a single platform for running apps and data across clouds. With Nutanix, companies can reduce complexity and simplify operations, freeing them to focus on their business outcomes. Building on its legacy as the pioneer of hyperconverged infrastructure, Nutanix is trusted by organizations worldwide to power hybrid multi-cloud environments consistently, simply, and cost-effectively.

As part of its mission, Nutanix also supports its channel partners by providing them with comprehensive training and resources such as a starter kit bundle to help them deliver the best workable solutions to their customers. It also rewards partners with competitive incentives and support to ensure their continued success.

It is because of this approach that many prominent customers in India including Olam International, Apollo Hospitals, are using Nutanix's solutions. In fact, all the top 10 banks in India are Nutanix customers.

POWERING THE FUTURE WITH INNOVATION

Organizations today are grappling with application and data management at the edge, across different clouds, and in the core. This is set to become more challenging as going forward as there will be hundreds of millions of applications created, generating unprecedented amounts of data.

Most enterprises have now seen the inevitability and even benefits of running workloads across public cloud, on-premises, and at the edge. The growing level of diversity in cloud deployment creates enormous complexity in managing applications' data across cloud environments. The goal for organizations now is to make this hybrid multi-cloud operating model more efficient, especially when managing IT environments across the edge to the core.

To overcome these challenges, Nutanix is committed to continuously offer the most comprehensive tools, including its hybrid multi-cloud platform that enable organizations to uniformly provision, move, manage, monitor, operate, govern, and secure applications and data from a single console. This is becoming an increasingly important priority for IT. In fact, the recent Nutanix global Enterprise Cloud Index survey also indicates that nearly all respondents believe that they will benefit from having a single, unified control plane to manage applications and data across diverse environments.

REINFORCING CUSTOMER BELIEF

Nutanix recognizes that customers are king, and this is why its Net Promoter Score has been consistently above 90 percent over several years. Nutanix continuously strives to provide solutions that meet the ever-changing demands of its customers. In fact, it is this customer-centric approach that helps them navigate the complexities of cloud computing.

CAPITALIZING ON R&D EXPERTISE

Nutanix is committed to providing continuous innovation, develop cutting-edge technologies to drive digital transformation, and deliver the best possible value to its customers. Nutanix knows its customers are focused on innovation, and so the brand is providing them with a hybrid multi-cloud platform that helps them drive their efforts. With its platform, Nutanix can put their applications and data in the environments that make the most sense, whether private or public clouds, or at the edge.

Most of the R&D works for Nutanix happens out of India. Nutanix's R&D centers in Bengaluru and Pune are an integral part of the innovation strategy for Nutanix, with 40 percent of the patents filed globally coming from the centers in India.

POSITIONING FOR EXCELLENCE

Nutanix is a customer-centric organization that aims to help make businesses successful by enabling them to establish the hybrid multi-cloud environments they need to put the applications and data in the environments that make the most sense. It listens to its customers to gain insights and tailor its solutions to meet their unique requirements. As part of this, Nutanix also provides customers with unique flexibility in terms of hardware, hypervisor, and cloud choices, and a subscription model that allows for complete portability of workloads between on-premises and public cloud environments.

Nutanix's high net promoter score in the 90s is a testament to its strong market position and being a partner of choice for digital transformation.

Cloud Complexity? Find Simplicity.

Say goodbye to complex cloud environments and hello to streamlined efficiency. Run all your apps and data from anywhere, with just one platform.

Turn cloud complexity
into multicloud simplicity.

Find out more at **www.nutanix.com**

NUTANIX

Multicloud Simplified



opentext™

OpenText changing the game with the amalgamation of Information and Automation

SAURABH SAXENA
Country Director – India
OpenText

DRIVING BUSINESS-ORIENTED GOALS

OpenText has been delivering trusted and quality solutions for more than 32 years. It is the leader in the growing Digital Operations and Information Management market, delivering a cloud-based platform of software and business solutions.

OpenText is looking at positioning itself to support the long-term impact of the corporate sector with its Business 2030 vision. It sees every company as a software company, that needs to run at a digital speed requiring orchestration above automation, unleashing cross-silo value in organizations, and simultaneously creating value across its ecosystem. Additionally, with the growth of AI and other realities in information and communications, the landscape of data and its applications is changing. OpenText is ready to support them to unlock their growth by steering through uncertainties with its knowledge and experience.

POWERING THE FUTURE WITH INNOVATION

The Business 2030 vision of OpenText envisages a whole new world of possibilities where information meets automation. As a company exists on the spectrum from legacy to contemporary, there will be a need to move from data centres to multi-cloud environments, Off Cloud to Cloud and SaaS applications, transactional processes to algorithmic processes, Agile practices to embracing DevSecFinOps. The IT industry has to step in to drive the change in the flow of information.

The current trends signify a symbiotic relationship between the growth of Indian industries and the IT industry. For the Retail industry, there will be the growth of contextual commerce with the aid of digital. Financial services will see the shift to FinTech for frictionless customer services and better compliance. The Life Sciences industry will have discovery and delivery being reinvented by information and automation. Telecom will be reinventing new standards for operations. And finally, the governments will seek to transform citizen experiences with information and automation.

REINFORCING CUSTOMER BELIEF

Everyone's expectations are constantly evolving in the fast-changing world, and the customer is always right. The services OpenText gives its customers are not just a requirement, rather they serve as a real point of differentiation against the competition. OpenText enables its customers in using the information to create smarter experiences that gives a competitive advantage.

OpenText assists businesses in acquiring lifelong clients by utilising audience and data analytics to boost relevancy, boost conversion rates, and maintain customer engagement throughout their lifetime. It believes in reinventing customer engagement, to stay abreast of the times with world-class delivery experts who understand the complexities of customers.

CAPITALIZING ON R&D EXPERTISE

40% of OpenText employees are dedicated to innovation and R&D. Its primary focus is on Information Management that gives businesses the ability to securely gather, control, share, and analyse data, adding knowledge to the entire process.

OpenText R&D is concentrated on key areas like Smarter Information, Smarter Experiences, Smarter Business Network, Smarter Security, Smarter Applications, Smarter Digital Operations, Smarter Modernization and Smarter Analytics.

POSITIONING FOR EXCELLENCE

Technology is being developed more quickly than ever. Businesses are creating an information tsunami that is escalating daily. Additionally, information is now spread and more sophisticated than ever. Disruption is constant. Business leaders must accept new rules for automation, people, supply chains, and frictionless business in order to surf the waves of disruption with swiftness. Transformation driven by information is not the way for the future. It is here, right now. It is also crucial.

OpenText believes that every company is becoming a data and software company, and information advantage is the catalyst for transformation and competitive edge. In the old days, process advantage was the key to growth but as per OpenText's vision with Business 2030, companies need to have the information advantage to work smarter. OpenText's identity as a brand is connected to envisioning the direction of the IT industry in the future. OpenText's belief is that by applying information advantage human performance is elevated - differentiated digital experiences are delivered, disruptive digital ecosystems are created, uncertainty is managed, software excellence is realized, and a safer world is built.

opentext™

Smarter with OpenText

Get the information advantage

- AI Cloud
- Application Modernization
- Business Network Cloud
- Content Cloud
- Cybersecurity Cloud
- DevOps Cloud
- Experience Cloud
- IT Operations Cloud

Learn more at https://www.opentext.com/smarter-with-opentext





A platform approach to cybersecurity and innovation set Palo Alto Networks apart

ANIL VALLURI
MD and Regional VP, India and SAARC
Palo Alto Networks

DRIVING BUSINESS-ORIENTED GOALS

While the rapid digital transformation has brought about many benefits for India Inc. it has caused an uptick in the number of cybersecurity incidents domestically. Palo Alto Networks endeavours to raise awareness and create a robust partner ecosystem across all routes to market in a complimentary fashion, by helping partners provide best-in-breed cybersecurity solutions on top of their own services. This approach has helped the brand to deliver industry-leading Security Operations Centers (SOC) in high-action areas like hybrid work, API, and IoT, further cementing Palo Alto Networks as a force to be reckoned with in the Indian cybersecurity space.

POWERING THE FUTURE WITH INNOVATION

Hybrid work has increased the dependence on emerging technologies such as AI, cloud, blockchain, IoT, and more, and rendered traditional security models obsolete. This has driven large-scale transformations in the threat landscape and created a more equipped and emboldened cyberattacker. By providing a consolidated security platform, Palo Alto Networks is helping its customers save costs in an economically challenging period.

Palo Alto Networks has heavily expanded its product portfolio, made 14 acquisitions since 2018, and invested in R&D in India and across its centres worldwide. This has enabled the brand to build a full security platform that covers critical areas such as SASE, Zero Trust Network Access, Cloud & Application security, XDR, and AI-powered Security Operations Center (SOC) automation.

Palo Alto Networks' Prisma and Cortex offerings deliver the security capabilities necessary to provide secure remote access to workers and defend against intensifying threats that target employees at home. It also offers customers the opportunity to consolidate their security tools onto a unified platform.

REINFORCING CUSTOMER BELIEF

Customers today demand an agile and simplified yet competent security stack to secure their distributed data and workforce. Palo Alto Networks delivers this by closely collaborating with its partners to ensure they provide industry-leading managed security to its clients.

Considering the market's acute shortage of cybersecurity talent, Palo Alto Networks is working to deliver security as a service and a business imperative for today's enterprises. Since simply deploying a firewall or antivirus is not enough, Palo Alto Networks' Zero Trust umbrella is essential to reducing risk, improving UX, and providing consolidation advantages.

CAPITALIZING ON R&D EXPERTISE

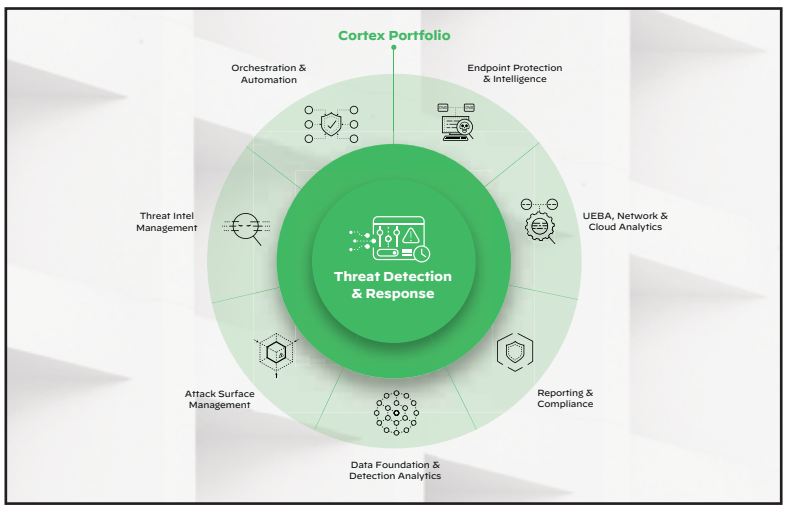
Palo Alto Networks has invested heavily in innovation through significant R&D investments. In the last quarter, it spent a record US$404 million on R&D globally. Palo Alto Networks has also curated its solutions portfolio to ensure it is both best-in-breed and platform oriented for its clients.

With its firm belief in collaboration, Palo Alto Networks has involved its partners in every step of the growth journey. Lastly, the brand plays a complementary role with its ecosystem partners, focusing on delivering innovative solutions while partners compliment with their services. This approach ensures customers have access to the latest and most effective solutions to protect themselves today and well into the future.

POSITIONING FOR EXCELLENCE

Palo Alto Networks offers three platforms that provide next-generation security solutions. Its best in class, fully integrated solutions combine advanced firewall capabilities with threat intelligence, advanced endpoint protection, cloud security, and network visibility, enabling organisations to secure their networks holistically. Palo Alto Networks recognises that automation and security orchestration capabilities are essential to streamlining the SOC. It offers its customers features like automated threat detection, response, and remediation, which reduces the burden on security teams. By automating routine tasks, organisations can improve their overall security efficiency and respond to emerging threats quicker. It leverages the use of AI-enabled automated solutions, which can action certain low-level security alerts automatically, opening up bandwidth for CISOs to attend to high-priority ones quicker.

Thus, a platform approach to cybersecurity combined with the unparalleled passion for innovation sets Palo Alto Networks apart from the rest.




Building
What's Next
in Cybersecurity
Complex connectivity. Mountains of data. An expanding cloud environment. And always-evolving cybercriminals. That's why we create, disrupt and innovate, ensuring the world is ready for whatever the future holds. See how we can help your organization move forward with confidence. See how We've Got Next.
paloaltonetworks.com
WE'VE GOT NEXT
paloalto NETWORKS
Cybersecurity Partner of Choice

POLYCAB
Telecom Business
Smart
Connection Zindagi Ka

Polycab's vision for India is to create Smart Connection and build Smart Connectivity

DRIVING BUSINESS-ORIENTED GOALS

Polycab bears a legacy of nearly 6 decades in manufacturing a vast variety of world-class wires and cables. Leveraging on its expertise, Polycab diversified into manufacturing Optical Fibre Cables (OFCs).

Making a foray into telecom has been a natural progression of the company, from Connection Zindagi Ka to Connection Smart Zindagi ka, harnessing evolving digital opportunities and meeting societal needs and aspirations. Polycab Telecom is best-known for the delivery of major telecom infrastructure projects. As a Telecom EPC-player, Polycab has been regularly delivering its services for BharatNet, an ambitious project of the Govt. led by the honourable Prime Minister, Shri Narendra Modi, wherein almost 600,000 Gram Panchayats have to be connected with high-speed broadband-based internet by 2025.

Polycab is well-armed with its capabilities to roll out large telecom Infrastructure projects for both, Broadband and Wireless Networks. With its highly qualified team and rich experience of creating broadband OFC-infrastructure, Polycab is all keyed up to partake in India's journey of having more than 700 million broadband subscriptions by 2025 and increasingly contribute to the growing Digital India story.

Polycab is continually growing its pan-India network of channel-partners to take its passive networking portfolio to Government, PSUs, BFSI, Manufacturing, IT/ITES, Healthcare, Pharma and data center industry.

POWERING THE FUTURE WITH INNOVATION

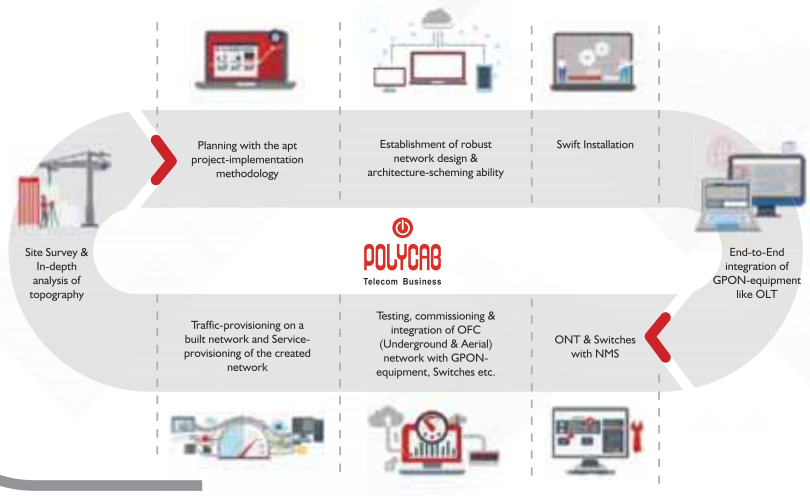
With its proven project management framework, Polycab always keeps innovating skill-sets to deliver projects with speed and efficiency for infrastructure and implementation of wireless and wireline networks. In the evolving ecosystem of 5G and advanced data-networks, Polycab has the flexibility and scalability, in terms of ramping up resources on requirements for Smart Cities, Safe Cities, Smart Homes, Digital education and Smart Hospitality.

REINFORCING CUSTOMER BELIEF

Today Polycab stands as a competent and responsible Indian Telecom EPC-player, after back-to-back timely completion of BharatNet projects in Gujarat and Bihar and having already made almost 30% of Gram Panchayats internet service-ready in TANFINET project in Tamil Nadu. In every Telecom EPC-project, the telecom player keeps an acute focus on its measurable aspects, i.e. speed, innovation, cost, quality, team-effectiveness, competitiveness and sustainability of performance.

POLYCAB'S CONTRIBUTION TO BharatNet-II

A world's largest rural broadband project





ASHISH D JAIN
Executive President & COO, Telecom Business, Polycab India Ltd

CAPITALIZING ON R&D EXPERTISE

Polycab is regularly involved in R&D-activities to bring improved or new products to customers and make additions to the company's bottom-line. With its state-of-the-art manufacturing facility, Polycab innovates and integrates technologies to create world-class OFCs - from 6 cores to 576 cores. Polycab also adheres to the global quality-standards right from design, development, user-acceptance-testing to maintenance and support of its products.

POSITIONING FOR EXCELLENCE

Polycab Telecom's brand value hinges on its core vision to create Smart Connection and build Smart Connectivity. The quality of Polycab's products over the years has earned the company the brand recognition and trust. Talking of OFC-manufacturing, Polycab has always believed in having strong backward integration capabilities to make its OFCs more robust and resilient. Furthermore, Polycab has successfully positioned itself as a strong telecom EPC-player with the extended capability to design, build and manage end-to-end data-network roll-out. It carries strong national sentiment and aligns perfectly with the essence of Indian government-initiatives like Make-in-India and Aatmnirbhar Bharat.

So, as India gallops fast towards digital-driven life and economy, Polycab is engaged in creating Smarter Future through its multi-pronged offerings, with the central thrust on instant connectivity and unification of data and power.



DELIVERING INTEGRATED DIGITAL CAPABILITIES

With a rich legacy in manufacturing and distribution of OFCs, Copper Cables, Hybrid cables and E-2-E Passive Networking portfolio, Polycab Telecom, a division of Polycab India Ltd., has emerged as a top-tier full-service Telecom EPC player that Designs, Develops, Builds and Manages large-scale digital-infra projects.

Partnering in India's digital journey and working for BharatNet, world's largest rural broadband project, we've laid 20,000+ kms of OFCs and lit up 4,775+ Gram Panchayats in Gujarat and Bihar in record-time, which is set to transform millions of lives with Internet connectivity, CCTV Surveillance, Tele-medicine, Online education, E-farming and digital accessibility to varied governmental schemes.

Contact:

+91 98715 80200 info.telecom@polycab.com www.polycab.com/telecom

R&M committed to providing the infrastructure that enables seamless connectivity



SHAJAN GEORGE
Senior Director – Enterprise Business
R&M India

POWERING THE FUTURE WITH INNOVATION

The IT industry in India is experiencing rapid growth and transformation, fueled by technological advancements and evolving business needs. In this dynamic landscape, R&M is playing a pivotal role in reimagining the future of the IT industry and forecasting its growth in India. Through innovative solutions, strategic partnerships, and a deep understanding of market trends, R&M is shaping the future of IT in the country.

By providing cutting-edge connectivity solutions and infrastructure, R&M is helping organizations embrace digital transformation initiatives. Whether it's enabling cloud computing, Internet of Things (IoT) implementations, or 5G Network Solutions. Intelligent Infrastructure Management (IIM) or building robust data centers, R&M is at the forefront of empowering businesses to harness the full potential of technology.

DRIVING BUSINESS-ORIENTED GOALS

R&M's comprehensive product portfolio encompasses a wide range of cutting-edge solutions, positioning the company as a leader in the connectivity solutions industry. From advanced fiber optic systems enabling high-speed data transmission, including data center infrastructure with optimized solutions for data-intensive environments and racks, to high-frequency technology solutions addressing increasing bandwidth demands, R&M caters to diverse connectivity needs.

To position the brand and drive preference in FY 2023-24, R&M has identified key priorities that align with the changing needs and aspirations of Indian businesses -

Understanding the Indian Market: R&M comprehends the individualistic attributes and requisites associated with various markets, and India is certainly not an exception to this understanding. R&M then meticulously tailor its strategies and offerings to precisely address the distinct demands of Indian corporates and SMEs.

Customer-centric solutions: R&M's customer-centric approach drives the development of tailored solutions that prioritize the unique needs of each client. By understanding the challenges businesses face in the ever-rising connectivity landscape, R&M customizes its offerings to deliver optimal value and satisfaction.

Embracing Technological Advancements: R&M places a strong emphasis on technological innovation. R&M aligns its R&D efforts to offer state-of-the-art cabling and network infrastructure solutions that support the digital transformation journey of Indian businesses.

Partnerships and Collaborations: Recognizing the importance of collaboration, R&M actively seeks partnerships with local technology providers, system integrators, and industry experts in India.

R&M aims to establish itself as a trusted and innovative provider of cabling solutions and network infrastructure systems in India. Through these key priorities, R&M is well-equipped to meet the progressive needs of Indian businesses and contribute to India's digital transformation journey.

CAPITALIZING ON R&D EXPERTISE

R&M's commitment to R&D is demonstrated through its dedicated team of experts exploring new possibilities in high-frequency technology and fiber optics. This strategic investment in R&D enables R&M to gain valuable insights into emerging requirements, trends, and technological breakthroughs, driving the development of groundbreaking solutions that push the boundaries of connectivity.

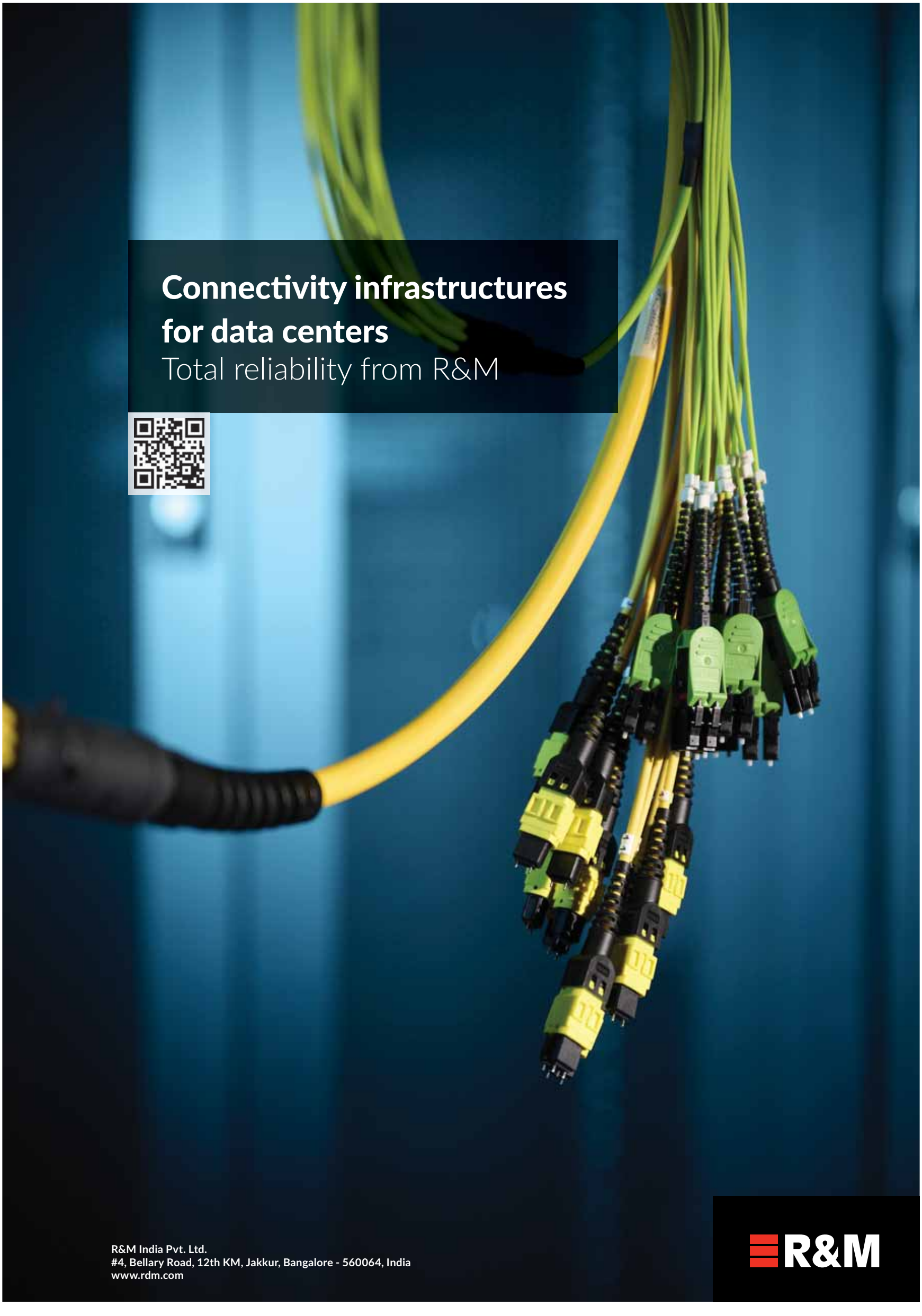
R&M's strong focus on R&D and product engineering development is underpinned by a market-driven approach. The company closely observes industry trends and conducts thorough market research to comprehend the unfolding requirements of its customers. In era of rapid technological change, R&M stands as a frontrunner in the connectivity industry through its strong focus on R&D and product engineering.

POSITIONING FOR EXCELLENCE

R&M has effectively set itself apart and assumed a pivotal role within its designated domains by steadfastly prioritizing innovation, maintaining high standards of quality, and placing customers at the core of its operations.

R&M boasts of a team of highly specialized experts who possess a wealth of knowledge and experience in the connectivity solutions industry. Their deep understanding of fiber optics, high-frequency technology, data center infrastructure, and intelligent network management allows them to deliver tailored and cutting-edge solutions for diverse applications. By making ongoing investments in research and development, they introduce pioneering products and solutions to the market.

R&M's journey towards brand distinctiveness and centralization in its respective categories is a testament to its unwavering commitment to excellence.



Connectivity infrastructures for data centers

Total reliability from R&M

R&M India Pvt. Ltd.
#4, Bellary Road, 12th KM, Jakkur, Bangalore - 560064, India
www.rdm.com

R&M

Red Hat's deep commitment to the open source development model is its key to success



MARSHAL CORREIA
VP and GM, India, South Asia, Red Hat

DRIVING BUSINESS-ORIENTED GOALS

Today, corporates and SME organisations need to build and manage an agile IT platform capable of adapting to shifting market demands, being able to serve customers by adjusting to market conditions and developing competitive differentiators. They need to deliver a more security-focused and scalable modern infrastructure from edge to core to cloud without needing to discard their existing investments. They are also looking at how the benefits of distributed computing can be leveraged at the edge that can help them come up with innovative use cases. And they need to do all of this with speed and flexibility.

Red Hat is well poised to support businesses and governments wherever they are in their digital transformation efforts - whether they are modernising their existing application architecture and infrastructure or innovating with new business models and applications to get the best of what hybrid cloud and containerisation has to offer. Red Hat has always advocated Open hybrid cloud as a recommended strategy for architecting, developing, and operating a hybrid mix of applications, delivering a truly flexible cloud experience with the speed, stability, and scale required for digital business transformation.

In a new era of technology being redefined by the burgeoning AI movement, several of new Red Hat Product launches include generative AI for Ansible, event-driven Ansible, an enterprise grade open developer hub, and several new services in the Red Hat Trusted Software Supply Chain suite.

The Workforce Development Program (WDP) initiative of Red Hat is to bridge the skill gaps and prepare the youth to be future-ready for the digital economy, thus enhancing their employability in the IT sector. Red Hat has collaborated with various State Governments like the Government of Rajasthan, Government of Andhra Pradesh and Government of Kerala in their initiatives of skilling the youth of their respective state in new and emerging technologies. Besides, National Council for Vocational Education and Training (NCVET) has recently approved 6 of the Red Hat global courses as aligned to the National Skill Qualification Framework (NSQF).

POWERING THE FUTURE WITH INNOVATION

Red Hat has been a trusted service provider in India's digital transformation and is firmly committed to delivering unparalleled customer experiences by bringing together the unique expertise of its partners with the capabilities of Red Hat technology. Some of the mission critical projects under "Digital India initiative" are powered by Red Hat Technology like EPF, GSTN, and IRCTC.

Red Hat is at the heart of many enterprise digital transformation projects as well. For instance, BFSI players such as Yes Bank, Axis Bank adopted the Red Hat OpenShift Container Platform to provide agility and scalability.

The recent 5G launch in India further opens up new opportunities. Using Red Hat's telco-grade platform coupled with a diverse, heterogeneous ecosystem partnership with NEPs, ISVs, GSIs & Hyperscalers, customers can reap the true benefits of an open hybrid cloud platform which is an enabler to the plethora of 5G use cases and hence generate new revenue streams.

By using open source innovation, Red Hat helps customers drive innovation in their own business It helps customers consume the innovation of open source-developed software.

CAPITALIZING ON R&D EXPERTISE

Red Hat uses an open source software development model to create its enterprise open source products and solutions. It is a proud contributor to all aspects of the software stack, from the operating system and developer tool chain to middleware, desktop, and cloud. Red Hat developers actively participate in hundreds of well-known open source projects like Docker container engine, Kubernetes and OpenStack and many more.

Red Hat's collaboration with open source communities has helped the company bring these innovations to market in products like Red Hat Enterprise Linux, Red Hat OpenShift Container Platform and Red Hat OpenStack Platform and more. The newly announced Red Hat OpenShift AI which is an AI-focused portfolio provides tools across the full lifecycle of AI/ML experiments and models and includes Red Hat OpenShift Data Science.

POSITIONING FOR EXCELLENCE

Red Hat is the world's leading provider of open source software solutions. Its deep commitment to the open source community and open source development model is the key to its success.

Red Hat does not just sell open source software, but it is the leading contributors to hundreds of open source projects that drive these solutions. Red Hat also commits to keeping its commercial products 100% pure open source. Even when it acquires a proprietary software company, Red Hat commits to releasing all of its code as open source.

Red Hat
OpenShift

Innovation without limitation

Bring ideas to life with the hybrid cloud platform open to any app, team, industry, or infrastructure.





SONICWALL®

SonicWall's strength lies in creating futuristic security solutions for organizations

DEBASISH MUKHERJEE
Vice President, Asia Pacific and Japan – SonicWall

DRIVING BUSINESS-ORIENTED GOALS

A dominant player in the global cyber security space, SonicWall's constant endeavor has been to create successful product generations while having its eyes and ears on the dynamic and ever-changing global threat landscape.

Further, SonicWall will continue to grow its brand through its vast and well-established partner program across regions. Being a 100% channel driven company, SonicWall's accomplishments have always been linked to the success of its esteemed partners and distributors. The company recently recognized distinguished partners and distributors for their continued excellence in protecting customers in a challenging threat landscape through its annual SonicWall Partner Awards.

Today SonicWall is a strong team of over 17000 partners in various regions across the globe of which 2500 partners are based in India. The brand's success is based on the philosophy of knowledge building and knowledge sharing and its unique partner programs bring its channel partner community closer to the company.

AN EVOLVING THREAT LANDSCAPE

SonicWall Threat workforces is the new business normal, and the hyper-distributed business is here to stay. A report says that by 2025 there will be more than 75 billion Internet of Things (IoT) connected, showing that it is the second most vulnerable and attacked after Ransomware.

SonicWall constantly monitors the technology changes and the threat involved and brings out complex and effective cyber security solutions to combat the same.

Further, one of the major advantages SonicWall has is the knowledge it can gather on the latest cyber threat status. The SonicWall Capture Advanced Threat Protection (ATP) service, which includes patented Real-Time Deep Memory Inspection (RTDMI) technology to catch the most advanced and unknown malware faster, has been constantly earning a perfect score in independent ICSA Labs Advanced Threat Defense (ATD) certification.

REINFORCING CUSTOMER BELIEF

In the recent times, SonicWall's strong partner base has increased the company's market share in key price bands and market segments, confirming SonicWall's place as one of the unquestioned leaders in the cybersecurity space. Last year, the company posted strong financial results strengthening its pipeline growth, including a 33% increase in new customer growth and generating a 45% increase in new customer sales.

Additionally, SonicWall has seen incredible growth in cloud-delivered products and services, which are up 36% year-over-year. Its new Generation 7 products have also represented 90% of sales over the past year. SonicWall is determined and is already on the path to better these numbers in the coming months. SonicWall's products and solutions are totally tailored for its customers ever increasing needs as far as securing their businesses is concerned.

CAPITALIZING ON R&D EXPERTISE

At SonicWall, research and development are of utmost importance that strengthens its position as an industry leader. India being an important region, SonicWall has established a state-of-the-art R&D centre in Bangalore a few years back.

SonicWall Capture Labs threat researchers gather, analyze, and vet cross-vector threat information from the SonicWall Capture Threat Network, consisting of global devices and resources, including more than 1 million security sensors in nearly 215 countries and territories.

SonicWall brings to its clients a layered approach to meet the needs of advanced threats while keeping their business objectives a priority. The company believes that the more obstacles placed in front of an attacker, the better the chances are to identify and stop the attack before the network, data, or business is compromised. It suggests avoiding siloed security technology, and instead opting for a cohesive, unified platform that meets the specific security needs of any organization.

POSITIONING FOR EXCELLENCE

SonicWall's strengths lie in creating futuristic security solutions for organisations. SonicWall products, services and innovative technology help secure thousands of organizations globally and are consistently recognized by industry leaders for ease of use and security efficacy. SonicWall helps organizations build, scale and manage security across cloud, hybrid and traditional environments. SonicWall Boundless Cybersecurity moves away from constrained security approaches to modern, unbound and cost-effective security that customers can trust.

SonicWall has also been recognized consistently by cybersecurity industry experts for the quality of its programs and the prominence of its partner program and employees.

SONICWALL®

2023 SONICWALL CYBER THREAT REPORT

CHARTING CYBERCRIME'S SHIFTING FRONTLINES

Cybercriminal behavior is evolving. Is yours?

If you're not developing comprehensive cybersecurity strategies based on the most current threat intelligence, you may not be prepared for tomorrow's threats.

The 2023 SonicWall Cyber Threat Report offers exclusive industry- and location-specific data, along with actionable insights to arm your organization against today's volatile threat environment.



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SOPHOS

Sophos pivots to the cybersecurity as a service model to better defeat persistent threats



SUNIL SHARMA
MD, Sales - India & SAARC, Sophos

DRIVING BUSINESS-ORIENTED GOALS

Sophos' key priority for this financial year 2023 – 24 is to deliver superior cybersecurity outcomes for its customers. Through its strong portfolio of next-generation cybersecurity solutions, Sophos will focus on delivering cybersecurity as a service through Sophos Managed Detection and Response (MDR). Recognizing that today's threat landscape is too complex and changes too quickly, Sophos has pivoted to embrace the opportunity of delivering cybersecurity as a service with industry-first capabilities to better defeat persistent, well-funded and organized attackers and deliver superior security outcomes.

OFFERING SECURITY WITH INNOVATION

Cyberattacks aren't slowing down, as evidenced by the ever-expanding threats that Sophos X-Ops processes and Sophos incident responders are remediating. Few organizations have the right tools, people, infrastructure, and processes in-house to effectively manage security operations around-the-clock while proactively defending against new and emerging threats. Internal security teams are struggling to keep up with overwhelming workloads, and global cybersecurity workforce shortages. This complicates the challenge, increasing risk and exposure to potential attacks for those without the necessary, on-demand resources.

The considerable challenges that Indian organisations are facing in terms of attracting and retaining cybersecurity talent, will only get worse with the growth forecasted for the IT industry in general. Therefore, organizations need help. Sophos is addressing this urgent need with easily accessible managed security services like Sophos MDR, which provides 24/7 threat hunting, and detection and response delivered by an expert team as a fully-managed service. It fuses machine learning with human analysis for an evolved, innovative approach to proactive security protection, combining Sophos' top-rated endpoint protection and data-driven XDR with a world-class team of experts to neutralize sophisticated and complex threats.

It is Sophos' belief that cybersecurity as a service will be the predominant way organizations will consume cybersecurity within the next several years. The economies of scale offered by running this cybersecurity as a service model is its biggest advantages.



REINFORCING CUSTOMER BELIEF

Sophos believes that regardless of the size and nature of an organisation, every organisation deserves the best protection for its data, customers and employees. Whether a two-person florist or a 5000+ seat enterprise, digital assets require protection for the well-being of the business. This is why Sophos MDR can be adapted for small businesses to large enterprises; which means that the best protection is no longer the privilege of only large organizations. With Sophos MDR, any business can have a team of global threat hunters or SOC analysts protecting their assets 24x7/365.

CAPITALIZING ON R&D EXPERTISE

Sophos X-Ops is a cross-operation task force linking SophosLabs, Sophos SecOps and Sophos AI – the three globally recognized and mature teams of cybersecurity experts at Sophos. This is designed to help organizations better defend against constantly changing and increasingly complex cyberattacks.

Sophos X-Ops' more than 500 global defenders gather and operate on threat intelligence to help stop attackers, preventing or minimizing the harms of ransomware, espionage and other cybercrimes, and work with law enforcement to counter malicious adversaries. Discoveries directly influence Sophos technology innovation and are published in an effort to improve industry-wide defenses, collaboration and cumulative innovation.

POSITIONING FOR EXCELLENCE

Sophos is an industry leader delivering advanced cybersecurity offerings, including MDR and incident response services and a broad portfolio of endpoint, network, email, and cloud security technologies that help organizations defeat cyberattacks. Its flagship offerings include Sophos MDR, Sophos Intercept X, Sophos XDR, Sophos Firewall, and Sophos ZTNA. Sophos was the first endpoint security provider to integrate vendor-agnostic telemetry from third-party security technologies into its MDR offering, providing unprecedented visibility and detection across diverse operating environments.

Sophos' robust, integrated portfolio of market-leading solutions and managed security services are powered by deep threat intelligence from Sophos X-Ops, a cross-operational task force of more than 500 SophosLabs, Sophos SecOps and SophosAI defenders.

Sophos' offerings are part of the Sophos Adaptive Cybersecurity ecosystem where they share real-time threat intelligence for faster and more contextual and synchronized protection, detection and response. The smart ecosystem is revolutionizing cybersecurity and improving industry-wide defenses against cyberattacks, changing the way in which organizations protect themselves against increasingly evasive and sophisticated cyberattacks.

The best kind of threat management is the kind you don't have to manage.

Cybersecurity delivered as a service.



Sophos Managed Detection and Response

24/7 cyber threat hunting, detection, and response delivered by an expert team as a fully-managed service.
For more information visit sophos.com/mdr

SOPHOS

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Celebrating MSME Day:
Growth, Innovation, and Inclusion

JAYATI SINGH
Chief Marketing Officer
Tally Solutions Pvt. Ltd

"The intention behind MSME Day is to raise awareness about the significance of inclusive economic growth facilitated by this sector. MSMEs play a crucial role in creating job opportunities for marginalized groups, empowering women entrepreneurs, and driving local economic development."

SIGNIFICANCE OF MSME DAY

The MSME Day has become an annual celebration on June 27th over the past 5 years. It aims to create awareness about the significant role of MSMEs in driving economic growth, employment, and innovation worldwide. The impact of MSMEs on global economies is now widely known. However, it is essential to not only acknowledge their contributions, resilience, and growth potential but also emphasize the importance of diversity within this sector.

Diversity in MSMEs encompasses a wide range of businesses operating across different industries, sectors, and countries. It also includes businesses with varying levels of experience, from fresh startups to well-established veterans. By recognizing and celebrating this diversity, we not only acknowledge the wide array of challenges faced by different MSMEs but also appreciate their distinctive strengths and contributions.

Each MSME brings its unique perspective, ideas, and solutions to the table, enriching the global entrepreneurial landscape. By shedding light on this diversity, we foster an environment that promotes inclusivity, innovation, and collaboration, ultimately contributing to the growth and vibrancy of the MSME sector on a global scale.

The intention behind MSME Day is to raise awareness about the significance of inclusive economic growth facilitated by this sector. MSMEs play a crucial role in creating job opportunities for marginalized groups, empowering women entrepreneurs, and driving local economic development. By increasing awareness, we can encourage greater support from both the public and private sectors, inspire policy reforms, and attract more investments for MSME development. Ultimately, these efforts benefit economies and societies as a whole.

Recognizing the accomplishments and potential of MSMEs goes beyond acknowledging their economic impact. It involves appreciating their resilience in the face of challenges, their ability to adapt to changing markets, and their capacity for innovation. By doing so, we can inspire more entrepreneurs to start their own businesses, support existing MSMEs in scaling up their operations, and foster an environment that nurtures entrepreneurship.

MSME Day serves as a reminder that small and medium-sized enterprises are the backbone of our economies. They deserve our attention, support, and celebration. So, let's come together to honor the diversity of MSMEs, amplify their voices, and create an environment where they can thrive.

MSME DAY AT TALLY SOLUTIONS

For us at Tally Solutions, MSME Day serves as a reminder to cater to the specific needs of these businesses and develop tailored products or services to help them thrive by streamlining their operations, automating processes, and enhancing productivity thereby contributing to their digital transformation. MSME honours program is our effort to mark this day by striving to create awareness and celebrate the diversity of businesses, sharing success stories, creating awareness on policy interventions, etc.

By acknowledging the significance of MSMEs, promoting inclusive development, supporting policy discussions, fostering knowledge exchange, and raising awareness, the observance of MSME Day contributes to creating a conducive environment that empowers them to grow and succeed in a technology-driven world.



Eros Hotel, New Delhi



Novotel Hotel, Kolkata



NESCO, Mumbai



Four Season Hotel, Bengaluru

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Simplicity Ka Naya Avatar

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TP-Link builds its Unique Identification in the Networking Industry!

SANJAY SEHGAL
Sr. VP SMB & Telco
TP-Link

A UNIQUE PARTNER PROGRAM

TP-Link is a global provider of reliable networking devices and accessories, wired and wireless LAN products. The company, founded in 1996, distributes to more than 170 countries and serves billions of people worldwide.

With a proven heritage of stability, performance, and value, TP-Link has curated a portfolio of products that meet the networking needs of all individuals. Now, as the connected lifestyle continues to evolve, the company is expanding today to exceed the demands of tomorrow.

TP-Link, being the no 1 in the market for the 12th consecutive year, has its unique identification in the networking Industry. The networking brand offers Top-Quality Products with customization options for its partners. TP-Link's partner program distinguishes itself in the market from other top players in the industry through several key elements.

The Key Elements of TP-Link's partner Program consist of -

- Clear and direct communication
- Modern Tools to close deals.
- Demo material for proof of concept/field testing
- Product exclusivity to premier solution partners
- Solution Installation support at no cost

TP-Link is recognized for both quality and innovation. For TP-Link, its products are the embodiment of the brand. Its primary focus is to provide quality products using premium materials and components.

- TP-Link continuously upgrades to new functionality that gives more value to its customers
- TP-Link has been ensuring the use of sustainable, eco, and fully recyclable materials and manufacturing processes
- TP-Link offers a more comprehensive product range
- TP-Link provides product customization options as per customer needs.

To maintain the product standards, TP-Link allocates huge investments in R&D to improvise the product quality and meet the prescribed standards. Product compliance and high product quality are general practice which TP-Link follows and makes sure that the products delivered to its customers are of the highest quality.

TWO-WAY COMMUNICATION WITH PARTNERS

TP-Link has continuous surveys amongst its partners to understand their responses to its products and services. To gather feedback on the end-to-end solution proposed, direct and continuous communication with partner sales and technical teams is done on a regular basis.

There is a procedure for collecting regular feedback through regional/ local training sessions. TP-Link also has an online community for easy connection and response using the latest mode of communication.

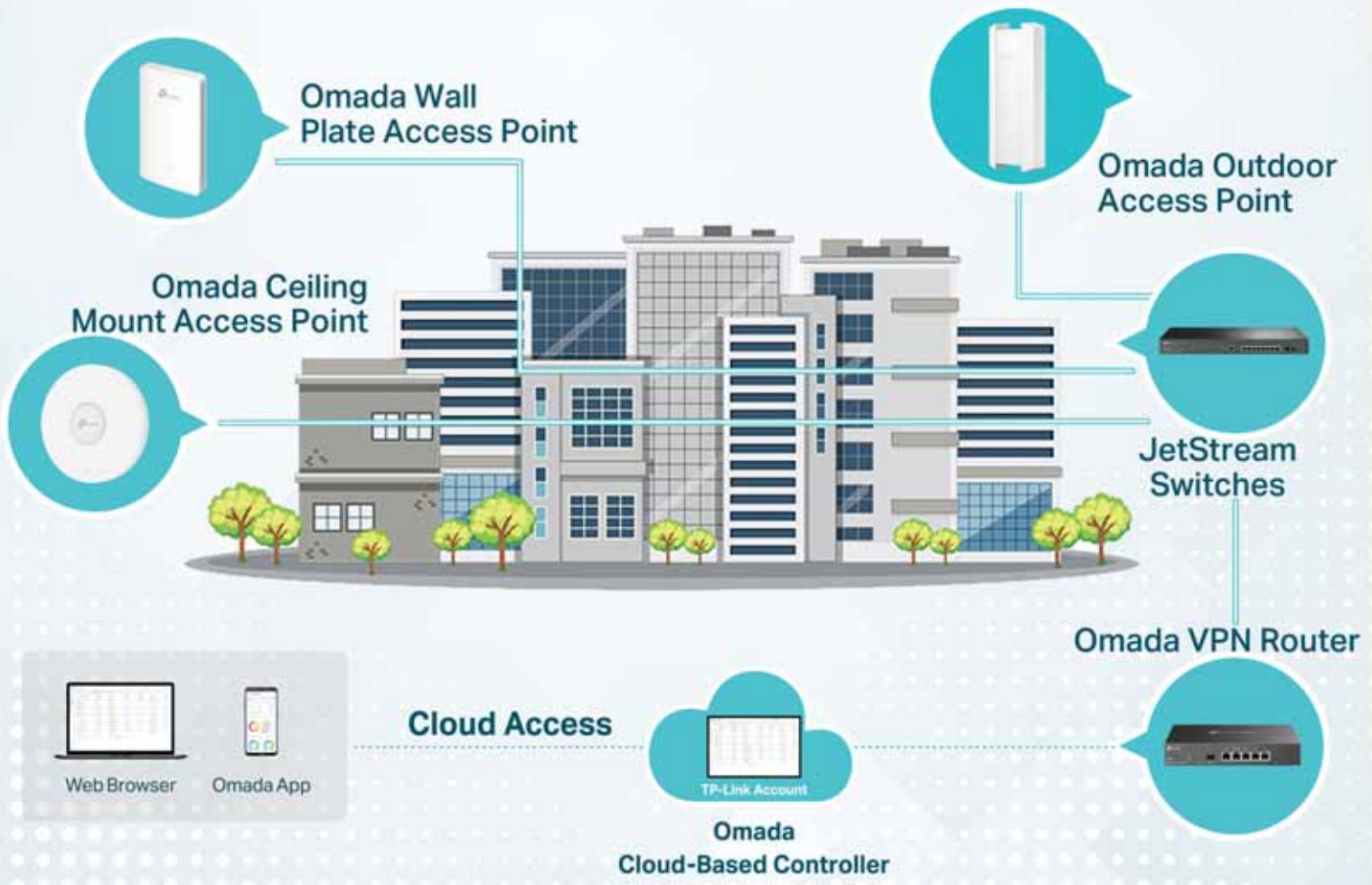
TP-Link creates clear goals, fair terms, open communication, and regular performance evaluations for a transparent and fair partnership model.



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Trellix

Trellix redefining the future of cybersecurity with its XDR ecosystem

RAHUL ARORA
Managing Director India & South Asia, Trellix



A UNIQUE PROPOSITION

Trellix is unique in its ability to secure the digital experience against cyber threats by leveraging threat intelligence capabilities developed by its sensor network's scale and diversity. Trellix platform generates and prioritizes comprehensive threat insights from outside and inside the company to adaptively strengthen detection, plus responds in real-time to active threats. Its evolved XDR architecture, which is constantly learning, assists an organization in remaining secure.

Trellix also has a global threat monitoring, which prioritizes risks and outlines vulnerabilities proactively, as well as local vector telemetry, which surfaces insights from its end-to-end native footprint and vast open network of API partners. These inputs are fed into AI/ML analytics, which detect and counteract threats before they take hold. Trellix also provides an open, integrated platform approach to cybersecurity, which enables customers to implement the specific technologies required to protect their unique operations.

Whilst there are many solutions in the market, an open platform that ingests data from many sources and has the technical innovations to sift the chaff from the wheat through high-speed data analytics and automating responses proactively or in real time will be the winner – which is where Trellix is going – that is XDR.

TACKLING AN EMERGING THREAT LANDSCAPE

Owing to the global pandemic, the use of technology has risen like never before. This has also provided scammers with new and inventive methods of deception. As the complexity of cyberattacks grows, so do the solutions for preventing them. It can be difficult to leverage advanced analytics, machine learning, and AI tools, as well as real-time threat monitoring across a wide range of endpoints.

However, for cybersecurity solutions to be effective, this complexity must be hidden in the backend, and security teams must be empowered with solutions that are agile, easy to use, and simple to implement, along with offering a fresh approach. Businesses cannot afford to wait months to implement a solution when attacks are occurring right now. When solutions are easy to deploy, manage, and scale, they are not only more interactive but can also be the solution to a great customer experience.

Trellix inspires customers to rethink possibilities and reclaim the forward momentum that security technology has always promised. The company is committed to building a resilient digital world by providing Living Security that enables trust and success. Trellix also provides an eXtended Detection and Response (XDR) ecosystem that generates and prioritizes comprehensive threat insights from outside and inside the company which strengthens detection along with responding in real-time to active threats.

Trellix's platform manages the challenge of detection and response for threats that keep changing through comprehensive threat intelligence. This helps to cut through the noise so SecOps teams are more focused, effective, and can adapt fast as global attackers do.

THE XDR ECOSYSTEM

eXtended Detection and Response (XDR) is the call of the hour. XDR solutions focus on bringing the telemetry from existing threat detection solutions, whether SIEM, Threat Analytics, Endpoint detection, network security, cloud security or email security, etc. The more threat vectors share the telemetry with the XDR solution, the better would be the attack correlation.

Trellix also has an XDR ecosystem, covering all the existing threat detection solutions that natively integrate into the Trellix XDR solution. At the time of planning for an XDR project, Trellix provides customers the option to choose from its ecosystem to enhance the threat vector coverage.

Trellix's open architecture enables correlation and analysis of alerts and telemetry in a multi-vendor security infrastructure through 650+ integrations with various security and cloud technologies. Trellix threat intelligence enriches this data and returns the full context of the event chain across segments/silos. Organizations can enhance their threat detection capabilities multi-fold by adopting Trellix Native and Open XDR architecture.

THE XDR BUSINESS CASE

Today's evolving digital culture has modified the cybersecurity playbook. Previously, people worked in offices and were connected to local networks. Corporate networks were regarded as 'secure space' and any device that connected to them was trusted as long as it followed the enterprise's security policies. With the adoption of remote work, applications and workloads have migrated to the cloud, device 'handovers' are taking place virtually, and people are using personal devices to access their corporate data. Due to this, not every device accessing a network can be considered safe.

Trellix's XDR comes with multiple promises while addressing this issue. It helps customers –

- Increase the efficiency of analysts and security operations by correlating disparate events from multiple security tools into actionable investigations
- Streamline the integration of Trellix products with a business' existing third-party security solutions to optimize deployment
- Increase detection effectiveness by using daily updated best security practice playbooks that stay updated with the evolving global threat landscape

A UNIFIED PARTNER PROGRAMME

Trellix partners are a key component of its go-to-market strategy. Its unified partner program helps the company reinforce itself as a "channel-first" business organisation. Early this year Trellix launched its Xtend Global Channel Partner Program to cater to specific needs of its partner ecosystem.

Trellix partners have a unique opportunity to build and deliver value-added services to their customers, on top of Trellix's XDR platform. It employs a "living security" approach with broad and deep integrations across native and third-party providers. As a result of this, partners can swiftly integrate Trellix into customers' existing environments and sell to clients all around the world.

In addition to adding comprehensive detection, response, and remediation of cyber threats, Trellix also reduces complexity, boosts efficiency, and allows Xtend partners to up-sell and cross-sell Trellix solutions – including Endpoint, Security Operations (SecOps), Network Detection & Response (NDR), Data Loss Prevention (DLP), Email Security, Managed Detection and Response (MDR) services, and more within existing accounts.

Some of the key components from the Trellix partner program are –

- Partner Enablement: Providing partners with training materials to support them from the initial Trellix XDR platform sale through the first installation.
- Demand Creation: Using unique sales strategies to improve deal registration, boost customer engagement, and create a sales pipeline.
- Partner Support: Fostering trusted advisor connections with Trellix XDR clients by offering a first-rate post-sale experience that includes 24/7 support and resources.
- Professional Services: Playbooks that partners may use to create managed services and incident response packages using Trellix intellectual property and Trellix Advanced Research Center threat intelligence.

POSITIONING AS THE TOP PROVIDER OF XDR SOLUTIONS

As a market leader in the space, Trellix is investing heavily in cutting-edge data science, artificial intelligence, and machine learning to collect all contextual data and provide accurate predictive recommendations to its clients to safeguard them from breaches.

With an automated orchestration playbook that responds to active threats and a dynamic recalibration of prevention policies – at scale across endpoints, infrastructure, clouds, collaboration, users, and data – Trellix helps organizations adapt in a variety of ways to stay agile. Just as its experts work as an extension of a team, providing fresh insights from the outside in, the Trellix DevOps tools allow an organization to embed security as code for enterprise app protection from the inside out.



It is the latest chapter in a security story that began with the prevention, progressed to detection and response, and now, with Trellix, integrates all three for Living Security. Living Security makes an organization more resilient through the interconnection of a wide variety of threat sensors and capabilities. It is native and open and also combines expert advice, assistance, and automation to make security teams more effective and efficient when incidents occur.

Trellix also provides an open, interoperable platform approach to cybersecurity, which enables customers to implement the specific defensive technologies required to protect their unique businesses and operations.

Combined with its channel partners, the Trellix solutions are easy to deploy, manage, and scale. Not only are they more interactive, but also a solution to a great customer experience. Trellix is confident that all of these factors make the brand the most evolved providers of XDR, and will help maintain the leadership position in the market.

SIGNIFICANCE OF LIVING SECURITY

Just as a trellis supports life, Trellix enables living security. At present, the majority of business executives (about 78%) say they have no idea about how or when a cybersecurity incident will impact their companies. Trellix's XDR ecosystem enables organizations to bring security to life, allowing them to stay one step ahead of threats.

The Trellix Living Security platform – which combines artificial intelligence, machine learning, and automation – is constantly learning and adapting, allowing businesses to remain resilient with advanced detection, response, and remediation capabilities. It empowers organizations to manage their IT ecosystems safely by equipping them with native and open technology, regardless of their unique circumstances.

With living security, organizations become more resilient through the interconnection of a wide variety of threat sensors and capabilities, so they know their operations are protected. Living security also leverages an optimal blend of expert advice, assistance, and automation so that security teams are more effective and efficient when incidents happen. Living security is native and open, meaning one can safely manage a living IT ecosystem that is configured optimally for the organization. It also leverages an optimal blend of expert advice, assistance, and automation so security teams can stay put and alert.

Also, by embedding intelligent tools into their operations and providing expert insights to their security teams, Trellix ensures that businesses are better prepared to handle incidents when they occur.

With Living Security, Trellix is redefining the future of cybersecurity.

TVS Electronics committed to Diversifying Products and Solutions

With over three decades of experience in serving the Indian market, TVS Electronics is now in a prime position to provide its customers with a comprehensive 'single-point solution.' They specialize in state-of-the-art product design and manufacturing, point-of-transaction and track and trace products, billing software solutions, customization, and exceptional after-sales support.

TVS Electronics' Brand Roadmap 2023: Journey Ahead

TVS Electronics (TVS-E), as a forward-thinking company, aims to be a pioneering market leader and create an inspiring workplace. TVS Electronics recognizes the importance of leveraging various technological advancements, such as cloud integration, digital transformation, software breakthroughs, AI, and more, to stay ahead in the market and meet the evolving needs of its customers.

Expanding Accessibility: Cutting-Edge Products & Solutions for All Market Segments

TVS Electronics has indeed established a strong presence in the market by offering Point of transaction (Thermal receipt printers, POS systems, mobile printers, ECRs and computing devices) and Track and Trace (Mobile & Handheld Barcode scanners and label printers) devices. However, their commitment to accessibility goes beyond just mainstream markets. They serve the Retail, Banking, Shipping & Logistics, Defence, PSUs and DISCom sectors. This inclusive approach allows TVS Electronics to reach and serve diverse customer groups, further strengthening its market position and reputation.

Furthermore, TVS Electronics demonstrates its commitment to localization by emphasizing the Make in India initiative. Through strategic collaborations with top Original Design Manufacturers (ODMs), TVS Electronics is able to deliver Indian-specific and world-class products.

TVS Electronics: Simplifying Retail with Comprehensive POS Solutions

TVS Electronics is committed to providing comprehensive and streamlined solutions for diverse retail formats' POS hardware and billing software needs. In line with their commitment to digital transformation, they have developed "TVS-E Pay," a user-friendly billing solution that empowers SMEs and retail businesses. TVS Electronics has also partnered with various solution providers, offering customers a range of options based on their specific needs. To stay competitive, TVS-E has established an Engineering Development Centre in Bengaluru, leveraging customer and technology insights to create futuristic solutions.

Enhancing IT Infrastructure with IT Infra Managed Services (IMS)

TVS Electronics' IT Infra Managed Services (IMS) ensure robust and high-performing IT infrastructure through proactive monitoring and comprehensive management. By taking care of day-to-day operations, TVS Electronics enables its clients to focus on achieving their organizational goals, with the assurance that their IT infrastructure is diligently maintained by a trusted brand.



BALAJI. C
Vice President, Sales & Operations (Product Solutions Group) - TVS Electronics

Optimizing Service Capabilities with Warranty Management Solutions (WMS)

TVS Electronics offers comprehensive Warranty Management Solutions (WMS) to optimize service capabilities for installed machines and OEM devices. Its digitally-managed service engine, powered by artificial intelligence, significantly reduces the Turnaround Time (TAT) for service requests. By integrating cutting-edge AI practices into its operations, TVS Electronics streamlines processes, enhances diagnostic efficiency, delivers timely resolutions, and consolidates repair partners and spare parts under a unified engine. Also, with a widespread presence, TVS-E is able to cater to the diverse needs and requirements of customers nationwide with a service network covering 19,000 pincodes.

Specialized Deep Repair Services at TVS-E Tumakuru Centre

TVS Electronics' specialized centre in Tumakuru offers comprehensive Deep Repair services for PCBA and Display of various brands. With tailor-made offerings designed to meet the specific needs of businesses, TVS Electronics strives to be a trusted partner for L4 repair services.

Driving Growth and Expansion in FY 2023-24

TVS Electronics has outlined key strategies for driving growth and expansion in the upcoming fiscal year -

- To be a Single-Point Solution Provider: Offering a wide range of POS Hardware products and customized solutions that seamlessly integrate both hardware and software to meet industry-specific needs. Our facility is equipped to serve clients seeking CMS support.
- Strengthening Position in Manufacturing: Supporting the Make in India initiatives and becoming the preferred choice for Indian customers.
- Reliable Infra Management Services: Proactively monitoring and managing IT infrastructure to ensure robust and high-performing systems.
- B2B surplus disposal solutions: online auctions and expert asset disposal.

TVS Electronics is dedicated to driving success and satisfaction, delivering excellence every step of the way. The company's commitment to innovation, accessibility, comprehensive solutions, and exceptional customer service positions TVS Electronics as a trusted partner for businesses seeking technology solutions. Experience the convenience, reliability, and innovation that TVS Electronics brings to your business by partnering with them for comprehensive support and exceptional service.

TVS-E pay

TVS ELECTRONICS

One-stop
Retail Solutions To Transform Billing Operations

TVS-E Pay is designed to simplify retail billings, streamline business operations, boost efficiency and maximize profits, all while maintaining a low total cost of ownership.



TVS-E Pay Enables to

- Generate & prints invoices
- Product catalogue management
- Multiple payment modes
- Business/sales reports
- Send Bills via SMS/Email
- User-friendly Interface

Transform any android device into billing solution or Choose your preferred billing devices



Install **TVS-E Pay** in smartphones



8 inch all-in-one android device



5 inch handheld android device

Segments

- Grocery Store
- Fast Foods
- Bakery
- Juice Shop
- Fruits & Vegetables Shop

Upcoming Solutions

e-Meal | e-Parking | mATM | e-Government

e-Gas | e-Challan | e-Ticketing

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Unilumin

Unilumin carves its niche in the Display Technology and LED space

VINEET MAHAJAN
Director-India Business
Unilumin

POSITIONING FOR EXCELLENCE

Unilumin has been a pioneer in active LED business for so many years and is ranked at the top position for the last three years worldwide. Unilumin is a technology-based company committed to providing LED displays and solutions for corporate, public security, broadcast, commercial business, entertainment, sports and landscape lighting.

Unilumin invests a lot in R&D, having 1113 patents against its name. It has the largest manufacturing base of LED display in the world spanning across 400,000 sqm of industrial park at Shenzen, having a production capacity of 700,000 sqm /year. Unilumin is pioneer in starting the mass production of 0.5, 0.7 mm and 0.9mm pixel pitch LED Panels.

The competitive edge lies in the fact that Unilumin offers best in class LED solutions to its customers with latest technological advancements at reasonable price, and flexible and tailor-made solutions with excellent service support.

DRIVING BUSINESS-ORIENTED GOALS

As enterprises look at opportunities for digital transformation, display technology and digital signage should be a big part of their thinking. While artificial intelligence, intelligent apps and blockchain might be the trending technologies but good audio-visual (AV) has proved again and again to be a powerful way to streamline operations, spur collaboration and deliver effective communication enabling better customer experience.

Display technology has advanced rapidly in the past five years. New solutions that are smart, connected, interactive and more immersive than ever before have emerged. Looking at the new opportunities for innovation across multiple industries, the next several years promise to be a golden age for display and digital signage technology.

Unilumin has been the market leader in LED display technology for many years and is committed to delivering the best tailor-made display solutions for its valuable customers, be it Outdoor or Indoor LED displays for various applications like DOOH, Smart city, Control room, Corporate meeting rooms/ Training rooms, Auditoriums, Transportation, Retail etc.

LEVERAGING THE SMART CITY INITIATIVE

Informative screens are increasingly present in urban environments. Using a LED screen to enhance visual communication is one of the most successful trends in the field of advertising. Information screens for cities are visual communication platforms, specially designed to broadcast messages and advertising in urban environments. The Outdoor screen technologies allow their control and management from a single administration panel.

Within Smart Cities, a LED screen is a fundamental tool to communicate with pedestrians and drivers. Unilumin screens offer endless possibilities to communicate alerts, optimize traffic, broadcast advertising, cultural promotions and so much more.

Being exposed to inclement weather, the screens must be resistant and perfectly readable, even under the bright sunlight. This is the only way to guarantee the best performance during continuous use. Unilumin offers Outdoor screens with high Luminosity (10000 nits) which are weather resistant to an extent of IP69, provides great visual appeal and can be monitored remotely.

REINFORCING CUSTOMER BELIEF

A customer needs three things –

- Best in class product at suitable price
- Durable product
- Excellent after sales services

Unilumin being the OEM, apart from a leading brand, has an upper edge in terms of technical advancements at a better price. It designs and delivers tailor-made solutions for its clients to perfectly fit into the groove.

Active LED industry is a highly specialised product which demands high standards of after-sales service. Unilumin has a fully functional repairing centre in India which can repair the LED modules locally.

No wonder Unilumin is a preferred LED supplier for most of Fortune 500 companies like Google, Facebook and for sports organisations like FIFA, FIBA and Manchester City.

CAPITALIZING ON R&D EXPERTISE

Unilumin focuses 7% of its sales revenue into R&D which is a sizable number. It continuously strives to develop new advanced products like Micro and Mini LED and is far ahead than the competition.

Six months back, Unilumin launched the 0.4-pixel pitch LED which is unparalled. It was the first to develop and launch 0.5- and 0.7-pixel pitches as well. Unilumin also has the world's largest manufacturing facility at Daya bay, SZ, China which is capable of producing 700,000 Sqm of LED displays in a year. The brand has smart automated production facilities which improve production quality and efficiency with faster delivery timelines at reduced costs.

Unilumin

Upgrade Your Business with Top-class LED Display

UMicro Series



Pixel Pitch 0.4 / 0.6 / 0.7

UMiniIII Pro Series



Pixel Pitch 0.9 / 1.1 / 1.2 / 1.5

- Fully Flip Chip **COB**
- **EBL+** and **EDL** technology
- **5G** Bandwidth
- **30000:1** High Contrast Ratio
- **Cool Screen** & Energy Saving
- **Eye Protection** Design









For more information, please visit our website
Email: sales@unilumin.com
Contact: **Pushpender Kaushik**
Tel: **+91 97118 68586**



MAHESWARAN SHAMUGASUNDARAM
Country Manager
Varonis Systems

Varonis aims to solidify its position as the preferred cybersecurity partner for Indian businesses

DRIVING BUSINESS-ORIENTED GOALS

Varonis is helping shape the future of cybersecurity in India. As a leading cybersecurity company, Varonis is committed to support and secure the IT industry's growth by providing innovative solutions tailored to address evolving cybersecurity challenges and securing data across today's numerous cloud applications and services.

To position itself as the preferred choice for customers in the year 2022-23, Varonis has focused on the following key priorities -

1. Advanced Threat Detection and Response: By leveraging machine learning and behavioural analytics, Varonis enables organizations to proactively detect and respond to advanced threats, helping them stay ahead of cybercriminals.
2. Data Protection and Compliance: Varonis' comprehensive solutions enable organizations to secure sensitive data, monitor access, and demonstrate compliance with various industry standards and regulations.
3. Cloud Security: Varonis has made significant strides in enhancing its cloud security offerings by providing robust solutions that enable organizations to secure their data stored in cloud environments, across hybrid and multi-cloud architectures.
4. Customer-Centric Approach: Varonis has adopted a customer-centric approach, offering customized solutions and personalized support. It works closely with customers to understand their specific requirements, and provide tailored recommendations.

POWERING THE FUTURE WITH INNOVATION

Varonis is at the forefront of reimagining and redefining the future of the IT industry to enable substantial growth in India. Varonis' SaaS platform is making automated outcomes a reality for customers. Recently, Varonis launched Proactive Incident Response, an expert team of cybersecurity professionals who watch and investigate customer alerts as part of the Varonis SaaS subscription. Varonis also introduced automated posture management to help customers effortlessly remediate security and compliance gaps across their SaaS and IaaS environments.

Secondly, Varonis fosters collaborations with key stakeholders in the Indian IT ecosystem. By partnering with technology providers, system integrators, and managed service providers, it taps into synergies and extends its reach to new market segments.

Additionally, Varonis also invests heavily in research and development. Its focus on continuous innovation allows the company to develop solutions that address the dynamic challenges faced by Indian organizations.

CAPITALIZING ON R&D EXPERTISE

Varonis pays a strong focus on R&D and product engineering development to ensure that the solutions remain at the forefront of the evolving technology landscape and to stay ahead in a rapidly evolving technology landscape -

1. Continuous Innovation: Varonis is committed to continuous innovation by investing in R&D efforts. It allocates substantial resources to explore emerging technologies, industry trends, and evolving cybersecurity challenges.
2. Proactive Adaptation: Varonis closely monitors the market and continuously evaluates and enhances its existing solutions, incorporating new features, capabilities, and integrations to align with emerging technologies and customer needs.
3. Agile Development Processes: Varonis follows agile development methodologies that promote flexibility, collaboration, and rapid iterations. This allows Varonis to quickly respond to market dynamics and technological shifts.
4. Collaboration and Partnerships: Varonis actively collaborates with industry partners, technology providers etc. to stay at the forefront of technological advancements. These collaborations facilitate knowledge sharing, access to advanced research, and foster an ecosystem of innovation.

POSITIONING FOR EXCELLENCE

According to a recent report, Varonis was a top choice because of its strength in intelligent, automated access remediation. Varonis focuses highly on data and provides the most comprehensive platform in the market. Its solutions are ROI backed with flexible deployment options, suitable for enterprises of every size.

SaaS Data Security Platform

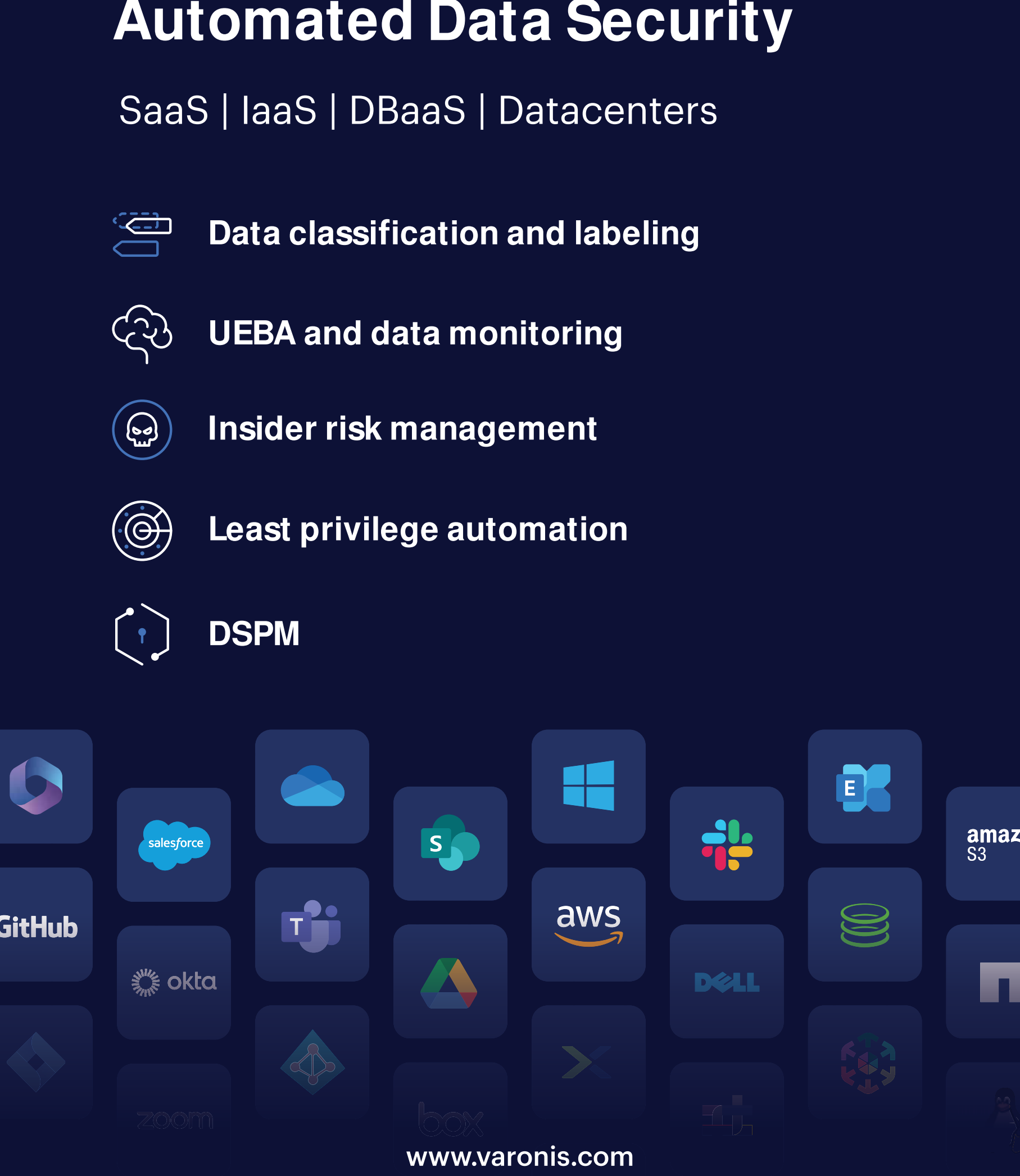


VARONIS

Automated Data Security

SaaS | IaaS | DBaaS | Datacenters

- **Data classification and labeling**
- **UEBA and data monitoring**
- **Insider risk management**
- **Least privilege automation**
- **DSPM**



www.varonis.com



Veeam looking beyond the cloud by building its competencies around Kubernetes

SANDEEP BHAMBURE
Managing Director, Veeam India and SAARC

DRIVING BUSINESS-ORIENTED GOALS

Veeam is committed to keep businesses running and ensuring organisational resiliency through a broad platform that provides data security, data recovery and data freedom for hybrid cloud. It encourages businesses to implement best practices for cyber hygiene, such as backing up data regularly, installing antivirus software, having a strong firewall, and ensuring that employees are well-versed in identifying suspicious links to avoid clicking on ransomware emails.

2022 was a successful year for Veeam - and to lead Veeam into the next era of success, the company has laid out strategic plans to bolster its position as the most trusted provider of Data Protection and ransomware recovery solutions in the country. In 2023 and beyond, Veeam aims to deliver more breakthrough innovations that will help customers drive business efficiency and agility and ensure that they are well prepared for the next stage of digital transformation.

To re-engineer solutions to better meet customers' needs, Veeam has also expanded its offerings to cover strategic workloads, including Cloud, Virtual, Physical, SaaS and Kubernetes. The goal is to achieve rapid long-term growth. In India, Veeam intends to expand its business by investing in technology, talent, and areas that can encourage the overall growth of the organisation.

REINFORCING CUSTOMER BELIEF

Winning a customer's trust is key to any and every business's success. Veeam continuously strives to deliver breakthrough innovations that can help customers drive business efficiency and agility, protect their data no matter where it resides and ensure they are well prepared for the next stage of digital transformation. In addition, Veeam is at the forefront of delivering robust data protection and ransomware solutions that help customers accelerate their data protection journey.

The growing IT market makes it crucial for Veeam to innovate and reengineer its solutions consistently. It pays close attention to evolving industry trends and customer requirements and is always on the lookout for new opportunities.

Customer demand for solutions that provide protection and backup of data regardless of where it is hosted, whether core, cloud, or edge has been increasing as application deployments also increase. To respond to these demands, Veeam is constantly looking to enhance its offerings and offer modern data protection solutions for the multi-cloud enterprise through strong alliance partnerships and seamless technology integrations with leading cloud providers such as Amazon Web Services (AWS), Microsoft Cloud, and IBM Cloud. Today, Veeam protects over 450,000 customers worldwide including 82% of the Fortune 500 and 72% of the Global 2,000.

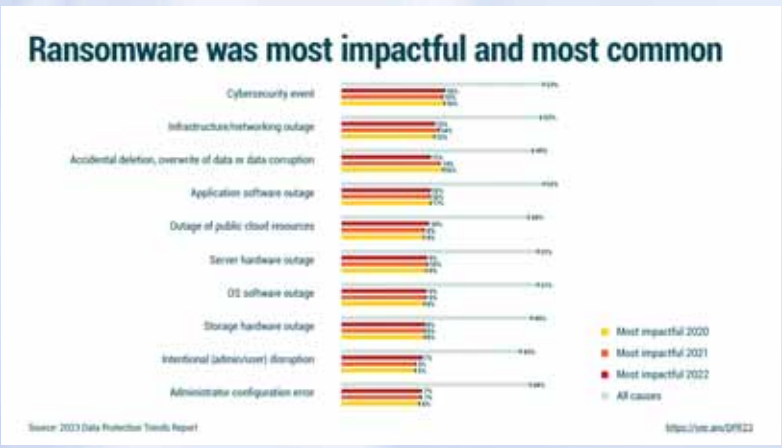
CAPITALIZING ON R&D EXPERTISE

Veeam has been strongly focusing on R&D and product development activity. Innovation is of paramount importance to Veeam and it is always on the lookout to embrace emerging technologies that will help its customers protect their data from cyber-attacks. Veeam's solutions constantly evolve to keep up with shifts in technology trends and to address customers' changing requirements. Be it Cloud, Security, or Containers, Veeam continues to enhance its solutions to provide value to customers and to ensure the brand remains their top trusted platform.

POSITIONING FOR EXCELLENCE

Veeam has always distinguished itself through its ability to see ahead as well as the strength of the solutions it releases into the market. The goal has always been to solve today's problems while also planning for tomorrow. Veeam understood from the start that cloud computing would be the next big thing, and it has been prepared for it - with cloud in mind, Veeam offers native protection for the three major cloud providers and continues to support them.

With the Kasten acquisition, Veeam is now building competencies around Kubernetes, which is the next phase after hybrid cloud. Hence, its strategy has always been to focus on the trends early-on where customers will move. Veeam is also focused on product differentiation and providing a choice to its customers and partners.



2023 GLOBAL REPORT

RANSOMWARE TRENDS

Lessons learned from 1,200 victims and nearly 3,000 cyber attacks

Scan the QR Code to Download

veeam.com

Versa proving itself as a prominent leader in AI/ML Powered Unified SASE

KUMAR MEHTA
Founder and Chief Development Officer – Versa Networks



DRIVING BUSINESS-ORIENTED GOALS

It is correct to say that the Indian IT Industry is shaping the future of India. In fact, it is perhaps shaping the future of the world. For most Technology companies including Versa Networks, India is the hub of innovation.

Versa's exceptional engineering team based in India is the driving force behind delivering technological innovation to its customers worldwide.

With its proven category leadership in AI/ML Powered Unified SASE, Versa's main priority is to help customers in India embrace technology that has helped leading Fortune 500 companies securely transform their network.

Versa's focus is on -

- Educating the customers on the value they gain by adopting an AI/ML Powered Unified SASE Framework
- Bringing the latest and best technological advancements to India
- Working very closely with the channel partners by keeping them at the forefront of Versa's business and helping them scale to greater heights
- Attracting and retaining the best talent

POWERING THE FUTURE WITH INNOVATION

India today is at the forefront of technological advancements and is no longer just the IT service centre of the world; an excellent example of which is India's Digital payments stack.

With the world going digital, security becomes the backbone of any technology adoption. In this context, it is seen that Indian Enterprises and government entities are adopting newer technologies where security is at the core and is the bedrock of the IT system.

This trend is going to accelerate at a rapid pace, and this is where security focused company like Versa can help enterprises secure their digital footprint.

REINFORCING CUSTOMER BELIEF

Versa is a customer focused company. Everything that is done at Versa is done by keeping the customer at the forefront.

Customers care about continuous innovation, agility, excellent support and TCO. Versa excels on all those fronts and that is why its NPS scores are one of the highest among its cohorts. Most Global 2000 customers run on Versa's platform. It maintains an open communication channel and is transparent with the customer regarding its product roadmap, pricing models or delivery timelines.

All these initiatives from Versa have resulted in winning the hearts of its customers and prospects and helping the brand gain their trust.

CAPITALIZING ON R&D EXPERTISE

- Versa's India-based R&D and Engineering team drives innovation in the company.
- With significant investment and a focus on attracting world-class talent, the Versa team in India is quickly making the AI/ML Driven Infrastructure vision, a reality for its customers.

Versa's Accomplishments:

- With its AI/ML Powered Unified SASE platform, Versa is a proven leader in the industry.
- Consistent recognition from Gartner and Dell'Oro Group as the top Unified SASE provider. Honored as an Overall Leader, Product Leader, Market Leader, and Innovation Leader by KuppingerCole.
- Versa has a track record that speaks for itself.

Key Differentiators:

- Versa stands out by being a trusted partner in securing its customers' digital assets by providing them with a comprehensive view of their infrastructure.
- Unlike competitors, Versa's AI/ML powered Unified SASE solution enables seamless integration across networks, policy definitions, applications, agent logic, and data lakes.
- Such a solution provides improved risk posture, lowest TCO, lowest Opex, and delivers an exceptional user experience.

VERSA NETWORKS

AI/ML Powered Unified SASE

CONSISTENT SECURITY AND NETWORK POLICY

IMPROVED SECURITY POSTURE



IMPROVED USER EXPERIENCE

SECURE AND CONNECT

USERS APPLICATIONS DEVICES

ANYWHERE • ANYTIME

• SD-WAN • ZTNA • SWG • CASB • DLP • NGFWaaS • UEBA • ATP • RBI

www.versa-networks.com

Versa SASE ebook

ViewSonic stirring a difference in the industry through its product line and service



SANJOY BHATTACHARYA
Director Sales & Marketing, IT Business, ViewSonic India

DRIVING BUSINESS-ORIENTED GOALS

ViewSonic has taken a few initiatives and used new strategies that the brand will be using for the next five years to stay all charged up in the industry. ViewSonic today dominates the worldwide market for display technology. These initiatives include –

- Single cable Solution in the ViewSonic devices (Cluster free and chargeback)
- Provide portable monitors at affordable prices in the market
- Boosting up the touchscreen industry that will enable more touchscreen devices
- Provide eco-friendly display solutions with a low carbon footprint and lower power consumption
- Offer lag-free gaming, higher speed, higher refresh rate display solution to gamers and youth of the country with the aim to break the barriers between technology and people

POWERING THE FUTURE WITH INNOVATION

According to a recent survey, China has a PC penetration rate of over 65% compared to India's 12% to 14%, indicating significant room for growth over the next five years. The Indian economy is rapidly growing among other countries and is marching ahead to become a $5 trillion economy. With India going Atmanirbhar, and seeing a huge adoption of digital transactions, the growth of 15-20% CAGD in the PC business can be predicted from year 2024-2030.

To keep pace with the Indian economy, ViewSonic will soon be announcing the launch of manufacturing facilities in India which will also help the brand in expanding its IT product portfolio rapidly. ViewSonic India has a well-thought-outplan to expand its distribution and staffing capacity.

Brands have realised the enormous potential in business-to-business transactions, the explosive expansion of startups in the commercial sector, and India's transformation into a global manufacturing powerhouse. Students are introduced to new education policies which are more digitalised, as the education sector is rapidly moving towards audio-visual learning. This leads to the huge potential of the display market in India. Besides, cloud computing is also taking a forefront in industry.

REINFORCING CUSTOMER BELIEF

ViewSonic is trying to create a wow factor by improving or adding touchpoints where the consumer can directly engage with the brand. Through touchpoints like a point-of-purchase or an informative website, or the consumer directly connecting on a call through the customer care centre, ViewSonic will try to resolve issues or any challenges faced by the consumer. ViewSonic is spending maximum in marketing to initiate a beneficial proposition for both the brand and the user. Abiding by its tagline - "See the Difference", ViewSonic is making it happen.

CAPITALIZING ON R&D EXPERTISE

ViewSonic is constantly moving forward and has a strong R&D centre in Taiwan. In the near future, the company plans to establish a sizable development centre in India.

In addition, ViewSonic has been working to reduce carbon footprints, regularly adopt new technologies, lower costs, and start a cleaner society by creating eco-friendly products.

POSITIONING FOR EXCELLENCE

The ViewSonic brand keeps strengthening and refreshing the product line, depending on the demands and requirements of the market, completely based on the needs of customers and technology adaptation. For ViewSonic, its product is its hero. The brand believes in minimalistic and easy-to-use design products for its consumers, which are backed by reliability and excellent customer service.







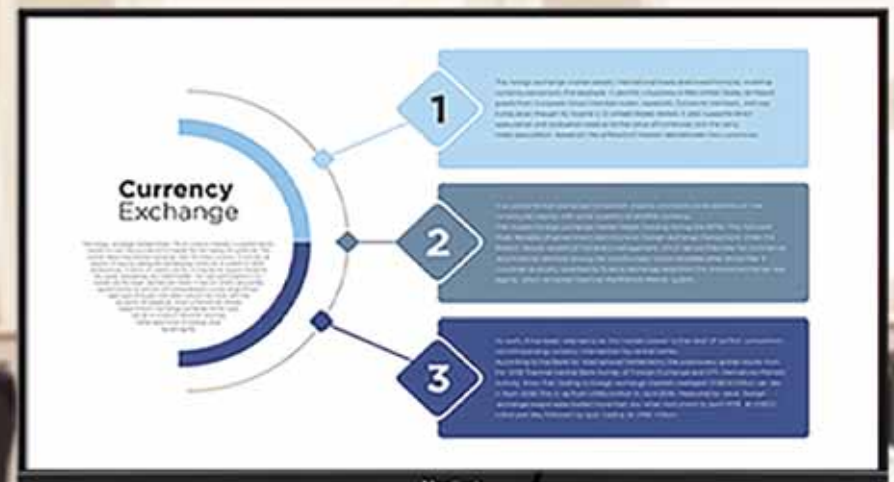
ViewSonic

EXPERIENCE THE PERFECT BALANCE BETWEEN

EFFICIENCY AND CONVENIENCE WITH USB-C CONNECTIVITY

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TYPE C
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Web Werks positions itself as a leader in the data center and cloud services

AMIT AGRAWAL
Chief Business Officer, Web Werks – Iron Mountain Data Centers



DRIVING BUSINESS-ORIENTED GOALS

Web Werks believes that maintaining one's ears to the ground is critical for determining the next course of action. In continuation with this belief, Web Werks' strategy has been to work directly with clients to solve their problems and be a catalyst in their growth. Web Werks was among the first cloud providers to provide hybrid solutions to clients during the early days of cloud adoption. Having recognised that in the near future, technologies like Edge computing, AI, ML, and IoT will fundamentally alter how people use IT, Web Werks has made its services customer-friendly. It has expanded its network of data centres to five key locations in India, and has put up one of the most cutting-edge cloud platforms based on Nutanix HCI architecture that offers the greatest enterprise features, manageability and web scale capabilities to users on a real "Pay per use" model.

Web Werks is committed to providing customers with the best possible service and support. This year the company is also investing in marketing and branding to raise awareness of its global association with Iron Mountain Datacenter and its global portfolio of solutions.

Web Werks believes that these initiatives are helping the brand to position itself as a leader in the data center and cloud services market and drive preference for FY 2023-24.

POWERING THE FUTURE WITH INNOVATION

The Indian IT sector is likely to expand more in the future years. Factors such as increased digital technology use, increased internet penetration, government efforts, and a big pool of experienced IT experts all contribute to this rise.

Demand for digital transformation services is likely to skyrocket. IT companies in India are projected to witness growing demand for their services as organisations across all industries strive to utilise technologies such as cloud computing, artificial intelligence (AI), big data analytics, blockchain, and the Internet of Things (IoT).



The adoption of IT in enterprises brings numerous benefits, but it also comes with its fair share of challenges. Some common challenges faced in the adoption of IT in enterprise settings are continuous investment requirement in hardware, licensing, security, network, etc. which can sometimes become financially unviable for enterprise customers. Legacy systems may need to be updated or replaced to align with the new IT infrastructure, which can add to the implementation challenges

By collaborating with Web Werks, it can help enterprises solve such issues and can assist them in consuming IT as a service, removing obstacles and allowing them to focus on their main business.

CAPITALIZING ON R&D EXPERTISE

Web Werks recognizes the dynamic nature of the technology landscape and the need to stay ahead of emerging trends. By placing a strong focus on partnering and creating a strong ecosystem, R&D and product engineering development, Web Werks ensures that is at the forefront of technological advancements. Web Werks positions itself as an innovative data center company that is adaptable to evolving technologies and market demands. Web Werks' commitment to staying ahead of the curve enables the brand to deliver cutting-edge solutions that address the dynamic needs of customers and propel the growth of its business in a rapidly changing IT landscape.

POSITIONING FOR EXCELLENCE

In the year 2023 – 24, Web Werks' focus is on making its brand distinctive and central in the respective categories that it operates in. Its relentless focus on value proposition, specialization, thought leadership, customer experience, innovation, partnerships, and marketing ensure that the brand stands out and is recognized as a leader in the data center industry.



Web Werks DATA CENTERS | IRON MOUNTAIN DATA CENTERS

CHOOSE YOUR DATA CENTER WITH CONFIDENCE



6
Operational Data Centers in 5 Cities

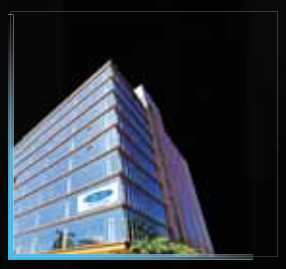
150+ MW
Of existing plus planned IT load in India

1200+
Happy Customers

OUR SERVICES

- **COLOCATION**
- **CLOUD**
- **INTERCONNECTION**

OUR INDIA PRESENCE



Mumbai, **MUM-1**



Mumbai, **MUM-2**



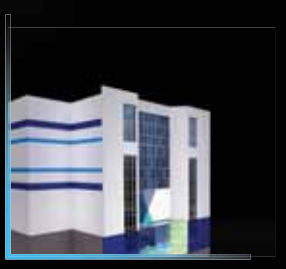
Pune, **PUN-1**



Noida, **NCR-1**



Bangalore, **BLR-1**



Hyderabad, **HYD-1**

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EMINENT CIOs OF INDIA

CIOs NOWADAYS NEED TO BE BUSINESS LEADERS



SANJAY KUMAR DAS



DR. HAROLD D'COSTA



DR. BISHWAJEET MOHAPATRA



RISHI MEHTA



KARNIKA SETH

Digital transformation has become a top priority for organizations across industries. (Chief Information Officers) CIOs are at the forefront of this revolution, leading the charge to harness the power of technology to reshape business models and processes. They are responsible for envisioning and implementing digital strategies that drive growth, enhance customer experiences, and improve operational efficiency.

Today's CIOs have emerged as strategic visionaries, innovation catalysts, and digital transformation architects. They now play a pivotal role in driving organizational growth, reshaping business strategies, and revolutionizing IT leadership.

Whether it's leveraging cloud computing, big data analytics, artificial intelligence, or the Internet of Things (IoT), CIOs are instrumental in identifying and adopting technologies that enable organizations to stay ahead in the digital age.

Next-gen CIOs have a precise understanding that Innovation is the key to staying competitive in a rapidly changing business landscape. Value generation, business transformation and customer centricity are cited as top priorities of the job by the CIOs . They foster a culture of innovation within their organizations, encouraging experimentation, risk-taking, and learning from failures.

The role of the modern CIOs has evolved significantly from being a technology-focused executive to becoming a strategic business leader. By redefining their roles as transformational IT leaders, CIOs are driving digital transformation, fostering innovation, and aligning technology initiatives with business objectives.

The rapid digitalization of business operations has invited cybercrime to become more relevant. CIO now plays a pivotal role in driving digital transformation and innovation within organizations. The CIO's responsibilities have expanded beyond technology implementation to encompass strategic leadership and fostering a culture of innovation.



VIJAY SETHI



DR. PAVAN DUGGAL



ATUL GOVIL



DR. SANDIP PRADHAN



ANNIE MATHEW

Cybercriminals are constantly looking for new ways to exploit vulnerabilities in these technologies, and they are often successful. With the increasing sophistication and frequency of cyberattacks, it is more important than ever for CIOs to have a comprehensive cybersecurity strategy in place to keep their organizations' data and systems safe.

Employees are often the weakest link in an organization's cybersecurity defense. By educating and training employees on how to identify and avoid phishing attacks, social engineering attacks, and other common threats, CIOs can help to reduce the risk of a successful cyberattack.

Emerging technologies have the potential to transform organizations, but with so many technologies being hailed as the next big thing, it can be difficult to know which ones to invest in. Most CIOs have pointed out that one of the principal reasons behind cybersecurity breaches is lack of employee awareness.

According to a report by IBM & Ponemon Institute, the average total cost of data breaches in 2022 was $4.35 million, up 2.5% from $4.24 million in 2021. And the scale of the threat–malware, ransomware, DDoS attacks, and phishing has only increased.

Sadly, ISACA's 2022 State of Cybersecurity report shows that 62% of organizations feel their cybersecurity teams are understaffed while 60% have trouble holding onto qualified staff when they manage to hire them.

Dynamic changes in IT landscape besides the significant transformation in IT usages, organizations are facing multiple challenges to address to incorporate the changes. CIOs are under tremendous pressure to execute projects with limited resources within stipulated time-frame to enable organizations address targeted business growth.

This year the Eminent CIOs of India (ECIO 2023) section will uncover the best practices adopted by the innovative IT leaders, who have turned the table to all hindrances, who have incorporated a paradigm shift enabling multi-fold business growth with the help of creative and innovative IT thoughts.

These technology warriors are recognised as the Eminent CIOs of India.

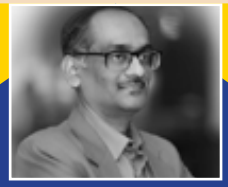

A SHIJU RAWTHER


AMIT ARORA


AMIT JAOKAR


AMIT KAPOOR


DR. AMRUT URKUDE


ANAND AGGARWAL


ANAND RUHELA


ANAND SINHA


ANIL NAMA


ANNIE MATHEW


ANUJ TEWARI


ARIJIT DASGUPTA


ARINDAM SINGHA ROY


ARVIND KUMAR


ARVIND SINGH


ASHISH BANSAL


ATUL GOVIL


AVNEESH VATS


BHARAT B ANAND


BIBHAS SEN CHOUDHURI


DR. BISWAJIT MOHAPATRA


BOHITESH MISRA


DR. CHITRANJAN KESARI


DHANANJAY ROKDE


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HARIHARAN SUBRAMANIAN


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HARSH ARORA


COL (DR) INDERJEET SINGH


JAIDEEP KHANDUJA


JYOTHIRLATHA B


KAMLESH KUMAR


KAPIL MADAAN


KAPIL MAHAJAN


KAPIL MEHROTRA


KARNIKA SETH


KAUSHIK CHAKRAVARTY


KAUSTUBH DABRAL


KRIPADYUTI SARKAR


KUMAR RAVI


KUSHAL VARSHNEY


LAKSHMANA VADAGA


LAXMI NARAYAN SAHU


DR. MAKARAND SAWANT


MANIKANT SINGH


MEETALI SHARMA


MUKUL GUPTA


DR. N RAVEENDRAN


NASEEM HALDER


NAVANEETHAN M


NITIN DHINGRA


PANKAJ MITTAL


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PRIORITIZING INITIATIVES WITH STRATEGIC OBJECTIVES, DELIVERING MEASURABLE BENEFITS

JAIDEEP KHANDUJA, CTO, ACCIOMANGO

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader, I am always focused on finding ways to manage technical projects more efficiently, deploy solutions effectively, and use technology to increase productivity and reduce costs. To achieve these goals, I always start with a clear understanding of the objectives and requirements of each project and create a well-defined project plan that outlines the necessary resources, timeline, and budget.

While deploying solutions, I always ensure that they meet the organization's needs, are user-friendly, and scalable to accommodate future growth. To increase efficiency and productivity, I leverage tools such as automation, artificial intelligence, and machine learning, which can help streamline processes, reduce manual labor, and improve accuracy.

Looking ahead to the next year, my agenda for 2023-24 is to continue prioritizing initiatives that align with our organization's strategic objectives and deliver measurable benefits. I plan to explore new technologies and trends to identify opportunities to further increase efficiency and productivity while reducing costs. Additionally, I will be focusing on fostering a culture of innovation and collaboration across the organization to drive new ideas and continuously improve our technology solutions.

LATEST TECHNOLOGIES INFLUENCING GROWTH

As a technology leader, I am always looking to adopt new and emerging technologies that can help our organization grow and remain competitive in our industry. Currently, I am considering several technologies that could potentially have a significant impact on our operations and help us achieve our goals.

One technology that I am particularly interested in is blockchain. This distributed ledger technology has the potential to transform our business operations by enabling secure and transparent transactions and data sharing. We are exploring ways to leverage blockchain to improve supply chain management, enhance data security and privacy, and reduce costs.

Another technology that we are considering is artificial intelligence (AI). With the growing amount of data we are collecting, we believe that AI can help us gain deeper insights into our operations and customers, automate routine tasks, and improve decision-making. We are exploring AI-powered solutions in areas such as customer service, predictive maintenance, and fraud detection.

Additionally, we are also looking at other technologies such as edge computing, 5G, and the Internet of Things (IoT) to improve our connectivity, speed, and efficiency. By adopting these technologies, we can create a more connected and intelligent organization that can operate more efficiently and effectively.

Overall, my goal is to adopt the latest technologies that align with our organizational strategy and have the potential to deliver measurable benefits in terms of growth, efficiency, and customer satisfaction.



INNOVATIVE TECHNOLOGIES DRIVING THE INSURTECH ECOSYSTEM TO THE NEXT LEVEL

NASEEM HALDER, CTO & CISO, ACKO GENERAL INSURANCE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology professional in the insurtech industry, our focus is on managing technical projects, deploying solutions, and using cutting edge technologies to improve efficiency, productivity, and cost savings. To achieve these goals, we employ a range of strategies such as Agile methodologies for project management, digital insurance solutions for improved customer experience, cloud technology for scalability, and robotic process automation (RPA) for streamlining manual tasks.

We also leverage artificial intelligence (AI) for risk management, fraud detection, and personalization, and explore the potential of blockchain technology to improve security, transparency, and cost-effectiveness.

Looking ahead, we plan to collaborate with insurtech startups to drive innovation, improve customer experience, and create new revenue streams.

Agenda for the next few years include enhancing cybersecurity capabilities through advanced threat detection tools and security audits, continuing digital transformation initiatives to drive innovation, improve customer experience, and increase efficiency, attracting top technology talent with training, career development opportunities, and competitive compensation and benefits, and staying abreast of changing regulations and compliance requirements.

Through these initiatives, we strive to remain competitive, agile, and responsive to changing market needs and regulatory requirements while ensuring that we deliver value to our customers and stakeholders in the insurtech industry.

LATEST TECHNOLOGIES INFLUENCING GROWTH

In the insurtech industry, we are planning to adopt various technologies for better growth, innovation, and efficiency. These include IoT devices for data gathering, edge computing for improved performance, scalability, and security of cloud-based solutions, machine learning for enhanced underwriting capabilities and fraud detection, AR and VR for improved customer experience, 5G networks for improved speed and reliability of digital solutions, and quantum computing for advanced risk management and underwriting capabilities. By leveraging these latest technologies, we aim to stay ahead of the competition, drive innovation and growth, and deliver even more value to our customers and stakeholders.

FORTIFYING ORGANIZATION FROM CYBER THREATS

As an insurtech or digital company, we are taking a multi-faceted approach to strengthen our organization's security posture in light of the potential risks associated with increasing use of emerging technologies. Our measures include cybersecurity awareness, regular security assessments, use of AI and ML, MFA, ZTA, encryption, cloud security, and an incident response plan. By adopting these measures, we aim to provide a secure and safe experience for our customers and stakeholders while staying ahead of the competition.



LATEST TECHNOLOGIES ARE ENABLING INEFFICIENT, TEDIOUS TASKS INTO A SEAMLESS AND AUTOMATED PROCESS

ARINDAM SINGHA ROY, CIO & DPO, IT, ADAA GROUP

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader, it is important to lead a technical project through initiation, planning, execution, monitoring, controlling and completion. Technologies such as automation of workflow, digitization, robotics, and additive manufacturing are in my priority list for increasing efficiency, productivity and cost cutting. These Technologies can turn inefficient, tedious tasks into a seamless and automated process. The agenda for 2023-24 is more on automation and security.

LATEST TECHNOLOGIES INFLUENCING GROWTH

The latest technologies that are enhancing growth are AI & ML, RPA and Edge computing.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We deployed Network Vulnerability Surveillance and Threat Detection, Incident Diagnosis and Response to mitigate the cyber-attack through AI & ML.

REITERATING THE BRAND IDENTITY

We are strengthening our brand identity through SEO activity and creating multi-channel visibility.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Chat bot is developed with almost 78 FAQs which help customers to resolve these issues themselves without any manual intervention.



EMBRACING EMERGING TECHNOLOGIES TO DRIVE DIGITAL TRANSFORMATION INITIATIVES TO GAIN A COMPETITIVE EDGE

DR. YOGESH DADKE, APAC IT LEADER, ADIENT

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Agenda is very simple and 'back to basics', called a six step approach with focus on each tech layer and talent.

- Digital Transformation: Focus on leveraging emerging technologies to drive digital transformation initiatives within the organization. Explore areas such as Artificial Intelligence, Machine Learning, Internet of Things (IoT), Blockchain, or Robotic Process Automation (RPA) to improve processes, enhance customer experiences, and gain a competitive edge.

- Cloud Migration and Optimization: A continuous process of organization's infrastructure and identify opportunities to migrate to the cloud or optimize existing cloud deployments.

- Data Strategy and Analytics: have developed a comprehensive data strategy that encompasses data collection, storage, analysis, and utilization.

- Agile and DevOps Adoption: Embraced agile methodologies and DevOps practices to enhance collaboration, accelerate development cycles, and improve the quality of software deployments.

- Cybersecurity and Privacy: Strengthen organization's cybersecurity posture and prioritize privacy considerations.

- Talent Development: Invested in the professional development of team members. Identify skill gaps and provide training programs to enhance technical expertise and keep up.

REITERATING THE BRAND IDENTITY

- Building a distinctive and central brand takes time, consistency, and a deep understanding of the target audience. It's essential to develop a comprehensive brand strategy and regularly evaluate and refine brand-building efforts based on market feedback and evolving industry guard rails.

- Strongly believe in keeping the core values intact like Cost, Quality and Customer support with Innovative manufacturing processes adaptation with following the repeat processes with excellence.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

- To win the trust of customers in the digital age, at business we focus on several key strategies such as

- Transparent Communication, Transparent Pricing and Policies with qualitative Consistent and Reliable Service establishing trust. Deliver promises and strive for excellence.

- When demanded product customization using digital technology offerings helped in enhancing delight factor ofcourse secure Data Handling helps gain the essential trust.

- Along with business principles and profits an essential sense of Social Responsibility helps build a strong brand reputation by demonstrating ethical business practices and social responsibility. Engage in initiatives that contribute to the well-being of society and the environment.

- Consistently implemented these strategies for businesses enabling trust with customers in the digital era and foster long-term loyalty and advocacy.



INVESTMENT IN EMERGING TECHNOLOGIES CREATES NEWS BUSINESS MODELS AND ENHANCE CUSTOMER EXPERIENCE

SOURAV DAS, CHIEF DIGITAL & INFORMATION OFFICER, ADITYA BIRLA GROUP ESSEL MINING & INDUSTRIES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader, I employ effective project management methodologies to manage technical projects. I break down complex projects into manageable tasks, set realistic timelines, and foster clear communication within cross-functional teams. Thorough planning, testing, and documentation are priorities when deploying solutions, ensuring smooth implementation. I leverage cutting-edge technologies and tools, such as Automation and AI, to streamline processes, enhance productivity, and reduce costs. Cloud computing and DevOps principles are utilized for scalability and faster delivery cycles.

In 2023-24, my agenda revolves around staying ahead of technological advancements. I plan to invest in emerging technologies like Blockchain, IoT, Machine Learning, and AR to drive growth and innovation. These technologies will enable us to create new business models, enhance customer experiences, and gain a competitive edge. Additionally, I will continue to evaluate our technology stack for cost optimization and explore strategic vendor partnerships. Overall, the focus will be on leveraging technology to maximize efficiency, productivity, and cost savings while embracing new opportunities for growth.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Some of the latest technologies that we are exploring for better growth include Artificial Intelligence (AI) and Machine Learning (ML) for data analysis and Automation, Blockchain for secure and transparent transactions, Cloud computing for scalable and flexible infrastructure, Edge computing for faster processing at the network edge, Internet of Things (IoT) for connected devices and data collection, and Augmented Reality (AR) and Virtual Reality (VR) for immersive experiences. These technologies have the potential to enhance efficiency, innovation, and customer experiences in various industries.

FORTIFYING ORGANIZATION FROM CYBER THREATS

To strengthen our organization against cyber threats, we employ a multi-layered approach. First, we regularly update and patch our systems and software to address vulnerabilities. Second, we conduct comprehensive risk assessments and implement robust security protocols, including strong authentication and access controls. Third, we educate and train our employees on cybersecurity best practices, emphasizing the importance of identifying and reporting potential threats. Fourth, we deploy advanced threat detection and prevention tools to monitor and respond to any suspicious activity. Lastly, we maintain a proactive incident response plan, regularly test our defences through penetration testing, and collaborate with external experts to stay abreast of emerging threats.

REITERATING THE BRAND IDENTITY

We focus on making our brand distinctive by delivering state-of-the-art Mining and driving innovation in the field. We strive to be at the forefront of Mining research and development, constantly pushing the boundaries of what is possible in a sustainable manner.



LEVERAGING LATEST TECHNOLOGIES TO AUGMENT BUSINESS OPERATION, IMPROVE CUSTOMER EXPERIENCE AND DRIVE INNOVATION

MUKUL GUPTA, DIRECTOR - GRC, ADVANCED TECHNOLOGY CONSULTING SERVICES (A NAGARRO COMPANY)

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As for an agenda for 2023-24, it would depend on the specific industry and organization's goals and priorities. However, some key areas that technology leaders focus on include Artificial Intelligence (AI) and Machine Learning (ML) for digital transformation, Cybersecurity, Data Analytics, and Cloud computing. They may also explore emerging technologies like the Internet of Things (IoT), Blockchain, and Augmented Reality to gain a competitive advantage. Ultimately, the goal would be to leverage technology to enhance business operations, improve customer experiences, and drive innovation.

LATEST TECHNOLOGIES INFLUENCING GROWTH

There are a few areas where latest technologies that many organizations, including ours are considering to adopt for better growth:

AI and ML technologies are being increasingly used to automate processes, analyse large datasets, improve decision-making, and enhance customer experiences. Organizations are exploring applications such as chatbots, predictive analytics, recommendation systems, and image recognition. There are already a few areas in our organisation that have started leveraging these technologies.

We at Nagarro encourage everyone to integrate technologies like Internet of Things (IoT), Blockchain, Edge Computing, 5G Technology, Cloud Computing and Cybersecurity Technologies.

It is important to note that the adoption of these technologies should align with an organization's specific needs, industry, and goals.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

We are powered by caring and it is at the heart of our values. It drives us to deliver the best results, to be the best colleagues, and deliver the best solutions.

Caring is why so many of our clients have been with us over a decade.

- Client-centric: We care about our clients, about their success, and about the partnership we aim to build
- Agile: We are built to do, correct, explore, innovate, breakthrough and repeat
- Responsible: We own up to our successes and our mistakes. We stand responsible for how we treat our work, our colleagues and even our planet
- Intelligent: We care about intelligence, not location, about results, not process, about being bold, not being held back by structure
- Non-hierarchical: We empower our colleagues to be brave, creative, entrepreneurial, agile, and responsible
- Global: We are present everywhere and can be anywhere. We are diverse, we are not painted through a single country or nationality.



TECHNOLOGICAL DEVELOPMENT UNLOCKING THE POTENTIALS OF BOTH EMPLOYEES & ORGANIZATION FOR BETTER GROWTH

RAMKUMAR MOHAN, CIO, AIR WORKS INDIA (ENGINEERING)

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Our approach to managing technical projects, deploying solutions, and leveraging technology revolves around driving efficiency, productivity, and cost reduction. To achieve this, we employ a strategic combination of project management methodologies tailored to our unique needs, allowing us to deliver projects on time and within budget. Particularly, we are adopting Lean methodologies customized for our after-market services.

Our agenda for 2023-24 includes a focus on optimizing our infrastructure, exploring automation opportunities, and leveraging data-driven insights to drive informed decision-making. By adopting a forward-thinking approach, we aim to continuously improve our technical capabilities and deliver sustainable value to our customers.

LATEST TECHNOLOGIES INFLUENCING GROWTH

As an industry, ours is a labour intensive one. In this context, to drive better growth we are adopting the latest technologies with the rationale that the complex engineering information should be in the hands of engineers in a near real time to execute the tasks on time and per schedule. Implementing IoT solutions is enabling us to optimize operations, enhance asset tracking, and provide personalized customer experiences. Another area of interest is leveraging advancements in Artificial Intelligence (AI) and analytics to unlock valuable insights from our data.

The relevance of Blockchain for us is to collaborate effectively and with accountability to our ecosystem involving OEMs and Airlines, because in most of the transactions we have more than half a dozen parties involved end-to-end.

Also, we are exploring AR /MR applications in view to enhancing making industry ready resources and continuous improvement with employee training, customer engagement, and product visualization.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Recognizing the increasing use of emerging technologies as a competitive advantage, we have made strengthening our organization's cybersecurity as a top priority, and we employ a multi-faceted approach. Being an aviation organization, we also foster a culture of security awareness and vigilance across the organization.

By maintaining a proactive stance and investing in right security measures, we strive to minimize our attack surface and safeguard our valuable assets.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

We are winning the trust of our customers by supporting our customers and also the ecosystem partners in providing the required user experience of the passenger from the Engineering side with assurance on the Dispatch reliability and Airworthiness of the Aircraft.

Additionally, we not only seek but respond leveraging it to improve our services and overall customer experience.



CONVERSATIONAL AI & DATA ANALYTICS ARE THE NEXT BIG THING IN THE IT LANDSCAPE

GANESH VISWANATHAN, SVP-PMO & CISO, HEAD-IT, AITHENT TECHNOLOGIES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

The key thrust areas for 2023-24:

- Implement a digital transformation strategy to improve the customer experience and drive innovation.
- Develop an AI and machine learning strategy to leverage these technologies to automate processes, optimize operations, and develop new products and services.
- Build a data-driven culture to leverage data analytics to inform decision-making and drive business outcomes.
- Develop a cloud-native application strategy to leverage the benefits of cloud computing and accelerate application development.
- Develop a technology roadmap that aligns with the organization's strategic objectives and priorities.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Conversational AI and data analytics are two technologies that have the potential to revolutionize the way we interact with customers and analyze data to make better decisions. Conversational AI, also known as chatbots or virtual assistants, is a form of artificial intelligence that will allow us to engage with our customers in natural language conversations. With the ability to handle a variety of customer queries and provide personalized recommendations, Conversational AI has become an essential tool to deliver better customer experiences and improve operational efficiency.

Data analytics, on the other hand, is the practice of using data to gain insights and make informed decisions. By analyzing large volumes of customer data, we can gain a better understanding of our customers' behaviour and preferences, which can help us to tailor our offerings and improve their operations.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We are leveraging the following technologies to protect the crown jewels and be proactive to identify and defend the organization against various sophisticated threats that are growing at a rapid clip:

- A Security Operations Center (SOC) is a centralized team that is responsible for monitoring, analyzing, and responding to security threats in real-time. Our SOC uses a combination of security technologies, such as SIEM, threat intelligence, and security analytics, to detect and respond to security incidents.
- Zero Trust security is a security model that assumes that all users, devices, and applications are potential threats. This model focuses on strict access controls and continuous monitoring to ensure that only authorized users and devices are granted access to sensitive data and systems.

Both SOC and Zero Trust security are critical components of a comprehensive cybersecurity strategy. Implementing a SOC can help organizations detect and respond to security incidents in real-time, while Zero Trust security can help organizations reduce the attack surface and improve access controls to sensitive data and systems.



LATEST TECHNOLOGIES AIDING HEALTHCARE SEGMENT TO PROVIDE BETTER SERVICE

DR. SUSHIL KUMAR MEHER, CIO, DEPARTMENT OF COMPUTER FACILITY,
ALL INDIA INSTITUTE OF MEDICAL SCIENCE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

The potential to improve patient safety exists through the use of medication alerts, clinical flags and reminders, better tracking and reporting of consultations and diagnostic testing, clinical decision support, and the availability of complete patient data.

For a start, greater investment in population health would make people, particularly vulnerable population groups, more resilient to health risks. The health and socio-economic consequences of the virus are felt more acutely among disadvantaged populations, stretching a social fabric already challenged by high levels of inequalities.

Beyond creating greater resilience in populations, we are focusing to strengthen our health system.

Ayushman Bharat Digital Health Mission (ABDM)
To create a National Digital Health Eco-system that supports Universal Health Coverage in an efficient, accessible, inclusive, affordable, timely and safe manner, through provision of a wide-range of data, information and infrastructure services, duly leveraging open, interoperable, standards-based digital systems, and ensuring the security, confidentiality and privacy of health-related personal information

- ABDM is a leading milestone to provide healthcare to all in India. By creation of ABHA account one can easily assess and utilize health services. High levels of payments for health goods and services deter people from seeking early diagnosis and treatment at the very moment they need it most.

- Ayushman Bharat PM-JAY is the largest health assurance scheme in the world which aims at providing a health cover of Rs 5 lakhs per family per year for secondary and tertiary care hospitalization.

Second, primary and elder care must be reinforced. COVID-19 presents a double threat for people with chronic conditions. Not only are they at greater risk of severe complications and death due to COVID-19; but also the crisis creates unintended health harm if they forgo usual care, whether because of disruption in services, fear of infections, or worries about burdening the health system. Strong primary health care maintains care continuity for these groups. Equipping hospital with manpower and equipments: In February 2018, the Government of India announced the creation of 1,50,000 Health and Wellness Centres (HWCs) by transforming the existing Sub Centres and Primary Health Centres. These centres are to deliver Comprehensive Primary Health Care (CPHC) bringing healthcare closer to the homes of people.

Use of PACS is another step towards digitalization of health care facility in our hospital.

Fourth, stronger health data systems are needed. The crisis has accelerated innovative digital solutions and uses of digital data, smartphone applications to monitor quarantine, robotic devices, and artificial intelligence to track the virus and predict where it may appear next. Access to telemedicine has been made easier. As part of the Digital India initiative of Ministry of Electronics and Information Technology, NIC has developed the e-Hospital, e-BloodBank and Online Registration System (ORS) applications.

Creation of ABHA and PHR
- ABHA Number creation and capture & verification for seamless patient registration.
- Building Health Information Provider (HIP) services to share digital records via Personal Health Records (ABHA) app.
- Developing Health Information User (HIU) services to provide view of patient's medical history to authorized healthcare workers with complete consent.

LATEST TECHNOLOGIES INFLUENCING GROWTH

- **Artificial Intelligence (AI) in Healthcare**

AI is incredibly helpful for improving efficiency with information processing and decision making. In the healthcare system, machine learning is extremely helpful for the development of new pharmaceuticals and the efficiency of diagnosis processes.

- **Telemedicine and the Evolution of Remote Care**

Storing data in most cloud storage services is relatively secure, but not necessarily compliant with government regulations on protected health information. However, teleconferencing and data hosting are key features useful for our organization.

- **Extended Reality in Healthcare Settings**

Extended reality, a blanket term including augmented reality, virtual reality, and mixed reality, has a great deal of potential in the healthcare industry. From assisting surgery to aiding telehealth applications, AR and VR technologies can improve our healthcare industry.

- **IoT and Wearables in Healthcare**

With wearable and IoT technologies becoming more popular, their potential in our healthcare industry has grown significantly. For applications in telemedicine and telehealth technologies many have come to call this trend in micro processing the Internet of Medical Things.

One of the most important innovations in the healthcare industry is the advancement of wearable technology. The ability to monitor the status of a patient throughout the day remotely or for an individual to monitor their own status is incredibly valuable.

- **Healthcare Privacy and Security (The Information Technology Act, 2000)**

It consists of a range of actions to safeguard our institute from internal and external cyber-attacks, guarantee the availability of medical services, maintain confidentiality, ensure the proper operation of medical systems and equipment and integrity of patient data, and comply with industry regulations. IT security in healthcare constantly deals with evolving cyber threats that could endanger patient safety. It is essential to include cybersecurity in our hospital, risk management, governance, priority for patient safety.

- **Blockchain**

The blockchain system will generate identical blocks whenever a linked device is involved in any form of transaction. When data on one computer is accessed, edited, shared, or otherwise processed in any way, a block is formed on all devices to record the information locally.

- **Improvement in Data Science and Predictive Analytics**

Compressing all the data generated from patients suffering from chronic ailments is challenging. Nonetheless, rapid improvement in data science and predictive analysis has given doctors access to deeper insights like gathering information about ancestry and family history, detecting patients with high risks to diagnose problems effectively.



DIGITAL TRANSFORMATION TOOK A NEW URGENCY AND ACHIEVED UNIMAGINABLE SPEED OF CHANGE

KAPIL MAHAJAN, GLOBAL CHIEF INFORMATION AND TECHNOLOGY OFFICER, ALLCARGO LOGISTICS

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader, my primary agenda for 2023-24 revolves around leveraging technology strategically, fostering innovation, and empowering and reskilling our workforce to drive efficiency, productivity, and cost savings while ensuring a strong focus on security and risk management. Here are few of the outlines of my agenda for 2023-24:

- To build revenue driven cloud native operational products
- To leverage emerging technology advancements
- Efficiency and productivity enhancement
- Talent Development
- Cost optimization
- Collaboration and Innovation
- Security and Risk Management

FORTIFYING ORGANIZATION FROM CYBER THREATS

Some of the measures we are taking are below:
Establishing a comprehensive cybersecurity framework that covers all aspects of technology infrastructure, systems, and data. This includes implementing firewalls, intrusion detection systems, and antivirus software to protect against external threats. Regularly updates and patch management to address vulnerabilities and stay protected against known exploits.

Besides this we are focusing on further strengthening our access controls and authentication mechanisms, employee awareness and training.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Building trust is a continuous process that requires consistent effort, open communication, and a customer-centric mindset and winning the trust of our customers has always been crucial for the success and longevity of any business. Here are some key strategies that we are employing to win and maintain the trust of customers:

- Customer-Centric Approach: Putting the customer at the centre of all business decisions is essential. This involves truly understanding their needs, preferences, and pain points.
- Seamless Omnichannel Experience: Customers expect a consistent and seamless experience across various channels, such as websites, mobile apps, social media, and physical stores. By integrating these channels and ensuring a smooth transition between them, we are trying to provide a unified and convenient experience.
- Transparency and Privacy: We are trying to establish robust security measures to protect customer information and communicate your commitment to their privacy and data security.
- Proactive Communication: Need to keep our customers informed about important updates, changes in services, or any issues that may impact their experience.
- Consistent Service Quality: We are striving to deliver high-quality products, services, and support consistently across all touchpoints.
- Customer Empowerment: One needs to empower their customers by providing self-service options, knowledge bases, and interactive tools that can enhance their experience.



ADOPTION OF LATEST TECHNOLOGIES HAS BOOSTED THE BUSINESS DIGITAL TRANSFORMATION JOURNEY

VENKAT RAMANI, CTO, ALLIANCE BROADCASTING (NEWS7TAMIL)

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Emerging technologies hold the key to outmaneuvering our competition cost-effectively. AI, Cloud, Data Analytics, IoT, and Machine Learning, lead the charge of technologies that add new customer experiences. We need to make sure to use the right technology, incorporate automation tools, manage passwords effectively, use the technology where we need the help most, organize our time with a calendar app, and all with setting clear goals and keeping it simple.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Artificial Intelligence (AI) and Automation have a role in delivering the data that businesses will need in the next few years. The whole world is moving to digitization, our focus will be on Edge computing, Smarter devices, datafications, AI and Machine Learning, Virtual Reality, Augmented Reality and Cybersecurity.

FORTIFYING ORGANIZATION FROM CYBER THREATS

The increasing adoption of Robotics, IoT (Internet of Things) technology, and automation creates many opportunities for hackers in a sector that has not prioritized Cybersecurity in the past. To prevent our's we are strengthening with the help of multi-level authentication, Behavioural Analytics, Distributed cloud Technology, Artificial Intelligence, Automation, Machine learning & Passwordless authentication.

REITERATING THE BRAND IDENTITY

Branding is one of the most critical aspects of every business, identity hence involves font choices, colour palette, types of graphics we use, logo and its variations to be used, voice-over we adopt in stories, the latest software/tools/ technologies to give the content/news much faster than others in reaching the audience, and our quality of managing the content and visuals to create a better impact on the viewing.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Building customer trust is important for people in many areas of a company to consider. We focus on our content and deliver this with the most trusted news. Viewers will always follow us for the most trusted content with a good clarity.



EMPOWERING BUILDERS AND BUSINESSES TO BUILD A BETTER INDIA

DR. BISWAJIT MOHAPATRA, HEAD, CUSTOMER SOLUTIONS, CIO ADVISORY, INDIA AND SOUTH ASIA, AMAZON WEB SERVICES

HYPERAUTOMATION: FOUNDATION TO CREATE BUSINESS VALUE

Technology is no longer a "nice-to-have"; it's a "must-have" to improve efficiency, productivity and cost. Today decision making is transitioning to AI. We see Hyper-automation of routine work with Bots taking over repetitive tasks. My recommendation will be to drive automation initiatives within organizations to generate business value. Cloud as a foundational winning architecture coupled with Intelligent software, customer data platforms and automation will accelerate success of digital transformation initiatives. Cloud provides the ability to run systems and deliver business value at the lowest price point.

SKILLS TO SUCCEED IN THE ERA OF DIGITAL ACCELERATION

Speed is the new currency in the digital economy. Today's business needs a new breed of tech leaders. An organization's success depends on how CIO/CTOs are quickly moving from managing IT to creating value for business. Five key skills every CIO/CTO needs to focus on are (1) Strategic Envisioning, (2) Reimagining business model, (3) Actionable insights, (4) Ecosystem collaboration and (5) Building next-gen talent. The new-age balanced scorecard should focus on Agility, Quality, Cost and Outcome to drive sustainable growth.

FORTIFYING ORGANIZATION FROM CYBER THREATS

With cyber threats increasing rapidly, it is important for us to build a rich set of services that allows customers to leverage the platform in a highly secure way. Automation is key to ensure enforcement of security continuously in a repeatable fashion. Building a strong inclusive security culture, establishing a mature Security Operations Center (SOC) and investment in security engineering, tooling and automation mechanisms that scale will help organizations to deliver richer customer experience and earn trust.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Post Covid, this is a different world. New behaviour is contactless, new rule is low touch and new normal is digital. Today every company is a software company. If I am going to be a trusted advisor, I need to go back and learn my ABCs (AI, Big Data and Cloud) to start with.

Customer experience is continuously evolving in the hybrid reality. It is more about convenience, customization and control today. To win trust of customers, I work towards (1) Cocreating aspirational vision and strategy with my customers, (2) Evaluate program elements of future state and define business outcomes, (3) Pilot transformation effort, prove the value through customer solution value framework,
(4) Advocate scaling incremental transformation in line with business and (5) Embed the transformation journey with Cloud, data and AI into culture.



STRATEGIC APPROACH WITH AGILE METHODOLOGIES ENHANCE EFFICIENCY AND PRODUCTIVITY

KRIPADYUTI SARKAR, CIO, AMBUJA NEOTIA

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader, I prioritize effective project management, efficient solution deployment, and leveraging technology to increase efficiency, productivity, and cost savings. I manage technical projects with following principal objectivity:

- A structured approach to project management through Agile Methodologies like Scrum or Kanban to ensure flexibility, adaptability, and continuous improvement in project delivery.
- Selecting technology solution by stringent evaluation considering factors like scalability, security, compatibility, and cost-effectiveness
- Streamlining efficient solution deployment and multiple end user training
- Encouraging the adoption of technologies like artificial intelligence, machine learning, robotic process automation, and data analytics to enhance efficiency and productivity.
- Cost Optimization through continuous evaluation of existing systems and processes to identify areas where cost savings can be achieved without compromising quality or performance.

Agenda for 2023-24:

• Cloud Migration • Process Automation • Data-driven Insights • Innovation and R&D • Cybersecurity Enhancement

LATEST TECHNOLOGIES INFLUENCING GROWTH

- Artificial Intelligence and Machine Learning to automate processes, analyze data, improve decision-making, and enhance customer experiences.
- Internet of Things (IoT) to enable various connected devices, sensors, and objects to the internet, facilitating data collection, analysis, and automation in our industry
- Cloud Computing for scalable and on-demand solutions to reduce infrastructure costs, improve flexibility, and enhance collaboration.
- Augmented Reality (AR) and Virtual Reality (VR) for Realty division to enhance customer experience during presales
- Robotic Process Automation (RPA) to automate repetitive and rule-based tasks, improving efficiency, accuracy, and productivity.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Initiatives taken to strengthen cybersecurity posture of the organization:

- Regular Risk Assessments
- Strong Authentication and Access Controls
- Encryption and Data Protection
- Robust Security Policies
- Regular Updates and Patching
- Incident Response Planning
- Employee Education and Awareness
- Network Segmentation
- Regular Security Audits and Testing.



CLOUD TO HELP MEET THE UNIQUE DEMANDS OF THE BUSINESS

BIBHAS SEN CHOUDHURI, DGM IT, AMBUJA NEOTIA HEALTHCARE VENTURE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We have started our technology transformation journey in the year 2017. Presently we are using hybrid infrastructure. By end of 2023 we will fully move to cloud with Backup and DR service. Based on this we have already started to find our suitable solution, present application upgradation which will support the cloud infrastructure and replacing some of the application with next generation application. We are also adopting fully managed service from cloud infrastructure provider for better performance and less downtime. We will be able to increase more efficiency and high availability, once we fully migrate to cloud, moreover we will be able to achieve 10% - 15% cost saving than current ARC.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Fully web based application, management dashboard, mobile app with holistic approach, AI, ML, Bot, RPA are some of the major implementation which we are focusing in 2023-2024 financial year.

Company has signed a 5 years contract with Oracle for upgrading the Oracle EBS ERP system to Oracle Fusion, ERP on cloud. Fully SaaS based service with latest technologies. Implementation and migration likely to start from August 2023. Also signed a 5 years contract with PwC for implementation and support. Chatbots, Supplier portal, Self service procurement, Mobile app, Reporting tools, Transactional level collaboration tools and Microsoft plugins are some of the key feature we are focusing on.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Being a healthcare service provider our data is very sensitive. We are in-process of the implementation from April 2023, it will cover Vulnerability Analysis and Penetration Testing - Internal & External Network; Software Applications, ISO/IEC 27001:2013 Gap Assessment & Control Implementation, Awareness Training.

To start, we are doing the VAPT and Process Security Audit, mainly for Out Patient, In Patient, IP & OP Pharmacy, Diagnostic, Medical Records and IT department in the first phase. For VAPT we have considered Internal IP's, External IP's, Firewalls, Medical Equipment's, CCTV, End Points and Mobile App. Based on the VAPT report, we will start working on suggested rectification. Once we complete all the rectification we will go for a second round audit and if everything is cleared in the second round audit then we will go for external audit. We are very hopeful that we will be able to clear all the audits and achieve ISO 27001 certification by the end of this year. Going forward we may go for Virtual CISO as a service to ensure the data and IT infrastructure protection.



PROMISING TO DELIVER SIGNIFICANT VALUE AND ENHANCE CUSTOMER EXPERIENCE WITH PROACTIVE SOLUTIONS

SUBROTO PANDA, CIO - IT GROUP, ANAND AND ANAND

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader and that too of a Firm which is known for technical innovation, it is our endeavour to adopt new technologies faster and be able to serve our customer with proactive solutions/advice before they ask. With the fast adoption of Generative AI, it is now a force to implement and use it for faster results than the mundane human effort of going through voluminous scripts. But at the same time making sure that the traffic is one way rather than two ways.

Taking cloud and everything-as-a-service to the next level. As more companies embrace cloud and service-based IT to drive innovation and transformation, and as XaaS providers multiply, more work will be needed to manage the technical and operational complexities of hybrid, multi-cloud approaches. Leading the charge to create a sustainable future. Although the tech industry is working to address critical sustainability issues, growing pressure from stakeholders and potential changes to environmental, social, and governance (ESG) reporting rules will incite tech companies to heighten their focus on reducing and reversing environmental impact.

LATEST TECHNOLOGIES INFLUENCING GROWTH

As Industry 4.0 is being implemented/adopted the marriage between advanced technology and physical handshake to utilise the advancement of quantum computing for the benefit/profit of any organisation keeping in mind the ESG factor, we are also foraying into the dominion of using Generative AI. Having said that, constantly reviewing and analysing the effectiveness of technical solutions implemented and making necessary changes to optimise results.

As more companies embrace cloud and service-based IT to drive innovation and transformation, and as XaaS providers multiply, more work will be needed to manage the technical and operational complexities of hybrid, multi-cloud approaches.

As technology companies continue to recover from pandemic-induced supply chain disruptions, they will start proactively preparing for future uncertainty and other systemic risks. To do it, they will build systems with better visibility and resiliency. Building the next iteration of the hybrid workforce. With more experience utilizing a hybrid workforce under their collective belts, tech companies will evolve their cultures, accelerate experimentation with collaboration solutions, and develop better approaches to managing tax implications.



TRANSFORMING BUSINESS PROCESSES BY DEPLOYING SOLUTIONS & LEVERAGING TECHNOLOGY

SANDEEP JAMDAGNI, HEAD IT & IS, ASHIANA HOUSING

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Our agenda for 2023-24 is to get more efficiency in our IT infrastructure and information security program. We want to have IT services as a business enabler and always look for adding value.

We are keeping focus on the business application upgradations not only in terms of infrastructure but also in terms of digitalization and integration of new technologies to bring efficiency and increase productivity. Digitalization of business processes is on the top of all.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are planning to adopt AI and ML in customer acquisition and retaining processes. Also, as we are a customer centric real-estate organization, we run various customer loyalty programs, which keeps our customers engaged and brings back our existing and new customers via referrals. This is the area where we need more customer insights and buyer's persona. AI/ML will make a lot of difference in customer handling processes.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We are not just blindly adopting new technology as it comes. We do overall evaluation of technology and its use case with Ashiana Housing business. This detailed study gives us a chance to evaluate it from all perspectives. Securing the business from unauthorized access is on top agenda with management. We are continuously evaluating our attack surface and improving our security posture.



FOSTERING INNOVATIVE TECHNOLOGIES TO IMPROVE THE BASIC ISSUES OF THE CONNECTED HEALTHCARE PLATFORM ORGANIZATION

BOHITESH MISRA, CO-FOUNDER AND CTO, AVEXA SYSTEMS

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We are currently developing a connected Healthcare Analytics platform for providing services to Insurance companies, individuals, doctors, health providers, labs etc. and as a technology leader, I have adopted the agile development methodology to manage our technical development projects more effectively. We use automation tools and platforms to streamline our routine tasks and reduce some manual efforts. This helps in increase in efficiency, reduce errors and cut costs.

We also leverage cloud computing platforms to deploy our solutions quickly and cost-effectively. Use of collaboration tools such as project management software, communication tools and file sharing platforms help us in improving communication and collaboration between various teams, reduces errors and misunderstandings.

We effectively use analytics tools and platforms to analyze data and identify inefficiencies in workflows and processes. This helps to increase productivity and reduce costs by identifying areas that require improvement.

LATEST TECHNOLOGIES INFLUENCING GROWTH

AI and ML technologies are being adopted by our healthcare analytics platform startup to automate processes, identify trends and patterns, and provide personalized healthcare services.

Natural Language Processing (NLP) is being used to extract valuable insights from unstructured data such as clinical notes and patient feedback and with increasing amount of data being generated in healthcare, big data analytics is being used to provide insights into patient outcomes, disease management, and resource utilization.

Cloud computing has become a popular option for healthcare analytics platform companies to store and process large amounts of data, enabling greater scalability and cost savings. Internet of Medical Things (IoMT) devices and sensors are being used to collect and analyze data to improve patient monitoring and disease management.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Conducting regular Security Audits help us to identify vulnerabilities in an organization's systems and infrastructure, that helps in timely remediation and prevention of security incidents. We have implemented multi-factor authentication, which adds an extra layer of security to an organization's systems and applications, making it more difficult for hackers to gain unauthorized access.

Providing Security Awareness Training to Employees is often the weakest link in an organization's security posture, so we are providing security awareness training to employees.

We also plan to implement a zero-trust model assuming that all network traffic is potentially malicious and requires users and devices to be authenticated and authorized before accessing any resources on the network. We ensure regular software and system updates are patched for known vulnerabilities that help us in preventing attacks that exploit these vulnerabilities.



EFFECTIVE UTILISATION OF SOLUTIONS IS IMPORTANT FOR BUSINESSES

ANAND AGGARWAL, HEAD - IT & SECURITY, ASSETS CARE & RECONSTRUCTION ENTERPRISE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

In today's competitive world, increasing efficiency and productivity and at the same time optimising costs is the key task for every technology leader. Before deploying any technology, leaders are expected to calculate business ROI as that helps in not only getting funds from the management but also faster adoption.

Technology leaders also have to ensure data protection and security. There are many organisations that buy technologies and install them, however, important is not how many solutions you have deployed but effective utilisation of the same. We have chalked out our plans on the same and focus will be on digitalisation and automation of tasks to reduce chances of errors, increase efficiency and productivity.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are in the major phase of technology transformation and exploring multiple technology options for business growth. Currently we are evaluating AI, Low-Code No-Code platforms, ERP solutions. Technology deployment on cloud and user experience will be a major criterion for us.

FORTIFYING ORGANIZATION FROM CYBER THREATS

COVID has changed the way organisation operates, hybrid or remote working is a given scenario, moreover emerging technologies further complicated the security as there can be multiple vulnerabilities and the same can be exploited easily by the hackers.

One of the key things to protect is Zero Trust Network (ZTNA), Identity & access management tools coupled with access on need to basis rather than being available by default.

We also need to be conscious of the fact that one of the biggest reasons for breach is employees and it's important to run regular cybersecurity awareness campaigns and training to minimise the breaches on account of the same.

Deploying AI based spear phishing tools will also help in preventing phishing related incidents.



TECHNOLOGY IS OPENING WAYS TO EXPAND BUSINESS GROWTH

YOGENDRA SINGH, HEAD-IT/SAP, BARISTA COFFEE COMPANY

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

To increase efficiency and productivity while cutting costs, technology leaders may explore technologies such as cloud computing, artificial intelligence (AI), and automation. Cloud computing can provide scalable access to computing resources, while AI and automation can help reduce manual tasks and improve accuracy.

In terms of technology adoption or implementation, set common goals and try to keep a simple and short process. As an organization our agenda for 2023-2024 is to automate business processes with the help of AI.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Organizations are adopting a wide range of technologies to achieve better growth, and the specific technologies they choose will depend on their industry, goals, and specific needs. A growth strategy is a high-level strategy that outlines everything a company needs to do to grow. So technology can open so many ways to increase chances of business growth. We are working on a similar concept with AI enabled Customer loyalty management engine and integration with POS and SAP HANA. It will help to increase customer retention and enhance customer experience. It helps to understand Customer Experience and buying pattern behaviour. IoT is also an example that involves the use of sensors and devices to collect and transmit data, which can be used to optimize operations, improve customer experiences, and develop new products and services.

Blockchain technology provides a secure and transparent way to store and transfer data, which can be particularly useful for financial transactions, supply chain management, and digital identity management.

Cloud computing provides scalable and flexible access to computing resources, which can help organizations reduce costs, improve agility, and increase productivity.

With the increasing threat of cyber-attacks, organizations are adopting new technologies and strategies to improve their cybersecurity posture. These include next-generation firewalls, threat intelligence platforms, and security automation tools.

FORTIFYING ORGANIZATION FROM CYBER THREATS

A competitive advantage can make a business more attractive to hackers because they know that businesses has valuable data and sensitive information that could be sold on the black market or can be used to gain a competitive advantage.

Therefore, it is essential for businesses to have a strong cybersecurity boundary in place to protect themselves from cyber-attacks. This includes implementing robust security measures such as firewalls, intrusion detection and prevention systems, access controls, and encryption. It also involves regular security assessments and audits, ongoing employee training and awareness, and incident response plans to quickly identify and respond to security incidents.



THE ADVANCEMENT OF NEW TECHNOLOGY INSPIRING AND REVOLUTIONIZING THE BEAUTY INDUSTRY

TARUN BALI, VP IT, BEAUTY & BEYOND (SKANDHANSHI GROUP)

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Providing the customers the greatest products and services while generating revenue is the prime reason for any business' existence. To comply with this, all technical initiatives and solutions ought to be in line with the aforementioned goals, with happy and contented consumers as the ultimate goal.

Ideally, we should evaluate options based on our own criteria and market research rather than choosing a solution simply because it is trendy. A roadmap with enterprise architecture must be created before any digital/technical strategy can be implemented, and various apps and modules should be connected to support the business strategy. After completing this task, we should concentrate on efficiency, automation, and more cost-cutting, but at no point should we sacrifice the customer experience.

Our agenda and investment for 2023 are in the area of:

- Customer interactions automations
- Live streaming commerce
- Big Data and analytics
- Data privacy, protection, and controls
- AI based personalisation and recommendation.

FORTIFYING ORGANIZATION FROM CYBER THREATS

The digital era has created numerous gaps in data privacy and security. It is important to develop a separate IT security strategy to avoid and close all gaps and loopholes for hackers and internal employees.

The below are some measures we will be using it:

- Implementation of ISO 27001 process controls
- Anti-ransomware and end-point security tools deployments
- VPN and secure tunnel connection across public networks to access business apps
- Data loss prevention (DLP) solution to analyse data breaches for data in motion
- Performing regular VAPTs to secure all cloud applications
- Data encryption in transit and at rest, as well as application design to facilitate data normalisation
- Comprehensive BCP plan to address any server or network outages

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

In contrast to most of the beauty and personal care retailer's, our company places an emphasis on both inner and exterior beauty. We also believe in advocating a healthy lifestyle and better eating habits in order to cultivate a 360-degree personality while utilising cutting-edge technology. All of our stores now have a body composition analytics device installed. One of the ways we differentiate ourselves from the competition is by using a nutritionist consultation app to monitor client health and carry out post-test follow-up. This assists us in acquiring new customers and retaining current ones.



EMBRACING DIGITAL TECHNOLOGY INTEGRATION IS HELPING BUSINESS INNOVATION

ANAND SINHA, CIO & GLOBAL HEAD IT, BIRLASOFT

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

To efficiently plan, execute, and monitor technical projects, we use project management approaches such as Agile or Waterfall. Defining project goals, developing a project plan, allocating resources, managing timeframes, and maintaining efficient communication among team members are all part of this.

We create a detailed business case exercise and examine the organization's objectives and goals before deploying technology to identify acceptable technology solutions. We work with teams to develop needs, choose relevant technology, and oversee the implementation process. Coordination with stakeholders, pilot testing, change management, and ensuring seamless connection with current systems are all part of the process.

Automation has the potential to greatly improve efficiency and production. We identify time-consuming and repetitive operations that can be automated with tools, scripts, or robotic process automation (RPA). This frees up resources for higher-value pursuits while also lowering the likelihood of errors. Leverage and extract insights from massive volumes of data using data analytics and business intelligence technologies to make informed decisions. Identify key performance indicators (KPIs), implementing data visualisation techniques, and establishing data-driven frameworks to increase efficiency and production.

We often Look for ways to cut costs through rationalising software licences, consolidating infrastructure, investigating open-source options, and negotiating vendor contracts. To cut operational costs, we also introduced energy-efficient technologies and adopted sustainable practises.

Agenda for 2023-24

Embracing emerging technologies like AI, Gen AI, LCNC Platform to drive innovation and gain a competitive edge.

Strengthening cybersecurity measures to mitigate risks and protect sensitive data.

Expanding digital transformation initiatives to streamline operations and improve employee and customer experiences.

Investing in talent development and upskilling programs to meet evolving technology demands.

Leveraging analytics and business intelligence to gain deeper insights and optimize business processes.

FORTIFYING ORGANIZATION FROM CYBER THREATS

To strengthen our organization against the increasing attack surface brought by emerging technologies, we have implemented a multi-layered approach to cybersecurity. This includes regular security assessments, robust firewalls, advanced intrusion detection systems, and encryption measures. We prioritize employee education and training to raise awareness of potential risks and best practices. Additionally, we maintain incident response plans and conduct continuous monitoring using threat intelligence feeds. We emphasize vendor, supply chain security, and enforce strict access controls. Regular software updates and patch management are also integral to our security strategy. By adopting these measures, we strive to mitigate risks and protect our organization from cyber threats.



A CLEAR VISION AND MISSION HELPING ATTAIN MILESTONES

SRINIVASAN MAHALINGAM, CISO HEAD, C-SQUARE INFO SOLUTIONS

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Understanding the project goals, responsibilities, requirements, and timeline is critical while managing technical projects. A well-defined project plan with clear deliverables and milestones is essential. Effective communication and collaboration with the project team and stakeholders are also required to keep the project on track.

Understanding the specific needs of the organization and its users are required for effective solution deployment. It is critical to assess the potential impact of the solution on the organization and its users and to develop an implementation strategy that minimizes disruption. It is also critical to thoroughly test the solution prior to deployment to ensure its dependability and effectiveness.

Understanding the operations and procedures of the organization is necessary before using technology to boost productivity, and efficiency, and reduce costs. The right tools and systems must be purchased that align with the organization's goals and objectives to maximize the potential of technology.

The agenda for 2023-24 would be determined by the organization's specific needs and goals. However, some general areas to consider are as follows:

- Digital transformation: Adopting digital tools and technologies to improve business processes and enhance customer experience.
- Cybersecurity: Strengthening the organization's cybersecurity measures to protect against cyber threats.
- Data analytics: Leveraging data analytics to gain insights into the organization's operations and make data-driven decisions.
- Cloud computing: Migrating to cloud-based systems to reduce costs and increase scalability.
- Automation: Implementing automation tools to streamline processes and increase efficiency.

LATEST TECHNOLOGIES INFLUENCING GROWTH

The following are the most current technologies that organisations in India may utilise right now to encourage greater growth:

- Artificial Intelligence and Machine Learning: AI and ML technologies are being widely adopted in various industries, including healthcare, finance, and e-commerce, to automate processes, improve customer experience, and gain insights from data.
- Cloud Computing: Cloud computing technology is being increasingly used in India by businesses to store and access data and applications over the internet, providing greater flexibility, scalability, and security.
- Internet of Things: IoT technology is gaining traction in India as more organizations seek to connect devices and equipment to the internet to collect and analyze data to improve operational efficiency and create new business opportunities.
- Blockchain: Blockchain technology is being explored by various organizations in India, including financial institutions, supply chain companies, and healthcare providers, to provide secure and decentralized storage and sharing of data.



BUILDING A SUSTAINABLE BUSINESS WITH ENHANCED DIGITAL TRANSFORMATION

ANIL NAMA, CIO, CTRLS

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

CtrlS is investing heavily in green technologies like liquid cooled servers and renewable energy to be long term sustainable with an aim to reduce carbon footprint by 50% in the next 2 years. Under our ESG Initiative, we recently celebrated 3 Million Accident-free man days at our Chennai DC Site and reducing potable water consumption for 1 M Litres per day, by using STP treated source.

CtrlS has enhanced Digital transformation for Zero RTO-RPO Solutions for Mobiles and Web for banking and online commerce for Private Cloud and community cloud. Focus of 2023-24 will be to enhance the delivery capabilities.

Customers will experience continuous improvement in reduction of planned and unplanned interruptions both in frequency and duration.

CtrlS continues to invest in Cloud Adoption and Hybrid Cloud.

NURTURING SKILLS

The newer technologies and digital transformation does require enhancing CTO level skill sets. From CtrlS side, following digital initiative are underway:

ITIL and SRE Combination tool "SHOP" – Inhouse developed platform for AIOPS – After achieving >60% Alert reaction for Network-Firewall-Virtualisation-Storage-OS-DB-Backup. This year the focus is to enrich the tool with automate patch, Change and service Request automation.

SHOP Platform will be extended this year to include the module for Security Governance with Security Posture Management, Security Alert Reaction and Threat Hunting with auto information enrichment.

New L&D Technology to track and incentivise certified resources increasing from 1500 to 2500 in next 1 year.

Automation and workflow knowledge are for not only enhancing customer experience but also automate internal functions.

REITERATING THE BRAND IDENTITY

To win customer trust we have embarked on a multi-faceted journey for each customer touch points and better customer experience, by isolating workflows and employing digital analytics. Few of the projects:

SDD – Same day delivery – For all existing customers, we have formed a special team to stock as per capacity utilisation and projection.

CAT – Customer Advocacy Group which takes inputs from Customer Feedback from CSAT/NPS Surveys and escalations, enriches the data from CMDB, Ticketing History, Alerts and then engages customers to re-architect their setups as per expectations.

UCP Portal – Customer self-provisioning and interaction portal is being enhanced with WhatsApp capability, so customers can reach through email/web and WhatsApp. We have already introduced MS Teams and Zoom based virtual war rooms for critical issues.

Customer Engagement – Business Dashboard which provides a single view of customer level engagement across sales/delivery/billing, well defined thresholds to demarcate Max Care customers and underserved Customers.



CHANGING WITH MARKET CONDITIONS & MEETING CUSTOMER EXPECTATIONS KEY FOR BUSINESSES TO STAY RELEVANT AND THRIVE

DR. HAROLD D'COSTA, PRESIDENT, CYBER SECURITY CORPORATION

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

The agenda for 2023-24 is:

- Digital Transformation by exploring cutting-edge technologies through AI, Machine language learning, IoT and Blockchain
- Exploring cybersecurity and strengthening data privacy in all the sectors of the organization
- Implementing proper security matrix and doing proper risk assessment of all the applications and leveraging mitigation plans for effective use of technology
- raining and upskilling employees with modern trends and technology
- Implementing Green IT through environment friendly technologies

FORTIFYING ORGANIZATION FROM CYBER THREATS

The ways are:

- Risk Assessment and Security Planning
- Access controls and privilege management
- Business continuity planning
- Upskilling of security awareness
- Implementing robust cybersecurity measures
- Periodic security Audits and Testing
- Disaster Recovery Planning and mitigation techniques

REITERATING THE BRAND IDENTITY

To make brand distinctive:

- Positioning of the brand according to the vision and mission of the organization
- Creating awareness of the product
- Customer centric brand strategy
- Create positive brand experience through reviews and working on zero tolerance mission
- Innovation in offered products
- Creating an emotional connect with the customers
- Sharing valuable insights, expertise and thought-provoking contents of the services provided
- CSR
- Monitoring brand's performance

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

The ways to win trust are:

- Transparent communication- Be honest and clear about the services
- Gather data and insights to understand their needs and behaviours
- Customer's data privacy and security
- Customer service
- Encourage customers reviews
- User friendly interfaces
- Consistency and reliability
- Innovate and improve the product
- Feedback and continuous improvement.



TO BE COMPETITIVE IN THE MARKET, IT'S VITAL TO STAY TECHNOLOGICALLY RELEVANT

KAUSTUBH DABRAL, GLOBAL CIO, DABUR INDIA

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Today we have cost pressure like never before. It is, unfortunately, getting even worse. Hence, we are significantly investing in automation wherever possible, cloud-based solutions to reduce infrastructure costs and increase scalability. We are also investing in analytics and data management tools for better decision-making and not the least in a strong cybersecurity strategy to protect company's data and systems.

In addition, we are ensuring right prioritization of projects, strong project governance and using agile project management methodologies to increase flexibility and adaptability.

LATEST TECHNOLOGIES INFLUENCING GROWTH

There are several emerging technologies that we are either using at scale or evaluating such as AI/ ML in predictive and prescriptive business insights in the area of sales and marketing, IoT for manufacturing automation, RPAs in shared services and other operations and full MarTech stack for digital marketing.

We are also exploring Blockchain in reverse auctioning and bill discounting, AR/ VR in customer engagement and 3D printing on new product designs.

FORTIFYING ORGANIZATION FROM CYBER THREATS

As the use of emerging technologies increases, we are also implementing various strategies to strengthen our organization's security posture. We have adopted automation in Incident response (SOAR) and risk-based approach to security, which involves identifying and prioritizing the most critical assets and focusing on protecting them first. Strengthening Identity and Access Management by implementing MFAs and privileged access. Educating employees is another important area we are working on. Strengthening Incident identification Capabilities (SIEM) to detect and respond to cyber-attacks quickly.

In addition, we are conducting Regular Audits and Compliance Checks to ensure that we are meeting regulatory requirements and industry standards.



MAINTAINING AND IMPROVING THE INTERNAL TECHNOLOGY PROCESSES TO MAXIMIZE PRODUCTIVITY WITH AUTOMATION

KAPIL MEHROTRA, CTO, DHANUKA AGRITECH

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

In my view, to increase efficiency and productivity and cut costs we have to adopt a structured project management approach and tools such as Agile or Scrum can help manage technical projects effectively. Breaking down projects into smaller, manageable tasks, setting realistic deadlines, and regular communication with the team can ensure smoother project execution, not only that technology evaluation and adoption is keeping up with the latest technology trends and evaluating their potential benefits is crucial. Leaders should identify technologies that can improve efficiency, cut costs, or provide a competitive advantage. This involves conducting research, running pilots, and collaborating with the team to assess the feasibility and impact of adopting new technologies and identifying manual or repetitive tasks and automating them can significantly increase productivity and reduce costs. Implementing tools, software, or artificial intelligence solutions can help streamline processes, minimize errors, and free up resources for more value-added activities.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Availability and adoption of technologies can vary across different industries and organizations. We are looking for following things in future:

- AI and ML technologies for organizations to automate processes, gain insights from data, improve customer experiences, and optimize operations.
- Internet of Things (IoT) for connection and communication of physical devices, allowing organizations to collect real-time data, monitor production assets, and improve efficiency in various operations such as manufacturing plants and transportation.
- Process Automation to automating repetitive tasks using software bots, freeing up human resources for more complex and creative work.
- Looking at the increasing number of cyber threats, organizations are focusing on adopting advanced cybersecurity measures to protect their data and systems from unauthorized access and attacks.
- We will be investing in advanced analytics tools and techniques to gain insights from large volumes of data, enabling data-driven decision-making and identifying new business opportunities.



CUSTOMER TRUST TO BE EARNED THROUGH PERFORMANCE, ADHERENCE TO ETHICAL STANDARDS, AND FULFILLING EXPECTATIONS

PANKAJ MITTAL, FOUNDER & CEO, DIGIZEN CONSULTING

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

The agenda for 2023-24:

Adopt effective project management methodologies such as Agile or Lean to ensure efficient execution of technical projects. These methodologies emphasize collaboration, iterative development, and continuous improvement.

Identify high-impact projects and allocate resources accordingly. Prioritize initiatives that align with business goals, have a clear return on investment, or address critical pain points.

Identify manual or repetitive tasks that can be automated to save time and reduce costs. Evaluate existing processes and identify areas where optimization can lead to improved efficiency and productivity.

Continuously assess the technology stack being used and explore new tools and technologies that can improve efficiency, productivity, and cost-effectiveness. Consider cloud computing, containerization, serverless architecture, or other emerging technologies that can enhance scalability and reduce infrastructure costs.

Foster a culture of collaboration and effective communication within the technology team and with stakeholders.

Leverage data analytics and business intelligence tools to make informed decisions.

Ensure that adequate security measures are in place to protect systems, data, and customer information. Implement risk management strategies to mitigate potential threats and vulnerabilities that could impact project timelines, costs, or security.

Encourage professional growth and continuous learning among team members. Invest in training and development programs to enhance technical skills and keep up with the evolving technology landscape.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

I strive to offer accurate and up-to-date information based on my training data, which is sourced from a wide range of reputable and reliable sources.

Transparency is crucial in building trust. It's important to be transparent about the limitations of AI and clarify that human judgment should always be considered alongside AI-generated insights.

Trust is closely tied to privacy and data security. Respecting user privacy and safeguarding their data is vital for maintaining trust.

To meet customer expectations and remain trustworthy, I am continually learning and improving. OpenAI regularly updates and enhances the model to provide users with better responses and a more reliable experience.

Remember that building trust is an ongoing process, and it involves a combination of factors beyond the capabilities of an AI model alone. Trust is ultimately earned through consistent and reliable performance, adherence to ethical standards, and fulfilling the expectations of customers.



TODAY'S COMPUTERIZED TECHNOLOGIES ARE ESSENTIAL TO THE COMPANY'S FUTURE

MANIKANT SINGH, CISO, DMI FINANCE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

To manage technical projects effectively, it's essential to establish clear objectives, create a detailed project plan, assign roles and responsibilities, and set milestones and deadlines. Regular communication with stakeholders and team members is also crucial to ensure that everyone is aligned and aware of progress and potential roadblocks.

When deploying solutions, it's essential to consider the overall impact on the organization, including potential risks and benefits. It's also important to ensure that the solution is scalable and can adapt to changing business needs.

To increase efficiency and productivity while cutting costs, organizations can leverage technology in several ways. This includes automating repetitive tasks, using data analytics to identify inefficiencies and opportunities for improvement, adopting cloud-based solutions, and investing in employee training and development.

Looking ahead to 2023-24, some key priorities for technology leaders may include:

Enhancing cybersecurity measures: With cyber threats becoming more sophisticated, technology leaders must prioritize the security of their organization's data and systems.

Adopting emerging technologies: Technologies such as artificial intelligence, machine learning, and blockchain can offer significant opportunities for innovation and efficiency.

Embracing remote work: The COVID-19 pandemic has accelerated the trend towards remote work, and technology leaders must ensure that their organization has the infrastructure and tools in place to support a remote workforce.

Prioritizing sustainability: As concerns around climate change continue to grow, technology leaders can play a critical role in promoting sustainability and reducing their organization's carbon footprint.

Fostering a culture of innovation: To stay competitive and agile, organizations must foster a culture of innovation and experimentation, encouraging employees to explore new ideas and technologies.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Artificial Intelligence (AI) and Machine Learning (ML): AI and ML are transforming businesses across various verticals, from predicting customer behaviour to automating workflows. They can help us make better decisions, improve efficiency, and reduce costs.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We are planning to adopt a layered approach for cybersecurity including conducting regular vulnerability assessments and penetration testing, implementing access controls, training employees on best practices, monitoring for suspicious activity, and staying up-to-date on emerging threats. By adopting the above businesses can strengthen their cybersecurity measures and reduce the risk of a cyber attack.



ADOPTING LATEST TECHNOLOGIES TO DELIVER PRODUCTS THAT DRIVE VALUE, OPTIMIZING BUSINESS PROCESS AND MAXIMIZE UTILIZATION

BHARAT B ANAND, GROUP CIO & CTO, EC-COUNCIL

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We in EC-Council, believe no project is a technical project as every IT project is delivering some business aka transformational value. If it is not, then it does not need to exist even if it is operational or simple enhancements etc .

As part of Project Approval Kill Board we seriously look into what kind of benefits the project is going to deliver and it may not be in terms of revenue or growth alone but it could also be in terms of ease of doing business, productivity increase or employee centricity. This makes sure that we are putting the money at the right place. One thing that's enshrined in our entire deliverables, and being a Cybersecurity EdTech, is security.

We have imbibed the same culture for our initiatives like digital initiative for our persona-based uses journey for our B2B/ B2C/ B2A/ B2G customers, delivering e-Learning courses & labs seamlessly using varied digital platforms & products, workflow/ office automations etc with 'fewer actions' as the mantra.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We have already adopted Artificial Intelligence (AI), Machine Learning (ML), Cloud, Hypervised Infrastructure, Mobility etc and are testing the utility of ChatGPT etc. While selecting a new technology we typically keep in mind is how well it integrates in our ecosystem, value it brings and the TCO. Hence, the real focus is always on maximizing the utilization, optimizing the business process and in turn delivering the real value which actually is also about the GTM that is how agile & fast we can turn around and take our projects, deliverables, products to the market.

FORTIFYING ORGANIZATION FROM CYBER THREATS

This is one thing that none of the organisations can afford to lower guard, more so in present context, hence it's important to look at the attack surface not from the technology landscape perspective alone but also, what are the touch points or integration points including but not limited to with your customers and suppliers. Each touch points have to be actively monitored. It is imperative to actively monitor 24/7, triage the alerts and take both corrective as well as preventive actions.. One of the most important aspects which we have imbibed in our organization is 'defence in depth'. It is one of the key criteria and related to that is Security by layers and Security by Design principles. Using these 3 concepts we try to look at right from the business integration perspective to technology integration. Bottomline is all touch points must be integrated, monitored, and tracked.



LEVERAGING CUTTING-EDGE TECHNOLOGIES FOR BUSINESS AGILITY

AVNEESH VATS, GM (IT), EESL AND HEAD (IT), CESL

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader, I manage technical projects by following a systematic approach that involves careful planning, resource allocation, and effective communication. Project Management Methodologies such as Agile or Scrum to effectively plan and execute projects. These methodologies enable iterative development, frequent feedback, and adaptability to changing requirements. Another most important aspect is Cross-functional Collaboration. My team closely collaborates between technical teams, stakeholders, and other departments to ensure everyone is aligned with project goals. Regular meetings, clear communication channels, and project tracking tools help streamline collaboration. We are in the process to build an enterprise platform that can integrate with various different systems. This includes leveraging cloud services, ensuring scalable architectures, and adopting DevOps practices to streamline the software development lifecycle.

Looking ahead to the agenda for 2023-24, my focus would be on the following:

Technology Evaluation and Adoption: I constantly evaluate emerging technologies and assess their potential impact on our organization. By staying informed about industry trends, I can identify technologies that can enhance efficiency, productivity, and cost-effectiveness. Careful evaluation and testing precede the adoption of any new technology.

Automation and Process Optimization: I seek opportunities to automate repetitive tasks and optimize existing processes. This can involve implementing Robotic Process Automation (RPA), Workflow Management Systems, or leveraging Artificial Intelligence (AI) to streamline operations and reduce costs. To cater that team is evaluating various emerging technologies and assessing their potential impact on our organization.

LATEST TECHNOLOGIES INFLUENCING GROWTH

In line with our agenda for better growth, we are considering the adoption of several cutting-edge technologies. Two of the latest technologies we are planning to adopt are Robotic Process Automation (RPA) and the Internet of Things (IoT).

Robotic Process Automation (RPA): By implementing RPA, we can improve operational efficiency, reduce errors, and free up human resources to focus on more strategic and value-added activities. RPA can be applied to various business processes, such as data entry, invoice processing, customer support, and more.

Internet of Things (IoT): By leveraging IoT technology, we can gain real-time insights, optimize processes, and create new business models. We are implementing and enhancing an IoT-based CCMS system to control and monitor installed street lights which give status ON., OFF, Alert etc.

Apart from RPA and IoT, we are also exploring other technologies such as Artificial Intelligence (AI) and Machine Learning (ML) that enable us to leverage the power of data to automate processes, gain valuable insights, and enhance decision-making.



EMBRACING STATE-OF-THE-ART TECHNOLOGIES FOR ENHANCED ORGANIZATIONAL SUCCESS

DR. SANDIP PRADHAN, CIO, EXIDE INDUSTRIES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

In 2023-24, as a technology leader, our primary focus is driving technological transformation and enhancing organizational success. This involves implementing robust project management methodologies, promoting Agile and DevOps practices, leveraging cloud computing for scalability and cost optimization, integrating Automation and AI to streamline processes, establishing a data-driven decision-making culture, prioritizing cybersecurity and risk management, and fostering talent development and collaboration. By executing this comprehensive agenda, we aim to increase operational efficiency, optimize costs, and position our organization for continued success in the ever-evolving technological landscape of 2023-24.

FORTIFYING ORGANIZATION FROM CYBER THREATS

To mitigate risks and strengthen the technology infrastructure, one can employ strategies such as establishing a robust cybersecurity framework, prioritizing employee training and awareness, implementing multi-factor authentication, ensuring regular patching and updates, encrypting data at rest and in transit, having an incident response and business continuity plan, managing third-party risks, and leveraging threat intelligence and monitoring. These measures work together to safeguard systems, protect sensitive data, and respond effectively to cyber threats, ensuring the ongoing security of an organization.

REITERATING THE BRAND IDENTITY

To establish a distinctive and central brand in respective categories, one can employ strategies such as clear brand positioning, a customer-centric approach, compelling brand storytelling, consistent brand experience, thought leadership and expertise, engaging marketing and communication, exceptional customer experience, innovation and differentiation. These strategies focus on understanding customer needs, communicating our unique value proposition, delivering exceptional experiences, and showcasing expertise and thought leadership to create a strong and memorable brand presence that sets us apart from competitors.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

As a technology leader, one can employ strategies to build and maintain customer trust in the digital era. We have to prioritize transparency, ensuring clear communication about data privacy and security measures. We must deliver personalized experiences based on customer preferences while actively seeking and responding to their feedback. Continuous improvement and ethical technology use are key focuses, fostering long-term customer relationships through trust, loyalty, and a commitment to meeting their evolving needs. These efforts contribute to the success and growth of organizations in an increasingly customer-centric landscape.



ENABLING TECHNOLOGY TO UNDERSTAND THE CUSTOMER NEEDS AND CUSTOMER SATISFACTION

SIVAKUMAR NANDIPATI, CDO, FEDBANK FINANCIAL SERVICES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader, there are several approaches we employ to manage technical projects, deploy solutions, and leverage technology to enhance efficiency, productivity, and cost-effectiveness. Here are some key strategies:

- Project Management Methodologies like JIRA usage for lucid continuous communication as well as transparency in execution with Clear Objectives and Requirements - ensuring Effective Resource Allocation to maximize on productivity.
- Technology Selection and Integration ensuring latest technological advancements relevant to our projects and identify solutions that can streamline processes and enhance productivity.
- By leveraging technologies like Robotic Process Automation (RPA) and Machine Learning, we can reduce manual effort, minimize errors, and increase efficiency.
- Knowing the goal is not sufficient, tracking it persistently is a must. I establish key performance indicators (KPIs) to measure project progress, identify bottlenecks, and assess overall performance.
- By establishing clear expectations, conducting regular meetings, and ensuring mutual collaboration, we can achieve successful deployments and cost-effective partnerships.

Agenda for 2023-24:

- Bring Metaverse to Fedfina
- Enhance User login experience
- Strengthen Digital Sourcing
- AI/ML based decision

LATEST TECHNOLOGIES INFLUENCING GROWTH

As part of the 4th Industrial Revolution, inculcating Artificial Intelligence into our projects became the need of the hour. A pilot for Vintage analysis from a Risk perspective to improve collection efficiency is getting anchored currently, will see light in 2023.

Voice (Bot & Blast) & Bot (Whatsapp, Chat bot, FB Bot) in Multi-lingual

Metaverse for complicated process and security transparency.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

While integration with a payment partner now provides our customers, the feasibility of paying their interests through any of 150+ UPI apps, ENach facilitates auto-debit of their interests from their bank accounts. Portals are multi-lingual for assisting any customers in breaking the barrier of language. We go to the next step breaking the barrier of reading, our team extends arm support by voice. With the help of proprietary speech technology & domain-specific NLP models, we deployed a voice bot & voice blasts in multiple languages such as Hindi, Marathi, Tamil, Telugu and more – continue to happen for multiple businesses and support use cases. Introducing Web Chatbot & WhatsApp Chatbot facilitated the users to interact with us quickly, thereby enabling us to deliver to their exact requirements. Our customers can login via WhatsApp, Check statements and even make payments in 2023.



BUILDING TECHNOLOGY OF THE FUTURE FOR CREATING A BETTER TOMORROW

ARVIND KUMAR, AVP, HEAD - IT & INFOSEC, GENISYS GROUP

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

By leveraging cloud computing services, our motto is to provide scalable infrastructure, increased flexibility, application services availability and overall reduction in effort and service delivery time for business IT operations. This in turn led to enhanced operational flexibility, service accessibility and enabling collaborative work environments. It also helped us to minimize maintenance efforts, cost and let us focus on our core business processes.

With the help of data analytics, we gain insights from vast amounts of raw data in terms of logs and event history, and use them to drive informed decision-making, optimize processes, and constantly identify areas for improvement.

We are also having knowledge sharing and cross-functional collaboration processes and a platform to foster organization wide innovation, problem-solving and a cyber secure environment.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Latest technology cannot contribute to organization growth unless it is not well adopted and not being used by business processes on a day-to-day basis. We constantly identify manual and repetitive tasks that can be automated to increase productivity, reduce errors or human efforts in an efficient manner. Utilization of tools and technologies like workflow management systems or RPA are few to streamline routine business operations and free up our resources for more value-added services/tasks.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Implementation of required security tools, processes, regular vulnerability assessments, monitoring of endpoint/user behaviour and taking appropriate actions on time along with staying updated on the latest threats and best practices are few cybersecurity measures to protect or strengthen our organization.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

To win the trust of customers and meet their on-demand requirements as a business leader we pay attention to several key factors which impact our relation such as Fast and Reliable Delivery, Seamless User Experience, Omni-channel Approach, Personalization, Security and Privacy, Feedback and Reviews and Continuous Innovation in our service delivery procedure and processes.



FORGING STRONG TECHNOLOGICAL ROADMAPS TO ACHIEVE COMPANY GOALS

SANJAY KUMAR SINGH, HEAD IT OPERATIONS & DIGITAL TRANSFORMATION, GLOBAL EDUCATION (GEDU)

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Our strategy for 2023-24 is focused on the following major initiatives: This includes simplified project management, agile solution deployment, technology-driven efficiency, cost reduction, and technical innovation. In a nutshell, as a technology leader, I am responsible for project management, solution implementation, and technology-driven efforts to increase efficiency, productivity, and cost savings. My 2023-24 approach involves fostering innovation, enhancing cybersecurity, using data analytics, and investing in training for employees. We can effect good change, remain competitive, and achieve our company goals by employing these strategies.

LATEST TECHNOLOGIES INFLUENCING GROWTH

I am continually looking for new technology that might help our firm grow and innovate. Some of the current technologies we are contemplating incorporating as next-generation techniques include Artificial Intelligence (AI) and Machine Learning (ML), Blockchain, Edge computing, and Cloud computing.

Our plans for the future year involve comprehensive analyses and proofs of concept for these technologies. We will identify particular use cases and evaluate each technology's potential benefits, dangers, and implementation issues. In addition, investments will be prioritised based on their potential impact on growth, efficiency, and customer experience. Furthermore, we will concentrate on developing a strong technological roadmap, ensuring a smooth link with existing systems, and providing workers with the necessary training and aid in adapting to new technologies. Regularly monitoring, reviewing, and updating our technology adoption strategy will be important to optimising value and driving higher growth for our firm.

FORTIFYING ORGANIZATION FROM CYBER THREATS

To strengthen our organization against cyber threats resulting from the increasing use of emerging technologies, we are implementing a comprehensive approach that encompasses the following key strategies:

Robust Cybersecurity Framework, Risk Assessment and Vulnerability Management, Employee Awareness and Training, Secure Development Lifecycle (SDLC), Multi-Factor Authentication (MFA) and Access Controls, Continuous Monitoring and Incident Response, Third-Party Risk Management, Regular Security Audits and Penetration Testing, Incident Response Planning/Testing, Continuous Improvement and Adaptation of new technology.

REITERATING THE BRAND IDENTITY

To make our brand distinctive and central in our respective categories, we focus on a unique value proposition that addresses specific customer needs. We position our brand strategically, with a compelling brand story and consistent identity. We prioritize exceptional customer experiences, innovate to differentiate ourselves, and establish thought leadership in the industry. Strategic partnerships and brand advocacy further strengthen our position. Through these strategies, we aim to build a strong brand preference and become the go-to choice for customers in our category.



FOSTERING GROWTH WITH RELENTLESS PURSUIT OF TECHNOLOGICAL EXCELLENCE

JYOTHIRLATHA B, CTO, GODREJ CAPITAL

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

In line with our business strategy of enabling fair, fast, and flexible financing, we adopted a tech-first strategy to remain relevant in this competitive market. By seamlessly integrating agile methodologies, cross-functional collaboration, and advanced project management tools, we easily conquer complex challenges. Through intelligent automation, cloud computing, and data-driven insights, we optimize processes, empower teams, and uncover hidden opportunities. This visionary approach drives exponential growth, slashes expenses, and positions our organization as a trailblazer in the relentless pursuit of technological excellence.

Our primary emphasis is continuously enhancing customer experience (CX), optimizing internal operations, and maintaining a competitive edge in the market. To achieve this, we are committed to upgrading our digital platform, introducing innovative features and functionalities that ensure seamless customer interaction across multiple channels. By improving the digital experience, we aim to foster higher customer engagement and greater loyalty among our client bases. Furthermore, we are leveraging the power of robust AI and Machine Learning technology to strengthen our risk management capabilities. Hopefully, this strategic implementation will enable us to identify and manage risks more efficiently, resulting in reduced losses, improved regulatory compliance, and an enhanced reputation in the industry.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Godrej Capital is at the forefront of embracing cutting-edge technologies to maximize its potential as a data-driven organization. By harnessing the power of cloud technology, we are revolutionizing our operations, allowing seamless scalability, secure data storage, and enhanced collaboration across our teams. With a focus on becoming a data-driven organization, we are investing in robust data analytics platforms and advanced Machine Learning algorithms to extract valuable insights from vast data. By leveraging AI, we automate processes, improve decision-making, and personalize customer experiences. Through these strategic investments, we are confident that Godrej Capital will continue to lead the industry in delivering innovative solutions and exceptional customer experiences (CX).

FORTIFYING ORGANIZATION FROM CYBER THREATS

At Godrej Capital, we have a strong security governance of monitoring, protection, and incident management. This enables more visibility into the networks to identify anomalistic behaviour to respond quickly, combat threats, and protect sensitive data. We have strong policies and methods for managing user privileges, risk management regimes, and authentication methods. We will be adopting Devsecops for technology design and development processes. Also, we will focus on building skills and imparting more cyber training to help grow cybersecurity awareness across the organization.

ACHIEVING MILESTONES BY EMBRACING AND ADAPTING EMERGING TECHNOLOGIES

SANJAY KUMAR DAS
WBCS (EXECUTIVE), MD, WEBEL, STATE INFORMATION SECURITY OFFICER & JOINT SECRETARY, DEPARTMENT OF INFORMATION TECHNOLOGY & ELECTRONICS, WEST BENGAL

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Technology is an enabler and embracing emerging technologies pose challenges as well as opportunities to improve efficiency, efficacy and resilience.

Legacy approaches often stem from proven vulnerabilities. By adapting security retrofits to run them increases cost, maintenance responsibilities as well as adapting to changing environments and upgrades. Hence, smooth transition towards adaption of emerging technologies is cost effective in the long run and a secure way of addressing technological needs.

On this backdrop, our agenda is focused on digital transition vis-à-vis transformation. While on the one hand, secured service delivery still remains the priority yet lesser turnaround time and cost efficiency of delivery have grown in importance.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Over the years, West Bengal has remained a pioneer in adapting emerging technologies. The Blockchain based Birth and Death Registration at Newtown Kolkata Development Authority in 2018 was one of the first successful implementations of emerging technology in public service delivery.

Setting up Cyber Security CoE and Industry 4.0 CoE are two important milestones in the State's endeavour in supporting emerging technology interventions in public service delivery.

The former ensures security in ICT infrastructure while the latter supports industry-public collaboration in AI/ML, Big Data & Analytics among others. The whole gamut of these efforts in embracing emerging technologies by the State was encouraged by framing of West Bangal State Broadband Policy and other policies in 2020.

State has also adapted the latest technologies like Unmanned Surveillance by way of implementing Drone Policy for the user as well as manufacturers. To cope up with the Industry 5.0 State is also laying Optical Fibre Cable up to Gram Panchayet level to give better Information highway to the citizens and also creating 5G testbeds over Open Radio Access Network to introduce Quantum computing and Edge computing in the Citizen Service Delivery by the Government.

State is also seriously planning for promotion of VLSI Design and Semiconductor Industry and for the same Hardware Parks and Electronics Manufacturing Clusters were already created.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Whether one embraces emerging technologies to attain one's digitisation and transformational goals, the security attack surface of an organisation is bound to increase in 4π directions. It is neither lateral nor vertical.



It increases in the mental domain of the sub-conscious too. Hence, to strengthen our organisational posture, we have taken three important aspects into consideration. Firstly, Trust Null – Review All. Secondly, Adapt Design Thinking – Follow Secure Coding Practice. And thirdly, Pursue Compliance – Conduct Incident Response Management Drills.

To mitigate the attack State is in the process of Creation of the State Security Operation Centre/Network Operation Centre and continuously running Proof of Concepts of different solutions in various areas like packet filtering, encryption methodologies, Network Aggregation by engaging Start-ups.

REITERATING THE BRAND IDENTITY

Government organisations have a brand value in continuum. Even then it is the pious responsibility of the Government to ensure that people can perceive the intent in the governance. In our establishment(s), conscious efforts are afoot to ensure that the service-delivery-time is reduced.

Technology is an essential enabler to cut down on spillage and improve efficiency. The Brand@Bengal is fast in adapting emerging technology to scale and deliver, securely and timely.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Customers comprise two different sets - citizens and organisations. IT enabled applications are primarily necessary for the citizens to avail services offered over the Internet while ICT driven applications empower organisations to ensure secure and timely delivery of these services along with positive RoI.

Information Technology & Electronics Department of West Bengal and its parastatal West Bengal Electronics Industry Development Corporation Limited (WBEIDCL) are diligent in creating robust ICT infrastructure coupled with capability generation of existing human resources and thereby ensuring security, efficiency and satisfaction in public service utilisation by the citizens.



FORTIFYING BUSINESS NEEDS WITH EMERGING TECHNOLOGIES

ASHISH BANSAL, DIRECTOR / SR. PRINCIPAL, GLOBAL PRODUCTS & TECHNOLOGY OPERATIONS LEADER, GSK INDIA GLOBAL SERVICE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

I would prioritize understanding the strategic business needs and aligning technical projects to support those needs. I would also focus on selecting and implementing emerging technologies that have the potential to improve efficiency and productivity while being mindful of cost. To ensure successful project delivery, I would establish clear communication channels, regularly review progress, and encourage collaboration between team members. I would emphasize the importance of cybersecurity measures throughout the project lifecycle to mitigate risks and protect against potential cyber-attacks.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Exploring emerging technologies such as Cloud Computing, RPA, 5G, AI/ML, Blockchain and IoT to identify opportunities for automation and optimization, is the focus. To improve efficiency, productivity, and customer experience, as well as stay competitive in a rapidly evolving digital landscape with evaluation of each technology's potential impact, benefits, and risks before implementing them in our organization.

- Cloud Computing: The adoption of cloud computing is increasing rapidly as it provides flexibility, scalability, and cost-effectiveness.

- Robotic Process Automation (RPA): RPA is being adopted to automate repetitive tasks, reduce errors, and improve productivity.

- Data Analytics: Artificial Intelligence (AI) and Machine Learning (ML) technologies are being adopted to automate processes, improve decision-making, and enhance customer experience.

FORTIFYING ORGANIZATION FROM CYBER THREATS

I would recommend strengthening an enterprise's cybersecurity posture by implementing a multi-layered defense approach. This approach would include establishing a robust security framework that includes regular risk assessments, ongoing monitoring, and incident response planning. It's essential to invest in training and educating employees on cybersecurity best practices, including strong passwords and how to identify and report potential security threats. Additionally, I would recommend adopting emerging technologies such as artificial intelligence and machine learning to help detect and prevent potential cyber-attacks. Ultimately, cybersecurity should be a top priority for any organization, and it should be integrated into the overall business strategy and EA to ensure its maturity of effectiveness and sustainability over time.



DIGITAL ECOSYSTEM DISCOVERING NEW AVENUES OF WORKING

DHAVAL MANKAD, VP IT, HAVMOR ICE CREAM

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As an IT leader it is extremely important to speak business language, understand issues and use the right mix of technologies to have solutions. It is important to revisit processes and simplify before digitizing -one may call it discovering new ways of working (New WoW!!)

One needs to work with cross-functional leadership, set expectations along with joint KRA/KPI to drive digitization/digital projects, prioritization basis volume, impact and business benefits is a must. We do measure cost benefit, ROI for each project which also helps prioritization of projects.

For 2023 we have few high impact projects like implementation of ARIBA, Digital Supplier Network. We are expanding our manufacturing facilities so infrastructure set-up for the new unit is top agenda. Also, working with Supply chain for end-to-end S&OP processes and digitization of operations. Apart from these identified agenda, moving cloud native for apps and continuous focus on digitization/automation projects with business remains on agenda.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are on a digital transformation journey over the last couple of years, after having established base systems, now we shall be focussing on newer areas of working. Last year we started with Smart Factory related initiatives, going forward we will be focussing on AI/ML/Analytics/ Dashboards to leverage available data, end-to-end digitization of S&OP and SCM operations and continuous focus on digitization/automating processes to name a few.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Cyber security is not a project but a journey and it is all about effective implementation of technologies with continuous monitoring. We review our security landscape continuously and keep adding relevant tools to further strengthen. Being a part of the Management Team as a functional leader, I discuss overall security posture for the organization in meetings.

Over the last couple of years, we have invested in Secure Remote Access, SIEM, vulnerability assessment platform, Email security and WAF apart from other standard tools.

Building IT security awareness is another key, we keep spreading awareness mailers, conduct sessions and celebrate days like Computer Security.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Although we have limited foot-print of direct customer dealing in B2C, we need to focus on consumer preferences in terms of product through different market surveys. We do have different digital campaigns and services like e-bill, e-feedback etc. embedded in our solutions.

As customers we do have our distributors in B2B for whom we continuously strengthen our ecosystems being used by them to fulfil their expectations.



TECHNOLOGY PLAYING CRITICAL ROLE IN THE ORGANIZATION'S ABILITY TO EVOLVE WITH DIGITAL TRANSFORMATION

SAURABH GUPTA, GROUP CHIEF DIGITAL & INFORMATION OFFICER, GUJARAT FLUOROCHEMICALS

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We have defined the IT Initiatives by aligning to the business goals and employee productivity and have come up with six different themes and clubbed under it. The Themes have been named as Suraksha Kavach, Smart Factory, Smart Office, Future ready IT, eParivartan and Growth and Expansion.

To name some like Business Analytics Dashboard by consolidating 14 Data Sources, Robotic Process Automation across Accounts payable, Laboratory Digitisation, S/4 HANA, Salesforce, Office 365, Brand & Deep Dark Web Monitoring, Breach & Attack Simulation / Red & Blue teaming / Pen testing/ Bug Bounty, IoT based Predictive maintenance based on Condition Monitoring, Steam Trap, Office 365 and Sharepoint and many more.

LATEST TECHNOLOGIES INFLUENCING GROWTH

The latest technologies that we are planning to adopt are RPA, Analytics, S/4 HANA, Sales Force, XDR, SIEM & SOAR.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We are strengthening our organization from cyber threats with five layers of Cybersecurity and conducting regular awareness and training for employees.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

We are building up a Central Laboratory which will be a Centre of Excellence for our Customers which will be enabled by Digital Technologies like Virtual Reality, Digital Twin.



HOLISTICALLY APPROACHING AND ADOPTING THE LATEST TECHNOLOGIES

GAURAV VIJ, CIO, HOOLIV.COM

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

At HooLiv, we define the annual AOP, prioritizing the problems, solutions, the digitization for the entire financial year and go by the same, aligning the projects to not only the business needs but also the Information Technology Strategy. In 2023-2024, our focus will be to introduce AI/ML driven models in various aspects of our co-living operations, and a social community for HooLiv residents as well as a strong focus on introducing technology and AI solutions in women security for our girls hostels. By creating a social ecosystem for the residents, will help people engage and utilize connections together while staying at HooLiv creating more convenience to the residents.

LATEST TECHNOLOGIES INFLUENCING GROWTH

In year 2023-2024, as we focusses on Social Community as well as AI models in business development, sales and operations, we will emphasise more on Cloud SaaS technologies including Google ML, Azure ML, Face APIs, Python, R Language, Jupyter, Cassandra, Hadoop etc., to enable data driven decision making for various teams across different levels.

Not only HooLiv teams, but introduction of AI models will also help HooLiv existing customers as well as prospects for a better deal, better stay and connection at HooLiv. There are models like Dynamic Pricing, Biometrics based Security and Alarming, Social connect etc. Social connect will help Residents multi-fold. Since HooLiv focuses more on Student Housing, Students will be able to invite other peers to various projects, challenges and many other collaborative efforts.

With smart integrations like Ideal Power, GramPower, MikroTik, and many other Smart Devices will help create convenience to our end customer, more power to customers.

FORTIFYING ORGANIZATION FROM CYBER THREATS

The HooLiv One program which aligns to the HooLiv IT Strategy, has defined security and foundation architecture which any implementation across the organization has to align with. HooLiv technology implementations are hosted on Microsoft Cloud, with Grade A level security configurations. We do have Information Security Policy, and all the security governance is laid according to the organization's Information Security policy. There are cloud solutions, DR and BAU solutions implemented to ensure the availability of the data to the basedlined RPO & RTO. The platform logins are implemented with Multi-Factor Authentication to ensure an extra layer of security exist across the board. As we grow further, in year 2023-2024, we are moving towards and strengthening ourself with Zero Trust, and continue to be a front runner in the technology in Indian co-living sector.



MODERNIZATION OF IT LANDSCAPE IS REQUIRED TO MEET EVOLVING REQUIREMENTS OF BUSINESS

HARSH ARORA, GROUP HEAD- IT, HINDUSTAN POWER PROJECTS

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

It is very important to involve concerned business teams continuously while doing IT projects. We need to understand that the projects will be successful only if there is business acceptability. Secondly, adopting the right project methodologies for delivering fast and accurate results is also important. Third, proper change management and avoiding scope creep is necessary.

Nowadays, users have become highly tech savvy. They want agile, bug-free and user friendly solutions. Technology landscape has evolved considerably. Adopting the right technology mix as per organisation's requirements can help a lot to develop cost effective, efficient and productive solutions.

We are doing many projects this year to modernise the IT landscape to ensure that ever increasing and ever changing business requirements can be met. Digital transformation is a continuous journey.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are working on bots, IoT, cloud and other niche technologies based on the organisation's needs.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We have recently updated our security landscape. Continuous monitoring and patching is important. We have also taken a cybersecurity insurance policy. Third party audits and VAPT also help.



AUTOMATION HELPING IN RAPID EVOLUTION AND CHANGE IN FUNCTIONALITY

DHANANJAY ROKDE, CISO & CDPO, IMANEDGE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

In the age of CI-CD (Continuous Integration & Continuous Development); Rapid-Secure-Change Management and Dynamic Incident Response have become a MUST. Integrating SecDevOps into the traditional DevOps Model has become the new norm. With automated builds being delivered in real-time – continuous testing and security automation are required to support the high-speed business environment.

My take on the overall focus of 2023-2024 would be three things –

- Agile delivery through SecDevOps
- High levels of resiliency by lower the MTBF (Mena Time Between Failures) & MTTR (Mean Time to Recover/ Restore) rates
- Zero-Trust-Network-Architecture (ZTNA)

Through extensive automation we are also looking at cost-cutting across all the manual touchpoints with the STP (Straight Through Processing) cycle. We are asking ourselves – "Why can't a machine / program do this task?" across the ecosystem, and reducing manual hand-offs wherever possible.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are currently in the process of implementing cutting-edge technologies such as AIOps and MLOps on dynamic containers and IaC (Infrastructure as Code) for rapid deployment.
CI-CD pipelines are being automated using containers (running on severless platforms) to dynamically roll out micro-builds and even tear down unrequired features or environments.

ZTNA across all services and preparation for every type of contingency (with adequate fail-safes) are being tested and implemented. We are applying the "Fail Fast" principles across the environment.

FORTIFYING ORGANIZATION FROM CYBER THREATS

The attack surfaces have drastically increased. Servers, devices and API weaknesses are no longer hot targets. "Data, and specifically Personally Identifiable Information (PII), and Financially Sensitive Information (FSI) have become HOT targets". It has become critical to not protect the employee base, but the customer end users as well. The weakest link breaks the chain – hence, continuous education and training are imperative for survival, along with monitoring and control.

While newer technologies are addressing the speed parameter of things – Security is clearly taking a back seat. Layer 7 Protection (of mission-critical assets) is vital. Access is enforced via ZTNA, coupled with MFA (Multi Factor Authentication) to reduce the risk of unauthorised access. PIdM (Privileged Identity Management) is further enforced to reduce the risk of over-privilege and authorization abuse.



IMPLEMENTATION OF NEW TECHNOLOGIES & AUTOMATION GREATLY IMPROVING THE PRODUCTIVITY

DR. CHITRANJAN KESARI, CHIEF INNOVATION OFFICER AND BUSINESS HEAD, IDEMEUM INC.

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Earlier cutting costs was a priority, but due to lots of attacks we are focusing on investing in technology. No cost cutting any more. Where investment is required, we are doing it on priority. Technology has improved project management in a number of ways. Collaboration tools make it easier to connect with our team, time tracking software saves managers' hassle and money, and analytics provides insight into business and helps to make future decisions. The agenda for 2023-2024 is to protect our data and customer data by using passwordless technology.

LATEST TECHNOLOGIES INFLUENCING GROWTH

AI and Passwordless technology is the core for this year. We analyse our needs before implementing a solution, focus on creating an end user solution for our business growth, building a comprehensive communication strategy and train our employees.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We are working on users' identification, who is accessing what, how and when. People, process and technology help us to identify the same. Our Passwordless application helps us to identify the core users and protect us.

REITERATING THE BRAND IDENTITY

We focus on innovation and that is why we retain our position in the competitive market.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Automation allows customer service representatives to work smarter and quicker. We improve customer outcomes by automating responses to customers as well as assessing customer buying habits and preferences for better customer outcomes and increased retention. Cost also plays an important role in our business and works as per best suits our customer.



SERVICE IS THE REVENUE MODEL OF SUCCESS MANTRA

LAKSHMANA VADAGA, HEAD – IT, IMAGICAAWORLD ENTERTAINMENT

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

When CTOs play an active role in business strategy, IT performance improves on a wide range of functional and business matrix. IT facilitates business activities including in-house developments of applications. In today's scenario IT is also a revenue centre. We developed various in-house applications to sell outside companies.

Service is the revenue model of Success Mantra. We developed a sensor-based people count application to show ride wise waiting periods to the customer on our mobile app. By using this app, customers can easily decide which ride he should go for. This is very informative data for the customer to know the ride wise timing to plan the activity before he visits the ride. Also, we have developed an app to increase the revenue, to update the que line to customer, to upgrade the Express ticket (VIP entry).

LATEST TECHNOLOGIES INFLUENCING GROWTH

We have made a roadmap to implement various digital solutions and integrate different systems together and also use VR (Virtual Reality) and AR (Augmented Reality) solutions to enhance consumer satisfaction and customer experience. We are also planning to implement a large scale transformation initiative on IoT as we think it can not only bring immense benefit in our production process. And also, it will help us to make more personalized interactions with each department.

FORTIFYING ORGANIZATION FROM CYBER THREATS

The strong focus on cybersecurity shows the necessity of creating a secure base for digital business that shields their organization and clients. To improve security against cyber threats, CIOs are combining measures to harden information-processing assets with efforts to influence the people that use the technology. To take care of cyber threats, we update all patches on time, our website works very smoothly.



HARNESSING THE POWER OF IIOT BASED OFFERINGS

ATUL GOVIL, CHIEF TRANSFORMATION OFFICER, HEAD (SAP & IT), INDIA GLYCOLS

WHAT IIOT IS CERTAINLY NOT- it is not about replacing current Systems (considering some Automation/Control infrastructure that have been around for a decade or more and will continue such for more years) with completely new systems. To achieve holistic enterprise control, break down enterprise silos and facilitate better business control, we carefully integrated and leveraged the current automation systems to run our Processes, Operations more efficiently, safely, profitably with greater flexibility and responsiveness to current volatile market conditions. Additional sensors, interfaces were deployed to setup a contextual, real time decision support on aspects linked to vital Assets & Plant Processes performance.

While most of our IoT use cases are Brownfield, considering costs, efforts and system's downtime impact of replacing entire OT infra can be prohibitive.

Certain IOT interventions, particularly linked to track & trace, logistics costs and performance optimisation were done as Greenfield, set up from scratch in a new environment with no legacy code interfaces, no integration with pre-existing systems.

WHY NOW, WHY THIS CAN BE AN EXISTENTIAL ISSUE: Smart, connected factory & logistics setup provides us the following:

Accuracy, Timeliness of data availability allows us to make course corrections, avoids losses and delays in deliveries against promise to Customer.

Provides Cost savings (including Batch costs & digitally enabled workflows to a significant extent. Customers get products at a more competitive price than those who rely on manual processes.

Able to avoid Customer rejections with detection of any abnormality while production work is in progress. Facilitates necessary modifications in the processes, to eliminate identified root causes.

Ability to access information on critical parameters from anywhere, at any time, on any device – this helped us during lockdown situations and also during off-office hours considering most of our plant operations run 24/7. For select business segments, Information linked to likely time to delivery, distance from destination is provisioned to the Customer on their mobile handset. Earlier there used to be several non-productive, follow ups to track the delivery status.

Better management of safety (critical from EHS standpoint), reduce emissions impact (through efficient running of Boilers, Turbines, Cooling Systems, Other key plant processes) and importantly breaking down of enterprise silos. The technology has provided contextual integration of upstream, downstream production processes and associated Utility systems.

Last but not the least, helps automate mundane tasks like data collation from disparate systems and creating MIS manually for review by senior leadership team, QA, Tech Services team, thereby reducing the need for human intervention (& repetitive efforts) for such tasks.

ISSUES TO KEEP A CLOSE WATCH WHEN YOU START YOUR IOT JOURNEY.

The adoption of IIoT in Brownfield setups created new connectivity from certain legacy systems to Enterprise ICT or cloud based systems, thereby increasing the potential for safety and security related breaches. Rising cases of cyberattacks & digital fraud globally have triggered an urgent need to ensure a secure fabric on digital applications. Any security breach can harm the user, stakeholders, damage their trust and slow digital adoption.

Interoperability with legacy, closed systems to be validated. Likewise interoperability and seamless integration of cross-department team members is fundamental to the project.

Buying Tech does not assure us its desired adoption. Re-skilling, up-skilling, change management interventions are key to drive success and avoid conflicts. In practice, that will mean continually orienting employee development around digital skills.

WHAT IS NEXT ON THE RADAR? Optimally priced computing power, communication bandwidth and analytical sophistication is opening doors to smarter workplaces, new innovations and new business models.

Setting up Video Analytics leveraging 5G & the expansive video streams available through existing cameras.

Setting up a Renewable energy generation system with a leading Renewables player, to drive & achieve sustainability objectives.

Expand use of AI, ML for digital twins, predictive maintenance, smart robotic processes automation & augmented intelligence of the workforce.



SMART METERS PAVING THE WAY TO UNLOCKING THE FUTURE POTENTIAL

SANJEEV SINHA, PRESIDENT – IT & DIGITIZATION, INDIA POWER CORPORATION

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We are implementing Smart Meters for not just our utility for many other utilities in the country. Hence, our projects in Asansol in West Bengal and Indore in Madhya Pradesh continue.

While we are doing it, we have recently been entrusted with implementation of 9.57 lacs smart meters in Bhopal region of Madhya Pradesh. Hence, the agenda for 2023-24 is to implement at least one lakh smart meters in the coming year. Also, the agenda is to use a large volume of data collected from the smart meters to make changes to the service level of consumers using some of the latest techniques such as Data Analytics.

LATEST TECHNOLOGIES INFLUENCING GROWTH

India has a target of implementing 250 million smart meters in the country in the next few years. Such an aggressive target, part of Digital India plan, also requires better connectivity, high uptime of applications and finally using data collected from the devices to make significant changes in which distribution companies service consumers and also in the way changing needs of consumers are met.

Hence, some technologies planned to be adopted this year are the use of RF, GSM and NB-IOT for networks to ensure over 99% connectivity. Better control of the network using Head End System (HES) is planned. Extension of Smart Meters to distribution transformers so that outage management can be better controlled so that outage times can be brought down by at least 20% leading to better customer satisfaction. Furthermore, use of data analytics based services will ensure even higher control and services for consumers.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We have already adopted ISO27001 standards in information security. Also, the Cyber Security Management Plan (CCMP) is already in place. We are also collaborating with the National Critical Information Infrastructure Protection Centre (NCIIPC) of Government of India for assistance. In addition, we work in close coordination with Cyber Swachhta Kendra and CERT.in. We ensure that our security auditors are certified by CERT.in.

Also, we believe that Security measures are also effective when employees and customers are aware and play a role in data security. Hence, there is a need to train employees on security. In addition to their own efforts, we have also taken advantage of Government of India certified digital training programs which are managed by NASSCOM in India and are part of Digital India initiatives of the government.



STAYING UPDATED WITH EMERGING TECHNOLOGIES LEADS TO BUSINESS GROWTH

SHAILENDRA CHOUDHARY, VP – IT, INTERARCH BUILDING PRODUCTS

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Agenda for 2023-24:

- Incorporate Automation Tools: By finding the tools that automate everything, from scheduling and bill pay to email responses. Also, add as many apps as possible that provide a way to digitize any manual processes.
- Set Clear Goals and keep it simple: Record goals and set reminders to keep them on top of the mind.
- Enables more strategic planning and time management: By proper time management as it is one way to ensure that you and your employees get the most out of your workday.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Latest technologies that we are planning to adopt for better growth

- DevOps: Integration of development and operations processes
- Edge Computing: Reduced latency, improved performance
- Cybersecurity: Protection of data, networks, and systems
- Predictive analytics: Analysis and use of data to predict outcomes

FORTIFYING ORGANIZATION FROM CYBER THREATS

- An attack surface is defined as the total number of all possible entry points for unauthorized access into any system. Strengthening in the organisation in two ways. Attack surfaces can be Digital or Physical.
- Digital attack: A network attack surface is the totality of all vulnerabilities in connected hardware and software. In order to keep the network secure, network administrators must proactively seek ways to reduce the number and size of attack surfaces.
- Physical attack surfaces: Comprise all endpoint devices, such as desktop systems, laptops, mobile devices and USB ports. Improperly discarded hardware that may contain user data and login credentials, passwords on paper or physical break-ins are also included.



LATEST TECHNOLOGIES OPENING UP NEW VISTAS FOR BUSINESS AGILITY

DR. PAVAN DUGGAL, CHAIRMAN, INTERNATIONAL COMMISSION ON CYBER SECURITY LAW

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a leader, I am focussing on enhancing efficiency and productivity. Hence, the focus of our projects is on deploying solutions and looking for more and more AI tools. The agenda for 2023-24 is very clear for empowering organisations and users by deploying AI tools and solutions so as to enhance efficiency and cutting costs.

LATEST TECHNOLOGIES INFLUENCING GROWTH

The latest technology that one is trying to adopt for better growth is Artificial Intelligence. This is so because the advent of Generative AI has opened up new vistas of new applications, which enhances the productivity in areas of human endeavour and activities. One also needs to focus on growing skillsets of stakeholders while relying upon AI tools for better growth.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We are alive to the fact that today cybersecurity is the biggest challenge. The increasing use of emerging technologies as a competitive advantage has led to an increase in the business' attack surface for hackers. Every organisation has to focus on enhancing more focus on cybersecurity and related capacity building.

REITERATING THE BRAND IDENTITY

We are trying to make our brand distinctive by trying to focus on strengthening cyber security, improving data protection and relying upon emerging technologies like Artificial Intelligence.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

In today's scenario, winning customer's trust is a very tall challenge. All stakeholders have to take steps not only to enhance the cybersecurity of their systems and networks to deal with current challenges of cybersecurity breaches but they also have to take proactive steps to protect personal data, including third party data, resident on the organisation's computer systems, computer networks and computer resources.

Further, organisations have to be mindful of the newly emerging technologies like Artificial Intelligence, Blockchains, Metaverse so as to adopt them early and provide appropriate value addition to various customers. If your organisation is complying with the applicable provisions of law, is proactively complying with international best practices and is providing more value addition to customers as they provide goods and services to customers, then only will your organisation be able to win the customers' trust and confidence.



SECURING AND IMPROVING THE SECURITY POSTURES FROM LEADING SECURITY BREACHES

SANDEEP SENGUPTA, FOUNDER & DIRECTOR, ISOAH DATA SECURITIES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

The reliance will be mostly on automating work via AI (Artificial Intelligence). We have also started using AI models to automate some of our internal work and use AI to deliver better service to clients.

LATEST TECHNOLOGIES INFLUENCING GROWTH

The technologies that are enabling growth are AI enabled Digital Marketing, Process efficiency, Decision making, drafting documentation, etc.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We are ethical hackers. We keep other companies secured. We are analysing how the AI models will be used by bad hackers to target the companies. Also, Cybersecurity will now move to IoT, SCADA, Industry 4.0 automation, so we are performing risk analysis over the same.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Our customers, their word of mouth, our track record of keeping clients secured, who come to us after repeated cyber attacks; is what has kept us growing. Digital technologies enhances visibility. To get the client and close the deal, one still needs the human to human offline interaction.

REITERATING THE BRAND IDENTITY

We are pioneers in cybersecurity with a track record of 24 years working in India and abroad. We have been called whenever there has been a major cybersecurity incident and once companies were taken under our protection, they have not been compromised so far. Our past records bring us more clients.



REDEFINING THE BUSINESS NEEDS EQUIPPING WITH LATEST TRENDS

V RANGANATHAN IYER, GROUP CIO & SR. EVP, JBM GROUP

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Agenda for 2023-24 is as follows.

- Adapting emerging technologies

a) ChatGPT: OpenAI categories of platform to resolve generating software technical documentation creation for already developed solutions, generating source code for different applications.

b) Visual analytics-based solution to check the quality of the products manufactured as when production happens, to ensure customer rejections are eliminated / reduced to a larger extent.

c) Adapting ONDC (Open Network for Digital Commerce) to reduce cost wherever possible.

d) Digital twin to ensure product design to manufacturing is simulated to ensure smooth every time right manufacturing happens.

e) Augmented reality will be used in manufacturing to improve productivity & reduce errors.

- 3D printing, technology to create prototypes and custom parts more quickly and cost-effectively.

- Connectivity: The development of connected vehicles and infrastructure is enabling new features such as remote diagnostics, over the air software updates and bug fixing, also such features to improve safety and convenience for drivers and passengers. Further we collect many data inside the vehicle and process it and bring in business decisions for safety and elimination or identifying down time of the vehicle.

- Emphasizing Cyber Security: We are working on bringing data security designed in such a way, the IT/OT barriers are eliminated and seamless data movement happens, in such a way we can generate meaningful dashboards for employees to take the right decision at the right time.

- The most important actionable activity is ensuring an already deployed solution is used to its potential, so that we can identify the pain points of the already deployed solution, where this will help us provide insights for our future requirements.

FORTIFYING ORGANIZATION FROM CYBER THREATS

As we are expanding our landscape from IT to OT and then cloud and implementing solutions with edge as focus, we are redefining our security deployment footprint. To protect the organization despite bringing technology for security with some AI intervention, we have ensured we have gone for cyber security and crime insurance. To bring in more focus on security posture, we are going to get the security audit done from auditing agencies, so that we can plan the security deployment strategy and based on priority, we will budget and deploy the same. By the end of this financial year, we will be ready for ISO 27001 certification for sure.



USING KEY STRATEGIES FOR BUSINESS AS THE BEST CHANCE TO GROW

GAURAV VYAS, HEAD – IT, JEKSON VISION

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

First and foremost is to understand the goal, so we should set the goal and expectations for any project implementation, using technology we should ensure that the project must complete with minimum time and without errors.

The selection of appropriate technology will ensure that it will help businesses to increase productivity and should be able to reduce the overall cost and duration of the project life cycle. We should follow the PPT (People, process, and technology).

The agenda for 2023-24 is increasing Operational Efficiencies, Productivity and safeguarding digital assets.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Looking towards the business need and the growing market we shall be planning to adopt Artificial Intelligence (AI) in the organisation which will help us to grow the business and will be a competitive advantage, also we are planning to focus on IoT.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Along with the implementation of technological solutions like ZTNA, it is important to focus on the weakest link and as we all know the weakest link is the user, so our prime goal is user awareness for that we are planning to initiate knowledge-sharing sessions and monthly quiz based sessions.



SUCCESS OF DIGITAL INITIATIVES ARE JUDGED BY USER EXPERIENCE

PRASENJIT MUKHERJEE, SR. GM (HEAD IT & DIGITAL), JINDAL WATER INFRASTRUCTURE (JWIL)

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Spearheading the technology and digital implementation for JWIL, which is an Engineering Procurement and Construction organisation (EPC) it becomes highly pertinent to first design the framework aligned to business growth, futuristic roadmap and opportunities to optimise operations cost.

As our business projects are to be delivered on time, hence it is important to have robust project monitoring software, wherein monitoring progress is integrated with cost.

Visibility of the project from inception till completion through digital twins, Civil 3D, analytical dashboards in frontend and with digital project management application and ERP in backend makes a complete framework.

Further to roll out projects fast, focus is on SaaS and cloud hosted applications. Further not to forget the security solution encapsuled in such projects.

LATEST TECHNOLOGIES INFLUENCING GROWTH

The Digital roadmap for us encompasses:

- SaaS based applications
- Digital Twins and 5D models
- Bigdata and ETL for Business Development
- Information Security solutions
- Digital project management application
- Cloud hosting for compute and storage
- RPA for couple of business process
- IOT solutions for Operations and maintenance
- Management Decision Support and Insights through dynamic dashboards

FORTIFYING ORGANIZATION FROM CYBER THREATS

The more we go digital and implement connected machines, the more we are prone to cyber-attacks. However, Information Security solutions have to go hand in gloves with all these implementations. The Information Security solution implementation has to be governed by strict policies, regular audits based on industry frameworks, managing user roles and rights and a continuous process of internal user awareness training.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Digital technologies implemented in a business are always intended to make the life of customers (internal & external) experiential. Customers or end users should have the ease of using and consuming the solutions without struggle. User experience will govern the success or failure of such digital initiatives. Once the user has the best of the experience the human productivity, business growth and customer trust for the solution goes high.



AUTOMATION-BASED TECHNOLOGICAL ADVANCEMENTS HAS MADE THE DIFFERENCE IN THE INDUSTRY

RAVI RAZDAN, HEAD IT & HR, JYOTHY LABS

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We at Jyothy follow Automation first strategy, most of our business processes are designed and executed considering Automation/Digitization. The technical projects are aligned to the business strategy, enabling growth and optimizing cost and efforts.

Other than the regular projects, Analytics, IoT are some of the initiatives we are looking forward to in 2023-24.

LATEST TECHNOLOGIES INFLUENCING GROWTH

As the business is growing, the demand for compute also keeps growing. To be flexible, agile, and scalable we have been investing in Cloud and we see the growth to continue. We have been working on Analytics, that would be leveraged further. We would also be taking ahead our IoT journey.

FORTIFYING ORGANIZATION FROM CYBER THREATS

There are two ways we handle the Security risk at Jyothy, first one is awareness, we make sure our employees are aware of risk and continuously share the dos and don'ts with them through trainings and workshops and second is that we continuously keep doing the third-party assessments through our partners across our platforms, including the Cloud, any vulnerability is proactively fixed.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Jyothy Labs is a FMCG company and has been synonymous with the trust, the digital technologies especially the Predictive Analytics help us to make sure the right product mix is available at the right place at the right time. This helps the supply chain to be agile and make sure our customer gets what they want. Our Quality management platforms help to analyse the data across Skus against the desired specifications, which ensures the right product of the right quality reaches our customers.



DIGITALIZATION AND DIGITIZATION: THE ONLY WAY TO MOVE FORWARD FOR ENTERPRISES

SHWETA SRIVASTAVA, HEAD – IT APPLICATIONS, IT, JK CEMENT

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Information Technology has evolved and continues to grow with an advent of innumerable technology tools, platforms and solutions. Enterprises have realized and have accepted that digitalization and digitization is the only way forward and depend to a large extent on technology for growth.

Our agenda for this year largely revolves around the same with key focus on –

- Customer centric solutions for enhancing CX and CSAT Score – as JK works closely through Distribution channel i.e. B2B and B2B2B, our customers are Stockists, Retailers and a host of Influencers. We focus on building technology which can bring the entire ecosystem together and shall enable our customers to work closely with us to avail products and services in a much seamless manner.

- Employee Productivity solutions – As JK is truly an employee centric organization, we truly believe that our people are real assets and as a technology leader, I also plan to make my contribution towards making convenient technology platforms and providing tools which can directly contribute in enhancing productivity and collaboration.

- Sustainability solutions – JK is sensitive towards its responsibility towards the environment and hence we leverage AI/ML based predictive and prescriptive solutions which can help us in optimizing the use of natural resources and in reusing the non-renewable energy ensuring our contribution to the environment.

- Analytics & Dashboarding solutions to be used by Sales and Distribution teams for taking informed data driven decisions and also be able to forecast demand and plan production accordingly.

LATEST TECHNOLOGIES INFLUENCING GROWTH

While we are leveraging a host of emerging technologies directly or through partners, some of them are – Cloud Telephony, LCNC platform, Mobility, Cloud Computing, CRM.

These technologies help us to deliver solutions in an agile manner and also help by providing desired scalability as the business these days is too dynamic and demanding.

FORTIFYING ORGANIZATION FROM CYBER THREATS

There is no doubt that with increasing exposure to the external environment, our digital assets have become vulnerable and more prone to threat attacks. We have evaluated a lot of new age cybersecurity tools and are working aggressively in deploying solutions like – EDR & XDR, SIEM, IAM, CASB.

While we end up deploying multiple tools and defining security perimeter, we can never be confident of 100% secure. This gave birth to ZTNA. At JK, we have a robust BCP in place and completely follow Zero Trust while enabling access to anyone and everyone.



CONVERSATIONAL BI REPORTING: LEVERAGING OPEN SOURCE TOOLS FOR DATA DEMOCRATIZATION

UDIT PAHWA, GROUP CIO, KIRLOSKAR MANAGEMENT SERVICES

Business Intelligence (BI) reporting tools are essential for organizations to derive valuable insights from data. However, traditional reporting methods can be complex and time-consuming, requiring technical expertise. To address these challenges, adoption of a Conversational BI reporting tool powered by open source technologies was decided. This presents an opportunity to simplify data exploration, increase accessibility, enhance user engagement, and accelerate decision-making. This initiative's objective is enabling data democracy and ensuring role-based data access and security; at the same time.

The objectives of the reporting tool include simplifying data exploration, increasing accessibility, enhancing user engagement, and accelerating decision-making. By utilizing open source we are creating intuitive and interactive user interfaces that allow business users to access and analyse data through self-service reporting. It further empowers them to build their own reports also. The conversational aspect enables users to interact with the tool using natural language queries or key words, fostering data democracy and empowering users to find insights. Additionally, role-based access controls ensure that users can only access relevant data and reports, maintaining data security and governance.

The benefits of open source tools in conversational BI reporting are manifold. Node.js, with its event-driven architecture and non-blocking I/O model, enables scalability and efficient handling of concurrent data requests. Its vibrant open source ecosystem provides libraries and frameworks for streamlined development and enhanced functionality. React.js, with its component-based architecture and virtual DOM, facilitates reusability, modular development, and responsive user interfaces. These features improve user engagement and ensure a smooth experience while interacting with the tool.

Columnar databases offer performance advantages by optimizing data retrieval and aggregation. They employ efficient compression techniques, reducing storage requirements and minimizing the storage footprint. This ensures that self-service reporting remains fast and efficient, even when dealing with large volumes of data.

Data security and role-based access are critical considerations in creating a self-service reporting tool. Open source tools, combined with authentication and authorization mechanisms, provide robust security features. Node.js and React.js enable the implementation of role-based access controls, ensuring that users only have access to the data and reports relevant to their roles and permissions. This maintains data governance and safeguards sensitive information.

A Data Lake is also being created that will collect data from the entire enterprise, including ERP, CRM, SCM, Planning and other functional applications, and present a single unified interface for data visualization. It will serve as a single source of truth for the entire enterprise.



EMBRACING DIGITALIZATION TO HAVE A DIRECT CONNECT WITH CUSTOMERS

SONAL GADE, TEAM MANAGER - CORE IT, L&T FINANCE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We have improved the Project Management methodology. We have started following Agile for effective planning, execution and control of technical projects to enable interactive development, collaboration and adoption to changing requirements.

Maintaining clear goals and metrics along with KPIs by setting specific, measurable, achievable, relevant and time bound design to align project activities with desired outcomes and monitor progress effectively.

We carefully evaluate the technologies and tools to ensure the project requirements and business objectives are achieved.

I leverage technology to automate repetitive tasks, alternate processes and reduce manual efforts. We have started using RPA (Robotic Process Automation).

For cost optimization, I analyze cost structures, cost saving opportunities and prioritize initiatives that deliver significant impact. Currently for cloud services and resource allocation.

As a goal/plan I have suggested to have frequent training and skill development for my team.

LATEST TECHNOLOGIES INFLUENCING GROWTH

As a part of improvement /latest goal we are trying to adopt DevOps, more features of RPA, Jira, PMP training for selected candidates, standard certifications.

FORTIFYING ORGANIZATION FROM CYBER THREATS

As a precautionary measure we are working on an IE-Isolated recovery environment, to overcome the EOL/EOS issue adopting Nutanix solution (virtual) in the environment.

REITERATING THE BRAND IDENTITY

As one of the leading NBFC we are trying to adopt new technologies, moving towards digitalization for direct connection with customers.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

We are trying to provide as much as direct connect via a common platform to resolve all kinds of queries/enquiries, technical support via mobile apps and web apps.



DIGITAL TRANSFORMATION WITH CUSTOMER CENTRICITY HAS HELPED LENSKART RULE THE MARKET

GAURAV PANDEY, GM - IT, LENSKART

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Lenskart is a strong consumer brand and is also growing rapidly. The focus for 2023-24 is to strengthen IT infrastructure in terms of availability, security and manageability so that a strong foundation is laid for Automation. Enhancing cyber security posture across the IT landscape is a critical focus area in 2023-24.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Technology adoption has to align with the business priorities in any enterprise. Cybersecurity, IoT and Automation are the technologies planned to be adopted keeping in mind the business plans of Lenskart.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Increasing cyber attacks is a concern for all enterprises across the globe and not just Lenskart. As a CIO/CTO, I need to keep pace with the emerging trends adopted by the hackers. We are chalking out a series of plans to enhance our cyber security protection which includes process improvement, new technology tools as well as enhancing the capabilities for proactive prevention and incident handling and awareness.

REITERATING THE BRAND IDENTITY

Lenskart is already a strong brand in our segment, and this is possible because of our consistency in enriching user experience using technology.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

We continually innovate in bringing secure digital technologies to enhance the ‘User Experience’. Our innovation in adopting digital technologies helped us to move 100% digital, automating the complete life cycle of customer experience at our stores.



PROVIDING SOLID FOUNDATIONS FOR AN EVER-CHANGING TECH WORLD

KAMLESH KUMAR, IT HEAD, M G GROUP

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a civil company we use technology to improve the construction process like drones and walky-talky devices have other benefits for the construction site as well. With them, tracking what materials you need and how much to order is easier. This capability can save company's cash, as it reduces material waste. New technology also allows job sites to be more interconnected than ever. Currently, we are using SAP, and we are also planning to use construction management software, like Primavera P6, AutoCAD, Primavera Unifier, MS Project, MX Road, 2D Cutting software, Staad Pro etc.

LATEST TECHNOLOGIES INFLUENCING GROWTH

AR/VR technology allows remote workers to inspect the job site as if they were there in person. Workers can also use augmented reality to capture notes, images, or videos of problems which, later on, distant teams can review.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Organizations must disable unnecessary pirated or unused software and devices and reduce the number of endpoints being used to simplify their network. For example, complex systems can lead to users having access to resources they do not use, which widens the attack surface available to a hacker.

Tools to Strengthening organization:

- Encrypt all devices: In today's world, people are choosing to work on mobile or personal devices. Make sure that all data are stored in an encrypted format and remains encrypted during migrations

- Use trustworthy devices: Always make sure that the devices you use should be trustworthy.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Digital communications are so prevalent that every customer can be informed through the internet. Customers can search for the product online and know a lot more about it.

REITERATING THE BRAND IDENTITY

According to me following points can make my brand distinctive from others:

- Storm the Internet: Once you've figured out your brand, it's time to build a website around your logo. Set up social media to drive traffic to your site, and blog about construction to boost your company's SEO. Your website will often be your first opportunity to make a good impression on a potential client, so invest well in it.

- Review from customers: Encourage your happy customers to review you on Google, and social media.

- Have Best People: Select the best people and send them to trade shows, advertise them on websites, and set up their own social media accounts for your business. As a bonus, it makes those team members feel important, leading to more job satisfaction.



WEARABLE PAYMENT DEVICES & DIGITAL BANKING ARE THE WAY TO GO

SHAIK J AHMED, VP, HEAD OF INFORMATION SECURITY - RISK & GOVERNANCE, MASHREQ BANK

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a leader, one has to prioritise technical projects, deploy solutions and minimise technical debts to support business strategy. One needs to align technology goals with overall business goals, to gain support from key stakeholders. The primary goal for any security professional for 2023-24 is to strengthen third party risk management practice and minimize information security breach events and incidents due to supplier chain risks and challenges.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Fintech space is evolving continuously. It plays a critical role and has a wider reach in improving societal economics. AI, ML, Blockchain, Robo Advisors, Open Banking, Digital Wallets and Instant payments have become a norm. I would see wearable payment devices, peer to peer lending and Digital banks to grow exponentially in coming days. Technologies including Distributed hybrid data centers, Low code and No code development, Infrastructure as a code, serverless computing, and progressive web applications are among others that one shall use to remain competitive in the market.

FORTIFYING ORGANIZATION FROM CYBER THREATS

New emerging technologies come with their own opportunities and obstacles. For sure, it will have its own share in the overall attack surface. I believe robust threat modelling, risk management and value chain visibility is key to manage the attack surface. Phishing is the major threat vector that helps attackers to pursue their goals. Therefore, we are constantly empowering our customers and colleagues to be cyber aware.



TACKLING THE EVER-EVOLVING CYBER THREATS WITH SMART APPROACH

KAPIL MADAAN, GLOBAL HEAD - INFORMATION SECURITY, RISK & COMPLIANCE, MAX HEALTHCARE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Enterprises should prioritize a risk-based approach to cybersecurity and ensure that they have a comprehensive cybersecurity strategy in place to protect their critical assets and data. The cyber security agenda for 2023-24 will depend on the specific needs and priorities of each organization. Below are some areas where organization should focus.

Zero Trust Security: The model assumes that no user, device, or network is trustworthy by default, and access to resources should be granted only after authentication and authorization.

Cloud Security: With the increasing adoption of cloud services, organizations should focus on improving their cloud security posture. This includes implementing proper identity and access management, encryption, and regular security assessments of cloud environments.

Cyber Threat Intelligence: Organizations should invest in cyber threat intelligence to detect and respond to emerging threats quickly.

Data Privacy and Protection: Organizations should focus on improving their data privacy and protection measures. This includes implementing proper data encryption, access controls, and regular security assessments of data storage and processing systems.

Employee Awareness and Training: Employees continue to be a weak link in cybersecurity, so organizations should invest in regular cybersecurity awareness and training programs to help employees understand the importance of cybersecurity best practices and avoid falling victim to common cyber attacks.

Incident Response Planning: Organizations should develop and test their incident response plans to ensure they can respond quickly and effectively to cybersecurity incidents. This includes identifying key stakeholders, response roles and responsibilities, and communication protocols.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Insights on the latest cybersecurity technologies:

Artificial Intelligence (AI) and Machine Learning (ML): AI and ML technologies are being used to detect and prevent cyber threats in real-time. They are effective in detecting anomalies in network traffic and behaviour patterns that can indicate a potential security breach.

Cloud Security: Cloud security technologies such as cloud access security brokers (CASBs), cloud firewalls, and data loss prevention (DLP) solutions can help secure cloud-based assets.

IoT Security: IoT security technologies such as network segmentation, device management, and encryption can help secure IoT devices.

Zero Trust: Zero Trust technologies such as multifactor authentication (MFA), network segmentation, and endpoint detection and response (EDR) can help secure the network from unauthorized access.

By adopting these cybersecurity technologies, enterprise can enhance their security posture and protect against the ever-evolving threat landscape.



WITH A PLANNED AGENDA AND STRATEGIC MOVE ENHANCING THE BUSINESS GROWTH

LAXMI NARAYAN SAHU, CISO, MICROSCAN COMMUNICATIONS

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Being a CISO I am setting up clear goals on a quarterly, annually basis and adding it into my daily to-do list reminder for achieving them on time by organizing my time with a calendar app. Record goals and set reminders to keep them top of mind. Daily, weekly and monthly reminders force you to achieve goals.

I am staying flexible and open to suggestions from my team and other department stakeholders. Staying connected with the team includes remote members for deploying solutions through technologies. Proper budgeting, planning, and creating a roadmap for the advanced year ahead.

I always prefer and adopt an agile approach in technology projects while keeping the customer requirements in mind.

Agenda for 2023-24 is to identify our organization's and customer's needs and based on the requirements, I am evaluating new technologies that will solve problems for our organization and customers as per project requirements. Developing a plan for implementing new technologies and providing training to our existing employees in using the new technology rather than hiring new employees and paying a 30 to 40% hike.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are planning to adopt various new emerging technologies like Zero Trust Architecture, VDI for Remote users, deploying Cloud technology for few of our applications, for example, Cloud based Attendance Applications for employees. As we are going to have our own SOC Centre, we need to have Advanced SIEM Tool, VA PT Tool and other Security Tools.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Starting from physical to application layer there will be zero trust architecture. No user should have access to our resources until they prove their identity and the security of their device, creating strong user access protocols, using strong authentication policies, protecting our backups and segmenting networks department wise. IT assessments are being done regularly also VA PT on all our critical applications.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

We always feel and consider that the customer is the king and we are building customer trust in the digital era by transparent communication, protecting customer data, encouraging customer's review, allowing customers to opt out, offering a secure experience, and offering timely service.



TECHNOLOGY IS CRITICAL TO KEEP A BUSINESS COMPETITIVE AND DRIVE GROWTH

VIJAY SETHI, CHAIRMAN, MENTORKART

When you talk to any CEO or a CXO in an organization on IT, the discussion invariably moves towards Digital Transformation and how their company has embarked upon (or is planning to embark upon) Digital Transformation. While people excitedly speak about Digital transformation as to how it could change their organization, at the same time, there are enough and more statistics available in public domain that show that a large number of digital transformation efforts either fizzle out (after the initial euphoria is over) or are abandoned mid-way or are termed failure as they are not able to meet the objectives that were set up for them. Analysts believe that only a handful (15-20% and some say even lesser) of digital transformation projects can be called successful and have led to significantly high business benefits and improved performance and are sustainable in the long term.

Despite the success rate of digital transformation initiatives being so low, companies still continue to pursue Digital transformation for three simple reasons as I see

- For those who succeed, the benefits are immense and there are so many examples where companies have altered their business models or started new revenue streams or significantly enhanced their products or customer service or time to market etc. because of digital transformation initiatives.

- No one thinks that they will fail or will have to abandon the project mid-way or the utilization would be low (there is a tendency that while it may have happened at other organizations, it will not happen to us – similar to what many people think of ransomware and other cyber attacks)

- And most importantly, in today's times, Digital Transformation is not optional but a must for all organizations

I feel, for success of digital transformation, one first needs to keep following Five basic factors in mind before even starting (and at all times later on):

- Digital Transformation is not another IT initiative but has to be a business owned (and business led) initiative and all the business leaders have to commit to the success of the initiative as this will require a huge commitment of resources (not just financial but also time and manpower), would have an organization wide impact and would involve redesign of lots of processes, policies and even organizational structure. For this leadership commitment and ownership is a must.

- Digital transformation is not about chasing best technology and getting it implemented or about automating manual activities or about upgrading software or hardware to new versions. Digital transformation is about moving away from outdated business models, processes, products and most importantly from "legacy" mindsets. It is about using technology to create new business models and revenue streams, enhancing customer and employee experience and enhancing products and processes. It is about driving a fundamental change in how organization works and is about enhancing business agility. It is about changing the culture of the organization to being a Digital savvy (or a Digital First) - a culture that welcomes technology, encourages innovation, openness (discourages silos), risk taking without fear of failure and agility in decision making. We also need to remember that Culture always from Top. Top leadership team has to lead by example. If the top leaders themselves do not believe in using technology (for example many delegate the system access to their EAs or other team members) or if they do not believe in Data based decision making, Digital Transformation efforts will never succeed.

- Digital Transformation cannot just be either "Top Down" or "Bottom Up". For Digital Transformation to sustain, it has to involve everyone, it has to empower everyone and entire organization has to embrace it and make Digital part of the DNA of the organization.

- Digital Transformation is not a "Sprint" or "Marathon". I see it as a combination of both and may be beyond that. Organization needs both speed and power of a sprinter and stamina and endurance of a marathon or a long-distance runner and a long term commitment to Digital Transformation.

- Digital Transformation is not a Destination but is a Journey. As one goes along the journey, it evolves, organization has to do ongoing course corrections based on changing customer needs and expectations, technology outcomes and other experiences. And we should keep in mind that this journey is not same for all organizations. Each organization has a unique journey that depends upon its strategy and objectives, culture, processes, history, products and many other factors. One cannot do a Cut Copy paste of the strategy or process followed by other organizations, one can only learn from experiences of others and then see what learnings can be adapted or adopted in their own organization.

Finally, the decision for the organizations today in case of Digital Transformation is not whether we should go for Digital Transformation or not but is how soon can we start, where should we start from and what all can be done to make it a big success. In this journey, there will be times of joy and despair, tears and laughter, some real tough times and some real happy times but if Digital Transformation is done well, it will lead to huge benefits to the organization.



DELIVERING VALUE TO CUSTOMERS BY EMBRACING NEW TECHNOLOGIES

SHAILENDRA SHUKLA, HEAD IT, MERCADOS ENERGY MARKETS INDIA

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader at Mercados Energy Markets India, our approach to managing technical projects involves thorough planning, effective communication, and efficient resource allocation.
We prioritize deploying solutions that are thoroughly tested, well-documented, and seamlessly integrated with existing systems.
Using technology, we strive to increase efficiency, productivity, and cost savings by streamlining processes, automating tasks, and leveraging innovative technologies.

Looking ahead to our agenda for 2023-24, our focus will be on

- Digital transformation
- sustainability initiatives
- enhanced security measures
- collaboration and partnerships
- innovation and research

Overall, our goal is to deliver value to our customers, increase operational efficiency, and leverage technology to stay ahead in a rapidly evolving technological landscape.

LATEST TECHNOLOGIES INFLUENCING GROWTH

To foster better growth and innovation at Mercados Energy Markets India, we have already implemented a variety of technologies in the past. Moving forward, we will further enhance the utilization of key technologies such as

- Artificial Intelligence (AI) and Machine Learning (ML)
- Cloud Computing, Edge Computing
- prioritize Cybersecurity and Data Privacy measures.
- Internet of Things (IoT)
- Robotic Process Automation (RPA)

REITERATING THE BRAND IDENTITY

In the power sector, where data is dynamic and time-sensitive, real-time data analysis plays a crucial role in enabling clients to operate efficiently. Mercados Energy Markets India recognizes this need and offers a centralized dashboard solution that effectively addresses these requirements. Our solution includes robust backend processes for data collection, interpretation, and visualization, which are tailored according to the specific requirements of each client. By collecting data from various sources in real-time, we ensure that clients have access to the most up-to-date information to make informed decisions and take timely actions.

Through our centralized dashboard, clients can monitor key performance indicators, track energy consumption, analyze power generation patterns, and identify any anomalies or inefficiencies in their operations. The dashboard provides intuitive visualizations and actionable insights that enable clients to optimize their processes, identify areas for improvement, and make data-driven decisions.

Our backend processes ensure the seamless integration and processing of large volumes of data, enabling clients to derive meaningful insights quickly and efficiently. We understand the importance of customization and work closely with clients to tailor the dashboard solution to their specific needs, ensuring that it aligns with their operational requirements and business goals.



EMBRACING NEW-AGE TECHNOLOGIES FOR EASE OF BUSINESS

PARNA GHOSH, PRESIDENT & GROUP CIO, MINDA INDUSTRIES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We have a process for getting the projects approved, it is something like we create a business case or a use case along with the business benefits. So, these can be tangible or intangible benefits. We have a concept of 6Ms, E&T and IT. 6M means Management, Marketing, Manpower, Materials, Money and Manufacturing, then we have E&T – Engineering & Technology and IT. These are eight functions in the organization. From all the functions, we receive a lot of project requests or initiatives. So, what we do basically is we share the template which captures all the information related to business benefits with respect to revenue increase or cost reduction or manpower efficiency improvement or manhours reduction and manpower reduction. So, this is the process for digital projects which means some kind of digital imprint is there. After this detail is approved, we start looking at the KPIs. So, if certain KPIs are there which are linked to current inefficiencies then we need to look at the new KPIs. Once all these things are decided, signed off and approved, then we start implementing the projects. In the current year our major focus area is Manufacturing.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are implementing advanced planning tool in one of our businesses as a pilot, which is called Advanced Planner and Scheduler (APS). We are also implementing Manufacturing Execution System (MES) in two plants at present and then in future will roll out in other plants.

Apart from that we are also implementing Robotics Process Automation (RPA) in a plant where all the customer orders are digitally collected and posted into the system as an indent. So, since various customers are sending it in different formats, so all the data in the bot is going to the portal, captures all the information and then it posts everything in SAP and the manual intervention is removed. In a single plant we are going to save around eight-man days.

We are also implementing Chatbot and Conversational bot for our HR applications through WhatsApp. So, for leave management, pay slips or any other features we are going to launch this soon.

We are also implementing IoT in few factories this year. In almost 10 factories we have already implemented IoT at this point and have plans to implement into few more factories.



QUALITY & EXCELLENCE HAS BEEN VITAL FOR CREATING A DISTINCTIVE BRAND FOR ITSELF

ANNIE MATHEW, CIO, MOTHER DAIRY FRUIT & VEGETABLES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

The Dairy industry has just battled a tough year and significant attention is focussed on cost optimization and productivity enhancement. Multiple projects have been rolled out to achieve these objectives and are at various stages of implementation. The geographical spread, the category diversity from dairy to horticulture to oil and the multiple channels like retail, distributor-retail, institutional sales and e-commerce present a spectrum of processes and configurations that are uniquely challenging for technology deployment. Another interesting shift is the proliferation of business digitalization initiatives and lesser focus on the purely 'technical' projects. Our agenda for 2023-24 is around scaling our digitalization projects and setting up the data framework for leveraging advancement in technologies like AI, analytics, blockchain etc. We have just finished our hardware refresh, retained our managed services infrastructure and will continue to leverage the cloud for agility and specific use cases.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are perpetually on the lookout for ways to reach closer to the consumer and to enhance our availability metrics. Current focus is on use of newer technology to plan and monitor the supply chain and optimize capacities and distances to reduce costs and deliver superior quality to the consumer. We are also focussed on the consumer experience at the retail touchpoints like our booths and even at home using home delivery opportunities.

REITERATING THE BRAND IDENTITY

We have always had quality at the core of everything we do. Our positioning of Maa Jaisi is something that only Mother Dairy can lay claim to. We are now creating a contemporary language and tone for the brand that will keep the brand modern and appealing to today's consumer. In each of the categories, we have core motivations running through – for instance our cow milk is about freshness and taste, our ice creams are about taste and purity, our paneer resonates with hygiene and softness. The idea is to own a central demand driver for each of these categories and build and reinforce these associations with Mother Dairy.



ALWAYS STAYING AT THE FOREFRONT OF THE TECHNOLOGY

PRINCE JOSEPH, GROUP CIO, NEST GROUP AND SFO TECHNOLOGIES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

I now manage projects with an emphasis on business outcomes rather than solely focusing on technical aspects. This approach entails dedicating time at the beginning to identify desired results, which are then consistently monitored and measured throughout the project. By doing so, we create a transparent scoreboard that showcases tangible gains and achievements across key dimensions such as cost, productivity, revenue, headcount, turnaround time (TAT), and on-time delivery (OTD).

Employing Agile methodologies and investing in the skill development of team members boosts overall capability, while enhanced communication ensures everyone stays aligned and informed, fostering a more collaborative and efficient project environment.

Furthermore, the adoption of new and improved project management tools, as well as automation in reporting, streamlines workflows, reduces manual effort, and enables real-time tracking of project performance. These advancements facilitate data-driven decision-making and empower teams to focus on strategic tasks that contribute to business success.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Our organization is committed to staying at the forefront of technology by closely monitoring trends and exploring emerging innovations. AI/ML, particularly large language model chatbots, have captured our interest due to their potential for disruption and transformative impact on our operations. As a key player in high-tech electronics manufacturing, we emphasize the importance of expanding our IoT and edge computing capabilities to enhance efficiency and enable real-time data management. To ensure seamless user experiences across geographies, we are focusing on extending our cloud adoption for superior performance and streamlined resource consolidation.

FORTIFYING ORGANIZATION FROM CYBER THREATS

In my organization, we prioritize security by adopting a security-first mindset and implementing the NIST Cybersecurity Framework. We regularly assess and update our security measures to address evolving threats, and emphasize employee training and awareness. Access control policies and multi-factor authentication are strictly enforced, and we keep software and systems up to date.

Our employees undergo regular cybersecurity training and awareness programs.

We enforce strict access control policies and multi-factor authentication, ensuring our software and systems are updated promptly. A well-defined incident response plan is in place, with regular reviews and updates to stay prepared. We utilize threat intelligence and robust network security tools to stay informed about emerging risks.

Our vigilant Security Operations Center (SOC) proactively monitors and protects our network. We remain particularly cautious about ransomware, supply chain risks, and potential intellectual property (IP) leaks, implementing necessary safeguards to protect our organization. By following these strategies, we maintain a robust security posture amidst the challenges presented by emerging technologies.



WINNING CUSTOMER SATISFACTION WITH DIGITAL EXPERIENCE

AMIT JAOKAR, CDO & CISO, NKGSB BANK

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Regarding my agenda for 2023-24, some key focuses would include:

- Digital Transformation: I would prioritize initiatives aimed at accelerating the organization's digital transformation journey. This may involve modernizing legacy systems, adopting cloud-based solutions, leveraging data analytics for informed decision-making, and exploring emerging technologies like artificial intelligence and blockchain for potential use cases.
- Cybersecurity: With the increasing complexity and frequency of cyber threats, I would allocate resources to strengthen our cybersecurity defenses. This includes implementing robust security measures, conducting regular security assessments, and ensuring compliance with industry regulations and best practices.
- Scalability and Flexibility: I would work on enhancing the scalability and flexibility of our systems and infrastructure. This involves evaluating and adopting scalable technologies, exploring cloud-based solutions, and designing architectures that can handle increased workloads efficiently.
- Talent Development: I would invest in the professional development of our technology team, ensuring they have the necessary skills to support our objectives.
- Data-driven Decision Making: I would promote a data-driven culture within the organization, emphasizing the use of analytics and insights to drive decision-making across various departments.

Overall, my agenda for 2023-24 would be centered around leveraging technology strategically, fostering innovation, and continuously improving efficiency, productivity, and cost-effectiveness to drive the organization's success.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

- Accuracy and Reliability: I aim to provide accurate and reliable information to the best of my abilities.
- Transparency: I make it clear that I am an AI language model and not a human expert. If there are limitations to my knowledge or understanding, I will do my best to communicate that. Transparency is crucial in maintaining trust with users.
- Consistency: I strive to provide consistent responses and avoid contradicting myself. Users should feel confident that they can rely on me for consistent information and guidance.
- Unbiased and Neutral Approach: I aim to be unbiased and neutral in my responses, providing information from a diverse range of perspectives.
- Privacy and Security: I prioritize the privacy and security of user interactions. My primary function is to provide information and assistance.
- Continuous Improvement: I am constantly learning and evolving based on user interactions and feedback.

Ultimately, winning the trust of customers involves consistently delivering accurate, reliable, and unbiased information, being transparent about limitations, and respecting user privacy and security.



IMPLEMENTING & ADAPTING NEW TECHNOLOGIES HELPING IN LONGTIME BUSINESS PROCESSES

TEJAS SHAH, HEAD IT - APPLICATIONS / INFRASTRUCTURE, PRINCE PIPES AND FITTINGS

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Various new SaaS-based ready to deploy and use software is one thing that is taken up and apart from out of box modules, certain tweaks need to be made as per business needs and requirements. Also, Cloud usage and security is one key agenda for the coming year. Various needs related to cybersecurity are always on top priority for every company.

LATEST TECHNOLOGIES INFLUENCING GROWTH

One, the critical factor for our domain is Data Analytics. We are planning to deploy Data Lake/Warehouse as a solution which will help to a great extent for critical business decision making. This gives well detailed insights on various reporting and in turn benefits to business for various business decisions. Also, XDR/EDR is the need of every organization and we plan to have this, and other critical cybersecurity related initiatives for various prospects.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We need to be a step ahead. We are looking to tighten up by implementing XDR solutions for end points/zero trust, binding the system and access allow only through domain. Other factors like regular VAPT/Audits to ensure that we are on track and open to no vulnerabilities. Another factor is to ensure that Cloud load is intact and secured.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

To understand the customer's pain point and give a holistic central and automated solution which eases the end problem and gives efficiency overall. Single pane for end customers' needs to look upon. Omni channel connects to ensure we are connecting to end customers via various modes. This helps to give ease and gives quick responses to reduce the waiting time for customers.



DRIVING BUSINESS WITH LATEST TECHNOLOGIES, INNOVATION AND COLLABORATION

SANDIIP KOTHAARI, SENIOR GM – IT (HEAD OF DEPARTMENT), ORRA FINE JEWELLERY

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Agenda for 2023-24:

- Evaluate and implement advanced analytics and data-driven decision-making solutions to improve operational efficiency and gain valuable insights
- Explore and pilot innovative technologies like Blockchain, Internet of Things (IoT), and edge computing to enhance process automation and enable new business opportunities
- Foster a culture of innovation and collaboration by establishing cross-functional innovation teams and facilitating ideation sessions
- Enhance cybersecurity measures to mitigate emerging threats and ensure the protection of sensitive data and systems
- Drive sustainability initiatives by adopting eco-friendly technologies and promoting responsible use of resources.
- Strengthen strategic partnerships with technology vendors, industry experts, and academic institutions to stay updated with the latest trends and foster a network of innovation.
- Invest in employee development programs, training initiatives, and knowledge sharing platforms to foster technical expertise and promote professional growth.

By pursuing these strategies and objectives, I aim to drive significant improvements in technical project management, solution deployment, efficiency, productivity, and cost optimization in the coming year.

LATEST TECHNOLOGIES INFLUENCING GROWTH

For better growth of the organization, there are few technologies which we are looking forward to which will be helpful for the growth of the business and customer experience.

- Artificial Intelligence (AI) and Machine Learning (ML) technologies continue to advance, enabling organizations to automate processes, gain insights from data, improve decision-making, and enhance customer experiences.
- Internet of Things (IoT) connects devices and enables data sharing and automation, leading to improved operational efficiency, real-time monitoring, predictive maintenance, and new business models.
- Cloud computing offers scalable and flexible infrastructure, enabling organizations to reduce costs, improve collaboration, and leverage advanced services such as big data analytics and AI.
- Augmented Reality (AR) and Virtual Reality (VR) technologies provide immersive and interactive experiences, with applications ranging from employee training and virtual tours to product visualization and gaming.
- With the increasing sophistication of cyber threats, organizations are investing in advanced cybersecurity technologies such as advanced threat detection, behavioural analytics, and encryption to protect their data and systems.



TECHNOLOGY - PAST, PRESENT AND FUTURE REDEFINES THE POTENTIAL & EFFICIENCY OF DOING BUSINESS

VIVEKANANDA NASKAR, DIRECTOR – IT, INDIA, PROTEGRITY

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We have adopted a multi-dimensional approach to increase efficiency and productivity. Key approaches are:

- Identified the right tools that are just right for the functionalities we need without any add-on feature set that is not needed or seldom used.
- Considering to put some amount of automation in place to increase efficiency and accuracy
- Trying to reduce the time we spend for password management
- Utilizing all the features of the existing tools to get better ROI from every tool we procured

LATEST TECHNOLOGIES INFLUENCING GROWTH

Instead of looking for new technologies, we are trying to make sure to utilise every tool to its full potential. Hence increasing value addition from every tool and reducing overall cost. We look for any new technology which gives us very good competitive advantage and absolutely higher efficiency.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Few effective and simple actions can keep us safe, while using any emerging or existing technology:

- First follow the security recommendations for the tool provided by the Tool Developer
- Provide access to the new tool with minimum requirement and then scale it up
- Put a robust backup process in place and safeguard the backed up data
- Keep the process simple and efficient
- Educate users about potential risks & threats and their mitigation

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

We need to make sure to provide the promised features in an efficient and effective manner, when we provide technology or tools on demand. It should be matching the committed features we published for a tool or technology. Initial features to be highly useful and compact. Later it can be scaled up to an enhanced feature list.



WITH RAPIDLY EVOLVING TECHNOLOGIES, PRISTINE GROUP TRANSFORMING INTO DIGITAL BUSINESS

AMIT KAPOOR, GROUP IT/APPLICATION HEAD, PRISTINE GROUP

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

In terms of my agenda for 2023-24, it would include:

Digital transformation: Driving the organization's digital transformation initiatives by leveraging technologies like Cloud computing, IoT, and Data Analytics. This involves identifying key areas for digitalization, aligning business processes with digital solutions

Automation and process optimization: Expanding the use of automation technologies to streamline repetitive tasks, reduce manual errors, and enhance operational efficiency. This includes process mapping, identifying bottlenecks, and implementing Robotic Process Automation (RPA)

Cybersecurity and data privacy: Strengthening our cybersecurity posture by implementing robust security measures, conducting regular audits, and enhancing employee awareness through training and education

Talent development and retention: Investing in the development of our technology teams by providing training programs, mentorship opportunities, and career growth paths

Continuous improvement: Promoting a culture of continuous improvement by encouraging feedback, conducting post-project evaluations, and implementing lessons learned. Regularly assessing our technology infrastructure, processes, and solutions to identify areas for optimization and cost reduction.

LATEST TECHNOLOGIES INFLUENCING GROWTH

As a technology leader, we continually evaluate the latest technologies to identify those that can drive better growth and provide a competitive advantage for my organization. While the specific technologies may vary depending on the industry and organization's needs, here are some of the latest technologies that we may consider adopting like AI and ML, IoT, Edge computing, Blockchain, RPA, AR, VR and Quantum computing, Devops.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Strengthening the organization's security posture is paramount in the face of increased attack surfaces resulting from the adoption of emerging technologies. Here are some key measures we would take to enhance security:

- Robust cybersecurity policies
- Multi-factor authentication
- Threat intelligence and monitoring
- Regular security assessments
- Regular software updates and patches
- Employee training and awareness
- Network segmentation

REITERATING THE BRAND IDENTITY

As a technology leader, there are several strategies, we would employ to make my brand distinctive and position it as a central player in its respective categories:

- Clear Value Proposition
- Exceptional User Experience
- Differentiation
- Strategic Partnerships
- Thought Leadership
- Customer-Centric Approach



PREPARED FOR THE SEISMIC SHIFTS IN THE MARKET DYNAMICS & CONSUMER NEEDS AND PROVIDING REQUIRED SERVICES & SOLUTIONS

DR. AMRUT URKUDE, CIO, RELIANCE POLYESTER (EX SHUBHALAKSHMI POLYESTERS)

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a leader, the CIO needs to understand the technology and related parameters so that risk can be reduced. We need to understand both technology and people so that we can set clear goals and calculate the project's return on investment. We need to select the right technology and the right partner to implement the technology projects, keeping in mind the budget. It is very important to consider what kind of skills are required to implement it and whether it is sustainable or not. It is also important to understand future support for technology. As leaders, we need to assign or delegate the work to the right resources or the right team. Sometimes it is necessary to upskill the resource to meet the requirements or become an expert so that the project fails and reduces the risk.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are planning to refresh our IT infrastructure, including LAN, WAN, and integration; high-speed and secure MPLS and ILL; Plant operation solutions to get real-time MIS and dashboard; Automation; Securities, IoT, HRMS, and Related Solutions.

FORTIFYING ORGANIZATION FROM CYBER THREATS

To strengthen cyber security, we are using the latest managed firewall services with zero tolerance, intrusion detection/protection, anti-virus, VPN, encryption, password hygiene. Also, from time to time we share the knowledge to the business users on cyber security. We are doing regular cyber security audits and acting on the findings.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Consumer expectations are at an all-time high as a result of the influence of technology. Continually raising the bar, our customers compare the experience of buying from us with that of competitors. Every customer needs fast deliveries, support, and hassle-free transactions. Most customers want information on their devices; hence, a lot of innovation or digital technologies are coming to the market. To win the customer, technologies play a crucial role as part of the company's products. To gain that, we are facilitating them on technologies by providing solutions, skills, and support.



WORKING IN CONCERT WITH THE CONVERGENCE OF INNOVATIVE TECHNOLOGY, THE REAL ESTATE INDUSTRY IS WITNESSING GROWTH

ARVIND SINGH, CTO, EVP-IT, PURAVANKARA

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We have a mandate from the top leadership to enable end-to-end digital experience and transparency in all our customer engagement and touch points using efficient processes and operations.

Bring digital innovation, AI/ML and AR/VR driven customer experience has a great role in bringing high engagement, rich customer interaction and consistency in brand value through the end-to-end purchase journey and touch points.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Technology Projects:

- Efficient implementation of Salesforce for Lead Management, Marketing spends efficiency & Sales forecast using Einstein Analytics.
- ERP Transformation from RAMCO to SAP Hana on Cloud for efficient tracking of Budget, Construction, Inventory & Sales
- End to End Digital Transformation of customer purchase experience from Pre-Sales, Sales & Post-possession journey
- Use of Drones for land/project survey, real time construction progress snaps & videos (Internal & External) for giving visibility to customers which builds trust.
- Use of AR/VR technology for showing 3D view of project & property walkthrough
- Implement tech-enabled app for broking or channel partners - more efficient, transparent & secure.

REITERATING THE BRAND IDENTITY

- Building a well-defined brand Vision, Brand Guideline, Design Guideline to achieve brand consistency across the digital & non-digital interfaces.
- Reduced cancellations after booking due to better customer engagement and real time progress visibility & updates along with demands.
- Reduced unsold inventory - Market research and Drone based survey helped in right planning of type of property (residential or commercial; if residential what will sell - 2BHK, 3BHK etc.; mass, premium or exclusive offerings to be built as per market research).
- Right, Data driven & Intelligent Property Selection for Investment: Using tech like Artificial Intelligence (AI) and precise mathematical modelling for price and quality taking into account various factors & POI Data-points.

There is a lot of scope of technology innovation usage like AR/VR driven experience through just scanning an AR/VR code to reduce the printing cost of property brochure, reduced multiple time site visits and faster decision making. There is scope for AI to play an even deeper role for intelligent marketing spend based on real time conversion analysis and routing of funds to the right channel with higher conversion. There is a very promising possibility of Blockchain in documentation if the law of land allows for remote documentation and agreement signing in the coming future especially while targeting NRI customers in the real estate industry.



CREATING A CULTURE OF INNOVATION WITH NEW TECHNOLOGIES TO BRING TRANSFORMATION IN BUSINESS

PRAGNESH MISTRY, SR. MANAGER GROUP IT, RPG ENTERPRISES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

The primary focus is on effectively managing technical projects, deploying solutions, and leveraging technology to increase efficiency, productivity, and cost savings within the organization. To manage technical projects successfully, adhere to established project management methodologies such as Agile or Waterfall, depending on the nature and requirements of each project. Working closely with stakeholders to define project objectives, scope, and deliverables, ensuring clear communication and alignment throughout the project lifecycle.

When deploying solutions, I prioritize a holistic approach that considers the specific needs and goals of the organization. I evaluate the available technologies and select the most suitable solutions that align with our objectives. Whether it is implementing new software systems, leveraging cloud infrastructure, or adopting emerging technologies such as Artificial Intelligence (AI) or Machine Learning (ML), I ensure that the solutions are scalable, secure, and compatible with our existing technology stack.

To increase efficiency and productivity, I identify opportunities to automate manual processes and streamline workflows. By leveraging technologies like Robotic Process Automation (RPA), workflow management tools, and Data Analytics, I seek to optimize operations, eliminate redundancies, and minimize human error. Additionally, I promote a culture of innovation and continuous learning, encouraging my team to explore new technologies and identify areas where technology can bring transformative changes.

Regularly assess the organization's technology infrastructure, software licenses, and vendor contracts to identify areas of potential cost savings. Negotiate favourable terms with vendors, explore open-source alternatives, and consolidate systems where feasible to reduce maintenance and licensing expenses. By conducting thorough cost-benefit analyses and keeping a keen eye on budgetary constraints & ensure that technology investments deliver maximum value for the organization.

LATEST TECHNOLOGIES INFLUENCING GROWTH

While the specific technologies viz. AI & ML, Cloud Computing, Augmented Reality along with security adopted may vary depending on the nature of the business, industry, and organizational requirements, an integrated approach is what will be looked at to gain significant traction and have opportunities for better growth.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Considering data protection at the initial stage of implementing a technology is the ideal approach. Having an Information Security framework and building the technology architecture considering it, abides to protecting the data. Having necessary data protection technologies such as encryption, data backup, access controls, perimeter security, technical hardening of core systems, and end user awareness are some of the key steps taken.



IN THE TECH-DRIVEN WORLD, DIGITALIZATION IS CRUCIAL TO SURVIVE AND SUCCEED

KAUSHIK CHAKRAVARTY, IT HEAD, RASHMI GROUP

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Modern devices and applications can help everyday work more efficiently, increase their productivity and ultimately achieve their business goals. We need to make sure that we use the right technology.

Find the tools that automate as per requirement. Also, add as many apps as possible that provide a way to digitize any manual processes. Investment in technology and innovation is fundamental for organisations today and is just one of the ways to reduce costs.

Our agenda for 2023-24 is use of Cloud computing software and digita l tools which has directly been able to contribute to financial management and control.

LATEST TECHNOLOGIES INFLUENCING GROWTH

To improve the functionality of an organisation, continually updating technology to keep pace with innovation shows a manufacturer's willingness to evolve rather than remain static.

Different technological solutions can significantly boost the productivity of the workforce. They can:

- improve communication across the business
- enable collaboration between different teams or parts of the business
- increase connectivity of staff, including those working remotely
- enhance employee engagement and motivate staff

FORTIFYING ORGANIZATION FROM CYBER THREATS

An attack surface analysis will help us identify the immediate risks, potential future risks and need to follow attack surface reduction strategies.

REITERATING THE BRAND IDENTITY

Building a brand identity is a multi-disciplinary strategic effort, and every element needs to support the overall message and business goals. It is an ongoing process that requires research, creativity, and consistency.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Businesses have learned to build intentional, trusted products by working together with impacted communities, civil society and government.

The companies that are doing more to build trust and are communicating this effectively to consumers will likely shift the landscape of consumer expectation even further. Digitalization has generally enabled wider and easier communication.

Building trust among customers, employees, investors, business partners, and other stakeholders, they contend, can make innovation easier. Trusting customers are more likely to believe that a new product or service has been designed with their best interests in mind. Trusting employees are more likely to support new projects and new ways of working, confident that the company has their back. Trusting investors are more likely to fund innovation initiatives, and trusting partners are more likely to share insights and work through challenges. Like innovation, trust blossoms when companies prioritize it, develop strategies to build it, track metrics that can show them when and where to change course, and then consistently apply those learnings not just over days and weeks but also over years and decades. Trust, then, is the currency of innovation. Companies that invest in trust are in a very real sense also investing in innovation.



ALIGNING EMERGING TECHNOLOGIES FOR A BETTER TOMORROW

SIBASIS PRADHAN, CTO, SAHAJ INFOTECH

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader our main motto is to effectively manage technical projects, deploy solutions, and use technology to increase efficiency and productivity while cutting costs. Below given pinpoints are the agenda for 2023-24:

- Choosing the Right Technology
- Manage Passwords Effectively
- Keep in Touch with the Team
- Use project management tools
- Foster a culture of innovation
- Incorporate Automation Tools (CI/CD)
- Use Technology More Efficiently
- Use agile methodologies
- Leverage automation and AI
- Conduct regular technology assessments
- Set Clear Goals and Keep It Simple

FORTIFYING ORGANIZATION FROM CYBER THREATS

The increasing use of emerging technologies such as cloud computing, artificial intelligence, and the Internet of Things has significantly increased the attack surface for businesses, making them more vulnerable to cyber-attacks. These technologies have enabled businesses to increase productivity, reduce costs, and gain a competitive advantage, but they also introduce new security risks that must be addressed.

For example, cloud computing provides businesses with the ability to store and access data from anywhere, but it also creates new opportunities for hackers to steal sensitive information. Similarly, the Internet of Things (IoT) has enabled businesses to collect and analyze vast amounts of data, but it also increases the number of connected devices that can be targeted by cybercriminals.

Artificial intelligence and machine learning have also introduced new security risks. These technologies are being used by businesses to automate processes and identify patterns in data, but they can also be used by cybercriminals to launch more sophisticated attacks.

To mitigate these risks, businesses should implement robust cybersecurity measures that are designed to protect against emerging threats. This includes

- Implement multi-factor authentication (MFA) & strong access controls
- Conduct regular security assessments
- Provide cybersecurity awareness and training all team members
- Establish incident response and disaster recovery plans.
- Regularly update and patch software
- Monitor system activity
- Implement encryption

By taking a proactive approach to cybersecurity and staying up to date with the latest threats and best practices, businesses can minimize their risk and protect themselves against emerging threats.



IMPLEMENTING EFFECTIVE TECHNICAL GOALS FOR STRATEGIC GROWTH

ARIJIT DASGUPTA, HEAD IT, RUPA & COMPANY

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Start by setting clear goals and objectives for the projects you'll be working on. These goals should align with the overall business strategy and address specific areas where efficiency and productivity improvements are needed.

Assess the current technology infrastructure, systems, and processes in your organization. This audit will help you prioritize projects and allocate resources effectively.

Create a comprehensive technology roadmap that outlines the projects, initiatives, and upgrades your plan to undertake during 2023-24.

Prioritize projects based on their potential impact on efficiency, productivity, and cost reduction. Consider factors such as return on investment, alignment with business objectives, and feasibility of implementation.

Implement effective project management practices to ensure successful execution of technical projects. This includes defining project scope, establishing timelines, allocating resources, and monitoring progress regularly.

Explore opportunities to leverage cloud computing services and automation tools.

Invest in data analytics capabilities to derive insights and make data-driven decisions.

Prioritize cybersecurity to protect your organization's data, systems, and customer information.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

To win the trust of customers in the digital age, where on-demand services are prevalent, consider the following strategies:

Be transparent in your business practices and communicate openly with your customers. Clearly state your policies, pricing, terms, and conditions.

Prioritize the protection of customer data. Implement robust security measures to safeguard personal information and adhere to data protection regulations.

Provide exceptional customer service at every touchpoint. Be responsive, helpful, and attentive to customer inquiries, feedback, and complaints.

Leverage customer data to personalize the customer experience. Tailor recommendations, offers, and communications based on their preferences, purchase history, and behaviour.

Deliver a consistent brand experience across all channels and interactions.

Encourage and showcase positive customer reviews and testimonials. Highlight real-life experiences and success stories from satisfied customers.

Conduct your business with honesty and integrity. Avoid deceptive or misleading practices. If mistakes or issues occur, take responsibility, apologize, and make amends.

Foster a sense of community around your brand by creating online forums, social media groups, or customer loyalty programs. Encourage customers to engage with each other and share their experiences.

Be authentic in your brand communication. Avoid excessive marketing hype or false promises.

Continuously seek feedback from your customers and use it to improve your products, services, and customer experience.



BUILDING OMNI CHANNEL EXPERIENCE TO BETTER COMMUNICATE WITH CUSTOMERS

DR. MAKARAND SAWANT, VP – IT, SAHYADRI GROUP

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Consolidation and central management approach is necessary to increase efficiency and productivity and cut costs. Solutions on cloud platforms and technology is the way forward. Also enhancing information security posture is required to ensure data protection.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Along with implementation of cloud solutions, enhancing information security posture through Threat Intelligence to ensure data protection.

REITERATING THE BRAND IDENTITY

Building brand distinctiveness does not happen overnight, though. The element(s) that are chosen need to be seen or heard, or experienced. When the customer encounters them, their brand recall is instantaneous, with no hard thinking required. Therefore, it should be a goal to lock the brand's imagery permanently and sounds into people's brains.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

We are trying to build an omni channel experience for our customers through various touch points, applications, having consistent interfaces and accurate data. This will help in establishing better communication with our customers.



REMAINING COMPETITIVE AND RELEVANT WITH ENHANCED TECHNOLOGY ADOPTION

DR. N RAVEENDRAN, VP – ENTERPRISE WIDE SOLUTIONS [CIO], SAKTHI FINANCE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

If technology projects are well conceived and designed to fulfill the intended purpose with management's buy, half of the success is ensured. Here, the objective of the project, benefits to be reaped, cost, timelines etc., are well established. Selecting the right product/solution, project management, thorough testing, change management, training and post implementation support would ensure the rest of the success. Having a separate team formed for the technical projects with the constitution of the right mix of functional and technical members, the belongingness of the project during and post execution is well ensured.

If the project is well executed, the obvious benefits like process/productivity improvement, cost reduction, and customer satisfaction would get automatically achieved.

In 2023-24 the focus areas are enhancing the Customer excellence, people excellence, process excellence and strengthening the Digital security and compliance areas using proper approaches and technologies.

LATEST TECHNOLOGIES INFLUENCING GROWTH

As an entity regulated by RBI, to fulfill the CFSS – Core Financial Services Solution requirements, we are poised to adopt the technologies under Cloud, Mobility, Data Analytics [AI/ML] though we have the basic solutions like ERP, HRMS, CRM are in place.

Employee First and People First initiatives being undertaken by us through a project named 'Swaraj' would obviously reap the expected benefits in terms of growth in operations and revenues. Strategy wise, horizontal and vertical based business expansion is being undertaken for better growth.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Information security is the integral part of our/any business with perennial measures and dedicated focus. Though RBI recommended directives were implemented and being adhered to, we went extra miles by implementing ISMS – Information Security Management System and recently obtained the ISO 27001 certification.

We strongly believe, adhering to the established policies, processes, Standard Operating Procedures with clear evidence would support to sustain and enhance the security measures. Creating awareness among all the stakeholders is very critical with reference to Information Security. We are also on the verge of forming a SOC – Security Operations Center to centrally monitor the Security related controls and measures dynamically without giving room for any slip-overs or incidents.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Digital mode of marketing initiatives is being undertaken to expand the geographies and also to touch the younger generation or the so-called millennials. Reducing the TAT – Turn Around Time of the services is the critical USP now to achieve and sustain the relationship amidst heavy competition.



TAKING A HOLISTIC VIEW OF DIGITAL CHANGE EFFORTS FOR ATTAINING BUSINESS OBJECTIVES

MEETALI SHARMA, DIRECTOR - RISK, COMPLIANCE & INFORMATION SECURITY, SDG SOFTWARE (I)

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Any solution deployed within our environment is based on thorough risk assessment and is used only when it can be utilized to mitigate any existing or new risk. We also ensure that the new technology helps in reducing manual efforts and minimizing human errors. In this manner, we ensure that return on investment is achieved and each technology or tool deployed increases efficiency and productivity while reducing costs. Our agenda for 2023-24 is to deploy more modules of our GRC platform TruOps to manage our internal environment. We would also like to focus more towards employee awareness to ensure security of data during remote working.

LATEST TECHNOLOGIES INFLUENCING GROWTH

With the increase in remote working over the last two years due to the pandemic, it is critical for organizations to adapt such technologies which are in line with their business objectives while supporting the remote environment. In the same context, we also conducted a risk assessment of our environment based on the emerging threats due to remote working. In the same context, we have deployed or in process of deploying various technologies to secure our environment such as data loss prevention, XDR, 24*7 Security Operations Center, phishing simulations, email security, user behavioural analytics & monitoring, encryption, multi-factor authentication, remote patching to name a few. All these would help in ensuing we are cyber resilient. Along with this, focus is also on continuous security awareness and training of employees. We also ensure that our business continuity plans as well as incident response plans are tested and updated regularly.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

One of the most important guiding principles that we follow at SDG is to "Act in the best interest of customer". In order to win the trust of our customers, we ensure that we deliver the best services to our customers with 100% quality. We partner with our customers to understand their environment well and make sure that the customer looks good without making any mistake on their own or with us. We make all endeavours to wow our customers at all times and monitor this through regular feedback from them. Customers are also very happy with the overall cybersecurity framework deployed by us and we ensure cyber resilience through continuous monitoring and periodic risk assessment of our operating environment. All this helps us in winning trust of our customers while ensuring security and quality.



FLOURISHING HOLISTICALLY WITH THE LATEST TECHNOLOGY SOLUTIONS

A SHIJU RAWTHER, CTO, SBI MUTUAL FUND

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Regarding my agenda for 2023-24, here are some of my priorities:

- Digital Transformation: I will continue to prioritize digital transformation initiatives to improve business processes, reduce manual effort, and improve overall efficiency.

- Cloud Adoption: I will focus on migrating more applications and services to the cloud to reduce costs and increase scalability.

- Cybersecurity: I will ensure that the company's cybersecurity measures are up-to-date and aligned with best practices.

- Agile Methodology: I will continue to implement agile methodologies in the development process to increase speed to market, improve collaboration, and increase efficiency.

- Artificial Intelligence and Machine Learning: I will explore opportunities to leverage AI and machine learning to automate processes, improve decision-making, and enhance customer experiences.

In summary, my approach to managing technical projects, deploying solutions, and leveraging technology is to prioritize business objectives, collaborate closely with other departments, and leverage cost-effective and scalable technologies. My agenda for 2023-24 is focused on digital transformation, cloud adoption, cybersecurity, agile methodologies, and AI and machine learning.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Here are some ways we are strengthening our organization:

- Risk Assessment: We conduct regular risk assessments to identify vulnerabilities and prioritize security efforts based on potential impact and likelihood.

- Cybersecurity Training: We provide regular cybersecurity training to all employees to ensure they are aware of best practices.

- Access Control: We enforce strict access control policies to ensure that only authorized personnel have access to sensitive data and systems.

- Patch Management: We regularly update our systems and software with the latest patches and security updates to prevent known vulnerabilities from being exploited.

- Endpoint Security: We use endpoint security solutions such as anti-virus, anti-malware, and intrusion detection systems to protect against threats.

- Network Segmentation: We implement network segmentation to isolate critical systems and reduce the impact of a potential breach.

- Incident Response: We have a robust incident response plan in place to quickly detect and respond to security incidents.

- Third-Party Risk Management: We assess the cybersecurity posture of our third-party vendors to ensure they meet our security standards and do not pose a risk to our organization.



FOSTERING GROWTH WITH THE POWER OF INNOVATIVE TECHNOLOGIES

VISHWAJEET SINGH, CIO & CEO, SALASAR BALAJI LOGISTIC

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Enhancement of technology is a continuous process and we keep investing into it. Our focus is always on removing redundancy and optimising the efforts.

We parallelly work with all the departments and collect user feedback, go to the depth of the problem statement, create a blueprint, have it validated by the SME and roll out.

Our focus for 2023-24 will be mostly towards ML, Chat Bots and User Experiences.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are working on IoT based solutions along with ML. With the help of IoT and ML, we are looking into compliances, cost, manpower effectiveness, lower maintenance and better turnaround time.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Now, we have multiple gateways to get into the system and it is becoming very difficult to offer strong and advanced protections. You need to have multiple types of solutions to take care of your technology environment.

We are working along with a few security partners to create a suitable solution. We are also using a third-party solution for 24/7 security surveillance for real time alerts.



LEVERAGING TURNKEY PROJECTS FROM CONCEPTUALISATION TO OPERATIONALISING THE PROJECTS WITH TECHNOLOGY INFUSION

KARNIKA SETH, CYBERLAW EXPERT & MANAGING PARTNER, SETH ASSOCIATES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Technical projects require a close review of applicable policies and legal compliances. With the changing matrix of regulations in India, deployment of new technology such as AI requires due diligence and dexterous drafting of policies and SOPs. We advise companies on technology related projects from inception to completion and design policies to ensure legal compliance. Our focus in 2023-24 is to advise clients on deploying new technologies to enhance their productivity and client experience. Our firm handholds turnkey projects and renders advise from conceptualisation to operationalising the projects with technology infusion.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Increased use of software for e libraries enables comprehensive legal research, video conferencing and team coordination is streamlined using collaborative work software/services. We intend deploying additional firewall, antimalware software, Virtual Private Network, Data Loss Prevention software and other software /services to enhance cybersecurity and productivity. 16 checkpoints are implemented including encryption, data protection, user access control and network security to secure data and systems.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We make consistent measures to deploy Cybersecurity solutions, including use of VPN, data loss prevention software, antimalware software and other data backup /cloud solutions to protect important information. As technologies are dynamic, and change at a rapid pace, continuous efforts are made to step up cybersecurity measures and realign SOPs and rules within the organisation.

REITERATING THE BRAND IDENTITY

Seth Associates has been rendering its expertise in Cyber Law for over two decades, and we advised the government and private entities on all aspects of tech law. I recently drafted, voluntarily, the Artificial Intelligence Act for India and have made recommendations on the Data Protection bill and the Digital India Act to the Government of India. We also advised the Government of India on decriminalisation of Indian law, gaming laws, advisory against fake loan apps, and submitted recommendations and advised the Ministry of IT on signing a Cybercrime Convention for its deliberations at the United Nations. We take pride in the contributions our firm has made in shaping the contours of Cyberlaw in India.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Through technology solutions that build more trust, transparency and accessibility. We provide timely updates and relevant information to our clients, are more accessible and digital transformation has led to digital efficiency. Our teams connect effectively and respond to our clients across various communication channels, and video conferencing has led to efficiencies of time management.



ENSURING TECHNOLOGICAL INITIATIVES TRANSFORMING THE BUSINESS DYNAMICS

AMIT ARORA, CIO, SHR LIFESTYLES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader, I put a lot of effort into implementing agile project management techniques and encouraging cross-functional teamwork to make sure technical initiatives are carried out without a hitch. We can save costs by streamlining operations, optimising resource use, and improving overall productivity by choosing the appropriate technological solutions. My agenda for 2023-24 includes leveraging data-driven insights to make informed decisions, exploring opportunities for automation, and strengthening our digital infrastructure to support our growth objectives.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are actively exploring the following technologies to promote growth and keep a competitive edge:

- By using machine learning and Artificial Intelligence (AI), we aim to improve demand forecasting, inventory management, and customer experience.
- To bridge the gap between online and offline channels and give customers more convenience and choice, we are integrating omnichannel throughout all 110 of our retail locations.
- We employ video analytics to learn more about customer behaviour, such as dwell time, in-store navigation patterns, and foot traffic. By using this data, we can better serve our customers through improved product placement, store layout, and marketing initiatives.
- Personalized marketing campaigns and targeted promotions are made possible by advanced data analytics tools that provide deeper insights into customer behaviour and preferences.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Our company places a high focus on cybersecurity, and we are taking preventative measures to protect our digital assets. Among the actions we have taken are some of the following:

- Establishing a solid security system that complies with industry norms and best practices.
- Frequent vulnerability scans and risk assessments to find and fix any potential security holes.
- Protecting sensitive data by putting multi-factor authentication, encryption, and other cutting-edge security methods into practice.
- Offering consistent employee education and awareness campaigns to encourage a security-conscious culture within the company.
- Creating a thorough incident response plan to guarantee quick and efficient action in the event of a security breach.



MAKING INFORMED DECISIONS BASED ON CAPTURED INSIGHTS IS KEY TO BUSINESS SUCCESS

DINESH KAUSHIK, CIO, SHARDA MOTOR INDUSTRIES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

There is a lot of buzz around artificial intelligence and its implications. The impact of artificial intelligence and automation can also be seen and felt in the project management sector.

Impact: Many companies have already started using AI in project management to perform their daily tasks that require human effort through task automation. The effect goes beyond automating simple tasks but is also quite helpful in obtaining performance insights. Project managers can use automation to perform complex tasks ranging from scheduling to data visualization and make informed decisions based on the captured insights.

First and foremost, project managers should embrace AI in project management and then learn how to leverage it for successful project completion.

Inclusion of hybrid project management approaches

When Tele Smart took a survey, it was found that 58% of respondents believe that emotional intelligence is one of the strongest predictors of performance irrespective of the nature of the job.

Impact: Managing projects go beyond defining the scope, making deadlines, deciding the budget. Project managers have to manage people as well and that means more complications.

Failing to understand team members' emotions could lead to a lot of emotional activity in a team. Obviously, the result isn't always all hunky-dory.

More focus on data analytics and numbers

Project management involves a lot of data. Project managers are increasingly leveraging data insights to make informed decisions to handle projects in a better way and increase business growth.

Impact: Whether it's project planning, quality management, or risk estimation, the use of big data analysis has already started shaping the project management world. The collected data is useful to learn how to form teams, the size of the team, how to include and position team members, skill sets needed to manage projects better.

LATEST TECHNOLOGIES INFLUENCING GROWTH

New Technology Trends:

- Computing Power
- Digital Trust
- Smarter Devices
- 3D Printing
- Datafication
- Genomics
- Artificial Intelligence and Machine LearningExtended Reality

Some tech trends, like the proliferation of 5G cellular networks and artificial intelligence, are steadily gaining importance.

Other tech changes are relatively new and haven't yet disrupted the market, but their significance is undeniable:

Embedded Business Intelligence, Customer Communication Tools, 'Appified' Visual Presentations, Personalized Video Messaging, Outreach. io, Intent Intelligence, Attribution Technology, Cloud Team Management, Blockchain, Artificial Intelligence, Remote Communication Tools, Conversation Intelligence, Connect and Sell, Augmented Analytics, Machine Learning.



ADVANCED BUSINESS INTELLIGENCE HELPING TO ACHIEVE THE QUALITY AND WAYS OF BUSINESS GOALS

V. SENDIL KUMAR, CTO, SHRIRAM CAPITAL

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

We have designed the applications for Hybrid and Multi cloud environments where both public and private clouds communicate. In this scenario data management can become easy and high availability can be configured accordingly. In 2023-24, strong monitoring and control mechanisms need to be enabled where currently tools are pre-matured and have limited options.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Designing new applications on Micro services and even monolithic applications to Micro level architecture are also in the plan. As the organisation is growing data size too gets increased. Due to this, resources, scalability are a concern. Micro services architecture helps in auto scaling where necessary PODs and resources can be increased/decreased accordingly.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Earlier data was controlled centrally, so data visibility, manageability was easy for many organisations but now data is available across all areas. So, the process has to be redesigned and needs to concentrate more on data flow in edge devices. Clear monitoring and reviewing of data movement are very important. So, processes and products which have clear visibility are to be deployed accordingly.

We have strong security skill sets and the security postures are reviewed in a hybrid environment by both the in-house and external team. With internal and multiple reviews from external agencies can help in strengthening organisation's data management.

REITERATING THE BRAND IDENTITY

Unlike earlier where technology was a back end, now technology helps business teams to increase in creating the strong brand through digital business. As applications are enabled for B2C, technology helps in building brands for the organisation. Further business transactions through mobile, increase through social media makes the organisation's visibility at large.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Customer first along with employee first can move the organisation to the next level. Digital technologies help in getting instant feedback from the customers which helps organisations to act accordingly. Customers expect organisations to address their queries with less TAT (Turn Around Time). In this scenario, deploying digital helps a lot. Digital helps to collect data on customer choices, interest and their behaviour. Organisation should increase analytics on the application where the data collected can be sliced and diced to get proper and necessary results



IMPLEMENTING VARIOUS IT ENABLEMENT INITIATIVES TO ENABLE BUSINESS CONTINUITY

HARIHARAN SUBRAMANIAN, VP - IT, SHRIRAM PROPERTIES

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

In 2023-24, we will continue to work on making all departments tightly integrated with technologies, data should flow seamlessly, and better data visibility with analytics resulting in better and quicker decision-making. We are also planning to implement a proactive cyber security vulnerability assessment and risk analysis programs for better security controls.

Last year, we implemented various IT enablement initiatives across our departments and projects along with our vendors and suppliers. We rolled out the transition from on-premise to Cloud/Data Centre infrastructure, SAP implementation along with security and remote working possibilities to enable our workforce to work remotely and from home without impacting business continuity. That has helped us organize and manage the operation efficiency across our project sites with centralized decision making which became possible due to the various IT projects we implemented to integrate all the supply chain to end-user sales data for quick and to make informed decisions. This year, we will focus on making the system more robust and efficient with the least downtime and glitches.

This also helped reduce operational costs by more than 40% and faster rollout time along with increased customer experience.

LATEST TECHNOLOGIES INFLUENCING GROWTH

The nature of our industry is we have a distributed workforce and we work with a lot of vendors and suppliers. Security of data access and data storage is a critical aspect. We have already adopted Zero Trust Access security for secure access of applications by our distributed workforce and some of our vendors. We will be enabling all our employees with Zero Trust Access security to safeguard our data and risks arising out from unauthorized access.

ChatGPT is one technology that is quite a buzz. We are planning to implement some form of Chatbot for better customer experience. We will continue to keep using data analytics for better visibility of data and informed decision making.

REITERATING THE BRAND IDENTITY

Real Estate is generally considered as a traditional industry in terms of technology adoption. We want our organization to be at the forefront of digital technology adoption and use technology as a lever to provide better customer experience and earn customer trust.

Shriram Properties is one of the fastest growing real estate players, we recognized IT enablement of the organization would be an integral part to our success and growth journey.



NEW EDGE TECHNOLOGIES MAKING LIFE PROCESSES EASY

ANAND RUHELA, HEAD IT, SIKKIM MANIPAL UNIVERSITY

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

All the projects in the organisation are planned as per the business needs and suitable solutions are identified accordingly to drive the business efficiency as the initiative of digital transformation using new edge technology.

As far as the agenda for the current year is concerned, we categorised all the project in three categories:

- Customer centric digital initiatives
- Automation of core business processes
- Technology projects which are revamping of the existing technology architecture for cost optimization and transformation existing IT landscape

FORTIFYING ORGANIZATION FROM CYBER THREATS

In order to reduce the attack surface and hacking risk, we must understand the network's security environment, which involves a careful, considered research project. An attack surface analysis will identify immediate risks and potential future risks. Following are the roadmap which may help in completing the attack surface analysis. Typical attack surface reduction techniques involve: Credential based access, routine clean-up schedule, update code, follow employee best practices for password, scan regularly the network to ensure health network.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

The pace of digital innovation and adoption is often so rapid now that we as a customer can quickly become dependent on new tools, without noticing that they have become a part of their daily experience. We are increasingly relying on digital tools to make life easier, save money and time, enable them to work from home, or reduce their environmental footprint. Moreover, we use mainstream and emerging technology across multiple aspects of their lives and that has increased dramatically in the last year. The increasing dependence on digital tools both at work and at home is coming at a time when we as a customer are more worried about a wide range of economic and personal factors.

REITERATING THE BRAND IDENTITY

Brand strategy can help you to plot your brand distinctively, a good brand has a clear focus, strong visuals, must be familiar with its target audience and is easily recognizable in a sea of similar brands. Innovation, use of advanced technology and emotional touch are some other factors which help in making your brand value distinctive.



UNDERSTANDING THE BUSINESS DYNAMICS AND FURNISHING INNOVATIVE SOLUTIONS

NITIN DHINGRA, CDO, SOMANY IMPRESA GROUP (HOME OF BRAND HINDWARE)

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Our mantra is simple: work with businesses to understand their priorities and align with cross-functional teams sponsored by CxOs to collaborate on a) creating a landscape for the next ~2 years, b) working with DevOps and an agile approach to co-create solutions using established partners or nimble startups as needed, c) implementing strong governance with daily working team meetings and frequent check-ins with CxOs, managed effectively by a very strong PMO team and tools, and d) maintaining a dedicated focus on adoption via jointly agreed-upon KPIs between digital and business teams.

Personally, I am involved in mission-critical projects, building team structures and upgrading skills, developing enterprise architecture for the IT landscape with consideration for the dynamic nature of the business, ensuring adoption of newly released applications through change management or innovation, realizing benefits from digital investments, strengthening cyber security, and, last but not least, working on initiatives to further improve the digital capabilities of the entire organization using various innovative approaches.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Our primary goal is to help businesses achieve their objectives by utilizing digital tools. As we embark on this journey, we come across various technology tools. We have found that certain emerging technologies such as Data and its architecture on cloud, RPA, IIOT, AI/ML, AR/VR, Virtual assistant, and Cloud computing have been widely adopted by us. We are also aggressively evaluating options of open AI tools like open AI to support our business operations.

FORTIFYING ORGANIZATION FROM CYBER THREATS

With an increasing number of hacking attempts, the field has become very volatile. Even machines on our shop floor become vulnerable when they are connected through IT/OT networks. To address this challenge, we have taken several initiatives.

First, we have created a clear understanding of our application roadmap, along with our digital and data strategy. This is complemented by an appropriate cybersecurity framework that includes elements of risk assessment, frequent audits, and the creation of a structured task force that specifically works on incident resolution in low turnaround times.

Second, we work with established players to bring security elements at data, privacy, and access levels. We have also introduced a layered defence approach that includes tools such as antivirus, data protection, firewalls, and zero trust.

Finally, we have taken steps to educate our people about the risks associated with cybersecurity and how to avoid them.



CONTINUOUS INNOVATION KEEPS THE PRODUCT AHEAD AND GIVES THE BRAND AN IDENTITY

DR. VINEET BANSAL, GROUP CIO, SURYA ROSHNI

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader, I am working on various strategies to manage Projects, leverage technology to increase efficiency, productivity, cost saving etc. Ensuring effective project management practices, managing milestones, monitoring allocative resources properly and monitoring overall progress of the project. Focusing on building teams and empowering team members to take ownership of their work. Constantly evaluating emerging technologies which are aligned with business requirements and can help in business growth. Aiming to analyse the current process and streamlining using technology. Identifying and implementing cost-saving measures without compromising quality and innovations.

My Agenda for 2023-24 will be to continue driving our organization's digital transformation efforts and leveraging data-driven insights for informed decision-making.

I will strengthen the organization's cybersecurity and will explore the potential of AI and IoT. I will focus on optimizing Cloud infrastructure as well.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are starting our journey by implementing SAP with analytics in our organization for better growth. Later we will explore how to implement technologies which can enable business and help in business growth. It is important that adoption of technology should align with business goals.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Strengthening the security against emerging threats is a top priority to mitigate increased attacks. Some key steps are important to strengthen the organization.

Conducting regular risk assessments to identify the vulnerabilities and potential threats across our network and system is very important. Also, a robust security strategy is a must for new threats which includes security policies, conducting risk assessments and clear guidelines, ongoing training and education to the employees is must.

REITERATING THE BRAND IDENTITY

Focusing on customer experience involves understanding customer needs and offering excellent customer service throughout the customer journeys distinct brand. Brands can differentiate themselves by articulating their unique value proposition. Continuous innovation keeps the product ahead in the market and gives the brand an identity.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Excellent customer service, clear communication, continuous improvement etc. keeps us ahead and allows winning the trust of the customers.



ADOPTING CUTTING-EDGE TECHNOLOGIES TO SCALE UP BUSINESS GROWTH

VARUNDEEP KAUR, CIO, SPICE MONEY

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Technology adoption is critical and important for delivering any project in today's VUCA world. Automation (provisioning, deployments, hygiene, testing, security testing), adoption of DevOps practices, agile practices, choosing low/ no code software platforms, machine learning, workflows, RPA for ticket processing/ revenue reconciliations/ bank statement management, business rules engines, data driven decision making and various cost optimization initiatives are the way to reduce the costs, improve productivity and efficiency.

For 2023-24, focus is on digital transformation, further automation, heavy usage of generative AI to free people from menial but important tasks, further strengthening cybersecurity, cost optimization, enhancing collaboration, talent development, keeping track of emerging technologies and evaluation of their feasibility and relevance for adoption and implementation.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Generative AI, Edge computing, Quantum computing, AI/ML, Blockchain, Data Fabric are the latest technologies that the organization is planning to adopt to scale up growth.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Investment in right technologies, comprehensive security framework, risk assessment and management, robust authentication and access control (MFA), security awareness and training, regular patching and updates, network segmentation and monitoring, robust incident response, BCP, cyber resilience, regular security assessments and audits, use of automation to automate regular screening and testing are the measures adopted by the organization.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

Transparency is key, with clear communication about pricing, policies, and data handling. Prioritizing data privacy and security through robust measures and compliance with regulations builds confidence. Excellent customer service, personalized experiences, and authentic communication demonstrate attentiveness and care. Utilizing user reviews and testimonials as social proof and ensuring a consistent brand experience also fosters trust. Showing social responsibility and sustainability efforts, continuously seeking customer feedback for improvement, and focusing on building long-term relationships further strengthen customer trust.



TECHNOLOGY HAS BEEN AT THE FOREFRONT OF EVOLUTION PROPELLING TO EASE LIFE

NAVANEETHAN M, SR. VP & CISO, TATA PLAY

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Apart from cost vs benefits analysis, we always look at continuous improvement and build state-of-the-art technology as it is the need of the hour to sustain in a tech competitive world and to provide world-class service to customers.

LATEST TECHNOLOGIES INFLUENCING GROWTH

The latest technologies that are influencing growth are:

- Generative AI
- Live Streaming and Over-the-Top (OTT) Platforms
- Blockchain
- Cloud security
- Cloud Technology
- Virtual Reality (VR) and Augmented Reality (AR)
- High Dynamic Range (HDR)
- Data Leakage Prevention

FORTIFYING ORGANIZATION FROM CYBER THREATS

We follow a multi-layer defence mechanism to protect the organization and customer's assets. Cybersecurity is an ongoing effort, and we continually adapt security measures to keep pace with evolving threats and technologies.

We have 360-degree view of Preventive and defensive mechanism of

- Cybersecurity
- Identity and Access Management
- Data Governance
- Regular Updates on the patches
- Zero Trust Network Architecture
- Encryption and Data Protection
- Application security
- Vendor Risk Management
- Robust Authentication
- Secured Configuration
- Continuous cyber security awareness
- Continuous and consistent Monitoring

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

To win customer trust, Tata Play follows:

- Consistent on innovation
- Continuous Improvement
- Affordable to all set of customers
- Accuracy and Reliability
- Quality at right pace



TECHNOLOGY CREATING NEW CAPABILITIES LEADING TO BUSINESS GROWTH

ANUJ TEWARI, CISO, TMF GROUP

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As a technology leader, it is crucial to manage technical projects, deploying solutions, and leveraging technology to increase efficiency, productivity, and cost-cutting. Here are some key considerations for our agenda in 2023-24:

We should continue driving digital transformation initiatives to modernize business processes, systems, and infrastructure.

With the increasing number of cyber threats, we should focus on enhancing the organization's cybersecurity posture.

It is important to prioritize optimizing IT operations to streamline processes, reduce downtime, and improve overall efficiency.

Given the exponential growth of data, it is crucial to prioritize data governance and management.

We should foster a culture of innovation and agility within our organizations.

We should identify opportunities for intelligent automation to increase efficiency and reduce costs.

We should focus on strengthening IT governance and risk management practices.

It is important to conduct cost optimization initiatives by identifying areas where technology can help reduce expenses without compromising quality.

LATEST TECHNOLOGIES INFLUENCING GROWTH

As technology evolves rapidly, we should stay abreast of the latest technologies that can drive better growth and security for our organizations. Here are some technologies worth considering:

Artificial Intelligence (AI) and Machine Learning (ML) can help organizations improve cybersecurity defenses, enhance threat detection capabilities, streamline and automate routine tasks.

Cloud computing offers scalability, flexibility, and cost-effectiveness. It is crucial to evaluate cloud solutions, including Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS), to optimize operations, improve collaboration, and reduce infrastructure costs.

It is important to develop strategies for securing IoT devices, implementing robust identity and access management, and ensuring data privacy in IoT deployments.

Blockchain is required to consider for applications such as secure data sharing, digital identity management, and supply chain traceability.

We can leverage Robotic Process Automation (RPA) to streamline operations, reduce human error, and improve productivity in various areas such as security operations, compliance reporting, and data management.

Utilizing data analytics and business intelligence tools can help us derive insights from data, make data-driven decisions, and identify areas for improvement. Leveraging technologies such as data visualization, predictive analytics, and advanced reporting can drive business growth.



DIGITAL TECHNOLOGIES PLAYING A SIGNIFICANT ROLE IN MEETING THE BUSINESS OBJECTIVES

KUMAR RAVI, CISO, TELEPERFORMANCE INDIA

CYBER RESILIENCE: A CRITICAL COMPONENT

In current times, cyber resilience is equal to business resilience, and undoubtedly is the primary objective of an organization's cyber strategies. Organizations need to augment their secure-by-design approach with a resilient-by-design mindset. Investing in modern-age detection, prevention and response technologies can help in deeper and faster detection of cyber threats. Auto response may help prompt containment of threats, and thereby, reduce blast radius to ensure minimal impact to business. The emerging trends like EDRs, XDRs, SOAR, security analytics and automation, along with data backup strategy, cyber insurance, and a well-designed and rehearsed incident-response plan are vital and a must-have.

ADOPTION OF LATEST TECHNOLOGIES

The organization is focusing on hybrid workforce security, cloud security as the key levers for enterprise information security strategy. Right from strengthening user and device security, digital certificate, MFA and Passwordless authentication, authorization, to cloud security and visibility solutions and Security Orchestration Automation and Response (SOAR), Teleperformance has invested in all the latest state-of-the-art technologies.

FORTIFYING ORGANIZATION FROM CYBER THREATS

As more and more organizations are focusing on business modernization through accelerated digital transformation, digital technologies have significantly expanded the organizational cyber threat surface. Use of Cloud/SaaS, RPA, AI & ML, APIs, Mobility, IoT, etc. add new dimensions to the cyber security strategies for businesses. Use of AI & ML based solutions, Security Analytics, Response Automation are the need of the hour, and these are now an integral part of the cyber security strategy to combat the new age cyber threats for ensuring cyber resilience.

Undoubtedly, IT and Cybersecurity will always play a significant role in meeting the business objectives. At Teleperformance, we have a robust Information and Cybersecurity Program and the team is recognized for innovation in security solutions and best practices.



PREPARING PEOPLE & BUSINESSES COMBAT EVER-EVOLVING CYBER THREATS WITH CONSTANT INNOVATION

PROF. TRIVENI SINGH, IPS, SP-CYBER CRIMES, UTTAR PRADESH POLICE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

As SP Cyber Crime, I am responsible for managing the technical challenges of the cyber crime investigation. This includes deploying solutions to investigate technical cyber crime cases, as well as using technology to increase our investigative capabilities.

One of the biggest challenges we face is the ever-evolving nature of cyber threats. Hackers are constantly developing new ways to attack our systems, and we need to constantly innovate in order to stay ahead of them. We are also facing an increasing number of sophisticated attacks.

In 2023-24, my agenda is to continue to invest in new technologies and to strengthen our investigative capabilities. We are conducting training of the workforce and getting new equipment, soon we will be able to fight cyber crime more effectively.

LATEST TECHNOLOGIES INFLUENCING GROWTH

Investing in new technologies and training for my team to stay ahead of the latest threats. We are open to explore technological development and new tools based on Artificial intelligence (AI), Machine learning (ML), Blockchain and Quantum computing.

These technologies have the potential to revolutionize the way we investigate cybercrime. For example, AI can be used to analyze large amounts of data to identify patterns and trends that would be difficult for humans to spot. ML can be used to train models that can predict future attacks. Blockchain can be used to create secure and tamper-proof records of digital transactions. Quantum computing has the potential to break current encryption methods, which would make it much more difficult for hackers to steal data.

FORTIFYING ORGANIZATION FROM CYBER THREATS

It is important to prepare the public and businesses about the increasing attack surface resulting from the use of emerging technologies. Cybersecurity Awareness and Training play a very important role. We are doing a series of cybersecurity awareness programs and capacity building for individuals and businesses. By educating users about potential threats, best practices, and secure behaviours, we can minimize the risks associated with the expanding attack surface.

These days corporate and government establishments are top targets of cyber criminals. During our meeting, we advise them to invest in robust cybersecurity defence systems that include next-generation firewalls, intrusion detection and prevention systems, endpoint protection solutions, and security information and event management (SIEM) systems. These defences are regularly updated and tested to stay resilient against evolving cyber threats.

We are also building capacity for proactive threat hunting and incident response capabilities that are crucial for identifying and mitigating emerging threats. We have established dedicated teams that continuously monitor networks, analyze anomalies, and respond swiftly to potential security incidents.



LATEST TECHNOLOGIES TO AMPLIFY CUSTOMER SATISFACTION AND LOYALTY

VIVEK KHARE, DIRECTOR IT, VERSE INNOVATION

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Looking ahead to 2023-24, my agenda includes several initiatives to leverage technology to drive business growth, increase efficiency, and reduce costs. Some of these initiatives include:

- I plan to modernize legacy systems by migrating them to cloud-based platforms and implementing modern architectures, such as microservices and containerization.
- I will explore the use of AI and machine learning to automate routine tasks, optimize processes, and provide insights for decision-making.
- I will prioritize cybersecurity by implementing robust security protocols, conducting regular audits, and providing training to employees.
- I will leverage technology to improve customer experience by implementing self-service options, enhancing mobile capabilities, and providing personalized recommendations. This will increase customer satisfaction and loyalty.

LATEST TECHNOLOGIES INFLUENCING GROWTH

As a technology leader, I am always exploring the latest technologies and their potential benefits for my organization. Some of the latest technologies that I am planning to adopt for better growth include:

- We are exploring the use of AI for customer service chatbots, predictive analytics, and process automation.
- Robotic Process Automation (RPA) can automate repetitive and rule-based processes, freeing up employees to focus on higher-value tasks.
- Cloud computing across multiple Hyperscalers can provide scalability, flexibility, and cost-efficiency for our IT infrastructure.
- We are exploring the use of blockchain for secure data sharing, and digital identity verification.
- We are exploring the use of BI tools to monitor KPIs, track customer behaviour, and make informed business decisions.
- We are exploring the use of data visualization tools to create interactive dashboards, reports, and presentations.
- We are exploring the use of big data technologies for customer segmentation, and personalization

Overall, our approach to adopting new technologies is guided by our business needs and the potential benefits and risks of each technology. We prioritize collaboration with all stakeholders, data-driven decision-making, and continuous improvement to ensure successful adoption and integration of these technologies.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Overall, our approach to strengthening our organization's security is proactive, multifaceted, and risk-based. We prioritize collaboration with all stakeholders, continuous monitoring and improvement, and adherence to industry best practices and standards. Especially since we are ISO 27001 certified for more than a decade.



FOSTERING BUSINESS RESILIENCE WITH TECHNOLOGY

PARVEEN KUMAR SHARMA, CTO & CONSULTANT – IT, VIANAAR GROUP

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

There are 5 steps involved in managing technical projects/deploying solutions

- Project Initiation
- Project Planning
- Project Execution
- Project Monitoring and Controlling
- Project Closing

To ensure the use of technology to improve efficiency, productivity and to reduce cost we use software and tools having capabilities of easier time-tracking capabilities, flexibility and enhanced connectivity to remote workers, create a better environment for collaboration, simplifies daily tasks.

Main agenda for the 2023 – 24 is as follows:

- Building resiliency with technology
- Driving efficiency and productivity with automation and AI Tools
- Will be looking to rationalize our technology estate to reduce unnecessary cost and maintenance, and to minimize the security attack surface and privacy exposure.
- Implementation of ZERO trust security framework

LATEST TECHNOLOGIES INFLUENCING GROWTH

We are planning following technologies to be used for our organisation growth:

- Virtual collaboration for faster and efficient work
- ncreased adoption of Everything as a Service (XaaS) i.e. cloud based solutions.
- Usage of RPA wherever repeated tasks are being performed
- Use of Low code platform for faster deployment
- Usage of AI/ML wherever possible

FORTIFYING ORGANIZATION FROM CYBER THREATS

We are taking following measures to safeguard our organisation against cyber attacks

- Maintenance of multiple backups
- Regular patch pupations
- Conducting regular employee cyber security training
- Encryption of business-critical information
- Implementation of ZERO Trust security framework
- Enforcement of a strong password policy and it is regular change.



NURTURING A CULTURE OF INNOVATION BY ENCOURAGING CREATIVE THINKING AND EXPLORATION OF EMERGING TECHNOLOGIES

COL (DR) INDERJEET SINGH, CHIEF CYBER OFFICER, VARA TECHNOLOGY

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

Looking forward to the year 2023-24, my agenda as a technology leader revolves around three key aspects: innovation, collaboration, and optimization. It is my goal to cultivate a culture of innovation within the organization, where creative thinking is encouraged and emerging technologies are explored. By fostering collaboration across teams and departments, we can leverage collective expertise and drive synergy, leading to enhanced outcomes.

I place great importance on optimizing operational processes to improve efficiency and productivity. This involves setting clear goals, defining project scopes, and creating comprehensive plans that draw upon my technical knowledge and expertise. By analyzing workflows, identifying bottlenecks, and eliminating redundancies, I ensure that teams work efficiently. Moreover, I strongly believe in fostering a culture of continuous improvement and collaboration, creating a supportive environment that values and nurtures creativity and professional growth.

Efficiency and productivity are critical factors for the success of any organization. Therefore, I take a holistic approach to address these factors by optimizing resource allocation, adopting agile methodologies, and making data-driven decisions.

FORTIFYING ORGANIZATION FROM CYBER THREATS

As a technology leader, strengthening our organization's security measures and safeguarding our valuable assets from potential cyber threats is of paramount importance.

To enhance our defenses, we have established a comprehensive cybersecurity framework based on industry best practices. This framework includes regular assessments to identify any risks, as well as conducting vulnerability scans and penetration tests to uncover and address

In addition to these proactive measures, we have implemented advanced technologies for threat detection and response. These technologies enable us to monitor our systems in real-time, swiftly detecting any suspicious activities or potential security breaches.

DIGITAL TECHNOLOGIES AIDING TO WIN CUSTOMER TRUST

We firmly believe in the principle that the customer is the king, and winning their trust is of utmost importance to us. To accomplish this, we have implemented a range of strategies that are focused on building strong relationships and delivering exceptional customer experiences.

One of the key pillars of our approach is open and transparent communication. We strive to provide our customers with clear and honest information about our products, services, pricing, and policies.

We invest in research and development to stay ahead of industry trends and provide innovative solutions that meet or exceed our customers' expectations. By consistently delivering on our promises, we build credibility and trust with our customers.

We recognize that each customer is unique, with specific needs and preferences. Therefore, we tailor our offerings and interactions to meet their individual requirements. By demonstrating that we understand and value their uniqueness, we build a deeper connection and establish a higher level of trust.



DIGITAL TRANSFORMATION RESHAPING & STRENGTHENING THE BUSINESS LANDSCAPE

RISHI MEHTA, PRESIDENT & CEO, WAISL

NURTURING SKILLS

Today's CIO/CTOs must work hand in hand with business leaders, end customers to enable the desired outcomes of digital transformation and beyond. So, they need a much wider array of skills beyond just the technology skills. Here are some of the skills that CIO/CTOs need to develop beyond traditional management:

- CIO/CTOs need to understand the business side of their organization to make informed decisions about IT investments and strategies.
- CIO/CTOs need to be able to think strategically about the future of IT and how it can help the organization to stay ahead of the competition.
- CIO/CTOs need to be able to communicate effectively with both technical and non-technical audiences.
- CIO/CTOs need to be able to lead and motivate their teams. They need to be able to set clear goals and expectations.
- The technology landscape is constantly changing, so CIO/CTOs need to be able to keep up with the latest trends and be willing to change their plans as needed.

FORTIFYING ORGANIZATION FROM CYBER THREATS

Businesses are strengthening their technology to mitigate business risks and improve compliance and data privacy by using a combination of security tools, technologies, and employee training. These measures can help to protect businesses from cyberattacks and improve their cybersecurity posture.

We are an end-to-end technology provider of Airport systems and so, any time a new technology stack is incorporated, it goes through the above rigorous cycle of thinking and incorporating security first instead of security being an afterthought.

REITERATING THE BRAND IDENTITY

To make a brand distinctive and central in its respective categories, you need to focus on a unique selling proposition (USP) and create a strong brand identity over the time.

WAISL is a leader in the aviation industry, delivering high-quality work. We have rebranded our logo, website and social media presence, and engaged in various tech and aviation events, where we talk about our USP and offerings.

Digital technologies aiding to win customer trust

This starts with upholding certain values while maintaining agility. The values span across – transparency, responsiveness, privacy of customer data, making customers part of quick PoCs, accepting our faults when we go wrong and implementing quick course corrections etc. This will not only help you to win the trust of customers but also of employees within the organisation, and it is going to be a journey instead of an overnight miracle.



INNOVATION & FOCUS LEADING VIRESCENT INFRASTRUCTURE TO THE NEXT LEVEL

KUSHAL VARSHNEY, CTO, VIRESCENT INFRASTRUCTURE

TECHNOLOGY BLUEPRINT FOR YEAR AHEAD

A PE (Private Equity) backed company born in pandemic with very lean team and having inorganic growth through M&A (Merger and Acquisitions) – We work with Cloud First - SaaS first - Data First – Security First strategy and work with reliable partners (Outsourced Vendors), so we deploy technology solutions faster and are more resilient. It also helps us to focus on core business and save CAPEX cost.

With integration, automation and ML-AI based solutions, we have saved cost, enhanced productivity and improved ROI.

We will continue to innovate and now our focus is to take our security standards to the next level and completely digitize our ESG (Environmental, Social, and Governance) initiatives.

LATEST TECHNOLOGIES INFLUENCING GROWTH

We have already laid a robust foundation with optimum security, now focus is more on security, so planning for ESG Digitization, SASE, DNS Security, Real time Security monitoring tools, Employee awareness with ethical hacking based Phishing Simulation & training Solution.

FORTIFYING ORGANIZATION FROM CYBER THREATS

We are following security by design approach and using industry best practices for all our applications, network, endpoint security etc. The architecture was set up during pandemic keeping in mind the new normal - Work from Anywhere - Home (WFH) or Office scenario without compromising on security.

Using IAM (Identity and Access Management), Single Sign On (SSO) and MFA (Multi Factor Authentication). Also, using VPN for additional security.

The end points and servers are protected by a new age Antivirus solution with XDR.

With DMS (Document Management System), endpoint and Server Backup date is safe.

IT Awareness and Cyber Security Awareness training have been conducted for all employees. Regular awareness is being created through emails and other communication channels.



WOMEN LEADERSHIP MAKING A PATH-BREAKING SUCCESS IN THE TECH LANDSCAPE

The Brand Book has witnessed the growing evidence that shows how women leadership in technology are bringing business value. Diverse teams are more innovative, more creative, and more likely to make better decisions. They are also better able to understand and meet the needs of a diverse customer base.

Digitalization has brought empowerment to the entire world, and women are no exception. Women are gifted with superior social skills and when social skills are complemented with advanced digital literacy, which is one of the core requirements of the digital age, it works well. Big data, artificial intelligence, advanced computing methods etc. have improved female presence in economic life by eliminating the need for any physical mobility.

The tech industry has long been a male-dominated space, with women making up just 28% of the workforce. This lack of female representation and leadership in the industry is increasingly becoming an issue as tech continues to grow and shape our lives and society. Women bring a different perspective and skillset to the table that can help drive innovation and business solutions.

The lack of women leaders in tech was a problem that was around for a long time. While the number of women in tech has increased over the years, the number of women in leadership positions has not kept pace. This imbalance is not only unfair, it also holds back the industry as a whole. Women are playing a crucial role in every sphere of the industry including science and technology. Women today have gone beyond and literally touched the sky.

Women in tech are gaining ground as the technology industry-or at least its largest players-makes slow but steady progress in shrinking its gender gap, and women in tech leadership are making the fastest advances. Many large tech companies have made public commitments to improving gender diversity, including increasing women in their technical and leadership ranks.

With a growing body of research suggesting that diverse teams perform better and are more innovative - many Technology, Media, & Telecommunications (TMT) industry leaders are recognizing that diverse workforces and executive teams are good for business. According to Deloitte's estimates, women's share in the overall global tech workforce has increased 6.9% from 2019 to 2022, while their share in technical roles has grown by 11.7%.

BRAND BOOK has taken the initiative to recognize and embrace the potential of women leaders in tech. True empowerment is the reality when women have the opportunity to gain digital literacy and not miss out on acquiring education, jobs, networking opportunities and access to information. More can be done to harness the power of technology to foster equity and not leave anyone behind.

The trend for women in business is growing. It's fueled by women determined to "lean in" and get into the big business game, millennials looking to define their own career paths, and many others who are more entrepreneurial in nature. Empowering women can help the society to grow and develop at a faster pace. Accessibility and awareness are making it easier than ever for women to get involved in the business world, and it's only expected to continue in this direction.

Here we have listed out some of the top women executives from India who are being assigned leadership roles, who have made a path breaking success in the IT industry.

WOMEN IN TECH



AANANDITA BHATNAGAR

DIRECTOR, CORPORATE
COMMUNICATIONS-NETAPP



ANNAPURNA VISHWANATHAN

CIO
CUMMINS INDIA



ANNIE MATHEW

CIO
MOTHER DAIRY



APARNA KUMAR

CIO
SBI



ARUNDHATI BHATTACHARYA

CEO
SALESFORCE INDIA



BIPASHA CHAKRABARTI

DIR. COMMUNICATIONS
FACEBOOK & INSTAGRAM



CATHY CHANDHOK

CMO
INFOGAIN



DAISY CHITTILAPILLY

PRESIDENT
CISCO INDIA & SAARC



DEBJANI GHOSH

PRESIDENT
NASSCOM



DEEPA MADHAVAN

VP, INDIA COUNTRY HEAD
GENESYS



DR. RITU ANAND

CHIEF LEADERSHIP &
DIVERSITY OFFICE, TCS



HARLEEN SACHDEVA

HEAD COMMUNICATIONS
HPE



HARMEEN MEHTA

CDO & INNOVATION OFFICER
BRITISH TELECOM



IRINA GHOSE

COO
MICROSOFT INDIA



KIRAN DHAM

CHIEF EXECUTIVE OFFICER
GLOBUS INFOCOM LIMITED



KOMAL SOMANI

INDEPENDENT DIRECTOR &
CMO - ESDS SOFTWARE



LATA SINGH

REGIONAL SALES
DIRECTOR(NEB) - IBM INDIA



LEENA NAIR

GLOBAL CEO
CHANEL



MADHU MUNSHI MALHOTRA

CTO - EDELWEISS GENERAL
INSURANCE



MIRA MURATI

CTO
OPEN AI



MONIKA GUPTA

VICE PRESIDENT
CAPGEMINI



NEELAM DHAWAN

INDEPENDENT DIRECTOR
ICICI BANK LTD.



NIVRUTI RAI

COUNTRY HEAD
INTEL INDIA



NUPUR GUPTA

CO-FOUNDER
NIRA



PRATIVA MOHAPATRA

V.P. & M.D
ADOBE INDIA

NOLOGY LEADERSHIP



PRITI MEHTA
GROUP CEO
ACUUTECH



PURNIMA SAHNI MOHANTY
GROUP HEAD, COMM.
AMAZON WEB SERVICES



RADHA VEMBU
PRODUCT MANAGER
ZOHO MAIL



RADHIKA GHAI
FOUNDER & CEO
KINDLIFE.IN



RASHMI SINHA
CEO & CO - FOUNDER
SLIDESHARE



REBECCA KURIAN
VICE PRESIDENT
ENTROPIK TECH



REEMA JAIN
CIDO
HERO MOTOCORP



ROOPA RAJ
GLOBAL HEAD OF
ENGINEERING - VMWARE



ROSHNI NADAR MALHOTRA
CHAIRPERSON
HCL CORPORATION



SABINA CHOPRA
FOUNDER
YATRA ONLINE PVT. LTD.



SANDHYA DEVANATHAN
HEAD
META INDIA



SARAH GIDEON
SR. DIR. & HEAD OF CORP
COMM. - FLIPKART



SHARMILA KARVE
GLOBAL DIVERSITY LEADER
PWC INDIA



SHARMISTA DUBEY
CEO
MATCH GROUP



SHAVETA WADHERA
MD
ACCENTURE CONSULTING



SNEHA HIRANANDANI
GLOBAL CIO
CIPLA



SHIVANI ARNI
HEAD OF INFORN. SECURITY
TRANSUNION CIBIL LIMITED



SINDHU GANGADHARAN
MD
SAP LABS INDIA



SRILALITHA GOPAL
MD
TVS-ELECTRONICS LTD.



SUCHARITA MUKHERJEE
CO-FOUNDER & CEO
KALEIDOFIN PVT. LTD.



SWATI DHAWAN BHARGAVA
CO-FOUNDER
CASHKARO.COM



UPASANA TAKU
CO-FOUNDER
MOBIKWIK



VANDANA SHENOY
CORP COMMUNICATION
DIRECTOR - ORACLE INDIA



VANI KOLA
MD
KALAARI CAPITAL



VIDHYA VEERARAGHAVAN
VP- AI DELIVERY LEAD,
STANDARD CHARTERED BANK

TECHNOLOGY



AALOK KUMAR
CHAIRMAN, PRESIDENT & CEO
NEC CORPORATION INDIA



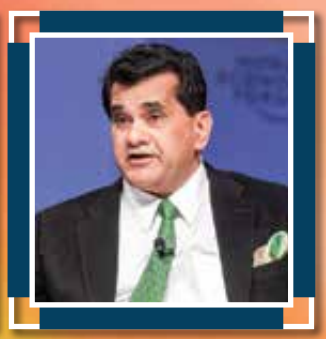
AJIT BALAKRISHNAN
FOUNDER & CEO
REDIFF.COM



ALOK OHRIE
PRESIDENT & M.D.
DELL TECHNOLOGIES



AMIT CHADHA
CEO & MD
L& T TECHNOLOGY SERVICES



AMITABH KANT
G20 SHERPA OF INDIA
GOVERNMENT OF INDIA



ANANT MAHESHWARI
PRESIDENT
MICROSOFT INDIA



ANIL AGGARWAL
CHAIRMAN
VEDANTA RESOURCES LTD



ASHISH KUMAR CHAUHAN
MD & CEO- NSE



ASHWINI VAISHNAW
UNION MINISTER OF RAILWAYS,
ELECTRONICS & IT- GoI.



B.V.R. SUBRAHMANYAM
CEO
NITI AAYOG



BHARAT GOENKA
CO -FOUNDER & MANAGING
DIRECTOR- TALLY SOLUTIONS



BHAVISH AGGARWAL
CO -FOUNDER & CEO
OLA CABS



BYJU RAVEENDRAN
CEO
BYJU'S



C P GURNANI
CEO & MD
TECH MAHINDRA



DEBJANI GHOSH
PRESIDENT
NASSCOM



DEEPINDER GOYAL
FOUNDER & CEO
ZOMATO



DILIP ASBE
MD & CEO
NPCI



DR. P. D. VAGHELA
CHAIRMAN
TRAI



DR. SANJAY BAHL
DIRECTOR GENERAL
CERT-IN



GAUTAM ADANI
CHAIRMAN
ADANI GROUP



GIRISH MATHRUBOOTHAM
CEO & FOUNDER- FRESHWORKS



HARI OM RAI
CMD
LAVA INTERNATIONAL



HARSH JAIN
CEO
DREAM11



HONORARY PROF. N. BALAKRISHNAN
INSA- SENIOR SCIENTIST-IIS



JOSH FOULGER
COUNTRY HEAD & MD
BHARAT FIH

ICONS OF INDIA



KULMEET BAWA
PRESIDENT & MD
SAP INDIA



KUMAR MANGALAM BIRLA
CHAIRMAN VODAFONE IDEA



LT. GEN RAJESH PANT (RETD)
NATIONAL CYBERSECURITY COORDINATION, GoI



MADHABI PURI BUCH
CHAIRPERSON
SEBI



MUKESH D. AMBANI
CHAIRMAN
RELIANCE JIO



NANDAN NILEKANI
CO-FOUNDER & CHAIRMAN
INFOSYS TECHNOLOGIES



NATARAJAN CHANDRASEKARAN
CHAIRMAN- TATA SONS



NIKHIL RATHI
FOUNDER & DIRECTOR WEB WERKS INDIA



RAJEEV CHANDRASEKHAR
MINISTER OF STATE FOR ELECTRONICS & IT-GoI



RAJENDRA SINGH PAWAR
FOUNDER- COFORGE



RAJIV MEMANI
CHAIRMAN & MANAGING PARTNER
EY INDIA



RAJIV SRIVASTAVA
MANAGING DIRECTOR
REDINGTON GROUP



RISHAD PREMJI
EXECUTIVE CHAIRMAN
WIPRO LIMITED



RITESH AGARWAL
FOUNDER & CEO
OYO HOTELS & HOMES



ROSHNI NADAR MALHOTRA
CHAIRPERSON- HCL TECHNOLOGIES



SACHIN BANSAL
CHAIRMAN
NAVI



SANDIP PATEL
M.D.
IBM INDIA PVT. LTD.



SHAILENDER KUMAR
MANAGING DIRECTOR
ORACLE INDIA



SHAILENDRA KATYAL
M.D.
LENOVO INDIA



SOM SATSANGI
MANAGING DIRECTOR- HEWLETT PACKARD ENTERPRISE INDIA



SRIDHAR VEMBU
CEO
ZOHO CORPORATION



SUNIL BHARTI MITTAL
CHAIRMAN
BHARATI ENTERPRISES



SUNIL GUPTA
MANAGING PARTNER & CEO
YOTTA INFRASTRUCTURE



SUNIL VACHANI
EXECUTIVE CHAIRMAN- DIXON TECHNOLOGIES INDIA LTD.



VIJAY SHEKHAR SHARMA
FOUNDER & CEO
ONE 97 COMMUNICATIONS

AALOK KUMAR



Aalok Kumar, Chairman, President and CEO, NEC Corporation India, to Corporate Officer & Senior Vice President - Head of Global Smart City Business. Aalok continues to lead the India business and further strengthen India's strategic positioning for NEC Group as a whole. He forges partnerships with the Government and private sector, pursuant to the company's vision of "In India, for India" and "From India, for Global". Aalok has taken over a new global role as a Corporate Officer and Senior Vice President and Head of the Global Smart City Business. Aalok is responsible for building a global business.

AJIT BALAKRISHNAN



Ajit Balakrishnan is the founder, current Chairman and Chief Executive Officer of Rediff.com. Rediff.com provides internet-based online services. The Company markets specific channels, community features, local language editions, search capabilities, and online shopping. Rediff.com serves customers throughout India. He was named Chairman Emeritus of the Internet and Mobile Association of India (IAMAI). He has served as the Chairman of the Govt of India, Ministry of Information Technology Working Group on Internet Governance and Proliferation.

ALOK OHRIE



Alok Ohrie leads Dell Technologies India and is responsible for Sales, Business Strategy and Development, Operations, Marketing, Manufacturing and Government Engagements. Alok plays a critical role in the Government of India's Atal Innovation Mission as 'Super Mentor'. He is also on the Advisory Board of innovative startups in the space of education, reverse supply chain / logistics, consumer retail, to name a few. Alok is a permanent Director & Chair on the Board of Dell Technologies India, in addition to being on the board of Data Security Council of India (DSCI). He sits on the Dell's Global Giving Council and actively supports programmes that help to educate women.

AMIT CHADHA



Amit Chadha is the CEO & MD at L&T Technology Services (LTTS), responsible for providing business & technology leadership, market direction and strategic vision to drive the company's performance. An influential leader in the engineering services industry for over 25 years, and one of the early proponents of engineering & information technology outsourcing services from India. Amit led LTTS' executive management team that oversaw the organization's business and strategy implementation.

AMITABH KANT



Amitabh Kant is presently the G20 Sherpa of India during its Presidency year. He was CEO, NITI Aayog- the Govt of India's premier policy Think Tank & prior to that Secretary, Department of Industrial Policy & Promotion. He is the author of "Branding India – An Incredible Story" , Incredible India 2.0 and has edited The Path Ahead "Transformative Ideas for India" and has been a key driver of "Make in India", Startup India, "Incredible India" and "God's Own Country" initiatives which positioned and branded India as leading manufacturing destinations.

ANANT MAHESHWARI



As President of Microsoft India, he is responsible for Microsoft's overall business and presence in India, leading engagement with policy makers, customers, business partners, and the industry ecosystem. Microsoft India is a strong partner to India's growth as a digital nation. India is on a quest to create digital capabilities to enable every citizen and create sustainable and equitable growth. NASSCOM announced Anant Maheshwari as the new Chairperson. Anant Maheshwari, who was Nasscom's vice-chairperson, succeeds Krishnan Ramanujam, the president of business and technology services at TCS.

ANIL KUMAR AGGARWAL



Anil Agarwal is an Indian billionaire businessman who is the founder and chairman of Vedanta Resources Limited. He controls Vedanta Resources through Volcan Investments, a holding vehicle with a 100% stake in the business. Anil Agarwal founded Hamsher Sterling Corporation, a business operating in the Industrial sector and a manufacturer of enameled copper, among other products. Then he founded Vedanta Resources. Vedanta has partnered with Taiwan's Foxconn to jointly invest $20 billion to build semiconductor and display plants in Gujarat.

ASHISH KUMAR CHAUHAN



Ashish works as the CEO of the National Stock Exchange (NSE). He is also the Chancellor of University of Allahabad. Earlier, Ashish served at BSE (Bombay Stock Exchange) as CEO for 10 years. Ashish also served on the Board of Directors of Central Depository Services Limited (CDSL), etc. He is best known as the father of modern financial derivatives in India due to his work at NSE. Ashish is also on the Board of Governors of IIM Raipur, Gokhale Institute of Politics and Economics and Arun Jaitley National Institute of Financial Management. Ashish serves on several government and regulatory committees currently.

ASHWINI VAISHNAW



Ashwini Vaishnaw is an Indian politician and former IAS officer and is India's Incumbent Minister of Railways, Communications and Electronics & Information Technology (IT). He is a Member of the Rajya Sabha from Odisha since June 2019 and has served as a collector in Cuttack and Balasore districts of the state. Ashwini Vaishnaw ventured into politics when he worked in the Prime Minister's Office (PMO) in Atal Bihari Vajpayee's administration after the National Democratic Alliance (NDA) lost the election in 2004. He has been Awarded President's Silver Medal, Commendation by National Human Rights Commission.

B.V.R. SUBRAHMANYAM



B.V.R. Subrahmanyam belongs to Andhra Pradesh. He is a 1987-batch IAS officer and joined as Chief Executive Officer of NITI Aayog in 2023. An Indian Administrative Service Officer of 1987 batch (Chhattisgarh cadre), Shri Subrahmanyam has held important assignments over the last three decades in Madhya Pradesh, Chhattisgarh, and Jammu & Kashmir, along with a stint at The World Bank. He has been the Secretary in the Ministry of Commerce & Industry, Chief Secretary, Jammu & Kashmir, Principal Secretary, Government of Chhattisgarh, and has held positions in the Prime Minister's Office.

BHARAT GOENKA



Bharat Goenka is the Managing Director of Tally Solutions. He is well known as "The father of the Indian Software product industry". Goenka holds 2 board and advisor roles as governing council member at productnation/ispirt and advisor/mentor at eventaur. Tally prime 2.1 is the latest version of tally, launched in the month of march. This version of tally prime comes with edit log and digital signature which was previously not available in tally. He received the Padma Shri honour from the Government of India for his contribution in the field of trade and industry.

BHAVISH AGGARWAL



Ola CEO Bhavish Aggarwal had formed Ola-India's largest mobility platform serving 250+ cities across India, Australia, New Zealand, and the UK. Bhavish Aggarwal serves as Chief Executive Officer & Board Member at OLA Electric. He serves as Board Member at OlaMoney and a Board Member at Avail Finance. Recently, Bhavish has floated a new firm with plans to enter the field of artificial intelligence (AI). The venture marks a significant expansion beyond the transportation sector, indicating his ambition to leverage AI technologies for a range of innovative applications.

BYJU RAVEENDRAN



Byju Raveendran is the founder of edutech start-up Byju's. Raveendran's start-up Byju's trains students for Indian examinations like IIT-JEE, NEET, CAT and IAS, as well as international ones such as GRE and GMAT. BYJU's has topped the list of most valuable companies that attracted Private equity (PE) and venture capital (VC) investments in India. Byju, his wife, and his brother Riju Raveendran, have a combined net worth of $3.4 billion. In July 2022, Raveendran invested $400 million in BYJU'S in his personal capacity to further increase his stake in the company.

C P GURNANI



CP Gurnani (popularly known as 'CP' within his peer group), is the Managing Director and Chief Executive Officer of Tech Mahindra - a USD 6+ billion digital transformation, consulting and business reengineering services and solutions provider with 157,000+ professionals across 90 countries, helping 1290 global customers including Fortune 500 companies. CP brings an inimitable leadership style combined with a laser-sharp focus on customer experience, which has helped Tech Mahindra emerge as one of the leading global digital transformation providers.

DEBJANI GHOSH



Debjani Ghosh is the first woman president of NASSCOM (the umbrella body of India's software industry) in the three-decade history. Her approach has been focused on a three-point agenda - talent development and re-skilling, strengthening the innovation culture in the country and collaborating with governments across the world to open new opportunities for the Indian IT industry. She is a firm believer in the power of technology in enhancing lives and livelihoods, leveraging it for societal good. She believes that learning never stops and a trainable mindset is the biggest strength one can have.

DEEPINDER GOYAL



Deepinder Goyal is the Founder and CEO of Zomato. Deepinder, or Deepi, as he insists people call him, was ignored for a large part of his life. It is one of the largest restaurant aggregator and food delivery service in India known as Zomato. Along with India, Zomato is available in more than 24 countries such as UAE, Sri Lanka, Qatar, UK, Indonesia and many more countries which serves more than 10,000 cities. He currently holds a 5.5 percent stake in the company. He diluted his shares from 7.7 percent in 2020 to 5.5 percent in 2022.

DILIP ASBE



Dilip Asbe is the MD & CEO of National Payments Corporation of India (NPCI). Today, Made in India Payment System has gone Global. With over two decades of experience, Abse has played a pivotal role in bringing radical changes to the digital payments ecosystem in India. The system has grown rapidly and is now used by close to 300 million individuals and 50 million merchants. Digital payments are being made for even the smallest of transactions, with nearly 50 percent classified as small or micropayments. There is a significant behavioural shift in what has long been a cash-driven economy.

DR. P D VAGHELA



Dr PD Vaghela serves as the Chairperson of Telecommunications Regulatory Authority of India (TRAI) under the Department of Telecommunications. Vaghela was Secretary, Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers. Dr. Vaghela had graduated in Commerce in the year 1982. TRAI's mission is to create and nurture conditions for the growth of telecommunications in the country in a manner and at a pace which will enable India to play a leading role in an emerging global information society.

DR. SANJAY BAHL



Sanjay Bahl is currently with the Indian Computer Emergency Response Team (CERT-In) and an adjunct faculty with IIIT Delhi. He has been providing consultancy in the area of governance, risk, compliance, security, privacy, forensics, investigation and fraud management to some national level projects in India. Prior to CERT-In, he was the Chief Security Officer (CSO) for Microsoft Corporation (India) Pvt Ltd., where he was responsible for interaction with the government, academia, key strategic accounts and the CxO community with respect to Microsoft's security strategy and helping in the public policy direction.

GAUTAM ADANI



Gautam Adani is the Founder and the Chairman of the Adani Group, an Indian billionaire industrialist, ranks among the top 3 industrial conglomerates in India. Adani is India's biggest airport operator and also controls Mundra Port, India's largest, in his home state of Gujarat. Adani Group has initiated the construction of two data centers in Visakhapatnam. In 2022, Adani was ranked the 10th richest person in the world by Forbes magazine. His net worth was estimated to be $113 billion. However, his net worth has since fallen due to the recent decline in the stock market. As of July 2023, his net worth is estimated to be $51.4 B .

GIRISH MATHRUBOOTHAM



Girsh Mathrubootham envisioned and co-founded Freshworks. Freshworks, a software-as-a-service (SaaS) firm headquartered in San Mateo, California, has become the poster child for India's thriving digital start-ups. Freshworks makes ridiculously easy-to-use marketing, sales, support and IT solutions and beautiful Solutions for Support & Sales, to Delight Customers & Employees. Prior to this, Girish was the VP of Product Management at ManageEngine, where he was responsible for setting worldwide product strategy and overseeing product marketing, product management, and customer support.

HARI OM RAI



Hari Om Rai is the Co-founder, Chairman & Managing Director of Lava International Limited - a leading Indian multi-national in the mobile handset industry, with its presence in 13 countries. Hari Om Rai is also the Co-Chairman of Government of India's Fast Track Task Force to catalyze and re-establish the mobile handsets manufacturing eco-system in India. Lava has shown tremendous growth over the years with its annual turnover crossing $1.2 Billion. With the 'Design in India' initiative, Lava is now the only Mobile handset company that makes truly "Make In India" phones with complete control on design, manufacturing and service facilities throughout India.

HARISH JAIN



Harish Jain is an Indian Entrepreneur, the co-founder and CEO of the Indian fantasy online gaming platform Dream11 & Dream Sports Groups that allows users to play fantasy cricket, hockey, football, kabaddi, and basketball. Harish developed Dream11 in India in 2008 .Harish Jain positions "dream11 is not a game of gambling" it is a "game of skills". Harish has a strong believe that, technology can make sports fan engagement even more exciting.In April 2019, Dream11 became the first Indian gaming company to become a $1B valuation company. Dream11 is backed by Kalaari Capital, Multiples Equity, Steadview Capital Management. Indian cricketers Mahendra Singh Dhoni, Saurav Ganguly and Rohit Sharma are the brand ambassadors of Dream11.

HONORARY PROF. N. BALAKRISHNAN



Prof. N. Balakrishnan is an Indian aerospace and computer scientist. He is a Professor of the Department of Aerospace Engineering and Supercomputer Education Research Centre of Indian Institute of Science. Balakrishnan was honored with the fourth highest Indian civilian award of Padma Shri. Prof. Balakrishnan's areas of research, where he has over 230 publications in the international journals and international conferences, include numerical electromagnetics, high-performance computing and networks, polarimetric radars and aerospace electronic systems, information security, digital library and speech processing.

JOSH FOULGER



Josh is the Country Head of India and MD of Bharat FIH Ltd (A Foxconn Technology Group Company). The company is into manufacturing mobile phones and consumer electronic products. He is responsible for architecting India site's strategic direction and business development and transformation, operating and financial performance and leads the manufacturing operations and the growth opportunities of the company in India. Under his leadership, India operation has expanded its manufacturing facilities to three locations, namely at Sri City, Andhra Pradesh, India Sungavarchatram and Sriperumbudur near Chennai, India.

KULMEET BAWA



Kulmeet Bawa resides as President & Managing Director, SAP Indian subcontinent. He is responsible for driving and delivering an `exceptional SAP experience' for employees and customers across the Indian subcontinent. Kulmeet is the chief architect of SAP's growth and innovation strategies for the Indian Subcontinent. He is responsible for delivering bold transformations and exceptional SAP experiences to customers across the ecosystem, as well as guiding businesses in India, Bangladesh, and Sri Lanka to adopt a digital-first mindset.

KUMAR MANGALAM BIRLA



Aditya Birla Group chairman Kumar Mangalam Birla's return to Vodafone Idea's board, after exiting the company's board nearly two years ago amidst rising financial troubles for the company at the time. Birla will be joining Vodafone Idea's board as an Additional Director (non-executive and non-independent). Kumar manglam is the chancellor of the Birla Institute of Technology & Science, Pilani and ex-Chairman of Indian Institute of Management Ahmedabad. He has been the architect of over 40 successful acquisitions by the Group in India and abroad, the highest by any Indian multinational.

LT GEN (DR.) RAJESH PANT (RETD.)



LT Gen(Dr.) Rajesh Panth (Retd.), National cyber security coordination, Government of India is responsible for coordinating activities across multiple sectors in order to ensure the functioning of a secure and resilient cyber space in the country. Lt General (Dr.) Rajesh Pant is a globally acclaimed infosec expert, who is currently holding the prestigious post of the National Cyber Security Coordinator at the National Security Council Secretariat of India. The National Cyber Coordination Centre is a classified project of the Government of India, which functions as a cyber security as well as e-surveillance agency in India.

MADHABI PURI BUCH



Madhabi Puri Buch is the chairperson of the securities regulatory body Securities and Exchange Board of India (SEBI). She is the first woman chairperson to lead SEBI, and also SEBI's first non-IAS chairperson. She is also the first person from the private sector to be appointed to this position. In her role as the SEBI chairperson Buch has been credited with bringing rapid changes conducive to the system and corporatization of the organization to improve efficiency. Madhabi wants to make the regulator developmental and facilitative in its approach, and believes that tech can be a magic bullet.

MUKESH D. AMBANI



An Indian billionaire businessman Mukesh Dhirubhai Ambani is currently the chairman and managing director of Reliance Industries, India's most valuable company by market value. With an estimated net worth of $87.2 billion as of May 2023, he is the richest person in Asia and 13th richest in the world. Mukesh Ambani is a member of The Foundation Board of the World Economic Forum. He is an elected Foreign Member of the prestigious United States National Academy of Engineering. He is a member of the Global Advisory Council of Bank of America.

NANDAN NILEKANI



Nandan Nilekani is the Co-Founder and Chairman of the Board, Infosys Technologies Limited. He was the Founding Chairman of the Unique Identification Authority of India (UIDAI) in the rank of a Cabinet Minister from 2009-2014. Nandan received the prestigious Padma Bhushan. Nandan has co-founded EkStep Foundation, a not-for-profit effort to create a learner centric, technology-based platform to improve basic literacy and numeracy for millions of children. In Jan 2023, he was appointed as the co- chair of the "G20 Task Force on Digital Public Infrastructure for Economic Transformation, Financial Inclusion and Development".

NATARAJAN CHANDRASEKARAN



Natarajan Chandrasekaran is the Chairman of the Board of Tata Sons, the holding company and promoter of more than 100 Tata operating companies with aggregate annual revenues of more than US $100 billion. He joined the Board of Tata Sons in October 2016 and was appointed Chairman in January 2017. Chandra also chairs the Boards of several group operating companies, including Tata Steel, Tata Motors, Tata Power, and Tata Consultancy Services (TCS) – of which he was Chief Executive Officer from 2009-17. Chandra embedded a culture of customer-focus and innovation at TCS.

NIKHIL RATHI



Nikhil Rathi, Co-founder & CEO of Web Werks, a global leader in Data Centers and Cloud Services. Web Werks has partnered in 2021 with Iron Mountain Data Centers to enhance its presence pan India and cater to a growing base of international customers. Nikhil is also the founder of Neosoft Technologies, Next Star Venture Capital LLP and the largest Internet Exchange (IX) in India which later merged in the year 2017 to form DECIX in India. With over 22+ years of technology experience, he brings in a deep understanding of each industry and has a keen business sense.

RAJEEV CHANDRASEKHAR



Rajeev Chandrasekhar is the Union Minister of State for Electronics and Information Technology and Union Minister of State for Skill Development and Entrepreneurship. He is a politician and entrepreneur, technocrat and was serving his third term as a Member of Parliament in the upper house (Rajya Sabha) from BJP representing Karnataka. Rajeev is the Founder of Jupiter Capital, has pioneered technology and entrepreneurship in India. He has been providing strategic counsel and direction to all the portfolio companies. Rajeev spearheads many initiatives for the betterment of local communities.

RAJENDRA SINGH PAWAR



Rajendra Singh Pawar is an entrepreneur and businessperson who founded Coforge Ltd., NIIT Ltd. and NIIT University and has been the head of 6 different companies. Currently, he is Non-Executive Chairman of NIIT Ltd., Chairman & Managing Director at NIIT Online Learning Ltd. (a subsidiary of NIIT Ltd.) and Chief Financial Officer of MEP Infrastructure Developers Ltd. He is also Member-University Court at the University of Delhi, Chairman-Cyber Security Task Force at National Association of Software & Services Cos. He has also chaired the NASSCOM Cyber Security Task Force.

RAJIV MEMANI



As Chair of the EY Global Emerging Markets Committee, Rajiv connects emerging markets with developed markets and each other so that emerging markets' voices are considered in key decisions. He is also the Chairman and Regional Managing Partner for EY India. He advises clients across sectors and works closely with several of the largest conglomerates in India. Prior to his current role, he established EY India's market-leading Strategy and Transactions. Previously, he worked in EY India Tax and Assurance Services in Singapore.

RAJIV SRIVASTAVA



Rajiv Srivastava is the Managing Director of Redington Group. With 35 years of global experience in transforming incumbent blue-chip brands within the technology sector and is transforming a public listed company within energy sector (IEX) in India. Before IEX, Rajiv spent 19 years at HP, where his final stint included the roles of Managing Director - HP India for six years, and thereafter, as Chief Operating Officer, Asia Pacific & Japan, based in Singapore. Rajiv's expertise lies in B2B and B2C business including creating innovative models (Omni-channel, everything-as-a-service).

RISHAD PREMJI



Rishad Premji is the son of the Wipro head Azim Premji and was named as the successor of his father. He was until recently the Chief Strategy Officer at Wipro and took over as Chairman of Wipro in July 2019. He was the Chairman of NASSCOM for the year 2018–19. Rishad is on the boards of Wipro Enterprises Ltd. - a leading player in FMCG and infrastructure engineering - and Wipro-GE - a joint healthcare venture between Wipro and General Electric. In 2014, Rishad was recognised as a Young Global Leader by the World Economic Forum. He is also on the Board of the Azim Premji Foundation, one of the largest not-for-profit initiatives in India.

RITESH AGARWAL



Ritesh Agarwal Founder & CEO of OYO Hotels & Homes-World's fastest growing and India's largest hotel chain. He is known as the second youngest billionaire in 2021 in India. Ritesh Agarwal was born in a Marwari family in Bissam Cuttack, Odisha, India and was brought up in Titilagarh in Odisha. OYO is spread across 800 cities in 80 countries, headquartered in Gurgaon. OYO is a global platform that empowers entrepreneurs and small businesses with hotels & homes by providing full stack technology & brings easy to book, affordable & trusted accommodation to customers around the world.

ROSHNI NADAR MALHOTRA



Roshni Nadar Malhotra is an Indian billionaire businesswoman and the chairperson of HCL Technologies. She is the first woman to lead a listed IT company in India. She is the only child of HCL founder and billionaire businessman Shiv Nadar. In 2019, she was ranked 54th on the Forbes World's 100 Most Powerful Women list. According to IIFL Wealth Hurun India Rich List (2019), she is the richest woman in India. In 2020, she was ranked 55th on the Forbes World's 100 Most Powerful Women. She is also the CEO of HCL Corporation, the holding company of all HCL Group entities.

SACHIN BANSAL



Sachin Bansal's fintech startup, Navi Technologies, simplifies loan processing and disbursement for micro, small, and medium enterprises. But as a serial entrepreneur, he is best known for his e-commerce venture Flipkart, which he co-founded in 2007 and sold to Walmart in 2018 for $16 billion- the largest e-commerce acquisition till date. Bansal launched Navi in December 2018, six months after the Flipkart-Walmart deal. Bansal's decade-long entrepreneurial journey has inspired an entire generation of young Indians and has instilled the belief that it's possible to build global internet companies out of India.

SANDIP PATEL



Sandip Patel is the Managing Director, IBM India/South Asia. He is responsible for all strategic and operational matters related to IBM's sales, marketing, services and delivery operations in the region, including Bangladesh, Nepal and Sri Lanka. Additionally, he directs and enables India's capabilities across IBM's global missions, global centers of excellence, research and innovation labs. Prior to this, he was General Manager for the Insurance industry at IBM and was responsible for IBM's business across all brands in the Insurance industry globally.

SHAILENDER KUMAR



Shailender Kumar is senior vice president and regional managing director for Oracle India. Shailender serves as leader, mentor, and partner to Oracle's more than 50,000 employees, customers, and partners in India. He drives Oracle's leadership in its core businesses such as cloud, delivers on the company's commitment to customer and partner success, and has built a team of professionals to serve the India ecosystem. He joined Oracle as part of its BEA Systems acquisition, and has held leadership positions at Quest Software, Microsoft India, and IBM India.

SHAILENDRA KATYAL



Shailendra is instrumental in Lenovo achieving the no.1 position in PC segment. Shailendra firmly believes that technology is empowering people in ways unimaginable earlier, and it'll further help in solving the biggest challenges that the world is facing today. Katyal has been with the company since 2011 and has held roles in marketing, consumer PC and tablets, home and small business, as well as e-commerce. He took over as the lead role at Lenovo when the company was expanding its manufacturing activity in India. Prior to joining Lenovo, he spent a decade building iconic FMCG brands.

SOM SATSANGI



With more than three decades in the IT Sector, Som is responsible for HPE's business operations in India, which is also the second largest employee base of HPE globally. As India Managing Director and Senior Vice President, Som leads India management and revenue-generating teams to drive performance, ensures excellence in what they do and focus on building and executing strategic plans, thus delivering on their vision of leveraging technology to advance the way we live and work. He is currently the Chairperson of the AMCHAM National Executive Board.

SRIDHAR VEMBU



Sridhar Vembu is an Indian billionaire business magnate and the Founder and CEO of Zoho Corporation. According to Forbes, he is the 55th richest person in India with a net worth of $3.75 billion, as of 2021. He was awarded India's fourth highest civilian award, the Padma Shri, in 2021. Sridhar Vembu launches new 'Private Browser' in India; forays into AI tools powered by ChatGPT. Vembu runs the in-house Zoho University, which provides training to students who have completed 12th grade and have certain math and tech skills. As Zoho progresses, the company intends to take generative AI technology in-house.

SUNIL BHARTI MITTAL



Sunil Bharti Mittal is the Founder and Chairman of Bharti Enterprises, one of India's foremost first-generation corporations with interests in Telecom, Space Communications, Digital Solutions, Insurance, Processed Foods, Real Estate and Hospitality. Bharti has joint ventures with several global partners like SingTel, SoftBank, AXA, Del Monte and the UK Government, amongst others. Bharti Airtel, the flagship company of Bharti Enterprises, is a leading telecommunications company with operations in 17 countries and ranks amongst the top three mobile operators globally. Sunil was awarded the Padma Bhushan.

SUNIL GUPTA



Sunil Gupta is the Co-founder, Managing Partner & CEO of Yotta Infrastructure Solutions LLP. Prior to his current assignment, Sunil was President, COO and Executive Director on the Board of Netmagic Solutions India (Part of $105 Billion NTT group). Sunil has an unmatched experience in the Data Centre, Cloud and Managed IT Services industry and is best known as the person who has built and operated most number of 3rd party data centers in India. Sunil is also an angel investor, as part of CIO Angel Network (CAN). Sunil is also an elected member of Nasscom's National Domestic Council.

SUNIL VACHANI



Sunil Vachani is the founder and chairman of India-listed Dixon Technologies. The company makes products such as smartphones, washing machines and TVs, for a range of clients including Samsung, Panasonic and Xiaomi. The company was listed in 2017 and its shares have been rising ever since. Dixon has also expanded to multiple product categories, such as LED lighting, home appliances, mobile phones, security systems and many more. It has grown over the years, so has the electronics manufacturing sector (EMS) in India.

VIJAY SHEKHAR SHARMA



Vijay Shekhar Sharma is an Indian technology entrepreneur and billionaire businessman. He is the founder chairman, managing director of One97 Communications founded in 1997 and its consumer brand Paytm which he started in 2010. Vijay Shekhar Sharma Founder Of Paytm... Paytm, which stands for "Pay Through Mobile," is one of the most successful startups in India. Vijay as the Indian billionaire is one of the highest paid heads of a 'unicorn' in India. Sharma has also created Paytm Mall, an e-commerce business and the Paytm Payments Bank. He was ranked as India's youngest billionaire in 2017 by Forbes with a net worth of $1.2 billion.



VARs Are Harnessing The Power Of New Age Technology

The technology distribution landscape in India is constantly evolving. Distributors and VADs often have large warehouses where they store technology products and services. This allows them to keep a wide variety of products in stock, which can help to ensure that customers can get the products they need when they need them. Distributors are often referred to as the "extended office" of corporates.

Distributors and Value Added Distributors (VADs) play an important role in the promotion and availability of a product. They are highly instrumental in highlighting and educating the customers about the latest products. While the division of VADs adds fuel in the competitive IT market by adding value to the products and services, distributors bring technology solutions to the market and in the process create a true value proposition for its partners.

They are responsible for fulfilling the orders for technology products and services. This includes picking, packing, and shipping orders to customers. Distributors and VADs often provide customer support for technology products and services. This can include answering questions about products, troubleshooting problems, and providing technical support.

The growth of the B2B marketplace is another key trend in the technology distribution landscape in India. These platforms allow businesses to connect with suppliers and buyers from all over the country, making it easier for them to source and distribute technology products and services.

Secondly, increasing on-line channels are becoming increasingly important for the distribution of technology products and services in India. This is due to a number of factors, including the growing number of internet users in India, the increasing popularity of e-commerce, and the convenience of online shopping.

With the growing trend, Distributors and VADs are going to invest on data analytics, which is increasingly important for technology distributors in India. This is because data can be used to gain insights into customer behavior, identify market trends, and optimize supply chains.

These 25 Distributors and VADs play a vital role in the Indian technology industry by providing a wide range of products and services to businesses and consumers across the country. They also help to drive innovation and growth in the industry by providing access to new technologies and markets.

ACCERON INFOSOL PVT. LTD.

Head of the Organization : HARISH RAI
Designation : Country Manager
Address : MBC Centre, Ground Floor, 143/A, Opp - Cine Wonder Mall, Ghodbandar Road, Thane-400607, Maharashtra
Website : www.acceron.net



Core competency : It is a leading value added distributor in the IT security space and has a reach across the entire APAC region. Acceron has invested in its inherent strength in infrastructure, technical skills and customer service to create a niche for itself in the product distribution space. This has resulted in long standing partnerships with leading and globally renowned network and security technology partners such as Acunetix, Ivanti, Nexus, EnGenius, Paessler, F-Secure, Tridium and Ghangor Cloud among others.

ADITYA INFOTECH LTD.

Head of the Organization : ADITYA KHEMKA
Designation : Managing Director
Address : Block A, A-12, Amaltash Marg, Block A, Sector 4, Noida-201301 U.P.
Website : www.adityagroup.com



Core competency : Aditya Infotech Ltd. (AIL) – the technology arm of Aditya Group, is a leading global player, delivering technology driven security solutions with special expertise in Electronic Video Surveillance Products and Solutions. Aditya Infotech has dedicated itself to fulfilling the security needs by providing professional service combined with state-of-the-art technology. By creating customised solutions for different business verticals and above all by ensuring that everyone in India has access to the best that the world of electronic surveillance has to offer. It deals with only Two brands that are CP Plus and Dahua Technology.

B D SOFTWARE

Head of the Organization : ZAKIR HUSSAIN RANGWALA
Designation : CEO
Address : Techno City R. R Centre, Office Number 204, 2Nd Floor, Plot Number X-5/3,Midc Road, Mahape, Navi Mumbai -400710
Website : www.bdsoft.in



Core competency : BD Software is the distributor of IT security solutions in India. The company takes pride in being the Country Partner for Bitdefender solutions. This solution is best suited for the Government, large Corporate houses, Small and Medium business enterprises, Educational Institutions and the retail consumers alike. The product portfolio includes Abbyy, Bitdefender Business, Endpoint Protector, Peregrine, Safetica, SafeDNS and others.

BEETEL TELETECH LTD.

Head of the Organization : SANJEEV CHHABRA
Designation : MD & CEO
Address : Beetel Corporate Centre, F.F., Plot No. 16,Phase IV, Gurgaon – 122015, Haryana
Website : www.beetel.in



Core competency : Beetel is one of the oldest and most reputed brands in the Industry, a pioneer in the landline phone category. With its manufacturing unit in Ludhiana – Punjab, Beetel is focused on manufacturing as well as distributing a huge range of products ranging from mobile accessories, IT peripherals, Network & enterprise solutions to fixed landlines. Beetel distributes a host of iconic brands including Avaya, Polycom, Samsung, Panasonic, Huawei, QSC, RADWIN, Ruckus, RAD and Actelis. In India.

CRAYON SOFTWARE EXPERTS INDIA PVT LTD

Head of the Organization : VIKAS BHONSLE
Designation : CEO
Address :902-903, 9th Floor, Lodha Supremus, Kanjur Village Road, Nehru Nagar, Kanjurmarg East, Mumbai 400 042.
Website : www.crayon.com



Core competency : Crayon helps its customers build the commercial and technical foundation for a successful and secure cloud-first, digital transformation journey. It helps clients select the best solutions for their business needs and budget to thrive and innovate with software, cloud, data, and AI. Crayon helps to solve various IT scenarios allowing to optimize and save costs. It has partnered with OEMs including Acronis, Adobe, Microsoft, AWS, Citrix, Google Cloud, IBM, Veeam, VMware and others.

EXCLUSIVE NETWORKS SALES INDIA PVT. LTD.

Head of the Organization : JESPER TROLLE
Designation : CEO
Address : No.468, I & II Floor, "Shanti Shree", 80 Feet Road, 6th Block, Koramangala, Bengaluru
Website : www.exclusive-networks.com



Core competency : Exclusive Networks is a globally trusted cybersecurity specialist helping to drive the transition to a totally trusted digital world for all people and organisations. It has offices in 45+ countries and the ability to service customers in over 170 countries across five continents. Its approach towards distribution gives partners more opportunity and more customer relevance. Exclusive Networks has a unique 'local sale, global scale' model, combining the extreme focus and value of local independents with the scale and service delivery of a single worldwide distribution powerhouse.

FORTUNE MARKETING PVT. LTD.

Head of the Organization : MANOJ GUPTA
Designation : Founder & MD
Address : D-1/2, Okhla Industrial Area, Phase-II, New Delhi – 110020
Website : www.fortune-it.com



Core competency : Delhi based Fortune Marketing, An ISO 9001:2008 company, distributes more than 1000 products, provided by some top-tier global brands, through its channel literally becoming a one-stop-source for different security-surveillance and IT-requirements with an absolute supremacy in IP CCTV-products, Biometric products, Access Control, Computer Hardware and Peripherals, Data Storage Solutions, Networking, Mobile Accessories, Audio and Multimedia products, Storage and Software products., through its 4,000 channel partners in the country .

INFLOW TECHNOLOGIES PVT. LTD.

Head of the Organization : BYJU PILLAI
Designation : President & CEO
Address : Inflow House, # 33 & 34, Indiranagar 1St Stage, Off 100 Feet Road, Bangalore – 560038,Karnataka
Website : www.inflowtechnologies.com



Core competency : Inflow Technologies is a niche player in the IT Infrastructure Distribution Services industry providing Value Added Distribution in Cyber Security, Networking, Unified Communications and Collaboration, AIDC & POS, Infrastructure & Application Software, Storage Management and Electronic Security products related Services in South Asia. Headquartered in Bangalore, has a presence in 19 locations. Having relationships with 60+ global technology vendors across Networking, Cyber Security, UCC, Surveillance, AIDC, Server, Storage & Software, Inflow operates with a team of 400+ employees & 2600+ channel partners across India & generating an annual run-rate revenue of USD 520 Million. Savex Technologies makes a strategic investment in Inflow Technologies.

INGRAM MICRO INDIA PVT. LTD.

Head of the Organization : N S BINDRA
Designation : VP & Chief Country Executive
Address : 5Th Floor, Empire Plaza, Building A, Lbs Marg, Vikhroli West, Mumbai 400083,Maharashtra
Website : www.imonline.co.in



Core competency : Ingram Micro India, a large national distributor offers a comprehensive portfolio of technology and mobility distribution, 3PL Services, logistics, supply chain, professional services, financial solutions and capabilities, making a one-stop shop for the partners. With its vast global infrastructure and focus on cloud, advanced and specialty technology solutions, in addition to mobility and commercial/consumer technologies, Ingram Micro enables business partners to operate more efficiently and successfully in the markets they serve. The company supports global operations by way of an extensive sales and distribution network throughout North America, Europe, Middle East and Africa, Latin America and Asia Pacific.

INTEGRA MICRO SYSTEMS PVT. LTD.

Head of the Organization : MAHESH KUMAR JAIN
Designation : Chairman & CEO
Address : #4, Bellary Road, 12Th Km, Jakkur, Bangalore - 560064, Karnataka
Website : www.integramicro.com



Core competency : Integra is a leading provider of innovative hi-technology products and solutions in the Government, BFSI and telecom space, with a focus on India and Africa. IMSS is a reliable provider of software services for over 17 years offering a much easier way to the client's digital journey. IMSS helps customers to hire talent, automate processes / interactions and build a smarter & secure enterprise. IMSS offers software solutions in the areas of digital, cloud & mobile transformation, Red Hat platforms and RPA automation technologies. Integra has been engaged in building a technology and services ecosystem for financial inclusion and digital payments.

IRIS GLOBAL SERVICES PVT. LTD.

Head of the Organization : SANJIV KRISHEN
Designation : Chairman
Address : 1, Bypass Rd, Mahipalpur Extension, Mahipalpur, New Delhi-110037
Website : www.irisworld.net



Core competency : Iris Global services is one of the leading distribution houses that distributes and markets a large variety of electronics which it sources from manufacturers such as Dell, Lenovo, Western Digital, Samsung, Acer, HP, IBM and others. Iris has over 35 billing locations across the country, all of which are full-fledged offices with sales, operations and finance team to support Iris' channel partners and delivering to 19,000+ Pin Codes. Iris supplies high end server and storage products all the way to individual desktop hard drives through a robust network of 21 locations across country, with its own offices and warehouses equipped to handle online transactions catering to the needs of over 10,000+ Channel partners.

IVALUE INFOSOLUTIONS PVT. LTD.

Head of the Organization : SUNIL PILLAI
Designation : Co-Founder & MD
Address : 903/1, iValue Group, 1, 19th Main Rd, opp. Blue Tokai and PurnaBramha Restaurant, Sector 4, HSR Layout, Bengaluru, Karnataka 560102
Website : www.ivalue.co.in



Core competency : iValue Info Solutions is a value added distributor, provides solutions and associated services around data, network and application to Indian enterprises. It has the technology experience of 6000+ customer engagements, and 14 years of business maturity to differentiate itself as a value aggregator and technology enabler. The iValue Center of Excellence (iV CoE) is designed to empower and expedite the Application resilience by enabling to try out "best of breed" solution stacks, across OEM's, from code to cloud, encompassing Performance, Availability, Scalability and Security needs (PASS for every App). iValue adds Hybrid Multi-cloud Services capabilities through ASPL Info Acquisition. Key Verticals serviced by iValue includes Banking, Finance and Insurance; IT enables services, Manufacturing, Telecom, Pharma, Hospitality and Education.

M. TECH SOLUTIONS (I) PVT. LTD.

Head of the Organization : BHAVIN BHATT
Designation : Managing Director
Address : Indraprastha Equinox, 2nd Floor, Plot No. 23 # 201, 100 Feet Rd, Koramangala, Bengaluru, Karnataka 560095
Website : www.mtechpro.com



Core competency : M.Tech is a leading cyber security and network performance solutions provider. It works with leading vendors to bring optimal solutions to the market through a channel of reseller partners. M.Tech India has a direct relationship with 40+ best of the breed global technology vendors. It runs the business only through 400+ channel partners solutions offered to selected 3000+ end customers. MTech has exclusive tie-up with Broadcom Inc., a global technology leader that designs, develops and supplies a broad range of semiconductor and infrastructure software solutions. In addition, M.Tech is the authorized training centre for Allot, Check Point and Symantec Endpoint Security.

NETPOLEON SOLUTIONS

Head of the Organization : MOHAN KUMAR TL
Designation : Director
Address : #3580, Fremont Terraces, Ground Floor, 13Th 'G' Main, 4Th Cross, Indiranagar, Hal 2Nd Stage, Bengaluru-560038
Website : www.netpoleons.com



Core competency : Netpoleon Group is a Value-Added Distributor (VAD) of Network Security products, headquartered in Singapore with various full-fledged offices across APAC region in Australia, India, Indonesia, Cambodia, Malaysia, Myanmar, New Zealand, Philippines, Thailand and Vietnam. Netpoleon continues to value-add the Vendor's offering through pre- and post-sales services, as well as professional advisory services on Cybersecurity to its channel partners across the region.

R P TECH INDIA

Head of the Organization : SURESH PANSARI
Designation : Director
Address : Ariisto House, 5Th Floor, Junction Of N.S.Phadke Road, Telli Gali, Andheri (E), Mumbai- 400 069, Maharashtra
Website : www.rptechindia.com



Core competency : R P Tech is recognized for its diverse products portfolio, value-added marketing, robust distribution infrastructure, seamless products availability and consistency and speed of execution helps it meet end-user demand for multi-vendor and multi-product IT configurations. Today, R P Tech has 48 Global Technology brands with 8663 customers and it fulfills the last mile with its strong network of 50 Branches, 50 Service centres and has the facility of 62 Warehouses that cater to 9000+ immensely satisfied B2B customers and millions of end-users in 730+ locations across India. It has strong and robust business model spread across four business verticals: Component, Peripherals, Networking & Personal Computing and market verticals: Retail, Online & Enterprise.

RAH INFOTECH

Head of the Organization : ASHOK KUMAR
Designation : Founder & MD
Address : F-8, Pocket F, Okhla I, Okhla Industrial Estate, New Delhi, Delhi 110020
Website : www.rahinfotech.com



Core competency : RAH Infotech is India's fastest growing technology value added distributor with a mission to provide the most advanced technological solutions to its channel partners and customers. RAH Infotech has an extensive portfolio of information management solutions. With wired and wireless solutions that range from large-scale enterprise campus networks to small offices, it is a one-stop shop for a complete, secure, easy-to-manage networking solutions that will meet the needs of today and tomorrow. RAH Infotech has been consistently providing world class IT solutions to a large number of channel partners and corporates in India and SAARC countries. Headquartered in Gurgaon, RAH Infotech has presence across the country with International presence in Netherlands, Singapore, UAE, UK and USA.

REDINGTON INDIA LIMITED

Head of the Organization : RAMESH NATARAJAN
Designation : CEO
Address : Redington House, Plot No. 11, Thiru. Vi. Ka. Industrial Estate, Guindy, Chennai - 600032, Tamil Nadu
Website : www.redingtongroup.com



Core competency : Redington (India) Limited operates in the IT product distribution business, supply chain solutions and after sales services of IT products. Redington is thriving with a US$8.4 billion technology solution provider with a network of 290 international brands in the IT and mobility spaces across 38+ markets. Today, Redington is well positioned to eliminate the challenge by helping brands, channel partners and customers across emerging markets mitigate the barriers that delay technology adoption through a unique amalgam of technology, innovation and partnerships. The Company offers information technology solutions across mobility, telecom, cloud, lifestyle, IT, and solar verticals. Redington acknowledges, new-age technologies like AI, Robotics, Big Data and Analytics, Internet of Things (IoT), and 5G communications thatare opening new possibilities for tomorrow.

SATCOM INFOTECH PVT. LTD.

Head of the Organization : VINOD KUMAR
Designation : CEO
Address : 303, Arenja Corner, Sector 17, Vashi, Navi Mumbai - 400703
Website : www.satcominfotech.com



Core competency : Satcom Infotech Pvt. Ltd is a distribution houses in security in India was established in 2003 with a focus on providing end-to-end Security solutions for all business users. SATCOM Infotech has been consistently providing world-class IT solutions to a large number of channel partners and corporates in India. Headquartered in Mumbai, Satcom Infotech has a presence across the country in Delhi, Kolkata, Chennai, Bangalore, Coimbatore, Hyderabad, and Pune. Satcom provides end-to-end security solutions and distribution houses in security in India for all categories of Information Technology products for major international brands and relationships with major brands have been for years.

SAVEX TECHNOLOGIES PVT. LTD.

Head of the Organization : ANIL JAGASIA
Designation : Founder & MD
Address : 124, Maker Chambers III, 12th Floor, Nariman Point, Mumbai - 400021
Website : www.savex.in



Core competency : Savex Technologies is the 3rd largest Information & Communication Technology Distributor in India. Its role as an ICT distributor is to imbibe the knowledge of its products & solutions in its partners and act as a consultant to its customers to bring solutions to the market. Savex has 107 Sales offices and 42 Stocking locations across the country, catering to over 12000 customers every month in over 750+ cities. The Company offers consulting, technical support, market place, logistics, online store, and warranty management services. A rich history in telecom distribution business has helped Savex build its empire. Today, Fire-Boltt is incubated and exclusively distributed in India by Savex Technologies.

SONATA INFORMATION TECHNOLOGY LIMITED

Head of the Organization : SUJIT MOHANTY
Designation : CEO
Address : 1/4, Aps Trust Building, Bull Temple Road, N. R. Colony, Bangalore-560 004
Website : www.sonata-software.com



Core competency : Sonata Software Limited is a leading Modernization engineering company, headquartered in Bangalore. Sonata provides modernization services using its proprietary Platformation approach. It specializes in cloud and data modernization, Microsoft Dynamics Modernization, Digital contact center setup and management, managed cloud services and digital transformation services. Platformation is its unique approach to help incumbent businesses achieve their digital transformation mandates. Sonata has partnerships with leading technology providers such as Microsoft, Amazon, Google, among others. Accelerating Enterprise Digital Transformation Through Platformation is Sonata's unique approach to Digital.

SUPERTRON ELECTRONICS PVT. LTD.

Head of the Organization : V K BHANDARI
Designation : CMD
Address : Supertron House,2, Cooper Lane, Off R N Mukherjee Road, Kolkata-700001
Website : www.supertronindia.com



Core competency : Supertron deals in servers, laptops, components, accessories and is a leading IT & Telecom distribution & services intermediary in India. Supertron boasts of a wide and deep national network of over 9000 retail outlets and robust 24x7 logistics support. The company operates through its 35 branch offices and 18 satellite branches in India with a robust network of more than 9000 retail points. It also ranks among top 50 IT companies in India. Supertron's product portfolio includes servers, desktops, laptops, PC components, peripherals, memory modules and storage products of global brands . It has added B2B space to regular B2C part of Supertron (Enterprise solutions). Today, Supertron serves through its 66 customer-interfacing locations.

TECH DATA, A TD SYNNEX COMPANY

Head of the Organization : SUNDARESAN KANAPPAN
Designation : VP & Country General Manager
Address : A/301, Supreme Business Park, Hiranandani Gardens, Powai, Mumbai – 400 076
Website : https://in.techdata.com



Core competency : Tech Data Corporation was an American multinational distribution company specializing in IT products and services headquartered in Clearwater, Florida. It merged with competitor Synnex to form TD Synnex. Synnex is to be the primary owner. Delivered by the world's leading end-to-end distributor of technology products, services, and solutions. Its core focus areas are into Cloud, Edge, Next Generation Solutions, Modern Data Centre and Specialty Solutions. Tech Data's Center of Excellence (CoE) is an adaptive virtual lab environment built for the channel ecosystem. Its Center of Excellence provides channel partners with a suite of ready-built and tested solution offerings to leverage in order to innovate, drive agility and accelerate their success and speed to market.

TECHNOBIND SOLUTIONS PVT. LTD.

Head of the Organization : PRASANTH GJ
Designation : Co-Founder & Ceo
Address : Amar Plaza, No.19, Krishnanagar Industrial Layout, Hosur Road, Koramangala, Bangalore - 560029
Website : www.technobind.com



Core competency : TechnoBind's business model is focused on identifying and partnering with vendors to leverage the possibilities of the new-gen technologies to help customers solve their business pain-points, thereby providing "true" value addition. Technobind has instituted the knowledge and skills to meet the market disruption challenges, providing customers with the competitive-edge of demonstrable use-case scenarios where a certified technical staff spearheads the expert deployment of diverse data infrastructure on to a Cloud environment, be it Data Storage, Data Backup, Data Protection, Data management & Data Security. TechnoBind is at the forefront, representing some of the most innovative technologies in India.

TEXONIC INSTRUMENTS

Head of the Organization : NITESH BHANDARI
Designation : Managing Partner
Address : 9, Athipattan Street, Mount Road, Chennai-600 002
Website : www.texonicinstruments.com



Core competency : Texonic has carved a niche for itself in the Technology Distribution industry. It is one of the few organizations that provides not only high quality IT Infrastructure products but also unmatched Value Added Distribution services to its Partners. Based in Chennai, Texonic has a pan-India presence across strategic locations, including Karnataka, Delhi, Maharashtra, Andhra Pradesh and Kerala. Today, Texonic has four main Business Divisions: Distribution & Value–Added Distribution, Industrial Electronic Components and Power Generation/ Trading. It is an integral value adding partner that specialized in IT Distribution & Services.

WPG C&C COMPUTERS & PERIPHERALS PVT. LTD.

Head of the Organization : RAJEEV BAJPAI
Designation : President
Address : D-18/1, OKHLA INDL AREA, PHASE - II, NEW DELHI - 110020
Website : www.wpgholdings.com



Core competency : WPG C&C Computers & Peripherals (India) was incorporated in 2008 and is a subsidiary of WPG Holdings. The Company distributes computer hardware and peripherals. Headquartered in Taipei, Taiwan, WPG Holdings is one of the largest Semiconductor Distributor and electronics distributors in Asia. It is operating through four semiconductor components distributors that serves as a franchise partner to more than 250 worldwide suppliers. With 5,000 staff in about 78 sales offices around the world, WPG achieved US$25.97 billion in 2022 revenue. WPG, the first holding company in semiconductor components industry, has the global operation, local flexibility and long-term development in Asia-Pacific Market.

DIGITALLY EMPOWERED CPSUs

Digitally Empowered PSUs In India

Public Sector Undertakings (PSUs) are embracing emerging technologies to drive innovation and transformation within the country. Tech-adoption is seen as an investment in keeping the country competitive in an ever-evolving global economy. Reliance on progressive technologies such as blockchain, artificial intelligence, robotics, augmented reality, and machine learning has helped drive sustained growth within the public sector.

The Indian Government and the public sector ecosystem in India demonstrated tremendous agility and resilience during the pandemic. Technology helped maintain business continuity, and at the same time played a central role in enabling critical public services at scale. In line with the Digital India vision, PSUs in the country have tremendous opportunity to transform with technology, creating billion dollar opportunity for scaling into economic, social and financial inclusion. VARINDIA regularly brings the story on how the CPSUs (Central Public Sector Undertakings) are working strongly towards Digitization.

The Digital India mission of the Union government has had a positive impact on all aspects of life and industries in India. It has made government services more accessible and efficient, helped to improve education and healthcare, and boosted the economy. Today, every sector in the eco-system manufacturing, education, healthcare, retail, defence, finance, banking, or PSU. Public sector enterprises in India are using the power of technology to transform governance, provide seamless citizen services and create efficient enterprises. The journey has enabled to create newer workforce and brought younger workforce into the workflow.

Secondly, the Atmanirbhar Bharat initiative, aimed at making India self-reliant and reducing dependency on imports, has played a significant role in shaping the recent performance of the Indian economy. Through policies such as the Production-Linked Incentive (PLI) scheme, the government has incentivized domestic manufacturing, attracted investments and promoting job creation across various sectors.

Central Public Sector Undertakings (CPSUs) are playing a major role in the growth of the Indian economy by taking the approach of 'Digital First' to relook their business reengineering, process simplification, and workflow optimisation in sync with the advanced technological intervention. They contribute significantly to the country's GDP and also play a key role in providing essential goods and services to the Indian people.

Various PSUs are taking 'Digital First' approach to relook their business reengineering, and process simplification, and workflow optimisation, in sync with the advanced technological intervention.



AADHAAR

Aadhaar: Architecting the World's Largest Biometric Identity System
Unique Identification Authority of India (UIDAI)
Head of the organization- Amit Agrawal, CEO

The Unique Identification Authority of India (UIDAI) is a statutory authority established under the provisions of the Aadhaar, Targeted Delivery of Financial and Other Subsidies, to all residents of India. The UID had to be (a) robust enough to eliminate duplicate and fake identities, and (b) verifiable and authenticable in an easy, cost-effective way. As on 30th November 2022, the Authority has issued 135.1071 crore Aadhaar numbers to the residents of India. Aadhaar system provides single source offline/ online identity verification across the country for the residents.

Key Priorities: Aadhaar, India's program to provide a unique identity number for every resident, is the largest biometric identification program in the world.
Website- www.uidai.gov.in



BBNL empowering rural India digitally
Bharat Broadband Network (BBNL)
Head of the organization – Sarvesh Singh- CMD

BBNL provide high speed digital connectivity to Rural India at affordable price. The vision of BBNL is to change lives of rural India through digital empowerment of the people by creating network infrastructure as a national asset, accessible on a non-discriminatory basis to all service providers such as TSPs, ISPs etc to provide affordable broadband services to citizens and institutions in rural and remote areas, which will facilitate human development, boost economic development and improves quality of life of people in Rural India.

Key Priorities : To provide access to bandwidth in a non-discriminatory manner to all eligible service providers to enable them to provide services in rural areas.
Website - http://www.bbnl.nic.in

BEL leveraging next generation technologies to keep the country ahead in Defence space
Bharat Electronics Limited (BEL)
Head of the organization – Bhanu Prakash Srivastava, CMD

Bharat Electronics Limited (BEL) is a Navratna PSU under the Ministry of Defence, Government of India. It manufactures state-of-the-art electronic products and systems for the Army, Navy and the Air Force. BEL has also diversified into various areas like homeland security solutions, smart cities, e-governance solutions, space electronics including satellite integration, energy storage products including e-vehicle charging stations, solar, network & cyber security, railways & metro solutions, airport solutions, Electronic Voting Machines, telecom products, passive night vision devices, medical electronics, composites and software solutions.

Key Priorities: BEL is engaged in the business of Defence Electronics empowering the Nation's Defence Forces and in other chosen areas of Professional Electronics.
Website - https://bel-india.in





BSE provides highly secure, efficient and transparent market for trading
Bombay Stock Exchange (BSE)
Head of the organization – Sundararaman Ramamurthy - Managing Director & CEO

BSE (formerly known as Bombay Stock Exchange Ltd.) is Asia's first & the Fastest Stock Exchange in world with the speed of 6 micro seconds and one of India's leading exchange groups. Over the past 141 years, BSE has facilitated the growth of the Indian corporate sector by providing it an efficient capital-raising platform. Today BSE provides an efficient and transparent market for trading in equity, currencies, debt instruments, derivatives, mutual funds. It also has a platform for trading in equities of small-and-medium enterprises (SME).

Key Priorities : The BSE enables investors to trade in equities, currencies, debt instruments, derivatives, and mutual funds. It is Asia's first & the Fastest Stock Exchange in world with the speed of 6 micro seconds.
Website -https://www.bseindia.com/



C-DAC keeps India ahead in IT & Electronics R&D space
Centre for Development of Advanced Computing (C-DAC)
Head of the organization –Mangesh Ethirajan - Director General

Centre for Development of Advanced Computing (C-DAC) is the premier R&D organization of the Ministry of Electronics and Information Technology (MeitY) for carrying out R&D in IT, Electronics and associated areas. Different areas of C-DAC, had originated at different times, many of which came out as a result of identification of opportunities. C-DAC has today emerged as a premier R&D organization in IT&E (Information Technologies and Electronics) in the country working on strengthening national technological capabilities in the context of global developments in the field and responding to change in the market need in selected foundation areas.

Key Priorities: C-DAC's main purpose was to carry out research and development in Electronics, IT and other associated areas. It is working on the country's first indigenously designed and developed family of microprocessors.

Website -https://www.cdac.in/

C-DOT enabling India in indigenous design, development and production of telecom technologies
Center of Development of Telematics (C-DOT)
Head of the organization - Dr Rajkumar Upadhyay- CEO and Chairman Project Board

An autonomous telecom R&D centre of Government of India, Center of Development of Telematics (C-DOT)is a forerunner of indigenous telecom revolution in the country. For more than three decades, it is putting its relentless R&D efforts in the indigenous design, development and production of telecom technologies suited for Indian landscape. C-DOT triggered a telecom revolution in the rural India that was responsible for all-round socio-economic development. It has always contributed significantly to the Indian telecom network's digitization. C-DOT technology spread across the country through its licensed manufacturers. Presently C-DOT is implementing Common Alerting Protocol (CAP) in India to send out early warnings to the public through mobiles.

Key Priorities: C-DOT has expanded to develop intelligent computer software applications. It has evolved, from a single mission-oriented organization to an R&D centre, working on several important, cutting-edge technologies.

Website -http://www.cdot.in/





CERT-IN protecting the cyber security space of India
Indian Computer Emergency Response Team (CERT-IN)
Head of the organization – Dr. Sanjay Bahl - Director General

CERT-In serves in the area of cyber security threats like hacking and phishing as a nodal agency to perform - Collecting, analysing and disseminating information on cyber incidents; Forecasting and alerting of cyber security incidents; issuing emergency measures for handling cyber security incidents; Coordination of cyber incident response activities and Issuing guidelines, advisories, vulnerability notes and whitepapers relating to information security practices, procedures, prevention, response and reporting of cyber incidents. It has professional group of information security experts responsible for the protection against, detection of and response to an organization's cybersecurity incidents.

Key Priorities : CERT-IN continuously analyses cyber threats and handles cyber incidents tracked and reported to it. It increases the Indian Internet domain's security defences.

Website - https://www.cert-in.org.in/



CSCs enabling rural India digitally empowered
Common Service Centres (CSC)
Head of the organization – Sanjay Kumar Rakesh, Managing Director

Common service centres (CSCs) are digital access points under the Digital India initiative of the government of India. CSCs are social enterprises with basic computing infrastructure, which are operated and managed by a local entrepreneur. There are about 5,10,240 CSCs functioning across the country as on April 2023. These entrepreneurs support the community in availing various government and non-Government services. Government, both at the Central and state levels, has utilised the CSC network for extending various citizen-centric services and also support in implementation of government programmes and schemes to citizens close to their places of residence. CSCs across the country have supported in enrolment of about 20 crore citizens for Aadhar, which is about 16 percent of the total Aadhar generated in the country.

Key Priorities : CSC aims to provide G2C (Government to Citizen) and B2C (Business to Citizens) services to citizens within the reach of the citizen, by creating the physical service delivery ICT infrastructure.

Website - https://csc.gov.in/

DRDO is India's largest and most diverse research organisation
Defence Research and Development Organisation (DRDO)
Head of the organization – Sameer V Kamath, Chairman



DRDO is the R&D wing of Ministry of Defence, Govt of India, with a vision to empower India with cutting-edge defence technologies and a mission to achieve self-reliance in critical defence technologies and systems, while equipping the armed forces with state-of-the-art weapon systems and equipment in accordance with requirements laid down by the three Services. It has the network of more than 50 laboratories which are deeply engaged in developing defence technologies covering various disciplines, like aeronautics, armaments, electronics, combat vehicles, engineering systems, instrumentation, missiles, advanced computing and simulation, special materials, naval systems, life sciences, training, information systems and agriculture. It is the top most organisation into Design, develop and lead to production of state-of-the-art sensors, weapon systems, platforms and allied equipment for our Defence Services.

Key Priorities: Has a strong vision to empower the nation with state-of-the-art indigenous Defence technologies and systems. It provides technological solutions to the Services to optimise combat effectiveness and to promote well-being of the troops.

Website – www.drdo.gov.in



ECIL continues to keep India ahead in the growth of Information Technology and Electronics
Electronics Corporation of India Limited (ECIL)
Head of the organization – Anurag Kumar, CMD

ECIL played a very significant role in the training and growth of high caliber technical and managerial manpower especially in the fields of Computers and Information Technology. Though the initial thrust was on meeting the Control & Instrumentation requirements of the Nuclear Power Program, the expanded scope of self-reliance pursued by ECIL enabled the company to develop various products to cater to the needs of Defence, Civil Aviation, Information & Broadcasting, Telecommunications, Insurance, Banking, Police, and Para-Military Forces, Oil & Gas, Power, Space Education, Health, Agriculture, Steel & Coal sectors and various user departments in the Government domain. ECIL thus evolved as a multi-product company serving multiple sectors of Indian economy with emphasis on import of country substitution and development of products & services that are of economic and strategic significance to the country.

Key Priorities: ECIL is a multi-product, multi-disciplinary organisation with focus on indigenous Nuclear energy, Space and Defence sectors. ECIL also has a strong presence in indigenous Electronic Security, Communications, Networking and e-governance domains.

Website - http://www.ecil.co.in/



EESL encouraging e-mobility adoption across India
Energy Efficiency Services Limited (EESL)
Head of the organization – K Sreekant- Chairman

Energy Efficiency Services Limited (EESL) is a Super Energy Service Company (ESCO), which enables consumers, industries and governments to effectively manage their energy needs through energy efficient technologies. EESL is implementing the world's largest energy efficiency portfolio across sectors like lighting, buildings, industry electric mobility, smart metering, agriculture, etc. at an enormous scale. EESL's energy efficiency solutions have saved India over 47 billion kWh energy annually while reducing 36.5 million tons of carbon emission. EESL is promoted by Ministry of Power, Government of India as a Joint Venture of four reputed public- sector undertakings NTPC Limited, Power Finance Corporation Limited, REC Limited and POWERGRID Corporation of India Limited. EESL focuses on solution-driven innovation without taking support of any subsidy from the Govt.

Key Priorities : EESL is implementing the world's largest energy efficiency portfolio across sectors like lighting, buildings, industry electric mobility, smart metering, agriculture, etc. at an enormous scale.

Website - www.eeslindia.org

GeM maintains transparency in online procurement of goods & services
Government eMarketplace (GeM)
Head of the organization – Prashant Kumar Singh, IAS - CEO

Created in a record time of five months, Government eMarketplace is a dedicated e-market for different goods & services procured by Government organisations/departments/PSUs. It eases the procurement process. It also enhances transparency, efficiency and speed in public procurement, the platform provides the tools of e-bidding, reverse e-auction and demand aggregation to facilitate the government users, achieve the best value for their money. The digital platform enables economies of scale, efficient price discovery and dissemination of best practices. The purchases through GeM by Government users have been authorised and made mandatory by Ministry of Finance by adding a new Rule No. 149 in the General Financial Rules, 2017.

Key Priorities: The Government e Marketplace (or e-Marketplace) (GeM) is an online platform for public procurement in India. It has created an open and transparent procurement platform for government buyers.

Website - https://gem.gov.in/





GSTN aims to integrate indirect tax ecosystem on a shared IT infrastructure
Goods and Services Tax Network (GSTN)
Head of the organization – Sanjay Malhotra, Chairman

Goods and Services Tax Network (GSTN) has built Indirect Taxation platform for GST to help taxpayers in India to prepare, file returns, make payments of indirect tax liabilities and do other compliances. It provides IT infrastructure and services to the Central and State Governments, taxpayers and other stakeholders for implementation of the Goods and Services Tax (GST) in India. The GST System Project is a unique and complex IT initiative as it established for the first time a uniform interface for the taxpayer under indirect taxes through a common and shared IT infrastructure between the Centre and States. GSTN provides a strong IT Infrastructure and Service back bone which enables capture, processing and exchange of information amongst the stakeholders (including taxpayers, States and Central Governments, Accounting Offices, Banks and RBI.

Key Priorities: GSTN (Goods and Service Tax Network) provides shared IT infrastructure and service to both central and state governments including taxpayers and other stakeholders.

Website - https://www.gstn.org.in/



हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड
Hindustan Petroleum Corporation Limitec

HPCL is transforming the energy landscape, across the nation and beyond
Hindustan Petroleum Corporation Ltd. (HPCL)
Head of the organization – Dr. Pushp Kumar Joshi, CMD

HPCL is world-class energy company known for caring and delighting the customers with high-quality products, innovative services across domestic & international markets with aggressive growth and delivering superior financial performance. HPCL along with its joint ventures will be a fully integrated company in the hydrocarbons sector of exploration and production, refining and marketing; focusing on enhancement of productivity, quality & profitability, caring for customers and employees, caring for environment protection and cultural heritage. The HP Green R&D Centre in Bengaluru has been at the forefront of cutting-edge research and development, catering to the evolving needs of the petroleum refining and energy industry.

Key Priorities : HPCL has created a lot of opportunities for HPCL in terms of technology adoption in the value chain in order to enhance energy efficiency in our refineries, marketing strategies and consumer engagement processes.

Website – www.hindustanpetroleum.com

इंडियनऑयल
Indian Oil Corporation Limited

INDIANOIL helps reach precious petroleum fuels to every nook and corner of the country
Indian Oil Corporation Ltd.(IOCL)
Head of the organization – Shrikant Madhav Vaidya, CMD

IndianOil, a diversified, integrated energy major with presence in almost all the streams of oil, gas, petrochemicals and alternative energy sources; a world of high-caliber people, state-of-the-art technologies and cutting-edge R&D; a world of best practices, quality-consciousness and transparency; where energy in all its forms is tapped most responsibly and delivered to the consumers most affordably. As a Brand with one of the largest customer interfaces in India, IndianOil reaches precious petroleum fuels to every nook and corner of the country through its network of over 58,000 plus customer touch-points, surmounting the challenges of tough terrain, climate and accessibility. IndianOil has established itself as a leading CGD (City Gas Distribution) player in the country. It achieved the milestone of installing over 2000 EV charging stations at IndianOil Fuel Stations across the country.

Key Priorities: IOCL is an oil & gas major, has undergone major digital transformation, and Indian Oil has been the front runner in this journey. It has implemented new and emerging technologies that has helped Indian Oil move forward. “Deep analytics and machine learning have improved productivity.

Website – www.iocl.com





ITI LIMITED

ITI Limited widening its focus area
ITI Limited
Head of the organization – Rajesh Rai, CMD

ITI Limited is a public sector undertaking company, has manufacturing facilities in Bengaluru, Naini, Rae Bareli, Mankapur and Palakkad along with an R&D centre in Bengaluru and 25 Marketing, Services & Projects (MSP) centers in India, which are located at Bengaluru, Bhubaneshwar, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, New Delhi and 17 other places spread across the country. The company has a diverse suite of products including manufactured products like Gigabit Passive Optical Network (GPON), Managed Leased Line Network (MLLN) products, Stand Alone Signalling Transfer Point (SSTP), Wi-Fi Access Point, Radio Modem, SMPS, Set Top Box, Defence products like multi-capacity encryption units, Bulk encryption Units (BEU), Terminal End Secrecy Devices (TESD), Passive infrastructure products such as Optical Fiber Cable, HDPE duct, Antenna, diversified products such as smart energy meters, smart cards, solar panels, mini personal computers.

Key Priorities : ITI is manufacturing a diverse range of Information and Communication Technology (ICT) products/solutions to hone its competitive edge in the convergence market by deploying its rich telecom expertise and vast infrastructure.

Website - http://www.itiltd-india.com/



New defence PSUs will help India become self-reliant
Munitions India Limited (MIL)
Head of the organization – Ravi Kant, CMD

MIL, India's biggest manufacturer and market leader is engaged in Production, Testing Research & Development and Marketing of comprehensive range of ammunition & explosives for Army, Navy, Air force and Para-Military Forces. With Corporate Office at Pune (India), MIL in its 12 state-of-the-art manufacturing units located across the country employs skilled workforce of around 25,000. These factories have proven integrated base for production of Small, Medium & High calibre ammunition, Mortars, Rockets, Hand Grenades etc. with in-house manufacturing of Initiatory Compositions, Propellants and High Explosives for over 150 years. Its primary objective is to provide competitive edge to the Armed Forces by equipping them with modern and quality battlefield ammunition.

Key Priorities: Munitions India primarily manufactures ammunition, explosives, rockets and bombs for the use of the Indian Armed Forces, foreign militaries and domestic civilian use. It is new defence PSUs that will help India become self-reliant.

Website - www.munitionsindia.co.in

Leading company into fertilizers in the country
National Fertilizers Ltd.(NFL)
Head of the organization - U Saravanan, CMD

NFL is a dynamic organization committed to serve the farming community and other customers to their satisfaction through timely supply of fertilizers and other products & services; continually striving to achieve the highest standards in quality, safety, ethics, professionalism, energy conservation with a concern for ecology and maximizing returns to stakeholders. NFL is engaged in manufacturing and marketing of Neem Coated Urea, four strains of Bio-Fertilizers (solid & liquid), Bentonite Sulphur and other allied Industrial products like Ammonia, Nitric Acid, Ammonium Nitrate, Sodium Nitrite and Sodium Nitrate. The brand name of the company is popularly known in the market as 'KISAN'. The company has also started production of certified seeds under its Seeds Multiplication Program for sale under its own brand name as Kisan Beej.

Key Priorities: It has worked towards how data transformation could promote innovation in business but also empower society as well. It has implemented remote maintenance and commissioning and monitoring of plants and units with the help of digital technologies.

Website - www.nationalfertilizers.com





NIC bridging the digital divide and supporting government in eGovernance
National Informatics Centre (NIC)
Head of the organization - Rajesh Gera, Director General

The National Informatics Centre (NIC) is an Indian government department under the Ministry of Electronics and Information Technology (MeitY). NIC has been instrumental in adopting and providing Information and Communication Technology (ICT) and eGovernance support to Central Government. NIC provides infrastructure, IT Consultancy, IT Services including but not limited to architecting, design, development and implementation of IT Systems to Central Government Departments and State Governments thus enabling delivery of government services to Citizens and pioneering the initiatives of Digital India. National Informatics Centre (NIC) is providing e-Government / e- Governance Solutions adopting best practices, integrated services and global solutions in Government Sector. NIC is permitted to utilize its services, expertise and infrastructure including NICNET for supporting, on a charge basis, promotional activities/projects/programmes of national importance.

Key Priorities : NIC provides technology-driven solutions to Central and State Governments in various aspects of development. It offers a wide range of services and plays a significant role in delivering citizen centric e-services.

Website - www.nic.in



NSE a forerunner in electronic trading system
National Stock Exchange (NSE)
Head of the organization – Vikram Limaye (MD & CEO)

National Stock Exchange of India Limited (NSE) is one of the leading stock exchanges in India, based in Mumbai. NSE is under the ownership of various financial institutions such as banks and insurance companies. It is the world's largest derivatives exchange by number of contracts traded and the third largest in cash equities by number of trades for the calendar year 2022. It is one of the largest stock exchanges in the world by market capitalization. NSE operates on the 'National Exchange for Automated Trading' (NEAT+) system, a fully automated screen-based trading system, which adopts the principle of an order driven market. NSE consciously opted in Favour of an order driven system as opposed to a quote driven system. This has helped reduce jobbing spreads not only on NSE but in other exchanges as well, thus reducing transaction costs.

Key Priorities: NSE is the first stock exchange that offers an advanced, automated, electronic system offering trading facilities to investors across the country. It is in the 9th place on the list of the largest stock exchanges in the world.
Website -https://www.nseindia.com

NPCI leading India towards Digital payments
National Payments Corporation of India (NPCI)
Head of the organization – Dilip Asbe- MD & CEO

The National Payments Corporation of India (NPCI) is an initiative taken by the Reserve Bank of India (RBI) and Indian Bank's Association (IBA) to operate the retail payments and settlement systems in India. To create a robust Payment & Settlement Infrastructure in India, National Payments Corporation of India (NPCI) has been set up. This organisation was founded in the year 2008 under the Payment and Settlement Systems Act, 2007. NPCI has been incorporated as a 'not for profit' company under section 8 of Companies Act 2013. It has the aim of consolidating and integrating various systems into nation-wide uniform and standard business process that can be used as a retail payment system. Another major objective of NPCI was facilitating an affordable payment system that can help the common people during financial inclusion.

Key Priorities: NPCI has created a robust Payment & Settlement Infrastructure in India. It provides online transaction routing, processing and settlement services to members participating in UPI. It has created revolution on the retail payment systems in the country
Website - https://www.npci.org.in/





PGCIL transforming India with its wide power transmission network
Power Grid Corporation of India Limited (POWERGRID)
Head of the organization - K. Sreekant- CMD

Engaged in power transmission, POWERGRID or PGCIL is a stated owned Indian PSU. POWERGRID is mainly engaged in the business of transmission of power through its EHVAC/ HVDC transmission network. The company has diversified into telecom business by leveraging its Pan India transmission network through stringing of optical ground wire(OPGW). POWERGRID has provided/providing consultancy services to domestic and international clients by leveraging its capability and experience in the field of power transmission, sub transmission, distribution management, load dispatch & communication etc. PGCIL has Telecom business under Brand Name 'POWERTEL'. It offers range of Services under Unified license as National Long Distance (NLD) and Internet Service Provider Category 'A'(ISP-'A') Service authorization. Neutral carrier in the point-to-point Bandwidth Leasing business (DLC)

Key Priorities: Power Grid Corporation is responsible for developing, implementing, operating, and maintaining interstate transmission systems as well as national and regional load dispatch centres.
Website- http://www.powergridindia.com/



RailTel connecting every corner of India
RailTel Corporation of India Limited
Head of the organization – Sanjai Kumar- Chairman & Managing Director

RailTel is an ICT provider and one of the largest neutral telecom infrastructure providers in the country owning a Pan-India optic fiber network (OFC). The OFC network covers important towns & cities of the country and several rural areas. RailTel aims to modernize the existing telecom system for train control, operation, and safety and to generate additional revenues by creating nationwide broadband and multimedia network, laying optical fiber cable using the right of way along railway tracks. Presently, the optic fiber network of RailTel covers over 61000+ route kilometers and covers 6108+ railway stations across India. Its citywide access across the country is 21000+ kms. RailTel provides various passenger services including content on demand services and Wi-Fi across major railway stations in India.

Key Priorities : It has created a nationwide broadband, telecom and multimedia network, and to modernise train control operation and safety system of Indian Railways.
Website- https://www.railtelindia.com

STPI encouraging software exports from India
Software Technology Parks of India (STPI)
Head of the organization – Arvind Kumar- Director General

Software Technology Parks of India (STPI) is an S&T organization under Ministry of Electronics and Information Technology (MeitY) engaged in promoting IT/ ITES Industry, Innovation, R&D, Start-ups, Product/ IP creation in the field of emerging technologies like Internet of Things (IoT), Blockchain, Artificial Intelligence (AI), Machine Learning (ML), Computer Vision, Robotics, Augmented & Virtual Reality, Animation & Visual effect (AVGC), Data Science & Analytics for various domains like FinTech, Agritech, MedTech, Autonomous Connected Electric & Shared (ACES) Mobility, ESDM, Cyber Security, Gaming, Industry 4.0, Drone, Efficiency Augmentation, etc. STPI Headquarters is located in New Delhi with over 60+ Centres spread across the country.

Key Priorities: STPI has set-up for promotion of software exports from the country. STPI acts as 'single-window in providing services to the software exporters. It has been instrumental in taking the Government initiative across the country, including smaller towns.
Website - https://ibps.stpi.in





TCIL continues to strengthen India with its technology expertise
Telecommunications Consultants India Limited (TCIL)
Head of the organization – Sanjeev Kumar, CMD

Telecommunications Consultants India Ltd. (TCIL) has established its Pan-India and Global presence in telecom consultancy and turnkey projects execution services to telecom operators, bulk users and others all over India and around 80 other countries in Middle East, Africa, South & South-East Asia. TCIL has more than four decades of international experience in the fields of telecommunications and information technology & also continuously deploying new technologies in the fields of Telecom Software, Switching and Transmission Systems, Cellular Services, Rural Telecommunications, Optical Fiber based Backbone Transmission Systems etc. TCIL has diversified its operations and has been executing turnkey projects of Power Transmission, Rural Roads and Civil Construction. TCIL has been executing projects in latest technologies like FTTH, VOIP, IPTV,4G/5G, Radio Communication, etc.

Key Priorities: TCIL undertakes consultancy & turnkey projects in the field of Telecommunications & IT. It has also diversified its operation into other fields i.e. Power Transmission, Green & Smart Solutions, Smart City, e-Governance etc.
Website - https://www.tcil-india.com

INDUSTRY BODIES IN INDIA

Industry bodies are also known as trade associations or chambers of commerce. They are organizations that represent the interests of businesses in a particular industry. Industry bodies can lobby governments on behalf of businesses in the industry, to promote policies that are favorable to the industry.

The Indian economy has grown significantly in recent years, which has led to increased trade. This has created new opportunities for businesses to export their products and services to other countries. The Indian government has invested heavily in infrastructure in recent years, which has improved the trade, commerce, and industrial environment of the country. This has made it easier for businesses to transport their goods and services, and has also made it easier for businesses to attract foreign investment.

The government has implemented a number of policies that are favorable to trade, commerce, and industry. These policies have made it easier for businesses to operate in India, and they have also made it easier for businesses to export their products and services to other countries.

India sits at the sixth position of the topmost economies of the world with a real GDP of $2.66 trillion and will be a USD 3.7 trillion economy in 2023. This has made India a major player in the global economy, and has also attracted foreign investment.

India, which has the third-largest startup ecosystem in the world, is home to 6 of the world's top 100 unicorns. India is now competing with the US (559) and China (173) in terms of the number of unicorns. The year-on-year (YoY) growth of unicorns in India at 300% (2021-22) is higher than China whose YoY growth rate has been 267%. If the trend seen over the last year continues, India will have more than 250 Unicorns by 2025.

In the last few years, the Indian startup ecosystem has seen a boom in the ecommerce, fintech and edtech sectors. Going forward, the next big unicorns are going to come from the healthtech sector, deeptech, which includes artificial intelligence, robotics, etc. To achieve this vision, there is need for high level intervention from the Government and Industry bodies to come forward and relook at the regulations.

ASSOCIATION OF SYSTEM INTEGRATORS & RESELLERS IN TECHNOLOGY (ASIRT)

Chairman : Nilesh Kadakia
Tel : +91 022-61542333
22-66122000
Website : www.asirt.in

ASSOCIATION OF UNIFIED TELECOM SERVICE PROVIDERS OF INDIA (AUSPI)

President : Sunil Batra
Tel : 011 - 23358585
Fax : 011 - 23327397
Website : www.auspi.in

AUTOMOTIVE COMPONENT MANUFACTURERS ASSOCIATION OF INDIA (ACMA)

Director General : Vinnie Mehta
Tel : 011- 2616 0315
Fax : (91 11) 2616 0317
Website : www.acmainfo.com

BICSI

India District Chair : Kasi Visweswaran
Tel : 91 93419 74020
Website : www.bicsi.org

COMPUTER ASSOCIATION OF EASTERN INDIA (COMPASS)

President : Neeraj Agrawal
Tel : (91 33) 22813610 /22813609
Website : www.compassindia.com

CONFEDERATION OF ALL INDIA TRADERS (CAIT)

Secretary General : Praveen Khandelwal
Tel : 011-45032664
Website : www.cait.in

COMMUNICATIONS MULTIMEDIA AND INFRASTRUCTURE ASSOCIATION OF INDIA (CMAI)

President : Prof. N K Goel
Tel : 011-26266411
Website : www.cmai.asia

CONFEDERATION OF INDIAN INDUSTRY (CII)

President : R Dinesh
Tel : 91 11 45771000 / 24629994-7
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Website : www.cii.in

DIGITAL INDIA FOUNDATION (DIF)

Co-Founder : Dr. Arvind Gupta
Tel : 0120-4568926
Website : www.digitalindiafoundation.org

ELECTRONIC INDUSTRIES ASSOCIATION OF INDIA (ELCINA)

President : Sanjay Agarwal
Tel : (91 11) 41615985 / 41011291
Website : www.elcina.com

ELECTRONIC & COMPUTER SOFTWARE EXPORT PROMOTION COUNCIL (ESC)

Executive Director : Gurmeet Singh
Tel : (91 11) 47480000
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FEDERATION OF ALL INDIA INFORMATION TECHNOLOGY ASSOCIATIONS (FAIITA)

President : Devesh Rastogi
Tel : +91- 9839197000
Website : www.faiita.org

FEDERATION OF INDIAN EXPORT ORGANISATIONS (FIEO)

Director General & CEO : Dr. Ajay Sahai
Tel : +91 - 11- 46042222
Website : www.fieo.org

FIRE AND SECURITY ASSOCIATION OF INDIA (FSAI)

National President : Ajit Raghavan
Contact : 8767373515
Website : www.fsai.in

INDIA ELECTRONICS AND SEMICONDUCTOR ASSOCIATION (IESA)

Chairman : Sanjay Gupta
Phone : +91 80 41473250/51
Website : www.iesaonline.org

INDIA MOBILE CONGRESS (IMC)

CEO & Principal Advisor : P Ramakrishna
Phone : 98110 56753
Website : www.indiamobilecongress.com

INDIA TRADE PROMOTION ORGANISATION (ITPO)

Chairman & MD : Pradeep Singh Kharola
Tel : 91-11-23371540
Fax : 91-11- 23371492
Website : www.indiatradefair.com

INFOTECH SOFTWARE DEALERS ASSOCIATION (ISODA)

Chairman : L Ashok
Tel. : +91- 9840068999
Website : www.isoda.in

MANUFACTURERS' ASSOCIATION FOR IT (MAIT)

President : Rajkumar Rishi
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Website : www.mait.com

OTHER SERVICE PROVIDERS ASSOCIATION OF INDIA (OSPAI)

President : S.V. Ramana
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Website : www.ospai.in

PROGRESSIVE CHANNELS ASSOCIATION OF INFORMATION TECHNOLOGY (PCAIT)

President : Alok Gupta
Phone : +91 011-26109775
Website : www.pcait.in

PHD CHAMBER OF COMMERCE & INDUSTRY (PHDCCI)

Secretary General : Saurabh Sanyal
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Website :www.phdcci.in

SMART CARD MANUFACTURERS ASSOCIATION (SCMA)

President : V.M.Gandhi
Phone : 022-22614110/22663810
Website : www.scmaindia.in

TRADE ASSOCIATION OF INFORMATION TECHNOLOGY (TAIT)

President : Champakraj Gurjar
Phone : 022-23003305
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GOVERNMENT BODIES AND AUTHORITIES

Technological advancement helps the growth of infrastructure of the economy. The rapid rate of growth can be achieved through high level of technology. It has a highly insightful role in driving optimization and efficiency across all sectors today, including the public and private sectors. The role of government becomes prominent when adopting any type of technology.

With the advent of new and advanced technologies, businesses can create new opportunities, streamline processes and enhance the overall customer experience, ultimately leading to increased revenue and growth for their business. Digital transformation becomes critical for India's growth and the technology leaders across industries believe that digital transformation will act as a catalyst for India Inc's dream of a $5 trillion economy. Technology, as always, is the key driver of innovation and is at the heart of enabling business to evolve and maintain a commercial advantage. In today's fast-paced and highly competitive business world, innovation is the key to success. One way for leaders to drive innovation and improve their products and services is by leveraging technology.

The role of technology in government and the public sector has been a strong catalyst for India's rapid digitization. Digital technologies can contribute considerable value to areas such as online transactions, government subsidy transfers, and procurement to augment efficiency and productivity in government and public sector units. Digital twins are poised to innovate and transform the way PSUs perform predictive maintenance of machinery and products within their manufacturing units. Sectors involving capital-intensive assets and processes such as utilities, energy, and manufacturing are pioneering digital twin use cases worldwide.

Digital transformation is not just about disruption or technology. It's about value, people, optimization and the capability to rapidly adapt when such is needed through intelligent use of technologies and information.

Let's look into these organizations that have pioneered to achieve the target being set by the Government.

BUREAU OF ENERGY EFFICIENCY (BEE)
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BUREAU OF INDIAN STANDARDS (BIS)
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BHARAT BROADBAND NETWORK LIMITED (BBNL)
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CENTRE FOR DEVELOPMENT OF TELEMATICS (C-DOT)
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CELLULAR OPERATORS' ASSOCIATION OF INDIA (COAI)
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CSC E-GOVERNANCE SERVICES INDIA LIMITED (CSC)
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CONTROLLER OF CERTIFYING AUTHORITIES (CCA)
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Ministry of Electronics and Information Technology, Electronics Niketan, 6, CGO Complex, New Delhi - 110 003
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EDUCATION AND RESEARCH NETWORK (ERNET)
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FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY (FICCI)
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CERT-IN
Dr. Sanjay Bahl
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INTERNATIONAL SOLAR ALLIANCE (ISA)
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Website: www.isolaralliance.org

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CMD
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Website: www.itiltd-india.com

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Tel: +91-11- 24305000 | Website: www.nic.in

NATIONAL INSTITUTE OF ELECTRONICS AND INFORMATION TECHNOLOGY (NIELIT)
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PSP Pocket, Sector-8, Dwarka,
New Delhi -110077
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NATIONAL INSTITUTE OF SMART GOVERNMENT (NISG)
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NATIONAL INTERNET EXCHANGE OF INDIA (NIXI)
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Website: www.nixi.in

NATIONAL INFORMATICS CENTER SERVICES INC. (NICSI)
Dr.Vinay Thakur
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6th Floor, Hall No. 2&3, NBCC Tower,
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Website: www.nicsi.com

MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP,GOVT. OF INDIA, (MSDE)
Shri. Atul Kumar Tiwari
Secretary
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New Delhi-110001
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NATIONAL CYBER SECURITY CENTRE (NCSC)
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National Cyber Security Coordinator,
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Website: www.ncsc.gov.uk

POWER GRID CORPORATION OF INDIA LIMITED (PGCIL)
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Katwaria Sarai, New Delhi-110016
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Website: www.powergrid.in

RAILTEL CORPORATION OF INDIA LIMITED (RAILTEL)
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SOFTWARE TECHNOLOGY PARKS OF INDIA (STPI)
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STANDARDISATION TESTING AND QUALITY CERTIFICATION (STQC)
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TELECOMMUNICATION ENGINEERING CENTRE (TEC)
Shri. Ritu Ranjan Mittar
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Fax: +91(11) 23717138 | Website: www.tec.gov.in

TELECOM REGULATORY AUTHORITY OF INDIA (TRAI)
Dr. P. D. Vaghela
Chairman
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TELECOM DISPUTES SETTLEMENT AND APPELLATE TRIBUNAL (TDSAT)
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Fax: +91-11- 011-24122218
Website: www.tdsat.gov.in

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA (ASSOCHAM)
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President
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New Delhi - 110001 | Tel: +91 11- 46550555
Fax: +91 11-23017008/9
Website: www.assocham.org

TELECOMMUNICATIONS CONSULTANTS INDIA LIMITED (TCIL)
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UNIQUE IDENTIFICATION AUTHORITY OF INDIA (UIDAI)
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WIRELESS PLANNING AND COORDINATION WING (WPC)

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OTHER RESPONSIBLE NODAL AGENCIES AT THE STATE LEVEL

ANDHRA PRADESH

Andhra Pradesh Technology Services Limited (APTSL)
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Website: www.apts.gov.in

ARUNACHAL PRADESH

Arunachal Pradesh State Council for Science and Technology
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Secretary- Science & Technology
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Website: www.arunachalpradesh.gov.in

ASSAM

Assam Electronics Development Corporation Ltd (AMTRON)
Shri.Narsing Pawar, IAS
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Industrial Estate, Bamuni maidan
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Tel: +91 0361 2650111/2724222
Website: www.amtron.in

BIHAR

Bihar State Electronics Development Corporation (BSEDC)
Shri.Vivek Kumar Singh, I.A.S
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Patna - 800023
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CHATTISGARH

Chhattisgarh Infotech Promotion Society (ChiPS)
Shri. Saransh Mittar (IAS)
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Civil Lines, Raipur- 492001,
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GOA

Goa Electronics Limited. (GEL)
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GUJARAT

Gujarat Informatics Limited (GIL)
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HARYANA

Haryana State Electronics Development Corporation Ltd (HARTRON)
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JAMMU AND KASHMIR

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JHARKHAND

Jharkhand Agency for Promotion of Information Technology (JAP-IT)
Shri. Uma Shankar Singh
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KARNATAKA

Centre for e-Governance (CEG)
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Website: www.ceg.karnataka.gov.in

KERALA

Kerala State Electronics Development Corporation Limited (KELTRON)
Shri. N. Narayanamoorthy
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Website: www.keltron.org

MADHYA PRADESH

Madhya Pradesh State Electronics Development Corporation (MPSEDC)
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Principal Secretary - Science & Technology Department,
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ODISHA

Odisha Computer Application Centre (OCAC)
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PUNJAB

Punjab Information and Communication Technology Corporation Limited (Punjab Infotech)
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RAJASTHAN

RajComp Info Services Limited (formerly RajCOMP)
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TAMIL NADU

Electronics Corporation of Tamil Nadu Ltd (ELCOT)
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UTTAR PRADESH

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UTTARAKHAND

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WEST BENGAL

WEST BENGAL ELECTRONICS INDUSTRY DEVELOPMENT CORPORATION LTD. (WEBEL)
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SOLUTION PARTNERS IN INDIA

TOP 100 SOLUTION



PARTNERS IN INDIA



COMPANY NAME	CONTACT PERSON	DESIGNATION	WEBSITE	CITY
ACPL Systems Pvt. Ltd.	Vishal Bindra	CEO	www.acpl.com	Gurugram
Adit Microsys Pvt. Ltd.	Biren Shah	MD	www.aditmicrosys.com	Ahmedabad
Agmatel India Pvt. Ltd.	V K Malhotra	Director	www.agmatel.com	New Delhi
Allied Digital Services Pvt. Ltd.	Nitin Shah	CMD	www.allieddigital.net	Mumbai
Ambisure Technologies Pvt. Ltd.	Ajay C Bhayani	Director	www.ambisure.com	Mumbai
Arrow PC Network Pvt. Ltd.	Gurpreet Singh	MD	www.arrowpcnetwork.com	New Delhi
Arsenal Infosolutions Pvt. Ltd.	Ushaben Vinod Kumar Patani	CEO & Founder	www.arsenalinfosolutions.com	New Delhi
Ashtech Infotech Pvt. Ltd.	Saurin Shah	MD	www.ashinfo.com	Mumbai
Aujas Cybersecurity Ltd.	Sameer Shelke	Director	www.aujas.com	Gurugram
B M Infotrade Pvt. Ltd.	Dr. Mukul Gupta	Director	www.bminfotrade.com	Jaipur
Bahwan CyberTek Group	S. Durgaprasad	Director	www.bahwancybertek.com	Chennai
Black Box Ltd.	Sanjeev Verma	President & CEO	www.blackbox.com	Mumbai
Bloom Electronics Pvt. Ltd.	S. Karthikeyan	MD	www.bloomcomputers.in	Coimbatore
Bluecom Infotech Pvt. Ltd.	Birendra Yadav	MD	www.bluecom.co.in	Mumbai
BrainCube Enterprise Solutions Pvt. Ltd.	Fazil K A	MD	www.braincube.co.in	Kerala
C. I. Infotech Pvt. Ltd.	Irvinder Singh	Director	www.ciinfotech.net	New Delhi
Cache Infotech Pvt. Ltd.	Alok Gupta	Director	www.cacheinfotech.com	New Delhi
Capricot Technologies Pvt. Ltd.	Chakresh Jain	Global CCO, Indian CEO	www.capricot.com	New Delhi
Central Data Systems Pvt. Ltd.	Kota Subrahmanya	Director	www.cdspl.com	Bengaluru
Choice Solutions Ltd.	K. V. Jagannath	CEO & MD	www.choice-solutions.com	Hyderabad
Comprompt Solutions LLP	Manish B. Sanghrajka	Director	www.comprompt.co.in	Mumbai
Corporate Infotech Pvt. Ltd.	Vinod Kumar	Director	www.cipl.org.in	New Delhi
Deltakraft Solutions Pvt. Ltd.	Dnyanesh Kulkarni	Founder & Director	www.deltakraft.com	Mumbai
Dev Information Technology Ltd.	Pranav Pandya	Chairman	www.devitpl.com	Ahmedabad
Diamond Infotech Pvt. Ltd.	Manoj Rathi	Director	www.dipl.co.in	Kolkata
DigitalTrack Solutions Pvt. Ltd.	Muneer Ahamed	Director	www.digitaltrack.in	Chennai
Dynacons Systems & Solutions Ltd.	Shirish M Anjaria	Chairman	www.dynacons.com	Mumbai
E Square System & Technologies Pvt. Ltd.	Dhirendra Kumar Khandelwal	MD	www.estpl.in	Bhubaneswar
eCAPS Computers (I) Pvt. Ltd.	Gunasegharan Krishnan	Director	www.caps.in	Coimbatore
Eden Infosol Pvt. Ltd.	Romil Sheth	Director	www.edeninfosol.com	Mumbai
Embee Software Pvt. Ltd.	Sudhir Kothari	MD & CEO	www.embee.co.in	Kolkata
Enrich Data Services Pvt. Ltd.	Narinder Singh Manral	Founder & Director	www.edspl.net	Noida
Essen Vision Software Pvt. Ltd.	Nityanand Shetty	CEO	www.essenvision.com	Mumbai
ESSI Integrated Technologies Pvt. Ltd.	Abhay Jha	CEO	www.essi.co.in	New Delhi
Frontier Business Systems Pvt. Ltd.	Ravi Verdes	Founder & MD	www.frontier.in	Bengaluru
Futurenet Technologies (India) Pvt. Ltd.	L. Ashok	MD	www.futurenet.in	Chennai
FutureSoft Solutions Pvt. Ltd.	Vipul Datta	CEO	www.fspl.co.in	New Delhi
Galaxy Office Automation Pvt. Ltd.	Sanjay Patodia	CEO	www.goapl.com	Mumbai
Gowra Bits & Bytes Pvt. Ltd.	Subbaram Gowra	MD	www.gbb.co.in	Hyderabad
Groovy Communications India Pvt. Ltd.	Ashok Grover	Director	www.groovyindia.in	New Delhi
Gurusons Communication Pvt. Ltd.	Soami Bhatia	Director	www.gurusons.com	New Delhi
Hitachi Systems Micro Clinic Pvt. Ltd.	Anuj Gupta	CEO	www.hitachi-systems-mc.com	New Delhi
Infogain India	Rajiv Naithani	CVP & CPO	www.infogain.com	Noida
Inspira Enterprise India Pvt. Ltd.	Vishal Jain	Joint MD	www.inspiraenterprise.com	Mumbai
Intec Infonet Pvt. Ltd.	Rajiv Ranjan	CEO	www.intecinfonet.com	New Delhi
Intellicon Pvt. Ltd.	Sameer Parekh	MD	www.intellicon.in	Mumbai
ITCG Solutions Pvt. Ltd.	Nilesh Kuvadia	Founder Director	www.itcgindia.com	Vadodara
ITS Technology Solution Pvt. Ltd.	Kamal Gulati	MD	www.itsimple.in	Noida
JNR Management Resources Pvt. Ltd.	Prashant Jain	Director	www.jnrmr.com	New Delhi
Johnson Controls (India) Pvt. Ltd.	Gurmeet Singh	Chairman & CEO	www.johnsoncontrol.com	New Delhi

COMPANY NAME	CONTACT PERSON	DESIGNATION	WEBSITE	CITY
KPlus Infotech Pvt.Ltd.	Yogesh V Jain	Director	www.kplus.co.in	Mumbai
Lauren Information Technologies Pvt. Ltd.	Rawlin Pinto	Chairman	www.lauren.co.in	Mumbai
LDS Infotech Pvt. Ltd.	Amarnath Shetty	MD	www.ldsinfotech.com	Mumbai
Locuz Enterprise Solutions Ltd.	Vijay Wadhi	MD & CEO	www.locuz.com	Hyderabad
Macaws Infotech	Manasi Shah	Founder Owner	www.macawainfotech.com	Kolkata
Magnamious Systems Pvt. Ltd.	Jiten Mehta	CMD	www.magnamious.com	Mumbai
Microworld Infosol Pvt. Ltd.	Vikram Singh Dayma	MD	www.microworldinfosol.com	Faridabad
Miracle Tech Distributors Pvt. Ltd.	Rajesh Goel	Owner	www.miracletech.in	Mumbai
Netcon Technologies	Mahalingam Ramasamy	Founder & MD	www.netcontechnologies.com	Coimbatore
NewWave Computing Pvt. Ltd.	Anand Aravamudhan	Director	www.newwavecomputing.com	Chennai
Orbit Techsol India Pvt. Ltd.	Sushil Jain	CEO	www.orbitindia.net	New Delhi
Orient Technologies Pvt. Ltd.	Ajay Sawant	MD	www.orientindia.com	Mumbai
P C Solutions Pvt. Ltd.	Devendra Taneja	Founder & CEO	www.e-pspl.com	New Delhi
Park Network Pvt. Ltd.	Ajaya Kumar	Director	www.computerparkindia.com	New Delhi
Pentacle IT Solutions Pvt. Ltd.	Tilak Raj Ratra	MD	www.pentacle.in	Lucknow
Pentagon System and Services Pvt. Ltd.	Sairaman Mudaliar	Co-Founder & Director	www.pentagon.co.in	Mumbai
Power Bridge Systems Pvt. Ltd.	Kesava Kumar	MD	www.powerbridge.in	Bengaluru
Presto Infosolutions Pvt. Ltd.	Krishan Girdhar	Founder & MD	www.presto.co.in	New Delhi
Printlink Computer and Communication Pvt. Ltd.	Rajesh Kumar Dora	MD	www.printlinkindia.com	Bhubaneswar
Proactive Data Systems Pvt. Ltd.	Rajiv Kumar	CEO	www.proactive.co.in	New Delhi
Progility Technologies Pvt. Ltd.	Anil Jain	CMD	www.progilitytech.com	Mumbai
Progressive Infotech Pvt. Ltd.	Prateek Garg	Founder & MD	www.progressive.in	Noida
Quadrasystems.net (India) Pvt. Ltd.	S Prashanth	Co-Founder & Director	www.quadrasystems.net	Coimbatore
Quadsel Systems Pvt. Ltd.	Girish Madhavan	Director	www.quadsel.in	Chennai
Raksha Technologies Pvt. Ltd.	V. Anand	CEO & Director	www.rakshatech.com	Chennai
Secure Network Solutions India Pvt. Ltd.	N K Mehta	Founder & CEO	www.snsin.com	Chennai
Shivaami Cloud Services Pvt. Ltd.	Punit Thakkar	CEO & MD	www.shivaami.com	Mumbai
Shro Systems Pvt. Ltd.	Anirudh Shrotriya	MD	www.shrosystems.com	Pune
Signellent Technologies India Pvt. Ltd.	Punit Kochar	MD	www.signellent.com	Mumbai
Silicon Netsecure Pvt. Ltd	Tushar Parikh	Founder & MD	www.siliconnetsecure.com	Mumbai
Silver Touch Technologies Ltd.	Jignesh Patel	Director	www.silvertouch.com	Ahmedabad
SISL Infotech Pvt. Ltd.	Akash Nangia	Founder & Director	www.sislinfotech.com	New Delhi
Softcell Technologies Global Pvt. Ltd.	Sunil Dalal	Managing Director	www.softcell.com	Mumbai
Softline Services India Pvt. Ltd.	Vinod Nair	MD	www.softline.co.in	Mumbai
SoftPrime Technologies Pvt. Ltd.	Shankar Sahai	Co-Founder & Director	www.softprimetech.com	Gurugram
Sonata Software Ltd.	P. Srikar Reddy	MD	www.sonata-software.com	Bengaluru
Spark Technologies Pvt. Ltd.	Sewak Nautiyal	Founder & MD	www.sparkindia.com	New Delhi
Sterling Infoways Pvt. Ltd.	Rajesh Kalra	Director	www.sterlinginfoways.com	Gurugram
STI Infotech Pvt.Ltd.	P N Suresh	Director	www.stiinfotech.com	Bengaluru
Symmetrix Computer Systems Pvt. Ltd.	Dinesh Dhanapathi	Director	www.symmetrix.in	Bengaluru
Targus Technologies Pvt. Ltd.	Col. Balwinder Singh	Director	www.targustech.com	Gurugram
Team Computers Pvt. Ltd.	Ranjan Chopra	MD & Founder	www.teamcomputers.com	New Delhi
Techigent Technologies Pvt. Ltd.	Sunita Tiwari	MD	www.techigent.in	Mumbai
TechSol Infosec Pvt.Ltd.	Amit Singh	Director	www.techsolinfosec.com	Mumbai
Unified Data-Tech Solutions Pvt. Ltd.	Hiren Mehta	Director	www.udtechs.com	Mumbai
Value Point Systems Pvt. Ltd.	R S Shanbhag	Founder, Chairman & CEO	www.valuepointsystems.com	Bengaluru
vCentric Technologies Pvt. Ltd.	Sanjeev Deshpande	MD & CEO	www.vcentric.com	Hyderabad
VDA Infosolutions Pvt. Ltd.	Deepak Jadhav	Director	www.vdainfosolutions.com	Mumbai
Wysetek Systems Technologists Pvt. Ltd.	Cherian Thomas	Director	www.wysetek.com	Mumbai
Xpress Computers Ltd.	Chetan Shah	MD	www.xpress.co.in	Mumbai

Arrow PC Network Empowering Businesses with Visionary Technology Solutions for a Brighter Future



Gurpreet Singh

Managing Director, Arrow PC Network

FORECASTING TECHNOLOGY GROWTH

Being in the IT Sector for more than 30 years, the Founder & MD of Arrow PC Network, Gurpreet Singh Bhatia is reimagining the future of the IT industry in India to be in leaders, not followers.

The company aspires to be bold and embrace new technologies and solutions that can solve real-world problems and drive sustained growth. The founder believes in finding better ways to do things, constantly challenge themselves, and stay ahead of the curve. He also believes the one must be responsible and mindful of his impact on society and the environment. "The future depends on what you do today." So, Bhatia encourages taking action today to build a sustainable and equitable future for all.

In summary, Gurpreet as well as the company believes that to reimagine the future of the IT industry in India, it requires innovation, boldness, and responsibility. He urges taking the first step and working collectively to shape the future.

INITIATIVES TOWARDS BRAND POSITIONING

Recognizing the dynamic nature of the corporate and SME sectors and the significant influence of the IT industry on India's future, Gurpreet has outlined key priorities to position the brand for FY 2023-24. By prioritizing customer-centricity, digital transformation, talent development, sustainability, and thought leadership, Arrow PC Network aims to position itself as a trusted partner and a prominent player in the Indian IT industry.

Gurpreet places utmost importance on understanding and addressing customers' needs, ensuring that tailored solutions are delivered to meet their unique requirements. Embracing digital transformation as a driving force for growth, Arrow PC Network assists clients in leveraging emerging technologies like cloud computing, artificial intelligence, and the internet of things to foster innovation and enhance efficiency.

Investing in the development of employees is deemed critical for success and thus ongoing training and development opportunities are provided to keep them updated on the latest trends and technologies. Thought leadership is also recognized as a vital aspect of establishing the brand as a leading player in the IT industry, and as such, Arrow PC Network commits to research and development initiatives, publishing thought leadership articles, and participating in industry events.

BUILDING CUSTOMER CENTRIC ROADMAP

Gurpreet's experience shows that customers who grasp the potential benefits and have a clear vision of desired outcomes are more likely to embrace digital transformation. They understand that it involves a fundamental shift in business operations and customer interactions, beyond simply adopting new technologies. On the other hand, customers resistant to change or lacking understanding may be less receptive to digital transformation, perceiving it as an unnecessary expense or overwhelming endeavor.

Arrow PC Network collaborates closely with customers, understanding their unique challenges and goals to navigate the complexities of digital transformation. The company focuses on delivering tangible outcomes and value, enabling customers to unleash the full potential of digital transformation and achieve their business objectives. Arrow PC Network remains committed to guiding customers through digital transformation, ensuring they embrace it effectively while navigating challenges and opportunities.

STRATEGIC PLANNING WITH A VISION

Gurpreet has developed a number of strategies to ensure the business remains at the forefront of the industry while providing exceptional value to clients. He did this in recognition of the industry's constant evolution and the upcoming challenges. Their main approach entails making investments in cutting-edge technologies including cloud computing, artificial intelligence, and the internet of things. They may offer clients cutting-edge solutions that promote business growth by proactively staying ahead of the curve and gaining knowledge in these fields. In order to successfully protect their clients' data and systems from cyberattacks that are becoming more frequent and sophisticated, Gurpreet also plans to strengthen their cybersecurity capabilities. Aware of the critical role that digital infrastructure plays in corporate performance as more processes move online, they aim to strengthen their infrastructure, including data centers, networks, and cloud platforms, ensuring clients have reliable and secure digital foundations. Moreover, Gurpreet emphasizes fostering a culture of innovation within the organization by encouraging creativity, facilitating employee training and development, and investing in research and development efforts. By concentrating on these strategic areas and embracing sustainability, Arrow PC Network strives to sustain its commitment to delivering value to clients, maintaining industry leadership, and driving business growth and competitiveness.

OPTIMISING CHALLENGES AS OPPORTUNITIES

As the CEO of Arrow PC Network, Gurpreet Singh Bhatia understands the challenges that enterprises face with the rapid advancement of technology. With a focus on delivering value to clients, Arrow PC Network has developed a range of strategies. They provide tailored solutions that align with each client's specific needs and business objectives. Innovation is a driving force, as the company invests in research and development to stay at the forefront of technology trends. Building strong partnerships based on trust and collaboration, Arrow PC Network supports clients in navigating the complexities of new technologies. The organisation provides complete solutions to safeguard customer data and systems since it understands the crucial relevance of cybersecurity. Arrow PC Network assists businesses in overcoming obstacles and achieving their objectives in an ever-changing technology environment by putting these methods in place.

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Dr Mukul Gupta
Director, BM Infotrade Pvt. Ltd.

FORECASTING TECHNOLOGY GROWTH

The IT industry is expanding and each day we could see advancement in IT sector through great innovations and technology. Where the smallest to the finest of the business is looking for the digital transformation and companies are increasingly adopting technologies like cloud computing, big data analytics, artificial intelligence (AI), and Internet of Things (IoT) to enhance their operations and gain a competitive edge.

The demand for IT services, including software development, system integration, cybersecurity, and IT consulting, is expected to grow. India has a thriving startup ecosystem, though the government provides funding and other resources to encourage the expansion of the IT sector, it is essential to consider factors such as technology advancements, market demand, regulatory environment, talent availability, and global economic trends. Ongoing monitoring of these factors and analysis of industry reports and trends will provide a more accurate forecast for the future of the IT industry in India.

INITIATIVES TOWARDS BRAND POSITIONING

To position BM Infotrade for FY 2023-24 in the rapidly evolving Indian corporate and SME sectors there are some key priorities the company has considered like Market Analysis and Targeting, Understand the unique challenges and IT needs of these segments to tailor its offerings accordingly. Develop targeted marketing strategies to reach and engage it's identified target audience effectively. Brand Differentiation, clearly defines and communicates its unique value proposition that sets BM Infotrade apart from its competitors.

Customer Testimonials and Client Success Stories are used to demonstrate the company's past achievements and to establish credibility. BM Infotrade is emphasising case studies and real-world examples that show how it has assisted clients in achieving their IT goals and fostering business growth because it has worked with some of the most prestigious organisations. By improving the company's customer experience and support, this can show potential clients that it is knowledgeable and capable of delivering results that can be measured.

BUILDING CUSTOMER CENTRIC ROADMAP

Customers expect seamless and intuitive user experiences across digital platforms. Organizations that prioritize user-centric design, simplicity, and ease of use tend to see higher acceptance rates. People around the world enjoy and prefer the simplicity of one-touch screens on mobile devices. However, there is a significant generational difference that we could see between younger generations, such as Millennials and Generation Z, who have generally shown greater acceptance and familiarity with digital technologies.

Some customers readily embrace new digital technologies and services, while others may be more resistant to change or have limited access to digital tools. Compared to earlier generations like the Baby Boomers, they frequently exhibit greater openness to digital transformation projects. It's a fantastic resource for raising one's knowledge and consciousness, but it also raises trust and security issues.

STRATEGIC PLANNING WITH A VISION

BM Infotrade is conducting training sessions for the workforce to upskill them, hiring qualified labor, and maintaining current with cutting-edge technology and developments like artificial intelligence, machine learning, blockchain, and cloud computing. One can assist clients in adjusting to the changing environment and gaining a competitive edge by providing services and solutions based on these technologies. The company is maintaining work-life balance while fostering innovation and agility, putting the customer experience first, and emphasising digital transformation.

OPTIMISING CHALLENGES AS OPPORTUNITIES

Undoubtedly people tend to resist the change and find it difficult to adapt to new technology or find it hard to understand and get friendly with it.

There is always a challenge to adapt new technology or a hesitation to get involved with it, while it can be a challenge for the companies too and to overcome this, BM Infotrade has equipped the team to understand the pain points of the customers and offer POC to make them understand and realise the real need of the solution and its applications.

The company focuses on the training and education by conducting various workshops and campaigns to make them understand about its services and technologies that it offers to its customer so that trust can be built.

1

Cloud Technology

On-premise to Cloud migration
Cloud Security
Managed Services
Disaster Recovery
Hybrid Cloud Infrastructure





DATA AND AI

ETL
Data Lake
Data Mart
Data Goverance
Data Visualization
Data Analytics
Data Science

3

CYBERSECURITY

VAPT(VULNERABILITY ASSESSMENT AND PENETRATION TESTING)
SOC (SECURITY OPERATIONS CEN-TER)





4

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Inflow
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Inflow Technologies Embracing Futuristic Cutting-edge solutions for Unprecedented Growth



BYJU PILLAI
President & CEO, Inflow Technologies

FORECASTING TECHNOLOGY GROWTH

As leading fastest growing IT distributor in India, Inflow Technologies is constantly looking ahead and reimagining the future of the IT industry to forecast growth in India. The Indian IT industry has more than 18,000 companies and has a huge potential to grow. Here are some key aspects the company is focusing on:

Strengthening cybersecurity measures: With the increasing digitization of businesses and the growing threat landscape, cybersecurity has become a critical concern. The company is investing in robust cybersecurity solutions to help its customers protect their networks, data, and sensitive information from potential threats.

Enabling digital transformation: Inflow Technologies is actively working with its customers to understand their unique requirements and provide them with networking solutions that facilitate their digital transformation journeys.

Supporting remote and hybrid work environments: Recognizing the need for robust networking infrastructure to support work environments, the company is focusing on providing secure and reliable networking solutions that enable seamless collaboration, regardless of the location or device.

INITIATIVES TOWARDS BRAND POSITIONING

Inflow Technologies understands the significance of the rapidly evolving Indian corporate and SME sectors and the role of the IT industry in shaping the future of India. To position the brand for FY 2023-24, the company has identified several key priorities:

Customer-centric approach: Inflow Technologies prioritizes understanding the unique needs and challenges of its customers, both in the corporate and SME sectors.

Embracing digital transformation: Inflow Technologies recognizes the importance of digital transformation in driving business growth and competitiveness.

Partner ecosystem expansion: To cater to the diverse needs of the customers, Inflow Technologies prioritizes expanding and strengthening its partner ecosystem. By collaborating with leading global technology providers, it offers a comprehensive portfolio of best-in-class solutions and services.

Skill development and training: To stay ahead, the company prioritizes investing in the skill development and training of its employees.

Thought leadership and industry expertise: Inflow Technologies prioritizes sharing its knowledge through thought-provoking content, industry events, webinars, and workshops.

BUILDING CUSTOMER CENTRIC ROADMAP

Inflow Technologies has observed a mixed response in terms of customer acceptance of real digital transformation. While some customers have embraced the concept wholeheartedly and have actively pursued digital transformation initiatives, others have been more cautious or resistant to change. They understand that digital transformation is not just about adopting new technologies, but also about reimagining business processes, organizational structures, and customer engagement models.

STRATEGIC PLANNING WITH A VISION

Inflow Technologies' strategies for addressing the newer challenges in 2023 and beyond are centred around innovation, agility, and customer-centricity. It recognizes the importance of staying at the forefront of technological advancements. The company continuously invests in research and development to identify emerging technologies with the potential to disrupt industries.

Inflow Technologies has a dedicated focus on enhancing its cybersecurity offerings to help organizations safeguard their critical assets. This includes partnering with leading cybersecurity vendors, providing comprehensive solutions for threat detection, prevention, and incident response, as well as offering robust training and awareness programs to empower its customers in building a strong security posture.

Inflow Technologies is actively seeking strategic alliances with technology vendors, system integrators, and industry experts to foster innovation and deliver comprehensive solutions to its customers.

OPTIMISING CHALLENGES AS OPPORTUNITIES

Inflow Technologies understands that the emergence of newer technologies brings along its own set of challenges for enterprises. It is committed to bringing value to its partners by assisting them in addressing these challenges through its comprehensive solutions and expertise.

Inflow Technologies assists enterprises in evaluating the latest technologies relevant to their business needs. The team of experts thoroughly researches and analyzes emerging technologies to provide insights on their applicability and potential benefits. Inflow Technologies offers training programs and workshops to empower enterprise teams with the knowledge and expertise required to leverage these technologies effectively. It recognizes that integrating new technologies into existing systems can be complex. Its experienced team collaborates closely with enterprises to understand their infrastructure and business processes, enabling seamless integration of new technologies.

The company's commitment to its clients goes beyond the initial implementation phase. It provides continuous support and maintenance services to address any issues or challenges that may arise. The company also actively engages with enterprises through collaboration and knowledge-sharing initiatives.

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How can organizations leverage digital technology to ideate, execute, and optimize marketing campaigns?



NAVED CHAUDHARY
GM and Head of Marketing and PR
Ingram Micro India

TECHNOLOGY RESHAPING MARKETING LANDSCAPE

Technology has brought about a significant change in the way marketing is approached, causing significant changes across customer engagement strategies, tactics, and methodologies. First and foremost, it has enabled decision makers to make analytics-driven decisions based on thorough analysis of data around consumer behavior, preferences, and emerging trends. Organizations leverage the insightful data and information to thoughtfully ideate, create, implement, and even optimize their campaigns to maximize the return on their marketing spends.

Apart from insights and intelligence, technology also allows marketers to segment their audience more effectively and deliver tailored marketing messages at scale. More importantly, the advancement in the field of technology has empowered us with a powerful digital ecosystem. We can now connect with a wider range of target audiences much more conveniently and deliver a more personalized message through the digital medium.

The advent of marketing automation tools and AI-powered virtual assistants has further enabled us to reduce costs and attain a high level of efficiency in driving marketing campaigns, nurturing leads, scheduling social media posts, and managing customer journeys. As a matter of fact, there are many ways in which technology is redefining the way marketing is approached. And I honestly believe that we are yet to harness the true potential of emerging technologies, so let's keep a close watch on it!

BUSINESS INTELLIGENCE DRIVING SUCCESS

Business Intelligence (BI) has played a pivotal role in transforming the entire marketing landscape. It empowers marketers with actionable insights and data-driven decision-making capabilities. Marketing teams across various streams are leveraging the power of BI to personalize marketing efforts and make it more effective by adapting to changing dynamics. Once you have leveraged the true potential of harnessing intelligence from the available sets of data, you are perfectly positioned to drive exceptional results and stay ahead of the competition.

Organizations leverage BI tools to achieve accuracy and precision in customer segmentation, forecasting and planning, ROI analysis, and evaluating & optimizing marketing efforts based on real-time data. BI tools enable organizations to keep a close eye on changing customer preferences, emerging trends, and the evolving technological landscape that can drive results.

The availability of a wide set of data and application of predictive analytics modeling have enabled organizations to forecast future trends, campaign outcomes, and even the most probable change in competition to an extent. Predictive analytics also enables marketers to accurately determine which marketing channels, campaigns, and/or touchpoints can be the most effective in terms of conversions. Such a deep perspective helps bring precision to strategies around allocating marketing budgets, optimizing the marketing mix, and even improving customer experience across touchpoints. Marketers also leverage the power of BI to develop strategies around market positioning, customer targeting, and product differentiation. In essence, Business Intelligence is a major force to reckon with!

MAXIMIZING ROI AND MEASURING CAMPAIGN EFFECTIVENESS

The business world has already realized the significance of data, and it has garnered massive acceptance across industries. With respect to marketing specifically, data has indeed fueled growth and enabled us to align marketing campaigns with revenue-focused organizational objectives. Some of the most recognizable ways in which data help marketers align campaigns with ROI-based strategies are:

- Data-driven decision making
- Customer segmentation and personalization
- Predictive analytics
- Performance tracking and optimization
- Continuous improvement and optimization
- Customer Lifetime Value (CLV)

Apart from all these, marketers also use data to identify the top-performing channels, which helps optimize the marketing mix and allocate marketing budgets more effectively. All these genuinely help align marketing initiatives with ROI-based goals.

EVOLUTION OF LEAD GEN

Lead generation has continuously evolved over the years to become more targeted, personalized, data-driven, and highly focused on building relationships with prospects. Some of the major contributors in this regard are the large-scale digital transformation and the advent of content marketing, inbound marketing, marketing automation tools, and AI-powered chatbots that engage users in real time, collect the necessary information, and provide the users with a suitable solution.

Marketers now leverage a wide range of AI-powered tools and digital engagement strategies to generate, engage, entice, and persuade leads more effectively. These tools also pave the way for impeccable segmentation and targeting, which is quite important to deliver more personalized and relevant messages to customers based on their unique needs, pain points, and preferences.

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AIDC / POS
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Cloud Services (SaaS)
Cloud Security
Mobile: Tablets & Drones
Mobility Companion
Networking & Supplies
Peripherals & Supplies
Servers, Storage, Back-up & Recovery
Physical Security
Power
Security

Computer Accessories
Components
Cloud Services (IaaS)
Infrastructure Software - Insurance
IoT - IT Fixtures
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SANJIV KRISHEN
Chairman, Iris Global Services Pvt. Ltd.

FORECASTING TECHNOLOGY GROWTH

Considering India's fast-growing economy, the future of the Indian IT industry looks very promising. Combined with the benefits of having a large, young population, the foundation for the growth of the IT sector is strong.

The acceptance and adoption of technology in various sectors like education, healthcare, and corporate settings indicates the increasing demand for IT solutions. This trend is likely to continue, driving the growth of traditional IT equipment such as desktops, laptops, tablets, servers, storage, and networking devices.

Additionally, emerging technologies like Artificial Intelligence (AI), Machine Learning (ML), Internet of Things (IoT), and Industrial Internet of Things (IIoT) will play a significant role in shaping the future of the IT industry in India.

INITIATIVES TOWARDS BRAND POSITIONING

In order to strengthen its position in the market, Iris has prioritised:

1. **Partner-first Approach:** Iris' partners and their needs remain its top-most priority. It offers exceptional services, timely support, and personalized solutions. The company focuses on building long-term relationships with its partners and aim to consistently exceed their expectations.

2. **Product Portfolio:** The organization plans to expand its product portfolio to include a wide range of high-quality and innovative products from reputable brands. Iris will ensure that it has a comprehensive offering that caters to the diverse needs of its partners.

3. **Strategic Marketing:** Iris is also investing in a variety of digital marketing initiatives to reinforce the brand positioning and reach.

BUILDING CUSTOMER CENTRIC ROADMAP

It is important to note that customer acceptance of digital transformation is an ongoing process, and organizations need to continuously evolve and innovate to meet changing customer expectations. Building trust, addressing security concerns, providing user-friendly interfaces, and demonstrating the value of digital solutions are key factors in driving customer acceptance.

Customers are increasingly embracing digital channels for various activities such as shopping, banking, communication, and entertainment. The widespread use of smartphones and the internet has made digital interactions more accessible and convenient, leading to a higher acceptance of digital transformation.

Iris believes that providing customers with genuine, pragmatic advice on which technologies they should adopt is the best way to help them transform without impacting their business.

STRATEGIC PLANNING WITH A VISION

The four-pronged approach Iris has adopted to overcome obstacles and keep one step ahead of the competition is listed below:

1. **Enhance Value-Added Products & Services:** Differentiate from competitors by offering value-added products and services that go beyond product distribution.

2. **Focus on Customer Experience:** Prioritize customer satisfaction by delivering exceptional service, personalized experiences and efficient order fulfilment.

3. **Invest in Talent Development:** Attract and retain skilled professionals who can navigate the evolving IT landscape. Encourage innovation and creativity within the workforce.

4. **Expand into New Markets or Verticals:** Explore opportunities to diversify the customer base by entering new markets or verticals. Identify emerging industries with high growth potential and tailor product offerings and services to meet their specific needs.

OPTIMISING CHALLENGES AS OPPORTUNITIES

One way the company contributes, is by training its teams in emerging technologies such as Storage and AI. By equipping its teams with the necessary knowledge and expertise, it can guide enterprises to adopt and implement these technologies more effectively.

Additionally, as a distributor, Iris already offers storage products that provide four times the data storage capacity compared to their actual specifications. This capability allows enterprises to optimize their storage infrastructure, maximizing their data storage potential while minimizing costs.

By combining its training initiatives in Storage and AI with its advanced storage solutions, Iris aims to address two critical challenges faced by enterprises in the IT business. Firstly, it empowers them to harness the power of AI and utilize their large datasets more intelligently. Secondly, its storage solutions offer enhanced capacity, providing businesses with scalable and efficient storage options.

In conclusion, as an IT distributor, Iris is committed to supporting enterprises in overcoming the challenges they face in the IT business.

IRIS GLOBAL



Seamless teamwork & strong business ethics has been the Iris way of doing business.

With our deep expertise in IT Distribution, Technology Solutions, IT Support Services & Financial Services, we enable our business partners to operate efficiently and successfully in the markets they serve.

Iris has:

- Presence at 26 locations across country
- An efficient supply chain management
- An experienced team

Choose Iris:

- Project Based Financial Lending Solutions
- Delivering to 19,000+ Pin Codes
- Partnerships with the Best IT OEMs



IRIS
PRODUCT PORTFOLIO

Computer Systems	Audio Video	Power	Server & Storage	Networking Solutions	Phone & Tablets	Security & Surveillance	Communications & Printing	Services
DELL	LG	APC	DELL	RUCKUS	wacom	Uniview	Sangoma	DELL
hp	ViewSonic	BPE	INP	HFCL	NOKIA		PANTUM	hp
acer	PHILIPS	ELNOVA	ZTE	ZTE	wishtel			APC
wishtel	GLOBUS	RAYS			Lenovo			IBM
INP	VAMAA	HITACHI						
	Actsc	DELTA						

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Creating a valuable and profitable long term business relationship to scale business growth

SHRIKANT SHITOLE
CEO - iValue InfoSolutions Pvt. Ltd.



MILESTONES ACHIEVED

iValue is the center of the ecosystem, where it connects its channel partners with appropriate technology OEMs in order to either expand the capacity and capabilities of its channel partners or bridge the technological gaps that exist among its channel partners. Ever-evolving customers' IT Infrastructure coupled with Digital Transformation across Cybersecurity, Multi-cloud/hybrid cloud workload optimization, and/or Tech refresh were some of the key factors that propelled the company's eagerness to partner with relevant technology OEMs who would complement its customers' IT needs.

As the threat landscape evolves and organizations face increasing costs associated with cybersecurity, the challenge of hiring and keeping top-tier cybersecurity talent is one that must be addressed. iValue launched "iAcademy" - an in-house program to continuously nurture and develop talent across sales, presales, and service delivery to address these perennial challenges faced by its channel partners and their customers.

Today, most of the technology OEMs and channel partners are operating in a leaner / hybrid model and face challenges in finding right facilities for conducting trainings for their sales/technical team apart from training the technical team of their customers. To address this, iValue strengthened its physical footprint by opening a swanky new corporate office in Bangalore in addition to expanding to more prominent locations in Mumbai and Delhi.

iValue also revamped its website with a globally oriented one to help its partners and customers better understand iValue's heritage and data management-focused solutions, services, and expertise. Based on this premise, the company introduced a new logo that represents the company's ethos and visually characterizes its go-to-market (GTM) strategy.



BUILDING TRUST AMONG CUSTOMER

Being at the center of this ecosystem, trust becomes the key element, and the color "BLUE" represents "trust". Another important aspect is "simplicity", in ways of conducting business relationships with ease. Technology is ever evolving and hence, having multiple gradient shades of blue in iValue's logo signifies the "adoption" to the technological changes of the market.

STRENGTHENING CAPABILITIES THROUGH ACQUISITION

Today, both channel partners and their customers have a perennial challenge in addressing their customers' requirement around hybrid multi-cloud infrastructure. Primarily due to dearth in skilled resources or retention of resources well versed around multiple technologies. The acquisition strengthens iValue's capabilities in Hybrid Multi-cloud Services area covering Managed Security services, Managed IT & Infra services, Professional services and sustenance services for iValue's OEMs. Additionally, channel partners and their customers are eager to deploy white labelled tech stacks that will help them maximize their profit and improve their GTM timelines. iValue wanted to present its clientele across Southeast Asia and SAARC region a bouquet of solutions that can plug these gaps, which is how the decision to acquire ASPL Info Services came in.

AIDING TO NAVIGATE TECHNOLOGY DISRUPTIONS

Technology Disruptions are dramatically cutting down life span of even matured Fortune 100 firms!

It's imperative that every Company needs to be agile, anticipate better, and stay flexible to drive profitable growth through Application resilience with flexibility to embrace growth or cost optimization strategy.

The iValue Center of Excellence (iV-CoE) is designed to empower and expedite Application resilience by enabling customers to try out "best of breed" solution stacks, across OEM's, from code to cloud, encompassing Performance, Availability, Scalability and Security needs (PASS for every App).

1st time ever, Enterprise customers now can try out multi-brand offerings to address every need around Application Resilience at iV-CoE and make risk-free Technology investment decisions in double quick time. It's a symphony of world-class technologies in real-time, all in one place, translating into the peace of mind for iValue's customers, partners, and OEMs.

Maximize digital transformation by leveraging the power of iV-CoE. Augment business impact with the new-age iValue hub where all ingredients are kept ready for customers to try out and arrive at the best stack option for every need around Application resilience. All this is available at double quick time and at zero risk.

iValue's CoE is where collaborations get stronger, ingenuity gets recognized, and the seeds of transformations get sown because technology is only an aid; it's the people who change the route map to success.

iValue leverages Advanced Application Resilience stack with "best of breed" OEM offerings with iV-CoE. iValue's Solutions cover from secure SDLC to scalable multi-cloud solutions addressing life cycle needs of every application.

iVALUE



iV-CoE on Cloud.

Experience "Best of Breed" solution stacks across OEM's right from your premises!

The iValue Center of Excellence (iV-CoE) is designed to empower and expedite your Application resilience by enabling you to try out "best of breed" solution stacks, across OEM's, from code to cloud, encompassing Performance, Availability, Scalability and Security needs (PASS for every App).

First time ever, Enterprise customers now can try out multi-brand offerings to address every needs around Application Resilience at iV CoE and make risk-free Technology investment decisions in double quick time. It's a symphony of world-class technologies in real-time, all in one place, translating into the peace of mind for our customers, partners, and OEMs.

Take advantage of our quick and efficient Proof of Concept (POC) development process and experience the solution firsthand. Explore, evaluate, and visualize the functional aspects of your POC to make informed decisions for the benefit of your enterprise.

Unlock the limitless potential iV-CoE on Cloud to take your business to new heights.

Contact us today to learn more and experience the future of technology solutions.

- **"Best of Breed" solutions stack across OEM's**
- **Try out multi-brand offerings to address every needs around Application Resilience**
- **Develop a Proof of Concept quickly and experience the solution firsthand**
- **Explore, Evaluate and Visualize the functional aspects of your POC and make informed decisions**
- **Facilitates faster decision-making**

Contact: marketing@ivalue.co.in / info@ivalue.co.in I Visit: www.iValuegroup.com



NOVENTIQ
Global expertise, local outcomes

Staying abreast with the latest technologies in this Digital age is the mantra to unlock business opportunities

VINOD NAIR
Sr. Vice President - India Operations, Noventiq

FORECASTING TECHNOLOGY GROWTH

The IT industry in India is witnessing a significant shift towards digital transformation, and it will continue to rise around the constantly evolving technologies like artificial intelligence (AI), machine learning (ML), cloud computing, Internet of Things (IoT), and datafication. These technologies are enabling organizations to streamline their operations, enhance efficiency, and drive innovation.

India's start-up ecosystem has been flourishing in recent years, with numerous innovative tech start-ups emerging in various domains. These start-ups are disrupting more traditional industries and bringing new solutions to the market, and, as they do so, they are pushing the market around them to innovate more and transform digitally to continue being competitive and efficient.

This reimagination of the future is driven by the government's initiatives to promote digitalization in the country. Initiatives like Digital India and Make in India are working hard to build a robust digital infrastructure, improve connectivity, and create a better business environment for IT companies. All of this will help India's IT sector to grow enormously, and also to provide a whole new world of opportunities for the next generation of professionals.

INITIATIVES TOWARDS BRAND POSITIONING

Noventiq's key priorities and business drivers for the next FY24 revolve around three core areas:

Firstly, the company is looking to leverage the strong cloud adoption by mid-market and SMB customers by enhancing its cloud infrastructure and services to help them on their digital transformation journey in the most secure possible way. Through targeted marketing and sales strategies, it is going to educate this segment about the benefits of cloud adoption and provide cost-effective and scalable solutions tailored to their needs.

Secondly, Noventiq recognizes the increasing demand for modernizing legacy applications and utilizing data effectively. To address this, Noventiq is focusing on solutions that facilitate seamless migration and modernization, while offering data analytics tools to unlock valuable insights. The company is also focusing on continuing to develop its own IP solutions on artificial intelligence which will also help it improve Noventiq's services offering.

Finally, cybersecurity preparedness is Noventiq's wheelhouse. By offering robust security solutions, promoting its own management services, and providing assessment and training, it is going to empower enterprises and SMBs to mitigate risks and stay resilient in the face of evolving threats.

BUILDING CUSTOMER CENTRIC ROADMAP

Customers expect digital transformation to unlock new business opportunities, improve decision-making through data-driven insights, enable better collaboration and communication, and enhance customer engagement across various channels. And sometimes the process that they actually need to go through involves several months, steps and collaboration of multiple teams, as well as changes which are not always easy to make.

When organizations embark on implementing digital solutions, such as cloud computing, automation, artificial intelligence, data analytics, and more, the main objective is to streamline operations, enhance efficiency, and improve customer experiences. This often includes modernizing legacy systems, adopting new software and tools, and ensuring data security and privacy. This is where Noventiq steps in to support these organizations.

STRATEGIC PLANNING WITH A VISION

Noventiq India is helping organizations embrace their digital potential by providing support and guidance. We understand that organizations need a strong foundation before embarking on digital transformation, so we offer consulting services to identify digital potential and develop effective strategies. Noventiq India prioritizes operational security to protect against cyber threats and data breaches. It provides comprehensive cybersecurity solutions, including preventive measures, threat detection, incident response, and continuous monitoring. Lastly, we focus on building a culture of preparedness by offering training programs and awareness campaigns to educate our customers about cybersecurity best practices and emerging threats. Overall, Noventiq India empowers organizations to succeed in the digital economy by enabling innovation, ensuring operational security, and fostering a culture of efficiency and preparedness.

OPTIMISING CHALLENGES AS OPPORTUNITIES

Noventiq understands that newer technologies bring along newer challenges for enterprises. To address these challenges and bring value to our customers, we have developed a holistic approach that focuses on seamless integration, operational efficiency, and ongoing support. Our goal is to implement digital solutions into our customer's existing infrastructure, with minimal disruption to their day-to-day operations. Noventiq also makes sure that the customers' employees and business are in a position to improve operational efficiency, accelerate innovation, and gain a competitive advantage. To provide the best-in-class technology solutions, we partner with industry-leading IT players such as Microsoft, AWS, and Google, among many others. By working closely with these top providers, which are at the forefront of digital advancements, we continue to bring the most innovative technologies to our customers . However, Noventiq's value proposition doesn't stop at offering off-the-shelf products. We also bring our expertise to the table to customize and adapt these tools to fit the unique requirements of each customer. This ensures that the solutions the company implements are not only cutting-edge technologies but also aligned with our customers' specific goals and objectives.

NOVENTIQ

Global expertise, local outcomes



We are a leading global solutions and services provider in digital transformation and cyber security. We help organisations to transform and operate efficiently and securely in an increasingly digital economy.

NOV - 'novus' - new + innovation
EN - entrepreneurial + energy
T - technology + transformation
IQ - intelligence + quality

WE DISCOVER THE PERFECT SOLUTIONS TAILORED TO YOUR REQUIREMENTS

- *Digital Transformation*
- *Modern Hybrid Infrastructure*
- *Cloud Solutions & Services*
- *Cyber security*
- *Artificial Intelligence*

30	**YEARS OF EXPERIENCE IN TECHNOLOGY**
80,000	**ORGANISATIONS WE WORK WITH**
6,400	**EMPLOYEES**
$1.6 Bln	**TURNOVER FY23**

www.noventiq.com



PSSPL strategically **Investing in Skills, partnership, and products** to cater to its Customers and IT Demands

SAIRAMAN MUDALIAR
Co-founder & Director
Pentagon System & Services Pvt. Ltd.

FORECASTING TECHNOLOGY GROWTH

India has always been the catalyst in the global technology trend is becoming the hub for future innovation as well. With large manufacturing companies looking at India as their next destination, the growth of Technology consumption will increase multi fold. The start-ups growth plays an exponential role within the IT industry and has changed the traditional processes to automation.

It can be easily predicted that India will become the largest user base on the digital platform. The adaptation of such platforms is also a key factor where India leads and has a lot of potential.

INITIATIVES TOWARDS BRAND POSITIONING

Pentagon System & Services Pvt. Ltd. has been helping organisations in their IT operations for three decades in India region. With changing time and dynamic innovations in technology space, PSSPL always keeps skills and expertise of forefront to serve its customers. PSSPL partners with leading technology providers and approach customer with use cases which will help them in their growth. The company has many solutions of its own which have created to solve many business demands.

BUILDING CUSTOMER CENTRIC ROADMAP

Digital transformation is a journey; organizations are now not only focusing on end customer experience but also on improving internal user operations as well. There has been a tremendous shift in adaptation of technology for business transformation.

Different industries have different ways of implementation and changewith respect to digital growth. The best part is digital transformation is a key strategy in every organisation's plan of action.

STRATEGIC PLANNING WITH A VISION

Hybrid IT adoption is the first approach in Enterprises & SMB's. PSSPL is investing in skills, partnership and products where it will be able to help its customers as per their business ad IT demand. Enabling customer on security, data protection, helping organisation on business continuity and looking beyond traditional approach of IT is the company's priority.

OPTIMISING CHALLENGES AS OPPORTUNITIES

With the innovation and re- innovation not only in technology but in overall process the organisations are in the middle of adaptation and sometime forced adaptation model. Helping the workforce to understand and use the tools is the number one priority of enterprises to achieve digital transformation.

PSSPL has been working with its customers who are early in using new technology and partners who are leading the IT offering space. With its consultative approach and experience, the company works with customers starting from planning till execution and support. PSSPL's customer first approach makes it the right partner to engage.

Think Excellence, Think Pentagon

PSSPL
PENTAGON SYSTEM & SERVICES PVT. LTD.

Build your breakthrough with industry leading tech that accelerates

INNOVATION & SIMPLIFIES OPERATIONS

Your preferred partner for Digital Transformation

MODERNIZE IT

DEPLOYMENT

OPTIMISATION

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RAH infotech bolstering its position as a leading VAD with its commitment to excellence



ASHOK KUMAR
Founder & Managing Director, RAH Infotech

FORECASTING TECHNOLOGY GROWTH

The future of the IT industry in India is promising, with several trends and factors contributing to its growth. RAH Infotech has contributed to this development as a Value-Added Distributor and solutions provider in the network and security space. India has been actively utilizing and reimagining the IT industry with the help of Artificial Intelligence, Internet of Things (IoT),Cloud Technology and Cybersecurity.

- India has a vast pool of skilled engineers and data scientists, making it well-positioned to capitalize on these advancements. The IT industry will witness a surge in AI-driven solutions across sectors like healthcare, finance, manufacturing, and customer service.
- India's strong software development capabilities, combined with its growing hardware ecosystem, will drive significant growth in IoT.
- As organizations realize the benefits of scalability, cost-efficiency, and remote accessibility, the demand for cloud-based services, including Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS), will soar.
- IT companies will develop robust security solutions, offer managed security services, and invest in cutting-edge technologies like blockchain to address emerging threats.

India's e-commerce market is expected to grow rapidly thanks to rising internet usage and a growing middle class. The development of e-commerce platforms, logistical options, and digital payment systems will be significantly influenced by the IT sector. India will become a top choice for high-value IT services as it concentrates on developing specialised capabilities in areas like blockchain, artificial intelligence, and cybersecurity. RAH Infotech has consistently contributed to this expansion and will keep doing so.

INITIATIVES TOWARDS BRAND POSITIONING

RAH Infotech has been bringing transformative technologies and solutions into the Indian market since its inception. RAH Infotech has established itself as a brand to be associated with OEM partners worldwide. Its priorities are always customer satisfaction, tapping into trending and needed technology, strong partner relationships and an eye for identifying the requirements needed by the customer ecosystem. The company has consistently tapped emerging opportunities in market verticals such as SME, Telco and IT/ITeS and nurtured relationships with over 500+ partners in PAN India. The company's alignment has always been synchronized with businesses whose emerging technologies reflect the product portfolio and cybersecurity has remained its area of expertise. Over the years it has built a strong technical team with extensive experience in technology design and implementation. It has laid down ambitious plans to explore new opportunities in a variety of industries, including IT and telecommunications, government, finance and SMEs. RAH Infotech intends to increase its investment in business development activities and focus on establishing a strong B2B communication network. It has considerably increased the sales team and looks at expanding the team emphasising the growth measures it is taking to scale the success chart.

BUILDING CUSTOMER CENTRIC ROADMAP

While customer acceptance of digital transformation is generally positive, companies need to ensure that the digital experiences they provide are user-friendly, secure, and respect privacy. Transparent communication, proper training, and ongoing support are also crucial to address any concerns or challenges customers may have during the transition to digital platforms. Customer acceptance of digital transformation varies depending on various factors such as industry, demographics, and individual preferences. However, customers have been increasingly accepting and embracing digital transformation initiatives. There are several considerations based on which customers are choosing to embrace digital transformation practically. Convenience, personalization, improved efficiency, digital maturity, competitive advantage, and expanded product and service offerings are what have led to the adaptation of digital transformation tools by customers for their businesses.

OPTIMISING CHALLENGES AS OPPORTUNITIES

RAH Infotech has helped its partners and customers reach their current position with its in-depth knowledge and understanding of today's technology and tools. While the new age technologies are value-adding to a 360-degree development of innumerable verticals, there are also challenges involved. Innovation at an intense pace, increased costs and skill gap; but the real challenge is network and cybersecurity, privacy and protection. Addressing these challenges requires a collaborative effort from various stakeholders, including governments, businesses, researchers, and individuals. It involves proactive measures such as effective regulation, education and training programs, ethical guidelines, and inclusive policies to maximize the benefits and mitigate the potential negative impacts of new technologies. RAH Infotech has been actively associating with partners who provide security and privacy tools to address these challenges. Cloud management and security, data privacy and data management are also some of the technologies that have been in demand. It has been tracking the challenges and through its partnerships, the business adds value by assisting its clients in overcoming the obstacles in an efficient and effective manner.

RAH INFOTECH
...CONNECTING & SECURING YOUR WORLD

RAH Infotech - Enhancing Experience with Technology!



OUR OFFERINGS

- Data & Cybersecurity
- Enterprise Networking
- Storage & Data Center Solutions
- Performance Management
- Cloud Solutions
- Managed Services

OUR TECHNOLOGY PARTNERS

accops	allot	arcon	bmc
Cambium Networks	Cellebrite	Checkmarx	efficient iP
FORESCOUT	FORTRA	genie	Hitachi Vantara
innspark	KEYSIGHT TECHNOLOGIES	Lookout	netskope
opentext CYBER	PERPETUUM	Q→NU	radware
RAPID7	SecLogic	SKYBOX SECURITY	THALES
Trellix	TREND MICRO	VIDEONETICS	vehere

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RAMESH NATARAJAN
CEO, Redington Limited

Partnership, innovation, and technology: key drivers of Redington's achievements

FORECASTING TECHNOLOGY GROWTH

The nature of the IT industry has undergone significant transformation over the years, driven by advancements in technology and changing customer expectations. Redington believes in embracing these shifts to reimagine the future of the IT industry and forecast its growth in India.

One key trend is "uberization", where businesses are increasingly seeking on-demand, scalable IT solutions. This shift is fueled by the desire for flexibility, cost-effectiveness, and the ability to adapt to rapidly changing market conditions.

Redington is adapting its approach to IT delivery with As-a-Service platforms that enable its partners to offer technology resources as per their needs. Through Redington Online and CloudQuarks, it has pivoted towards a digital business model which has strengthened its capabilities to deliver XaaS, including Cloud and a wide gamut of IT products, through an OPEX model. With its partnership across hyper-scalers – Amazon Web Services, Microsoft, Google Cloud - and System Integrators, it can quickly enable technology infrastructure on a subscription-based model that is accessible as an adaptive asset for sustainable development through flexible payment model. By collaborating closely with partners, Redington seeks to design IT solutions that can address different use cases. This customer-centric approach will be a key differentiator in the marketplace.

INITIATIVES TOWARDS BRAND POSITIONING

In an era of rapid evolution within the Indian corporate and SME sectors, the IT industry plays a pivotal role in shaping the future of India. Redington has identified key priorities to position its brand for FY 2023-24, ensuring its relevance and impact in this dynamic landscape. Its approach towards ensuring relevance to the corporate and SME sectors is multifold. Firstly, the company focuses on deepening its engagement with customers, working in close association with its partners. This collaborative approach allows it to have an "ear-to-the-ground" understanding of the evolving needs and challenges faced by businesses across various industries. By actively listening to its customers and partners, it can align its offerings with their requirements, ensuring it delivers value that truly meets their expectations. Next, Redington looks to stitch together relevant solutions from the diverse landscape of technologies and services, by working closely with partners and world-class brands. It understands that in today's complex business environment, customers are looking for integrated and seamless IT solutions that address their specific pain points.

Thirdly, a key priority for the company is to strengthen its outreach to customers and reduce "Technology Friction". The company recognizes that the rate of innovation in technology often outpaces the rate of adoption, leading to a gap between what is technologically possible and what is effectively utilized by businesses. Redington aims to bridge this gap by proactively engaging with its customers, providing education and guidance on emerging technologies, and facilitating their adoption journey.

Broadly, the company has strategically pivoted its brand on three core levers: Innovation, Technology, and Partnerships. These pillars serve as the foundation of its brand positioning for FY 2023-24 and beyond.

BUILDING CUSTOMER CENTRIC ROADMAP

While there is a growing awareness of the importance of digital transformation, Redington has found that the level of acceptance and readiness differs across industries and organizations.

In one hand, Redington has "prosumers" - organizations that are proactively investing in new technologies, restructuring its processes, and fostering a culture of innovation to drive real transformation. However, it also acknowledges that certain customers may still be in the early stages of their digital transformation journey. In association with its partners and brands, Redington looks to offer a comprehensive suite of technologies, products, services and solutions. This, coupled with learnings from use cases across a spectrum of industries, geographies and organizations provides the ideal platform for customers' digital transformation journey.

STRATEGIC PLANNING WITH A VISION

Redington's strategy is to make significant progress towards its mission of reducing Technology Friction for customers. It will support partners with competencies and world-class technologies that complement their offerings. Further, in 2023 and beyond, it will see maturing of its Digital Distribution initiatives. This includes the Redington Online platform as well as its flagship CloudQuarks – the Cloud marketplace. This will make Redington well placed to address the trend towards XaaS – where technology is offered and consumed as a Service.

OPTIMISING CHALLENGES AS OPPORTUNITIES

The emergence of newer technologies in the ever-evolving digital landscape undoubtedly presents enterprises with a fresh set of challenges. Redington understands the complexities and uncertainties that organizations face when adopting and integrating these technologies.

Technological Expertise: Redington has invested in building a team of highly skilled professionals with deep expertise across a range of emerging technologies.

Comprehensive Solutions: Redington believes in taking a holistic approach to address the challenges associated with newer technologies while offering comprehensive solutions.

Customization and Scalability: The Company's approach is centered around tailoring solutions to meet the specific needs of enterprises and work closely with enterprises.

Change Management Support: Redington's offering includes dedicated support to enterprises in managing change, including training programs, workshops, and ongoing assistance to help teams adapt to and embrace the changes brought about by new technologies.

Tech Centre of Excellence: Redington is investing in establishing CoEs (Centres of Excellence) that would incubate the latest technologies and help reduce time-to-market for its partners.



Redington

BRIDGING DIVIDES AND EMPOWERING TRANSFORMATION!

A Legacy of Technology, Innovation and Partnerships

In our journey of becoming an integrated technology solution provider, Redington moves forward with a mission to reduce technology friction and empower businesses. We are dedicated to enabling businesses to embrace emerging trends, thrive in a rapidly evolving digital landscape, and achieve their goals. At Redington, we drive innovation and deliver cutting-edge solutions that propel success.

From renewable energy to cloud computing, 5G to e-commerce, Redington has been at the forefront of driving technological progress. We offer seamless integration and unparalleled solutions.

Powering growth with our robust partner ecosystem and strategic collaborations



Celebrating 30 years of empowerment and transformation! We are grateful for our amazing journey with **40,000 strong partners and over 290+ brand relationships**. Together, we have encouraged new ideas and paved the path for unlimited possibilities. Operating across 38 markets and 60 subsidiary offices, Redington's unwavering commitment to technology, strategic partnerships, and cutting-edge solutions has established us as a global leader. Join us in shaping an exhilarating future filled with endless opportunities!



Rashi Peripherals Expanding Solutions Portfolio and Entering New Territories for 360-Degree Growth

RAJESH GOENKA
CEO
Rashi Peripherals Limited

FORECASTING TECHNOLOGY GROWTH

Rashi Peripherals Limited founded in 1989 is a leading value-added distributor of IT hardware, software, and networking solutions in India. Since its foundation the company has grown into a formidable player in the Indian IT market with a widespread presence across the country. The company believes that value addition is the core of its business and strives to offer end-to-end value-added services to their customers. These services include pre-sales, technical support, marketing services, credit solutions, and warranty management services. This customer-centric approach has helped it establish a strong reputation in the market and build long-lasting relationships with their customers. Its strategic viewpoints of value addition, innovation, customer service, and adaptability have helped the company establish a strong market position and build a reputation for excellence in the Indian IT industry. The company foresees future of the IT industry is promising in India, due to Make in India, digitization and the start-up ecosystem. All these areas will bring opportunities to grow enterprise, semiconductor and PC businesses. Emphasis on local manufacturing will also generate employment opportunities in the country giving a push to the economy.

INITIATIVES TOWARDS BRAND POSITIONING

Rashi Peripherals Limited is known for its value-added services, wide reach of 50 branches and reach in 730 cities/towns. Innovation is another key strategic viewpoint of Rashi Peripherals Limited. It is constantly striving to bring innovative and disruptive technologies to the Indian market and has a dedicated team focused on identifying emerging trends and technologies. This has helped it stay ahead of the curve and offer cutting-edge solutions to their customers. The company plans to leverage its robust distribution network to tap channel business prospects in new territories. It aspires to focus on expanding its existing solutions portfolio and entering into new market verticals to drive 360-degree growth for the company. All its business verticals have shown consistent growth over the years and it has taken oath to maintain the growth momentum in FY 2023 and beyond.

STRATEGIC PLANNING WITH A VISION

Adaptability is a crucial aspect for Rashi Peripherals. It believes that the ability to adapt to changing market dynamics is the key to sustained growth and success in the long run. The company has demonstrated this ability to adapt over the years by successfully navigating through challenging market conditions and emerging as a market leader in the Indian IT industry. Value addition is the core of its business. The company differentiates itself by offering end-to-end value-added services such as pre-sales, technical support, marketing services, credit solutions and warranty management services. Its wide distribution infrastructure, consistent business performance, dedicated focus on growing existing business and investing in emerging business verticals, fast decision-making supported by robust technology infrastructure and clear vision of the leadership are strongest competitive advantage that will enable it to address the newer challenges in 2023 and beyond.

OPTIMISING CHALLENGES AS OPPORTUNITIES

Rashi Peripherals Limited's strategic viewpoints of value addition, innovation, customer service, and adaptability have helped them establish a strong market position and build a reputation for excellence in the Indian IT industry. The company has always embraced changing market dynamics to turn every challenge into an opportunity. Therefore, it has been able to maintain consistent double-digit growth over the last 20 years. Despite challenges posed by a global slowdown and shrinking demand for IT products/solutions, it was successful in maintaining its growth graph. The company is hopeful to leverage its robust distribution infrastructure, relationships with marquee brands/partners and experience of its visionary management perpetually to address newer challenges and drive growth.

RP tech

Rashi Peripherals Limited

Great Place To Work.®
Certified
NOV 2022 – NOV 2023
INDIA ™

Who We Are

We are among the leading value-added national distribution partners for global technology brands in India for ICT products in terms of revenues and distribution network. Our pan-India distribution network includes 50 branches, 50 service centers and 62 warehouses covering 730 locations in India through an ecosystem of 8600+ Channel Partners. We differentiate ourselves by offering end-to-end value-added services such as pre-sales, technical support, marketing services, credit solutions and warranty management services.

Rashi Peripherals Limited

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TECHNOLOGICAL INNOVATIONS IMPACTING TODAY WILL REDEFINE THE FUTURE

SHIV SHANKAR SINGH
MD
Securenet Cables and Connectors Pvt Ltd

DRIVING BUSINESS-ORIENTED GOALS

Securenet has established itself as a leader in the rapidly developing technical phenomenon. The business is prepared to meet the constantly changing needs of its clients with a variety of innovative product offerings in surveillance accessories and IT accessories. Securenet takes pride in offering the most recent and cutting-edge goods in both the IT and surveillance industries, with an emphasis on innovation and staying ahead of the curve. The company is aggressively working to develop a cutting-edge manufacturing plant in Roorkee, Uttarakhand to grow its operations and service consumers.

The company's commitment to progress is evident through its frequent product launches, occurring every 90 days. With an ambitious long-term vision, Securenet is aimed to make its presence felt in every home within the country by the year 2030. Assurance of quality and services is essential to the business's ideology. The company aims to attain a constant yearly growth rate of 30% by putting a strong emphasis on customer satisfaction and utilising its dedication to excellence and dependability.

POWERING THE FUTURE WITH INNOVATION

India's exceptional leadership and clear vision as the world's top economy are unlocking immense potential. Indian leaders across various domains showcase their prowess, fueling positivity that will drive the growth of the surveillance and IT industry. With a dynamic market, a thriving middle class, and a relentless pursuit of innovation, India is poised to become a global hub for surveillance and IT. The nation's visionary outlook and adaptability ensure a bright future, solidifying India's position as a powerhouse in the world economy.

REINFORCING CUSTOMER BELIEF

Securenet proudly stands as the only brand in the country offering unconditional warranties on all of its products. This unique feature sets Securenet apart and positions it as the ethical brand of choice for customers, distributors, and the channel alike.

CAPITALIZING ON R&D EXPERTISE

Securenet operates with a dedicated team that diligently follows human behavior and needs. Through ongoing research and development efforts, coupled with rigorous quality control measures, Securenet stays in step with advancing technology. Embracing the belief that technology thrives on innovation, adoption, and reinnovation, the company consistently introduces new and state-of-the-art products that cater to the technological and security requirements of the nation's populace.

POSITIONING FOR EXCELLENCE

In order to create an emotional connection with the entire ecosystem, Securenet places a lot of emphasis on its brand image. Securenet is more than just a business; as its name suggests, it also aims to foster a sense of security. The business distinguishes itself from rivals in the market by making sure that its items are always updated with the most recent improvements and innovations.

Securenet stands apart due to its commitment to 15 essential criteria covering product offers, customer service, and quality. No other company in the nation provides this level of thorough attention to detail in these areas. Securenet is dedicated to building a safe and secure new India, as mentioned in its tagline. Additionally, the company's motto "Not only Make in India but also Making India" symbolises its commitment to actively aiding in the expansion and development of the country.

VARINDIA

INDIA'S FRONTLINE IT MAGAZINE

VARINDIA is a premier IT Channel Media and Events. It provides news, insights, and resources for IT channel partners and solution providers in India. The VARINDIA magazine is a valuable resource for industry professionals, channel players, investment analysts, and media around the world.

VARINDIA was founded in 1999 and is part of Kalinga Digital Media Pvt. Ltd. (KDMPL). The magazine has earned a reputation as the most credible resource for the Indian IT channel community. It has positioned itself as the ultimate voice of Indian Value Added Resellers (VARs) and provides the latest news and insights to help them stay ahead of the competition and grow their businesses. In addition to its website, VARINDIA mobile app is also available for Android and iOS devices.

VARINDIA Research focuses on monitoring key high-tech industries. It provides market intelligence and analysis to more than 1000 corporate customers worldwide. One of the key services offered by VARINDIA Research is the Channel Leadership Survey (CLS).

The CLS is a comprehensive survey of IT channel partners in India. The CLS is a valuable resource for IT vendors and channel partners. Another key service offered by VARINDIA Research is the Annual Brand Book. The Annual Brand Book (the coffee table book) is a valuable resource for businesses that are looking to partner with IT and telecom companies in India.

Services for the Industry:

Anniversary Issue	Channel Awards Nite	Enterprise Customer Summit	SME Summit	Up-Country Event
Anniversary Issue 24th Year	**Star Nite Awards** 22nd Edition	**Infotech Forum** 21st Edition	**EIITF - Kolkata** 12th Edition	**OITF-Bhubaneswar** 14th Edition
Tech Summit	**VAR Summit**	**Cyber Security Summit**	**Brand Book**	**ICT in Education**
SIITF - Bangaluru 12th Edition	**WIITF - Mumbai** 13th Edition	**CDS - New Delhi** 7th Edition	**Brand Book** 12th Edition	**New Delhi**

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The Ability To Be Flexible And Adaptable Is Essential For Navigating The Unknowns Of The Future



Punit Thakkar
CEO & MD, Shivaami Cloud Services

FORECASTING TECHNOLOGY GROWTH

The IT industry in India is expected to grow at a CAGR of 10.5% from 2022 to 2027. The growth will be driven by the increasing adoption of digital technologies, the growing demand for IT services from emerging markets, and the availability of a large pool of skilled IT professionals in India.

INITIATIVES TOWARDS BRAND POSITIONING

Shivaami Cloud Services has established key targets for FY 2023–2024 in order to position its name as a top supplier of IT services in India. Innovation is one of the company's primary areas of focus, and it emphasises the use of cutting-edge technologies. The expansion of Shivaami's global reach is another objective. The company intends to establish new offices in significant areas in response to the rising demand for IT services globally. A key component of Shivaami's approach is creating a powerful brand. The business understands how crucial it is to launch successful marketing and communications campaigns to build brand recognition and customer confidence. Shivaami wants to position itself as a credible and trustworthy IT service provider by making these investments in order to stand out from rivals and draw in a larger clientele.

BUILDING CUSTOMER CENTRIC ROADMAP

Customer acceptance of digital transformation can be influenced by several key factors. The perceived value of the transformation is crucial as customers need to see the benefits and advantages it brings. Another factor is the level of disruption caused by the transformation. Effective communication and engagement with customers is vital for their acceptance of digital transformation.

To improve customer acceptance of digital transformation, organizations can follow some key tips. Firstly, it is important to start by understanding the specific needs and pain points of customers. Tailoring the transformation to address those needs will increase their willingness to adopt it. Communicating the benefits of the transformation, such as increased efficiency or enhanced customer experience, is also crucial. Making it easy for customers to adopt the new technology by providing user-friendly interfaces, clear instructions, and support can significantly improve acceptance. Finally, organizations should be patient, understanding that change takes time, and offering ongoing support to customers throughout the transformation process.

STRATEGIC PLANNING WITH A VISION

In order to address the newer challenges in 2023 and beyond, organizations need to employ effective strategies. Staying up-to-date on the latest trends and technologies is essential to remain competitive and relevant in the ever-evolving business landscape. Flexibility and adaptability are key traits for navigating the uncertainties of the future. Creativity and innovation are crucial in finding unique solutions to complex problems. Maintaining a positive and optimistic mindset is essential, especially in times of uncertainty.

Organisations may successfully deal with the emerging issues that arise in 2023 and beyond by remaining informed, being adaptive, encouraging creativity, and maintaining a positive outlook. These tactics give businesses the ability to adapt to change, foster innovation, and position themselves for success in a market that is always changing.

OPTIMISING CHALLENGES AS OPPORTUNITIES

Shivaami is well-positioned to help enterprises address the challenges of newer technologies through various means. Firstly, Shivaami can provide valuable information and insights about new developments in the technology landscape. By keeping clients informed about emerging trends, Shivaami enables them to stay ahead of the curve and make informed decisions.

Additionally, Shivaami offers a range of tools and resources that facilitate quick adaptation to technological change. These resources can include training programs, implementation guides, and support systems that help enterprises seamlessly integrate new technologies into their existing infrastructure.

Moreover, Shivaami can provide innovative ideas and solutions to address specific challenges that arise with the adoption of newer technologies. With their expertise and experience, Shivaami collaborates closely with enterprises to identify pain points and customize effective solutions that align with their unique requirements.

Lastly, Shivaami's support and encouragement play a vital role in helping enterprises navigate the challenges associated with newer technologies. The dedicated support teams at Shivaami offer technical assistance, troubleshooting, and ongoing guidance to ensure a smooth transition and successful implementation.

With the help of Shivaami's holistic approach, businesses may successfully handle the difficulties brought on by more modern technology by receiving information, tools, ideas, solutions, and assistance. Enterprises may confidently embrace technology advancements, stimulate creativity, and accomplish their business goals by utilising Shivaami's knowledge.

shivaami

EMPOWERING YOU THROUGH CLOUD







The purpose of shivaami is to bring positive change in the lives of people we connect, by offering solutions and services which brings profit and happiness.

Products and Services

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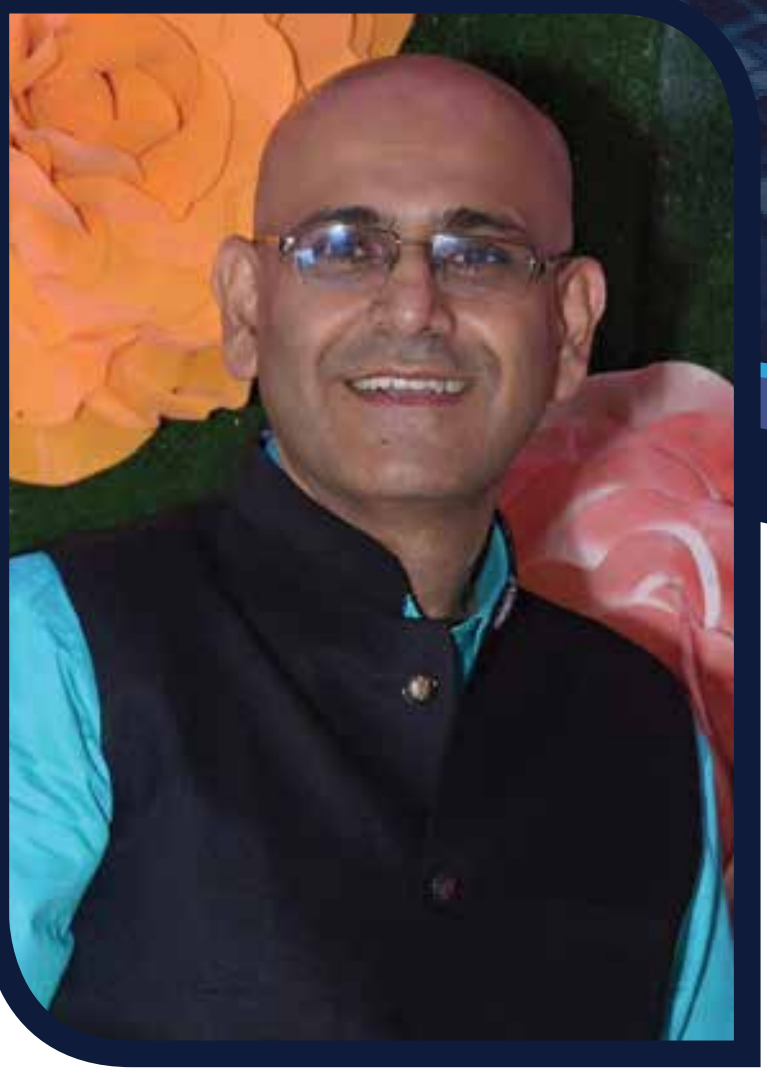
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Customer Satisfaction is Sound Solutions' Foundation for Success and Resilience

SOUND SOLUTIONS



SUNIL THARIANI
Director - Sound Solutions

FORECASTING TECHNOLOGY GROWTH

India is a very big market with a variety of segments like SME, Corporate, Government Organisations, Chanel Distribution, Ecommerce etc. Due to its size and diversity, the Indian market presents a wide range of options.

The Indian market is made up of a diverse spectrum of industries, from small and medium-sized businesses (SMEs) to corporate entities, governmental agencies, channel distribution networks, and the burgeoning e-commerce industry. With all of these segments, there can never be a recession since one or more of them is prospering. Sound solutions has been and will continue to be on a growth path year after year.

INITIATIVES TOWARDS BRAND POSITIONING

The range of services offered by Sound Solutions, which was previously just concerned with channel distribution, has experienced a radical expansion. It has intentionally broadened its services over the past three years to meet the needs of corporate clients, e-commerce platforms, and governmental organisations in addition to the channel distribution sector.

Through this growth, the company has been able to access new market niches and use the experience to deliver specialised services to a wider range of clients. It has effectively positioned itself as a comprehensive provider, meeting the special requirements of corporates, e-commerce platforms, and government organisations alike by adjusting its business strategy and enhancing its portfolio.

BUILDING CUSTOMER CENTRIC ROADMAP

Digital transformation has been happening in India at a very fast pace. One of the most successful transformations at the ground level is UPI where one can find from SME to a vegetable vendor everyone is accepting UPI Payments.

Similarly, it can be seen that small and medium enterprises have onboarded Ecommerce platforms like Amazon and Flipkart. Additionally, small and medium-sized businesses are now promoting themselves on social media.

STRATEGIC PLANNING WITH A VISION

Sound Solutions focuses on customer happiness because it knows that doing so will help it overcome whatever obstacles it may encounter.The company develops enduring connections and earns their trust by putting their needs first and constantly providing great service. Its innovation and improvement are driven by customer pleasure, which enables it to adjust to shifting market dynamics and offer customised solutions. Its dedication to client happiness not only improves its experience, but also makes it more competitive. With a focus on the needs of the customer, it is prepared to overcome challenges and achieve long-term success.

OPTIMISING CHALLENGES AS OPPORTUNITIES

Newer technologies have always brought with them new obstacles, though most people resist change, modern technology makes life simpler. Sound Solutions has been adapting to newer technologies and training its manpower from time to time which brings adaptability and efficiency in the organization.

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Supertron's holistic approach leveraging its comprehensive transformation

FORECASTING TECHNOLOGY GROWTH

The Indian IT industry has seen steady growth over the years, driven by urbanization, increased infrastructural development, and a growing demand for high-quality and aesthetically pleasing hardware solutions. With the government's focus on infrastructure development and the rise of smart cities, the future of the architectural hardware industry in India looks promising.

One of the key trends in the industry is a shift towards eco-friendly and sustainable solutions. With increasing awareness about environmental issues, consumers are looking for products that are energy-efficient, recyclable, and have a minimal impact on the environment. The demand for hardware solutions that can be integrated with smart systems and controlled remotely via mobile devices is rising as smart homes and buildings are being adopted more widely. Digital transformation in enterprise space driven by factors such as increasing adoption of cloud computing, artificial intelligence, and machine learning will further strengthen the IT growth in India.

INITIATIVES TOWARDS BRAND POSITIONING

Right information & Right product at the right time in the right place is the key for any enterprise or SME to get equipped with infrastructural capabilities which helps cost effectiveness & optimisation of business operation. Looking at this challenge of corporates, Supertron is poised to participate and support integration of technology adaptation through its partners. The company will continue to work as an end-to-end support function for its partners in implementing large solution-based project with its expertise in technical support & supply chain capabilities coupled with strong vendor relationship. Supertron has strengthened its team to facilitate enterprise customers by giving required technical know-how, wherever required & also support in effective integration of new technology adaptation.

BUILDING CUSTOMER CENTRIC ROADMAP

Digital transformation is not simply about integrating new technologies into an organization's operations but it requires a holistic shift in how a business operates, engages with customers, and delivers value. This comprehensive transformation affects all facets of an organization, from its business model to its culture, and requires significant change management. Change management is a crucial component of a successful digital transformation. It involves preparing, supporting, and helping individuals and teams within an organization to adopt and adapt to changes. The organisation with clear mandate can succeed in implementing digital initiative with strategic planning and effective change management, which seems to be a difficult phase for enterprise customers.



VISHNU KUMAR BHANDARI
Founder Chairman & MD
Supertron Electronics Pvt. Ltd.

STRATEGIC PLANNING WITH A VISION

Supertron's top priorities for 2023 include being future-ready with business processes, an effective talent base, and the proper resource deployment. These factors eventually add up to scalability and growth.

OPTIMISING CHALLENGES AS OPPORTUNITIES

Supertron is prepared to participate & support integration of technology adaptation through its partners. With technical support skills, supply chain capabilities, and solid vendor relationships, it will continue to serve as an end-to-end support function for its partners in delivering major solution-based projects.

Supertron has strengthened its workforce to better serve business customers by providing the necessary technical know-how wherever it is needed and by assisting in the successful integration of new technology adoption.

SUPERTRON®
empowering partnerships

CAPABILITY DRIVING CREDIBILITY



Technology has gained higher importance, emerging as a need to sustain livelihood, businesses and communication. Whether small or big, technology is a significant part of our lives today. As a company catering to the distribution of the latest technology-driven products, we benefit from this increasing importance of technology in the industry.

Our strong network and pan-India presence, backed by excellent vendor engagement, has led us to establish a significant market presence. Over our 30 years of journey, we have built trust among our customers and stakeholders by providing them world-class IT, Enterprise and Value Added Distribution (VAD) solutions. The brand value we enjoy today is a result of our **Capability Driving our Credibility.**

Supertron Electronics Pvt. Ltd.

"Supertron House", 2, Cooper Lane, Kolkata- 700 001, Ph: 03340371000, frontdesk@supertronindia.com, www.supertronindia.com

Symmetrix Empowering Collaboration between OEMs, Customers, and SMEs for Seamless Project Execution and Growth



V. Vijayakumar
COO
Symmetrix Computer Systems Pvt. Ltd.

FORECASTING TECHNOLOGY GROWTH

India has been bestowed with numerous advantages, setting the stage for prospective growth across various sectors in the days to come. The strategic reformation implemented by the Government has provided a sturdy foundation, enabling every industry vertical to seize opportunities for growth and long-term sustenance. Prominently, several developed nations regard India as a cost-effective and dependable source, leading to a surge in investments from multinational corporations. Given that information technology serves as the backbone for all industry verticals, its growth in the forthcoming years is expected to be significant.

INITIATIVES TOWARDS BRAND POSITIONING

Being in the industry for 35 years, Symmetrix's consistent quality in service delivery has helped it to build and strengthen relationship with its Customers. This has helped in bringing in more revenue, year-over-year. Symmetrix's primary objective for FY 2023-24 revolves around establishing a strong brand presence in the market.

The process of building and positioning the brand within the industry segment has already commenced. In order to enhance the visibility of Symmetrix as a brand, active participation in various forums has been initiated. To further promote the brand, comprehensive details of the diverse range of products and solutions have been shared electronically with business groups and customers, emphasizing the prominent display of the company. A recent noteworthy occasion was the commemoration of the company's 35th year Anniversary, which witnessed the invitation of valued customers, partner organizations, and former employees. As part of this event, all attendees were presented with mementos featuring the company, while special mementos were awarded to customers as a token of appreciation and recognition.

During 2023-24 the company planned to promote its brand in leading social media while sending updates periodically. It has also identified few major events and forums with specific budget allocated to make the brand more visible.

BUILDING CUSTOMER CENTRIC ROADMAP

Most large corporates are well into Digital Transformation already, many having started with the Pandemic. The challenge is in the SME segment. Though they accept that digital transformation is essential in this digital era, the investment is one of the major hurdles for them to cross. Most of these transformations require recurring investment. SMEs need to be educated about what they lose and how it will impact their business if they don't adopt digital transformation. It is proven that almost all SMEs depend on indigenous software like Tally for the automation of their basic needs. But when it comes to sales or service automation, most of them maintain / monitor it manually. It is essential to invest to automate such processes, so that they can be more effective and organized to compete in the industry.

STRATEGIC PLANNING WITH A VISION

The newer challenges will be availability of Skilled Manpower for the SME segment to meet demand. Large enterprises need support from SMEs, where they outsource the routine work to manage the volume and to be cost effective.

This is going to create a huge demand for Skilled Manpower, more specifically in Service Delivery segment. Symmetrix has plans to approach educational institutions to offer addon training sessions to select / interested candidates to train / develop manpower sources and resources.

OPTIMISING CHALLENGES AS OPPORTUNITIES

Symmetrix, functioning as Value-Added Resellers (VARs) and System Integrators, holds a significant advantage in bridging the gap between original equipment manufacturers (OEMs) and customers. The company actively collaborates with various Small and Medium Enterprises (SMEs) as partners to successfully execute projects.

A robust support system exists that fosters seamless communication and collaboration between OEMs, customers, and these partnering organizations, which specialize in Networking, Security & Surveillance, and other domains. When one of its partners secures a project, Symmetrix actively engages with them, working together to capture a share of the business. In order to tackle new challenges, the company follows a practice of sharing technical details, insights into encountered obstacles, and relevant solutions with its partner group. This collaborative approach assists organizations in overcoming various challenges they may encounter in their operations, fostering growth and success.



Relationships Forever

Who We Are:

We are a leading IT services & solutions Company. Our core competency is in providing customized business solutions specific to our Client requirements. We are a young team of professionals, well experienced and possess the required skill sets to address critical and complex customer needs and have well satisfied clients across business domains. We are in this business since 1987.

Why Symmetrix:

- 35+ Years of industry's knowledgebase and rich experience in understanding our customers' needs
- 80% of our client relationships are more than 20+ years old, which accounts for major repeat business.
- Our long list of OEM partnerships (HP / Poly, Dell, Lenovo, Cisco, D-Link, SonicWall, Fortinet, Sophos, Epson, Logitech, Microsoft, Adobe, Kaspersky and more) helps us in deeper penetration in the market place.
- Strong relationship with most of the India's major IT distributors for the fastest delivery of products.
- Long standing association & strong technical knowhow of our sales & technology teams proves our ability to understand customer requirements better than anyone else in the industry.

Our Areas of operations:

IT Facilities Management, Enterprise Solutions, Personal Computing, Networking, Surveillance and Security, Cloud Computing, IT Consultancy

Symmetrix Computer Systems Pvt. Ltd.

263, 1st and 2nd Floors, 6th Main, MICO Layout, BTM 2nd Stage, Bengaluru – 560 076.

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Empowering Partners To Enable And Achieve Business Outcomes In Next Gen Technologies

"The Next Generation technologies – which include cloud, analytics, and cybersecurity - are evolving rapidly and taking over the center stage in every business today. Companies looking to expand rapidly, and transform are gaining a competitive advantage from these emerging technologies. It is certain that these technologies will have a significant impact on the way we work and live, and we have already experienced the potential and transformational effects of it on our economy, culture, health, and well-being. India's technology services industry has the potential to generate $300-350 billion in annual revenue by 2025 if it can capitalize on rapidly emerging business opportunities in cloud, artificial intelligence (AI), and cybersecurity.

In today's dynamic marketplace, coupled with the expanded scope and complexities of the IT capabilities and services offered today, the distribution model has been rapidly evolving to adapt to new market challenges. For channel partners, merely deploying the latest technology is insufficient for them to stay relevant, particularly with the impending change in business models, the evolution of anything-as-a-service (XaaS), the acceleration of industry consolidation, and the focus on customer experience. What is needed is for IT to be delivered in a manner than drives innovation, fuels agility, and addresses emerging challenges, while controlling costs. Increasingly, success involves the elimination of guesswork and minimizing risk through continued investment in resources, skills and enablement. To address the complexity and requirements of next generation technologies, distributors must become solutions aggregators, and develop novel new ways to better serve the IT ecosystem's value chain.

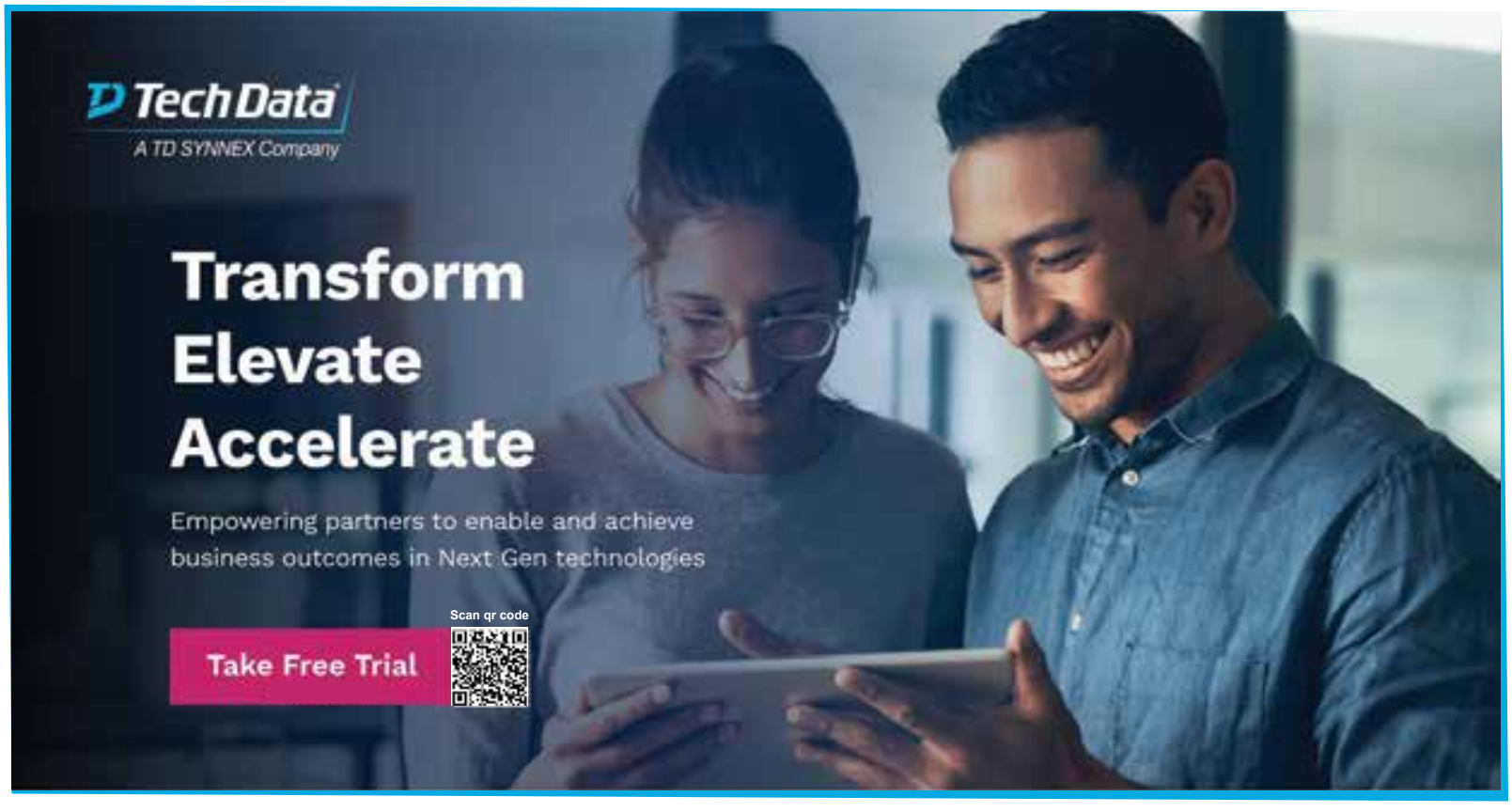
Tech Data's business operations supports this solutions aggregator concept; one that is less centric to the delivery of product, brand and infrastructure and more aptly characterized by enabling and orchestrating a range of products and services that facilitate customer success. Solutions aggregation is about the importance of shifting from products to business outcomes and solutions. Given the dynamics inherent within digital transformation, it's clear that solution aggregation is the better representation, and the evolutionary path Tech Data's business strategy supports. Our ability to unify, orchestrate and drive the access, interaction, delivery, and services required to solve and address business challenges at scale is the foundation of how our industry will continue to grow and transform value creation from a linear model perspective to a multipoint model, enabling collaboration between all the ecosystem's participants.



SUNDAR K
Vice President Next Generation Technologies & Country General Manager – Tech Data India

Tech Data's Digital Practice Builder is aligned with Microsoft's revised partner program. Spanning across Asia Pacific and Japan, this development will enable the reseller community access to the program, which utilizes pre-configured cloud tools, technology and accelerator programs. Being able to recognize a variety of partner business models and solution designation areas, partners can leverage Digital Practice Builder to drive growth opportunities through Microsoft Cloud. Focused on boosting business growth potential and go-to-market strategy, it enables partners to rapidly innovate, scale and differentiate their solutions offerings, while earning a solutions designation.

In an increasingly digitized world where multiple market forces simultaneously continue to challenge the distribution landscape, it is important for the reseller community to evolve as well. Digital Practise Builder's emphasis on learning at scale and convenience, while building on the benefits of our Center of Excellence (CoE) to create an end-to-end program that helps partners grow within the next generation technology sectors. By enabling partners to keep pace with the complex IT landscape and scale their resources, skills and investment holistically, we anticipate that Digital Practice Builder will be a game-changer and catalyst for channel growth, setting it apart from other offerings in the industry."



TechData
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Value Point equipping enterprises to stay abreast in the rapidly shifting landscape with necessary tools



RS SHANBHAG
FOUNDER & CEO
Value Point Systems Pvt Ltd, A Noventiq Company.

FORECASTING TECHNOLOGY GROWTH

In recent years, Indian IT companies have been indispensable in the development and adoption of emerging technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), and Cloud Computing. The Indian IT sector's effective deployment of these technological trends across diverse sectors is poised to revolutionize business operations within the country. The IT industry is thriving, with its evolution set to evolve exponentially as an increasing number of organizations acknowledge the long-term benefits of digital transformation. The surge in demand for skilled digital talent, in conjunction with the government's visionary initiatives such as "Digital India", "Make in India", and "Smart Cities", will solidify the Indian IT industry's status as a global powerhouse. The Digital India initiative is a testament to the government's commitment to bridging the digital divide and fostering a digitally empowered society, ensuring access to information and services across sectors, enhancing digital infrastructure, advancing digital literacy, and securing citizens' data. Value Point, a Noventiq Company, is committed to playing a crucial role in transforming the nation into a digitally empowered society and a knowledge-based economy. By accelerating digital transformation, it aims to facilitate active participation of all companies in the economic processes of a globally competitive yet interconnected marketplace.

INITIATIVES TOWARDS BRAND POSITIONING

The Indian corporate and SME sectors have been in a transformative phase, primarily driven by their need to leverage technological advancements to stay competitive and maximize efficiency. The emphasis on sustainability has spurred a massive influx of investments in digital infrastructure, Cybersecurity, Governance, Risk and Compliance (GRC), state-of-the-art tools, and innovative services. This trend has amplified productivity, mitigated operational hurdles, and unveiled a myriad of opportunities for growth. To establish Value Point as a trusted brand in the Indian IT industry for FY 2023-24, its key priorities involve a prominent focus on Cybersecurity as well as Governance, Risk and Compliance (GRC) that will help it fulfill its objective of consistently exceeding customer expectations. Rapidly adapting to evolving industry trends through continuous upskilling of the company's talented workforce, preserving strong partnerships with leading OEMs, and expanding its marketing initiatives, are the pillars of its strategy to offer superior, tailor-made solutions to the customers.

BUILDING CUSTOMER CENTRIC ROADMAP

The swift advancement of technology has heightened customer awareness of the pressing need to digitally transform their operations. The speed and ease of digital services are undeniable, resulting in a broad acknowledgment and acceptance of their inherent benefits over traditional, more cumbersome methods. Customers invariably desire automation, quicker response times, superior quality services, and more economical solutions, but often encounter significant roadblocks to successful implementation such as automation of existing processes, organizational reluctance, resistance from established systems and processes, budget constraints, and limited resources. Digital transformation initiatives should be personalized for each customer. It is essential to equip customers with appropriate training and continuous support, enabling them to seamlessly adapt to new technology. Utilizing data-driven insights to deliver anticipated preferences and maintaining an ongoing engagement with customers for their feedback, Value Point aims to forge dynamic partnerships that are continually being optimized.

STRATEGIC PLANNING WITH A VISION

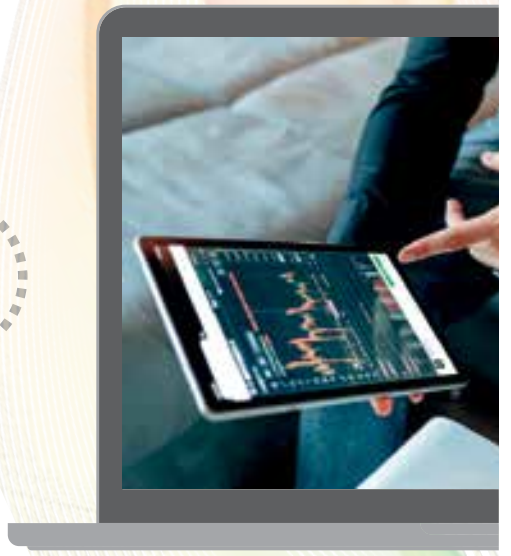
As enterprises delve into the realm of new technologies, they frequently confront a multitude of challenges. These include comprehending the usage of the new technology, acquiring proficient personnel to manage them, and fortifying them against cyber threats. Additionally, the successful integration of these new technologies into existing systems and processes to unlock their full potential is another hurdle. In this ever-evolving landscape, it is crucial to continually reassess and recalibrate strategies to maintain business competitiveness and ensure success. Value Point continually assesses its strategies to detect necessary adjustments or even thorough overhauls to proactively tackle emerging issues. A successful implementation of these strategies hinges upon its ability to add skilled personnel, and invest in essential technology to guarantee efficient operations. The company ensures the success of its strategies by routinely monitoring their effectiveness, gauging the efforts required, and identifying the best course of action moving forward. By understanding the current context and predicting future scenarios, it can formulate proactive plans considering potential risks and opportunities, thereby maximizing its chances of success.

OPTIMISING CHALLENGES AS OPPORTUNITIES

In the modern world, technology is undeniably the keystone of business success, enabling companies to navigate emerging challenges and retain their competitive edge. However, assessing the success of technology in assisting enterprises to tackle these novel challenges can be complicated. This complexity arises from several variables, such as the type of technology employed, its application, and its utilization efficiency within the organization. In the current fast-paced, perpetually changing business environment, enterprises grapple with a multitude of challenges. These range from managing data to maintaining an edge over competitors, all of which can seem overwhelming. Thankfully, Value Point's portfolio provides a suite of technologies explicitly designed to cater to the needs of enterprise customers. Its infrastructure services, from Cybersecurity, Data center solutions, Network transformation solutions, Cloud solutions and services supported by IT managed services; equip enterprises with the necessary tools to stay abreast in a rapidly shifting landscape. By leveraging its expertise, enterprises can swiftly and effectively identify trends and opportunities, and make informed decisions that will propel them forward towards tremendous success. Value Point believes in Added value = Added success.

VALUE POINT
A NOVENTIQ Company

Empowering Businesses with
Cutting-Edge Technology Solutions



YOUR TRUSTED PARTNER IN DIGITAL TRANSFORMATION



Take the First Step Towards Accelerating Your Digital Transformation Today!

- **Cybersecurity**
- **Datacenter Modernization**
- **Network Transformation**
- **Cloud Transformation**
- **Digital Workplace**
- **IT Managed Services**

START YOUR IT JOURNEY
BOOK A CONSULTATION

Why Choose ValuePoint Systems?

Securing Your Business's Future

With over 31 years of experience, our team of IT professionals is delivering exceptional results in end-to-end digital infrastructure & cyber security.

Experienced. Trusted. Excelling.

Our success stories span a diverse range of industries, including finance, healthcare, manufacturing, and more.

Fulfilling Customers Future

We relentlessly put our clients first, striving to exceed expectations through personalized service and lasting relationships.

Value Driven Solutions

Providing relevant, vendor agnostic and value for money solutions impacting customers business objectives.

#fulfillingyourfuture
Follow us on social media

VALUEPOINTSYSTEMS.COM
reach@valuepointsystems.com

+91 78999 00121
+91 87924 88353

THE MOST INFLUENTIAL CMOs IN THE TECH INDUSTRY

CMO of the year

50 INFLUENTIAL CMO'S OF INDIA

NAME	DESIGNATION	COMPANY
A L JAGANNATH	HEAD OF MARKETING	THOUGHTWORKS TECHNOLOGIES
ADISHRI CHARLA	DIRECTOR & INDIA LEAD-MARKETING	UI PATH INDIA
AMOL GAIKWAD	HEAD MARKETING(INDIA & SAARC)	CHECKPOINT SOFTWARE TECHNOLOGIES LTD.
AMRITA THAPAR	CMO	MICROSOFT CORPORATION INDIA (PVT) LTD.
ANINDITA DAS VELURI	HEAD OF MARKETING	ADOBE INDIA
ANITA KUKREJA	HEAD OF MARKETING & CHANNEL SALES	ICEWARP TECHNOLOGIES PVT. LTD.
ANJALI GUPTA	HEAD OF MARKETING & CMO	SIFY TECHNOLOGIES LIMITED
ANUPAM SAH	DGM- MARKETING	ADITYA INFOTECH PVT. LTD.
ARNAV SHARMA	GLOBAL HEAD- BRAND MARKETING	TECH MAHINDRA
ARPITA SENGUPTA	DIRECTOR-MARKETING & COMMUNICATIONS	RED HAT INDIA PVT. LTD.
ARVIND SAXENA	HEAD MARKETING & CORPORATE COMMUNICATIONS	NEC TECHNOLOGIES INDIA
ARVIND VASUDEVAN	SR. DIRECTOR-MARKETING	COHESITY
C SUKUMARAN	SR DIRECTOR- PRODUCT & COMMUNICATION CENTRE	CANON INDIA
CHANDRIKA JAIN	DIRECTOR-BRAND STRATEGY & CONTENT	LENOVO INDIA
DEBJANI GUPTA	COUNTRY MARKETING LEADER	ZOOM INDIA
DEEPAK MATHUR	HEAD MARKETING(INDIA & SAARC)	PALO ALTO NETWORKS
DIPTI SINGH	DIRECTOR -MARKETING (IRS) ASIA & INDIA	VERTIV ENERGY INDIA PVT. LTD.
GEETU BHATNAGAR	SR. DIRECTOR-MARKETING	ORACLE INDIA
JAGADISH M N	REGIONAL MARKETING MANAGER	FORCEPOINT
JAGANATHAN CHELLIAH	SR. DIRECTOR MARKETING- INDIA, ME & AFRICA	WESTERN DIGITAL
JAYATI SINGH	CMO	TALLY SOLUTIONS PVT. LTD.
JESSICA D'CRUZ	REGIONAL MARKETING DIRECTOR-INDIA & SAARC	FORTINET TECHNOLOGIES INDIA PVT. LTD.
JOSHUA MATHEW	HEAD OF MARKETING	CISCO SYSTEMS INDIA PVT.LTD.
KARTHIK SATHURAGIRI	HEAD OF MARKETING	AWS INDIA & SOUTH ASIA
KAUSTUBH PATKI	MARKETING LEADER-INDIA	OPENTEXT
KRISHITA MOTWANI	HEAD OF MARKETING -ENTERPRISE (INDIA & SAARC)	TRELLIX
KUSHAGRA SHARMA	HEAD MARKETING(INDIA & SAARC)	VEEAM SOFTWARE
MAYA CULAS	MARKETING DIRECTOR	HITACHI VANTARA INDIA PVT. LTD.
MUKESH BAJPAI	MARKETING HEAD	AMD INDIA PVT. LTD.
NAVEED CHAUDHARY	HEAD OF MARKETING & PR	INGRAM MICRO INDIA PVT. LTD.
NIDHI HOLA	COUNTRY MARKETING DIRECTOR	DELL TECHNOLOGIES
NIKHIL DUDWADKAR	MARKETING MANAGER- SOUTH ASIA	KASPERSKY
NIKHIL MEHROTRA	DIRECTOR FIELD MARKETING	NUTANIX TECHNOLOGIES INDIA PVT. LTD.
PAWAN AWASTHI	HEAD CONSUMER MARKETING	NVIDIA INDIA
PRASENJIT ROY	SR. EXECUTIVE VICE PRESIDENT & CMO	NTT LTD.
PRASHANT DEWANGAN	AVP AND HEAD OF MARKETING	WEB WERKS(IRON MOUNTAIN DATACENTERS)
PUNEET CHADHA	CMO	REDINGTON INDIA LTD.
RAHUL NAUTIYAL	HEAD OF MARKETING	HEWLETT PACKARD ENTERPRISE
RAHUL SINGH	VP & HEAD OF MARKETING	SAP INDIA PVT. LTD.
RAJASHREE R	CMO	TCS
RAJAT ABBI	V.P., GLOBAL MARKETING, CMO	SCHNEIDER ELECTRIC
RAM PARAMESWARAN	GLOBAL MARKETING HEAD	WIPRO LIMITED
RISHI PRASAD	SR. MANAGER,SOUTH ASIA	SEAGATE INDIA AND APJ
ROSHNI DAS	REGIONAL MARKETING DIRECTOR(APJ)	INTEL CORPORATION
RUCHIKA BATRA	VP,MARKETING & COMMUNICATIONS	ERICSSON INDIA
SHUBHA CHANDRASEKHAR	COUNTRY MARKETING MANAGER	ARUBA NETWORKS - A HEWLETT PACKARD COMPANY
SOORAJ BALAKRISHNAN	HEAD OF MARKETING	ACER INDIA PVT. LTD.
TATHAGAT JENA	HEAD OF MARKETING	HMD GLOBAL
TUHINA PANDEY	MARKETING & COMMUNICATIONS DIRECTOR	IBM INDIA AND SA
VINNY SHARMA	DIRECTOR-MARKETING(APJ & ME)	SECURONIX

THE MOST INFLUENTIAL


A L JAGANNATH


ADISHRI CHARLA


AMOL GAIKWAD


AMRITA THAPAR


ANINDITA DAS VELURI


ANITA KUKREJA


ANJALI GUPTA


ANUPAM SAH


ARNAV SHARMA


ARPITA SENGUPTA


ARVIND SAXENA


ARVIND VASUDEVAN


C SUKUMARAN


CHANDRIKA JAIN


DEBJANI GUPTA


DEEPAK MATHUR


DIPTI SINGH


GEETU BHATNAGAR


JAGADISH M N


JAGANATHAN CHELLIAH


JAYATI SINGH


JESSICA D'CRUZ


JOSHUA MATHEW


KARTHIK SATHURAGIRI


KAUSTUBH PATKI

CMOs IN THE COUNTRY


KRISHITA MOTWANI


KUSHAGRA SHARMA


MAYA CULAS


MUKESH BAJPAI


NAVEED CHAUDHARY


NIDHI HOLA


NIKHIL DUDWADKAR


NIKHIL MEHROTRA


PAWAN AWASTHI


PRASENJIT ROY


PRASHANT DEWANGAN


PUNEET CHADHA


RAHUL NAUTIYAL


RAHUL SINGH


RAJASHREE R


RAJAT ABBI


RAM PARAMESWARAN


RISHI PRASAD


ROSHNI DAS


RUCHIKA BATRA


SHUBHA CHANDRASEKHAR


SOORAJ BALAKRISHNAN


TATHAGAT JENA


TUHINA PANDEY


VINNY SHARMA

THE INDIAN UNICORN LANDSCAPE

100 UNICORNS OF INDIA

acko	amagi	apna	BharatPe	bigbasket
BillDesk	BrowserStack	Builder.ai	BYJU'S	CarDekho
CARS24	Chargebee	CitiusTech	Coforge	COINSWITCH KUBER
CRED	CredAvenue	cure.fit	dailyhunt	darwinbox
DealShare	DELHIVERY	digit	DREAM11	droom
druva	EaseMyTrip	ElasticRun	ERUDITUS	Flipkart
fractal	freshworks	GAMES24X7	glance	GlobalBees
Groww	gupshup	HASURA	icertis	infoedge
INFRA.MARKET	INMOBI	innovaccer	leadsquared	LEAD
lenskart	Licious BORN TO MEAT	LIVSPACE	make my trip	mamaearth
meesho	MENSA	MindTickle	MobiKwik	moglix
MPL MOBILE PREMIER LEAGUE	Mu Sigma	NOBROKER	NYKAA	ofBusiness
OLA	open	Oxyzo	OYO	paytm
PharmEasy	PhonePe	PW	Pine Labs	policybazaar
POSTMAN	practo	Pristyn Care	Quikr	Razorpay
REBEL FOODS	ReNew POWER	RIVIGO	ShareChat	shoprocket
slice	snapdeal	Spinny	SWIGGY	udaan
unacademy	uniphore	upGrad	upstox	Urban Company
Vedantu	VERSE	XPRESSBEES	Yubi	zenoti
ZERODHA	zeta	ZETWERK	ZOHO	zomato

INDIAN UNICORNS TO HARNESS THE INDIAN ECONOMY

India is a developing country with a mixed economy. Considering the importance of responsibility that the Indian startups are allotted to play in the expansion of the Indian economy. Recent digitalization has had a profound impact on all aspects of our lives. Of all the economies in the world, the Indian economy is expected to be the fastest-growing one – and startups are expected to contribute a whopping 5% to the GDP of our country in the next 5 years. As of March 8, 2023, India has 107 unicorns with a total valuation of $340.79 billion.

Entrepreneurship can boost the growth of a nation. Small companies like startups are crucial to economic expansion. The Digital India Revolution has made it easier for startups to reach a wider audience by providing them with access to the internet and digital infrastructure. This has allowed startups to reach customers all over India, and even the world.

India is home to some of the world's most successful startups, such as Flipkart, Paytm, and Ola. These companies have leveraged technology to disrupt traditional industries and create new markets. They have also created a startup ecosystem that encourages innovation and entrepreneurship. The number of unicorns in India has increased by 66% year-over-year. The fintech sector has the most unicorns (33), followed by e-commerce (23) and software (18) and Bengaluru is the unicorn capital of India, with 34 unicorns.

The government has launched several initiatives to support startups, such as the Startup India program, which provides funding, mentorship, and other support to the startups. The strategic approach of the start-ups is helping technology companies to improve their customer experience, drive business impact, and stay ahead of the competition.

In today's fast-paced and dynamic economy, Indian Unicorns are thriving. These startups are not only creating ground breaking solutions and technologies but also fueling significant job growth. Unicorns in India are seen as game-changers in their respective industries and have the potential to reshape markets or create new ones. Examples of well-known unicorn startups include BYJU's, Swiggy, OYO Rooms, Dream11, Razorpay, and Ola Cabs.

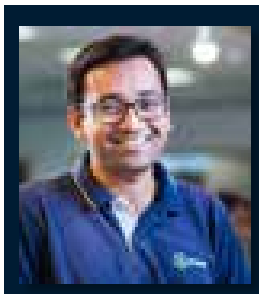
These ventures have captivated the business world, capturing our imaginations with exceptional achievements. India, with its vibrant entrepreneurial spirit and booming startup ecosystem, has witnessed the rise of numerous unicorn startups that are revolutionising industries, reshaping markets, and making their mark on the global platform.

As of the first quarter of 2023, there are no new unicorns created in India, compared to 14 in the same period in 2022. The report attributes the decrease in funding to the reduction in late-stage funding, which fell by 79 percent in Q1 2023 ($1.8 billion) compared to Q1 2022.

Many multinational corporations are now outsourcing their tasks to small businesses in order to focus on their core competencies. As a result of this trend, not only Indian venture capitalists but also many multinational corporations are closely monitoring the progress of Indian start-ups to invest their money.

Unicorn startups are often innovative and disruptive companies that operate in various sectors, such as technology, e-commerce, finance, healthcare, and more. They typically experience rapid growth and attract significant investment from venture capitalists and other investors. These listed companies have leveraged advanced technologies, business models, or market strategies to gain a competitive edge and capture a large market share.

ATHER ENERGY PRIVATE LIMITED



Founder:
TARUN MEHTA

Founded in:
2013

Sector:
TRANSPORT TECH

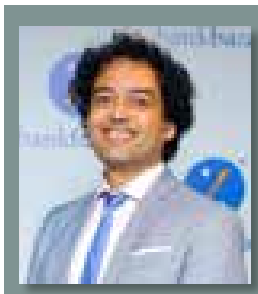
Headquarter:
BENGALURU

Index of Distinctiveness:

Ather Energy is an Indian electric vehicle (EV) manufacturer known for its innovative approach to sustainable mobility. With a focus on design, technology, and performance, Ather has gained recognition for its smart electric scooters. Their flagship models, Ather 450X and Ather 450 Plus, offer impressive acceleration, long-range capabilities, and a host of smart features. Ather Energy continues to lead the way in revolutionizing the EV industry in India. Ather Energy plans to build new EV facility, produce 1 mn more 2-wheelers.

atherenergy.com

A&A DUKAAN FINANCIAL SERVICES PRIVATE LIMITED



Founder:
ADHIL SHETTY

Founded in:
2008

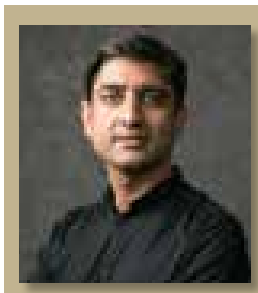
Sector:
FINTECH

Headquarter:
CHENNAI

Index of Distinctiveness:

BankBazaar is a leading online financial marketplace based in India. It provides a convenient platform for users to compare and apply for various financial products like loans, credit cards, insurance, and more. With a wide range of options from multiple banks and financial institutions, BankBazaar helps customers make informed decisions and find the best deals tailored to their needs. It simplifies the financial journey by offering a hassle-free and transparent experience. The company is eyeing an IPO by 2024 and claims to have touched Rs 160 crore in revenue and EBITDA profitability for FY23.

bankbazaar.com



BHARATPE

Index of Distinctiveness:

BharatPe has revolutionized the way merchants accept payments in India. The company was the first to launch an interoperable zero MDR UPI QR, which allows merchants to accept payments from any UPI app. This has made it much easier for merchants to accept digital payments, and it has helped to boost the adoption of UPI in India. In addition to its payment app, BharatPe allows merchants to access short-term loans, which can help them to finance their businesses. BharatPe has acquired a 51% stake in Trillion Loans, a Mumbai-based non-banking financial company (NBFC).

CO-Founder:
SUHAIL SAMEER

Founded in:
2018

Sector:
FINTECH

Headquarter:
NEW DELHI

bharatpe.com



INDIAIDEAS.COM LIMITED

Index of Distinctiveness:

With a strong focus on convenience, security, and innovation, BillDesk provides a seamless platform for individuals and businesses to make and receive payments. By constantly adapting to evolving market needs, BillDesk continues to shape the digital economy and solidify its position as a leader in the payment processing industry. BillDesk is a unique company as it is well-positioned to continue to grow in the years to come. PayU India income raises to $399 million,revenue growth slows.

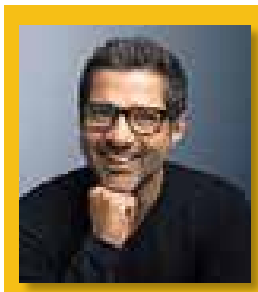
Founder:
M. N. SRINIVASU

Founded in:
2000

Sector:
FINTECH

Headquarter:
MUMBAI

billdesk.com



BIG TREE ENTERTAINMENT PRIVATE LIMITED

Index of Distinctiveness:

BookMyShow has revolutionized how people in India purchase tickets for movies, events, and shows. Users of BookMyShow can quickly browse and purchase tickets for a variety of entertainment events, including events, sports, and movies. The platform has become a go-to spot for millions of entertainment lovers around the nation because to its smooth integration with several theatres and venues, as well as its practical payment choices and tailored suggestions. BookMyShow wanted to increase user engagement, encourage participation and improve retention on Buzz.

Founder:
ASHISH HEMRAJANI

Founded in:
1999

Sector:
MEDIA & ENTERTAINMENT

Headquarter:
MUMBAI

bookmyshow.com



BUILDER.AI

Index of Distinctiveness:

Builder.ai stands out as a unique platform that empowers individuals and businesses to build custom software solutions without the need for extensive coding knowledge. Its uniqueness lies in its AI-driven approach, enabling users to create tailored applications and software products efficiently. With Builder.ai, users can bring their ideas to life, automate workflows, and leverage pre-built templates, making software development accessible and cost-effective for a wide range of users. Builder.ai gets $250 million from Qatar Investment Authority; valuation jumps by 1.8x.

Founder:
SACHIN DEV DUGGAL

Founded in:
2016

Sector:
AI-PLATFORM BUILDER

Headquarter:
LONDON

builder.ai.com



THINK AND LEARN PRIVATE LIMITED

Index of Distinctiveness:

BYJU'S is a distinctive educational technology company. Its uniqueness lies in its engaging and interactive learning platform, which combines high-quality content, cutting-edge technology, and personalized learning experiences. BYJU'S offers a wide range of comprehensive courses and study materials, making learning enjoyable and effective for students of all ages. BYJU'S has successfully bridged the gap between traditional education and modern digital learning, empowering millions of learners across the country. Byju's has raised $250 million in fresh funding and is close to securing an additional $700 million.

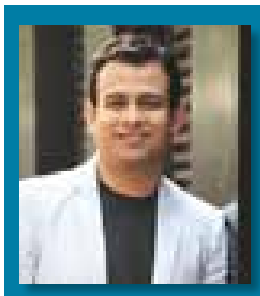
Founder:
BYJU RAVEENDRAN

Founded in:
2011

Sector:
ED-TECH

Headquarter:
BENGALURU

byjus.com



CARS24 SERVICES PRIVATE LIMITED

Index of Distinctiveness:

Cars24 stands out from its competitors as a distinct platform for selling used cars in India. Cars24 offers a seamless experience by providing instant price quotes, free inspections, and quick payment options, eliminating the complexities often associated with selling pre-owned vehicles. Cars24 has gained trust and emerged as a preferred choice for individuals looking to sell their cars efficiently and with utmost ease. With over 160% spike in the total expenses, the company's loss surged 8.3X to Rs 1,834 crore in FY22 from Rs 220 crore in FY21.

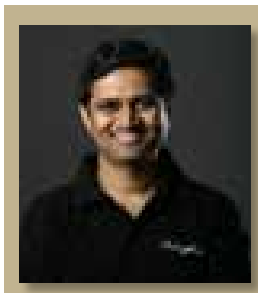
Founder:
VIKRAM CHOPRA

Founded in:
2015

Sector:
E-COMMERCE

Headquarter:
GURUGRAM

cars24.com



CHARGEBEE TECHNOLOGIES PRIVATE LIMITED

Founder:
KRISH SUBRAMANIAN

Founded in:
2010

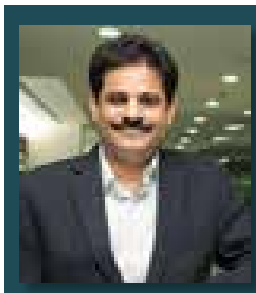
Sector:
REVENUE MANAGEMENT

Headquarter:
CHENNAI

Index of Distinctiveness:

Chargebee distinguishes itself from Chargebee distinguishes itself from competitors as a leading subscription management platform. Its distinctiveness lies in its comprehensive suite of features that cater to businesses of all sizes. Chargebee offers flexible pricing models, robust billing automation, and seamless integrations with popular payment gateways. With its customer-centric approach, advanced analytics, and scalable solutions, Chargebee empowers businesses to effectively manage and monetize their subscription-based services, setting it apart as a go-to platform in the subscription management space.

chargebee.com



CITIUSTECH HEALTHCARE TECHNOLOGY PRIVATE LIMITED

Founder:
RIZWAN KOITA

Founded in:
2005

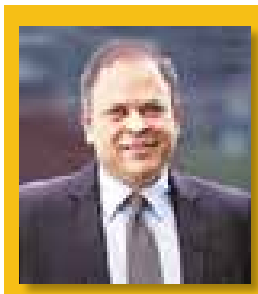
Sector:
HEALTH INFORMATION, HEALTHCARE, TECHNOLOGY

Headquarter:
MUMBAI

Index of Distinctiveness:

CitiusTech's distinctiveness lies in its deep expertise in healthcare technology solutions, spanning areas such as healthcare analytics, digital health, and interoperability. CitiusTech's robust suite of solutions and services, combined with its strong domain knowledge and innovative approach, make it a trusted partner for healthcare organizations worldwide, setting it apart from its competitors in the industry. CitiusTech Healthcare Technology expands operations to Europe to build Delivery Model.

citiustech.com



COFORGE LIMITED

Founder:
SUDHIR SINGH

Founded in:
1992

Sector:
INFORMATION TECHNOLOGY

Headquarter:
NOIDA

Index of Distinctiveness:

Coforge, a global IT solutions provider, distinguishes itself with its unique blend of domain expertise, technological innovation, and customer-centric approach. Coforge crosses US$1 billion revenue milestone. Coforge's deep understanding of complex business processes, coupled with its ability to deliver customized solutions, sets it apart. With a focus on delivering value and long-term partnerships, Coforge stands out as a trusted and reliable partner for organizations seeking transformative IT solutions.

coforge.com



DREAMPLUG TECHNOLOGIES PRIVATE LIMITED

Founder:
KUNAL SHAH

Founded in:
2018

Sector:
FINTECH

Headquarter:
BANGALORE

Index of Distinctiveness:

The Cred app is renowned for its uniqueness in transforming the way people manage their credit card payments and rewards. It stands out with its intuitive interface, offering a seamless experience for users to pay their bills, track expenses, and earn rewards. The app's distinctive feature lies in its Cred Coin ecosystem, where users can unlock exclusive offers and redeem rewards from renowned brands. Cred's focus on simplifying credit management and providing exclusive benefits sets it apart from traditional credit card platforms. Cred has acquired YCombinator-backed fintech Spennyz.

cred.club



CUREFIT HEALTHCARE PRIVATE LIMITED

Founder:
MUKESH BANSAL

Founded in:
2016

Sector:
WELLNESS

Headquarter:
BANGALORE

Index of Distinctiveness:

Cure.fit is a unique wellness platform that has redefined the way individuals approach fitness, nutrition, and mental well-being. Its distinctiveness lies in its comprehensive and integrated approach to holistic wellness. Cure.fit offers a wide range of services, including workout sessions, healthy meals, and mental wellness programs, all accessible through a single app.. Cure.fit has successfully created a one-stop destination for individuals looking to prioritize their overall health and well-being. It has managed to grow its revenue by more than 34% to Rs 216 crore in FY22.

cure.fit



DELHIVERY PRIVATE LIMITED

Founder:
SAHIL BARUA

Founded in:
2011

Sector:
SUPPLY CHAIN MANAGEMENT

Headquarter:
GURUGRAM

Index of Distinctiveness:

Delhivery stands out as a unique logistics and supply chain solutions provider in India. Delhivery offers a comprehensive suite of services, including fulfillment, express delivery, warehousing, and more, catering to the evolving needs of businesses. It has successfully fulfilled over 2 billion orders across India. We have built a nation-wide network with a presence in every state, servicing over 18500 pin codes. A team of over 57000 people make it possible for us to deliver 24 hours a day, 7 days a week, 365 days a year.

delhivery.com

ERUDITUS LEARNING SOLUTIONS PRIVATE LIMITED



Founder:
ASHWIN DAMERA

Founded in:
2010

Sector:
EDTECH

Headquarter:
MUMBAI

Index of Distinctiveness:

Eruditus Learning Solutions stands out as a unique global education platform that specializes in executive education. Its distinctiveness lies in its partnerships with leading universities and institutions, offering high-quality courses and programs designed for working professionals. Eruditus combines academic rigor with practical relevance, providing learners with industry-relevant skills and knowledge. The platform's innovative learning methodologies, personalized support, and global network of learners contribute to its uniqueness, enabling professionals to enhance their expertise and accelerate their career growth through flexible and accessible executive education opportunities.

eruditus.com

FRESHWORKS INC.



Founder:
GIRISH MATHRUBOOTHAM

Founded in:
2010

Sector:
INFORMATION TECHNOLOGY

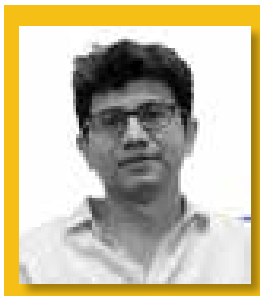
Headquarter:
SAN MATEO, CALIFORNIA

Index of Distinctiveness:

Freshworks is a standout software company renowned for its unique approach to customer engagement and support. Its distinctiveness lies in its suite of cloud-based software solutions that empower businesses to deliver exceptional customer experiences. With Freshworks, companies can seamlessly manage customer relationships, streamline support operations, and enhance collaboration across teams. The platform's user-friendly interface, scalability, and extensive integrations make it a preferred choice for organizations seeking to optimize customer engagement, drive productivity, and build lasting customer relationships in today's competitive market.

freshworks.com

NEXTBILLION TECHNOLOGY PRIVATE LIMITED



Founder:
LALIT KESHRE

Founded in:
2016

Sector:
FINTECH

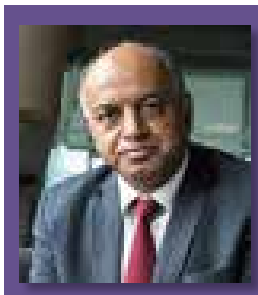
Headquarter:
BENGALURU

Index of Distinctiveness:

Groww stands out as a unique investment platform in India, revolutionizing the way individuals invest in mutual funds and stocks. Its distinctiveness lies in its user-friendly interface, which enables even novice investors to start their investment journey with ease. Groww offers a seamless and paperless investing experience, along with comprehensive research and analysis tools. With its commitment to simplicity, transparency, and education, Groww empowers users to make informed investment decisions, ultimately democratizing access to financial markets and fostering a culture of investment among the masses.

groww.in

INFO EDGE (INDIA) LIMITED



Founder:
SANJEEV BIKHCHANDANI

Founded in:
1995

Sector:
INFORMATION TECHNOLOGY

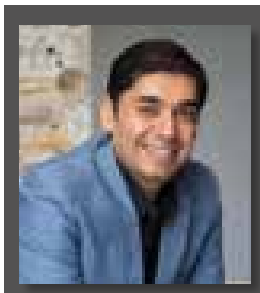
Headquarter:
NOIDA

Index of Distinctiveness:

InfoEdge is a distinctive technology company that stands out for its wide range of online platforms and services. Its uniqueness lies in its diverse portfolio of businesses, including Naukri.com, 99acres.com, and Jeevansathi.com, which cater to the needs of job seekers, real estate enthusiasts, and matrimonial seekers respectively. InfoEdge's strong market presence, extensive user base, and deep domain expertise set it apart from competitors, making it a trusted and reliable destination for individuals and businesses seeking online solutions in the domains of jobs, real estate, and matrimony.

infoedge.in

INMOBI PRIVATE LIMITED



Founder:
NAVEEN TEWARI

Founded in:
2007

Sector:
DIGITAL MEDIA

Headquarter:
BENGALURU

Index of Distinctiveness:

InMobi is the world's leading provider of enterprise platforms for marketers, offering cutting-edge mobile marketing and in-app advertising solutions. Its distinctiveness lies in its advanced targeting capabilities, personalized advertising experiences, and scalable ad formats. InMobi's proprietary technology and machine learning algorithms enable advertisers to reach their target audience effectively and optimize their campaigns for maximum impact. With a vast network of mobile apps and websites, InMobi offers advertisers a comprehensive platform to connect with consumers and drive meaningful engagement, making it a leader in the mobile advertising industry.

inmobi.com

MARKETXPANDER SERVICES PRIVATE LIMITED



Founder:
NILESH PATEL

Founded in:
2011

Sector:
SAAS SPACE

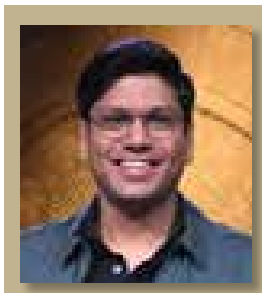
Headquarter:
BENGALURU

Index of Distinctiveness:

LeadSquared is a new-age SaaS platform that provides end-to-end sales, marketing, and onboarding automation solutions. Its uniqueness lies in its ability to seamlessly integrate marketing automation, sales CRM, and lead management functionalities into a single platform. LeadSquared empowers businesses to streamline their lead generation and conversion processes, enabling efficient tracking, nurturing, and management of leads. With its intuitive workflows, customizable dashboards, and robust analytics, LeadSquared provides businesses with a powerful tool to optimize their sales and marketing efforts, ultimately driving growth and revenue.

leadsquared.com

LENSKART SOLUTIONS PRIVATE LIMITED



Founder:
PEYUSH BANSAL

Founded in:
2010

Sector:
PRESCRIPTION EYEWEAR, OPTICIANS

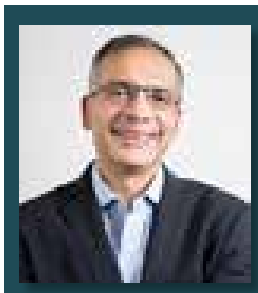
Headquarter:
GURUGRAM

Index of Distinctiveness:

Lenskart is a unique eyewear platform that redefines the way people buy glasses in India. Lenskart's innovative technology allows customers to try on glasses virtually, ensuring a perfect fit and eliminating the need for physical visits to stores. With its affordable pricing, high-quality products, and convenient shopping experience, Lenskart has become a go-to destination for individuals seeking fashionable eyewear with convenience and reliability. Lenskart's $600 mn funding gives early investors including SoftBank a big exit.

lenskart.com

MAKEMYTRIP (INDIA) PRIVATE LIMITED



Founder:
DEEP KALRA

Founded in:
2000

Sector:
ONLINE TRAVEL

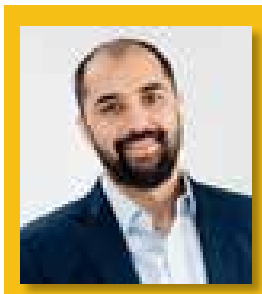
Headquarter:
GURUGRAM

Index of Distinctiveness:

MakeMyTrip is a distinctive travel platform that stands out for its comprehensive range of services and user-centric approach. Its uniqueness lies in its ability to provide end-to-end travel solutions, including flight bookings, hotel reservations, holiday packages, and more. MakeMyTrip's user-friendly interface, extensive network of partners, and competitive pricing make it a preferred choice for travelers seeking convenience and value. With its innovative features, personalized recommendations, and dedicated customer support, MakeMyTrip to bring generative AI for travel bookings, ties up with Microsoft.

makemytrip.com

HONASA CONSUMER PRIVATE LIMITED



Founder:
VARUN ALAGH

Founded in:
2016

Sector:
FMCG

Headquarter:
GURUGRAM

Index of Distinctiveness:

Mamaearth is a unique personal care brand that sets itself apart with its natural and toxin-free products. Mamaearth's products are made from carefully selected ingredients, free from harmful chemicals, and are cruelty-free. With a focus on sustainability, Mamaearth also offers eco-friendly packaging. Its innovative offerings, transparency, and dedication to the well-being of both consumers and the environment make Mamaearth a trusted choice for conscious consumers seeking natural personal care solutions. Mamaearth has delayed its initial public offering (IPO) due to unfavourable market conditions.

mamaearth.in

MENSA BRAND TECHNOLOGIES PRIVATE LIMITED



Founder:
ANANTH NARAYANAN

Founded in:
2021

Sector:
FINANCIAL SERVICES

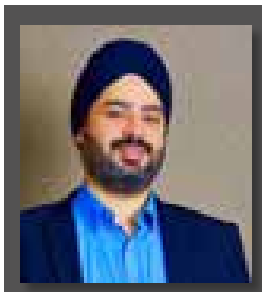
Headquarter:
BENGALURU

Index of Distinctiveness:

Mensa Brands stands out as a unique e-commerce company that redefines the way brands scale and succeed in the online marketplace. Its distinctiveness lies in its approach of acquiring and nurturing digitally native, high-potential brands. It has allegedly laid off 200 employees across divisions, with India Lifestyle Network (ILN) being the most affected. With a data-driven approach, Mensa Brands empowers brands to reach their full potential, leveraging its extensive network, operational efficiencies, and strategic insights. Mensa Brands' focus on sustainable growth and creating long-term value sets it apart as a trailblazer in the e-commerce industry.

mensabrands.com

ONE MOBIKWIK SYSTEMS PRIVATE LIMITED



Founder:
BIPIN SINGH

Founded in:
2009

Sector:
FINTECH

Headquarter:
GURUGRAM

Index of Distinctiveness:

Mobikwik is a unique digital wallet and fintech platform that stands out for its versatile range of services and user-centric approach. Its distinctiveness lies in its seamless integration of various financial services, including mobile recharges, bill payments, money transfers, and digital payments at offline and online merchants. The company closed the 2022-23 financial year with a 39 percent net revenue growth at Rs 560 crore. With its innovative features and focus on convenience, Mobikwik has redefined the way individuals manage their financial transactions, making it a leading player in the digital payment space.

mobikwik.com

NOBROKER TECHNOLOGIES SOLUTIONS PRIVATE LIMITED



Founder:
AMIT AGARWAL

Founded in:
2014

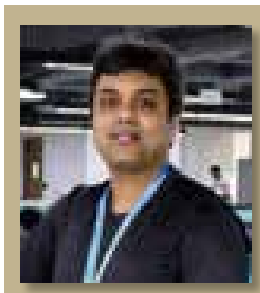
Sector:
PROPERTY MANAGEMENT

Headquarter:
BENGALURU

Index of Distinctiveness:

NoBroker is a unique platform that redefines the real estate industry by eliminating the need for brokers in property transactions. A Great Place to Discuss & Ask Questions About Anything Related to Real Estate. First, NoBroker offers a user-friendly online portal and mobile app, enabling individuals to directly connect with property owners and tenants. Second, it eliminates brokerage fees, saving users significant costs. Third, it provides a range of services like property verification and rental agreements. This disruptive approach and comprehensive suite of services make NoBroker a game-changer in the real estate market.

nobroker.in



OFB TECH. PRIVATE LIMITED

Founder:
ASISH MOHAPATRA

Founded in:
2015

Sector:
FINTECH

Headquarter:
GURUGRAM

Index of Distinctiveness:

OFB Tech (OfBusiness) is a tech-enabled platform that facilitates raw material procurement and credit for SMEs with focus in the manufacturing and infrastructure sectors. Firstly, it offers innovative credit solutions tailored specifically for small and medium-sized enterprises (SMEs), addressing their unique financing needs. Secondly, OfBusiness leverages technology and data analytics to assess creditworthiness and provide quick access to working capital loans. Thirdly, it operates in niche sectors like manufacturing and infrastructure, catering to the specific requirements of these industries. OfBusiness sets itself apart as a trusted partner for SMEs seeking hassle-free access to capital.

ofbusiness.com



OXYZO FINANCIAL SERVICES PRIVATE LIMITED

Co-Founder:
RUCHI KALRA

Founded in:
2016

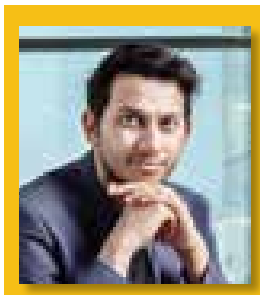
Sector:
FINANCIAL SERVICES

Headquarter:
GURUGRAM

Index of Distinctiveness:

Oxyzo Financial Services Private Limited provides technology solutions. The Company designs and develops financing platform for small and medium enterprise loans. Oxyzo Financial Services serves customers in India. Oxyzo plans to continue to innovate in B2B financial services space through end-to-end capabilities across origination, deployment, curated structuring, and distribution enabled through technology. Oxyzo has grown to an AUM (asset under management) of $350 million, with a 100 percent Y-o-Y growth while maintaining its GNPA (gross non-performing assets) at 1.2 percent, even during the pandemic.

oxyzo.in



ORAVEL STAYS PRIVATE LIMITED

Founder:
RITESH AGARWAL

Founded in:
2012

Sector:
HOSPITALITY

Headquarter:
GURGUGRAM

Index of Distinctiveness:

Oyo's Index of Distinctiveness is defined by several unique factors. Firstly, Oyo revolutionizes the hospitality industry by offering standardized and affordable accommodations through its chain of budget hotels and vacation rentals. Secondly, Oyo leverages technology to streamline bookings, check-ins, and guest experiences, ensuring convenience and efficiency. Thirdly, Oyo's business model includes partnering with existing hotels, empowering them with their technology and expertise. This collaborative approach enables Oyo to rapidly expand its network and provide consistent quality across properties. These distinct elements contribute to Oyo's position as a disruptor in the hospitality sector.

oyorooms.com



ONE97 COMMUNICATIONS

Founder:
VIJAY SHEKHAR SHARMA

Founded in:
2010

Sector:
FINTECH

Headquarter:
NOIDA

Index of Distinctiveness:

Paytm's unique proposition lies in its comprehensive range of digital financial services and its commitment to driving financial inclusion in India. Paytm started as a mobile wallet platform and has since expanded to offer a wide array of services, including mobile recharges, bill payments, ticket bookings, digital banking, investment options, and merchant services. Paytm's user-friendly interface, robust security measures, and seamless integration with various offline and online merchants make it a preferred choice for millions of users. Additionally, Paytm's focus on empowering small businesses through its digital payment solutions has played a significant role in transforming India's digital economy. Recently, Paytm leads $6 billion stock rally as Indian start-ups seek redemption.

paytm.com



AXELIA SOLUTIONS PRIVATE LIMITED

Founder:
DHAVAL SHAH

Founded in:
2015

Sector:
WELLNESS

Headquarter:
MUMBAI

Index of Distinctiveness:

As a top online pharmacy and healthcare platform in India, PharmEasy stands out for being distinctive. It stands out due to its dedication to offering dependable, convenient, and economical healthcare services. PharmEasy provides a wide range of services, such as online prescription ordering, diagnostic tests, medical consultations, and healthcare goods doorstep delivery. PharmEasy guarantees quick and hassle-free access to high-quality healthcare solutions with a user-friendly interface and a huge network of partner pharmacies and healthcare professionals. PharmEasy stands out as a trustworthy and dependable healthcare platform.

pharmeasy.in



PHONEPE PRIVATE LIMITED

Founder:
SAMEER NIGAM

Founded in:
2015

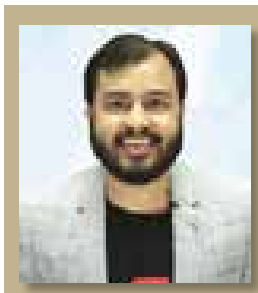
Sector:
FINTECH

Headquarter:
MAHARASHTRA

Index of Distinctiveness:

As one of the top digital payment platforms in India, PhonePe stands out as unique because it combines diverse services seamlessly, giving users a one-stop shop for different financial operations. With just one app, PhonePe customers can pay their bills, send money to others, recharge their phones, pay their utilities, and even invest in mutual funds. PhonePe has revolutionised digital commerce with its user-friendly design, strong security measures, and wide network of merchants. PhonePe Group launches Account Aggregator services. 06 June, 2023.

phonepe.com



PHYSICS WALLAH PRIVATE LIMITED

Founder:
ALAKH PANDEY

Founded in:
2016

Sector:
EDUCATIONAL TECHNOLOGY

Headquarter:
NOIDA

Index of Distinctiveness:

Physics Wallah stands out as a unique educational platform that redefines the way students learn and understand physics. Physics Wallah to acquire 50% stake in Xylem for Rs 500 crore over three years. Physics Wallah's comprehensive video library, practice questions, and live doubt-clearing sessions provide students with a holistic learning experience. With a focus on conceptual clarity, exam preparation, and affordability, Physics Wallah has become a go-to resource for students preparing for competitive exams and seeking a solid foundation in physics.

pw.live



PINE LABS PRIVATE LIMITED

Founder:
LOKVIR KAPOOR

Founded in:
1998

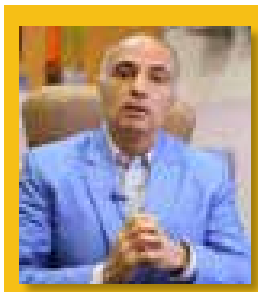
Sector:
FINTECH

Headquarter:
NOIDA

Index of Distinctiveness:

The unique fintech business Pine Labs distinguishes out for its cutting-edge payment and commerce solutions. Its broad array of services, which includes point-of-sale (POS) systems, digital payments, and merchant services, is what makes it special. With the help of Pine Labs' cutting-edge technology and in-depth knowledge of the retail industry, firms can streamline operations, improve consumer experiences, and spur expansion. Pine Labs has established itself as a reliable partner for merchants, enabling them to prosper in a market that is becoming more digital and competitive.

pinelabs.com



PB FINTECH LIMITED

Founder:
YASHISH DAHIYA

Founded in:
2008

Sector:
FINANCIAL TECHNOLOGY

Headquarter:
GURUGRAM

Index of Distinctiveness:

With its online platform, Policybazaar has simplified the insurance buying process, allowing customers to compare and choose policies from various insurers. Its user-friendly interface, unbiased advice, and personalized recommendations have earned customers' trust. Moreover, Policybazaar's constant innovation, extensive product offerings, and strong customer support have solidified its position as the leading online insurance aggregator in India, making it a go-to destination for individuals seeking reliable and cost-effective insurance solutions. The success of Policybazaar can be ascribed to its ground-breaking approach to financial and insurance services.

policybazaar.com



PRACTO TECHNOLOGIES PRIVATE LIMITED

Founder:
SHASHANK ND

Founded in:
2008

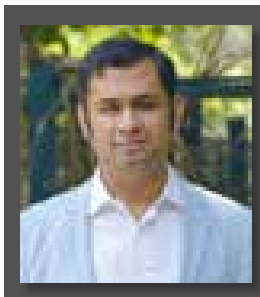
Sector:
HEALTHTECH

Headquarter:
BENGALURU

Index of Distinctiveness:

Practo expanded services with 9000+ new clinics and hospitals. It provides cost-effective cloud-based healthcare software as a service (SaaS) platform to provide highly clinically useful and usable healthcare information services. There are more than 100,000 doctor profiles on this independent medical website with a patient-centered focus from India and Singapore. Patients can make confirmed appointments through this app with the specific doctors mentioned on Practo's website. Both doctors and patients can now use Practo India without paying a fee.

practo.com



RAZORPAY SOFTWARE PRIVATE LIMITED

Founder:
HARSHIL MATHUR

Founded in:
2013

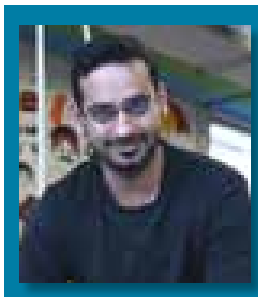
Sector:
FINTECH

Headquarter:
BENGALURU

Index of Distinctiveness:

Razorpay's strong payment gateway smoothly connects with many platforms and accepts multiple payment methods, is what makes it stand out from the competition. Smooth and secure business transactions are made possible by Razorpay's cutting-edge features, which include smart routing, automatic reconciliation, and rapid settlements. Additionally, its cutting-edge goods offer ease and flexibility, such as subscription billing and payment linkages. With an emphasis on usability, dependability, and scalability. RazorpayX Introduces Automated ESCROW+ Solution, Enables Instant & Secure Money Transfers for Businesses.

razorpay.com



MOHALLA TECH PRIVATE LIMITED

Founder:
ANKUSH SACHDEVA

Founded in:
2015

Sector:
SOCIAL MEDIA

Headquarter:
BENGALURU

Index of Distinctiveness:

ShareChat is a unique social media platform that sets itself apart with its diverse features tailored for regional Indian users. ShareChat's vibrant community-driven ecosystem encourages users to share videos, images, and text-based content, fostering cultural exchange and promoting regional content creators. With features like interactive stickers, filters, and chat options, ShareChat provides an engaging and inclusive social media experience for millions of users across India. Mohalla Tech, which runs social media platform ShareChat and short video platform Moj, laid off around 20% of its employees due to 'external macro factors'.

sharechat.com



BIGFOOT RETAIL SOLUTION PRIVATE LIMITED

Founder:
SAAHIL GOEL

Founded in:
2013

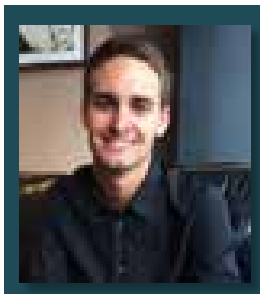
Sector:
LOGISTICS

Headquarter:
DELHI NCR

Index of Distinctiveness:

With its distinctive features, Shiprocket stands out and transforms how e-commerce companies handle shipping and logistics. Its vast network of courier partners, which enables businesses to select from a variety of delivery methods at affordable prices, is what makes it stand out from the competition. Modern e-commerce platforms are easily integrated with Shiprocket's cutting-edge technology, automating order fulfilment and tracking. Shiprocket has emerged as the go-to shipping option for e-commerce companies, streamlining their logistical processes and fostering their expansion.

shiprocket.in



SNAP INC.

Founder:
EVAN THOMAS SPIEGEL

Founded in:
2011

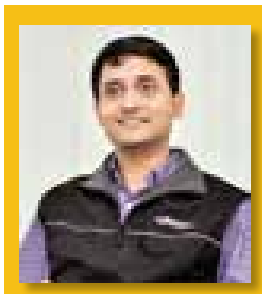
Sector:
MULTIMEDIA INSTANT MESSAGING APP

Headquarter:
CALIFORNIA

Index of Distinctiveness:

With its unusual features and engaging interactions, Snapchat's unique selling point is its ephemeral content, where images and movies vanish after being viewed. Users of Snapchat may creatively enliven their content and interact with friends thanks to the app's augmented reality (AR) filters, lenses, and stickers. Additionally, it offers customers a personalised and engaging content experience through its Discover area, which features handpicked material from multiple sources. The new AI chatbot in Snapchat is further integrated into the app and will act as a social companion and knowledge storehouse for Snap users.

snapchat.com



HIVELOOP TECHNOLOGY PRIVATE LIMITED

Founder:
AMOD MALVIYA

Founded in:
2016

Sector:
E-COMMERCE

Headquarter:
BENGALURU

Index of Distinctiveness:

Udaan is a B2B trade platform that helps small and medium businesses grow by harnessing technology and e-commerce. Its broad network of producers, distributors, and retailers across a variety of industries is what gives it its distinctiveness. The platform from Udaan enables smooth ordering, discovery, and logistics management, helping enterprises to connect and conduct business effectively. Udaan makes B2B purchasing and selling easier with features like simple credit choices, real-time inventory visibility, and transparent pricing, promoting growth and economic empowerment for companies of all sizes.

udaan.com



SORTING HAT TECHNOLOGIES PRIVATE LIMITED

Founder:
GAURAV MUNJAL

Founded in:
2015

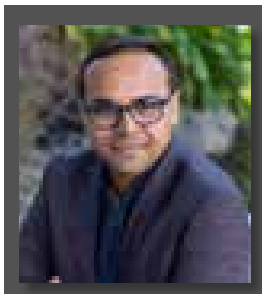
Sector:
EDTECH

Headquarter:
BENGALURU

Index of Distinctiveness:

Unacademy is a well-known online learning platform that distinguishes out in the field of education. Its uniqueness resides in the wide variety of courses offered by outstanding professors, making elite education available to students around the nation. Effective learning outcomes are ensured through Unacademy's live interactive classes, in-depth study materials, and practise exams. Unacademy has emerged as a top resource for test preparation and skill development because of its emphasis on democratising education and empowering students. Unacademy lays off 12% of workforce in its latest round of job cuts.

unacademy.com



UNIPHORE TECHNOLOGIES INC.

Founder:
UMESH SACHDEV

Founded in:
2008

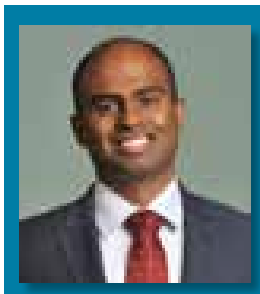
Sector:
CONVERSATIONAL AUTOMATION

Headquarter:
CALIFORNIA

Index of Distinctiveness:

Uniphore is a trailblazing business that stands out for its unique selling point, its state-of-the-art technology, which enables companies to provide efficient and individualised client experiences via voice and virtual assistants. With the help of Uniphore's sophisticated speech recognition, natural language processing, and sentiment analysis tools, call centre operations may be improved and customer interactions can be seamless. Uniphore has established itself as a reliable business partner for companies aiming to advance their customer experience strategy thanks to its focus on improving customer service with AI-driven solutions.

uniphore.com



RKSV SECURITIES PRIVATE LIMITED

Founder:
RAVI KUMAR

Founded in:
2009

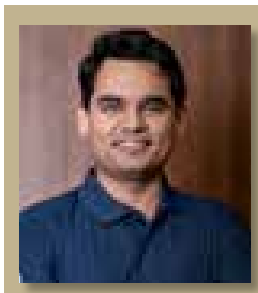
Sector:
FINTECH

Headquarter:
MUMBAI

Index of Distinctiveness:

Upstox stands out and reimagines the online trading experience with its technologically cutting-edge trading platform, which offers customers real-time market data, sophisticated charting tools, and customisable indicators. Both experienced and new traders can utilise Upstox because of its affordable brokerage costs and user-friendly interface. Upstox has emerged as a top option for anyone looking for a powerful and user-centric online trading platform because to its focus on enabling people to invest and trade seamlessly.

upstox.com



URBANCLAP TECHNOLOGIES INDIA PRIVATE LIMITED

Founder:
ABHIRAJ SINGH BHAL

Founded in:
2014

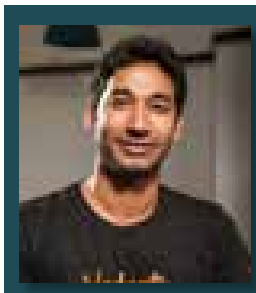
Sector:
ON-DEMAND HOME AND BEAUTY SERVICES

Headquarter:
NEW DELHI

Index of Distinctiveness:

Urban Company redefines home services with its distinctive features. Its distinctiveness lies in its extensive range of professional services, including beauty and wellness, home repairs, cleaning, and more. Urban Company ensures quality and convenience by rigorously vetting and training service professionals. Its user-friendly app allows users to seamlessly book services, track appointments, and provide feedback. With a focus on customer satisfaction, transparency, and reliable service delivery, Urban Company has become a trusted partner for millions of customers seeking hassle-free home services.

urbancompany.com



VEDANTU INNOVATIONS PRIVATE LIMITED

Founder:
VAMSI KRISHNA

Founded in:
2011

Sector:
EDTECH

Headquarter:
BENGALURU

Index of Distinctiveness:

Vedantu is a leading online learning platform that stands out with its live interactive classes, where students can engage with experienced teachers in real-time. Vedantu's personalized learning approach, comprehensive study material, and instant doubt-solving ensure effective learning outcomes. Additionally, its platform allows students to schedule classes as per their convenience and offers flexibility in choosing subjects and topics. With a focus on quality education, accessibility, and student-centric learning, Vedantu has transformed the way students learn and excel academically.

vedantu.com



VERSE INNOVATION PRIVATE LIMITED

Founder:
VIRENDRA GUPTA

Founded in:
2007

Sector:
SOCIAL MEDIA

Headquarter:
BENGALURU

Index of Distinctiveness:

VerSe Innovation is a renowned technology company known for its unique features in the digital content and media space. Its distinctiveness lies in its flagship products, including the popular news and entertainment platform Dailyhunt and the multilingual short video app Josh. VerSe Innovation's expertise in regional language content, AI-driven recommendations, and personalized user experiences sets it apart. With a focus on bridging the digital divide and empowering local content creators, VerSe Innovation has become a key player in shaping the digital media landscape in India.

verse.in



CREDAVENUE PRIVATE LIMITED

Founder:
GAURAV KUMAR

Founded in:
2020

Sector:
FINTECH

Headquarter:
CHENNAI

Index of Distinctiveness:

Yubi, formerly known as CredAvenue, gives lenders access to credit data and analytics on Indian companies. Lenders now have access to credit data on more than 50 million Indian companies. To evaluate borrowers' creditworthiness and make wise lending decisions, this information can be employed. Due to its distinctive qualities, it is a useful tool for lenders seeking to increase their lending activity in India. Lenders may reduce risk and improve lending decisions using the platform's extensive features and analytics. Yubi appoints ex-Commerce Secretary Anup Wadhawan to its Board of Directors.

yubi.com



ZERODHA SECURITIES PRIVATE LIMITED

Founder:
NITHIN KAMATH

Founded in:
2010

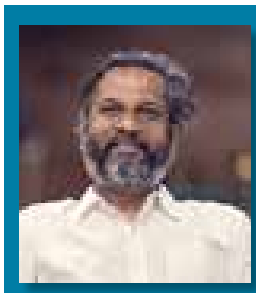
Sector:
ONLINE BROKERAGE

Headquarter:
BENGALURU

Index of Distinctiveness:

Zerodha stands out and transforms the way people trade and invest in the stock market. Its revolutionary online trading platform, which offers fair pricing and cheap brokerage fees, is what makes it stand out from the competition. Investors may make wise selections thanks to Zerodha's user-friendly interface, sophisticated charting tools, and educational resources. The trading environment has been democratised by Zerodha with its innovative discount brokerage model and technology-driven offerings like direct mutual fund investing, making it accessible and affordable for Indian retail investors and traders.

zerodha.com



ZOHO CORPORATION PRIVATE LIMITED

Founder:
SRIDHAR VEMBU

Founded in:
1996

Sector:
SOFTWARE

Headquarter:
CHENNAI

Index of Distinctiveness:

Zoho's extensive collection of cloud-based applications, which includes CRM, project management, finance, HR, and other areas, is what makes it stand out. The connected ecosystem of Zoho makes it possible for workflow automation and frictionless data sharing, increasing productivity. Businesses benefit from its flexibility and control thanks to its scalable interfaces, broad third-party connectors, and offline capabilities. With an emphasis on security, affordability, and scalability, Zoho equips companies of all sizes to automate their operations and spur expansion.

zohocorp.com

INDIA BORN GLOBAL INDIANS



AJAY BANGA
President
World Bank



AJIT JAIN
Vice Chairman
Berkshire



ANJALI SUD
CEO
Vimeo



ARVIND KRISHNA
CEO
IBM



DHEERAJ PANDEY
CEO
DevRev



JAY CHAUDHRY
CEO
Zscaler



JAYSHREE ULLAL
CEO
Arista Networks



NEAL MOHAN
Chief Product Officer
Youtube



NIKESH ARORA
Chairman CEO
Palo Alto Networks



PADMASREE WARRIOR
Founder,President & Ceo
Fable



PRADEEP SINDHU
CEO & Cofounder
Fungible



PUNIT RENJEN
Global Ceo Emeritus
Deloitte Touche Tohmatsu



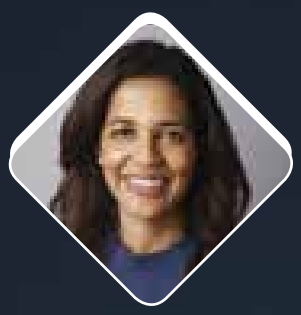
RAGHU RAGHURAM
CEO
Vmware



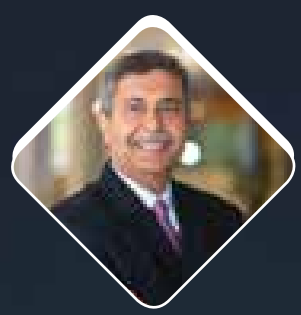
RAJIV RAMASWAMI
CEO
Nutanix



RAVI KUMAR S
CEO
Cognizant



REVATHI ADVAITHI
CEO
Flex



SANJAY MEHROTRA
CEO
Micron Technology



SATYA NADELLA
CEO
Microsoft



SHANTANU NARAYEN
CEO
Adobe Systems Incorporated



SONI JIANDANI
Co Founder
Pensando Systems



SUNDAR PICHAI
CEO
Alphabet & Google



SUNNY GUPTA
CEO
APPTIO



THOMAS KURIAN
CEO
Google Cloud



VINOD DHAM
Founder
Indous Venture Partners



VINOD KHOSLA
Co-Founder
Sun Microsystems &
Khosla Ventures

INDIAN ORIGIN TECH TALENT RUL

Indeed, Indian tech leader have made a significant impact globally. India has emerged as a hub for tech talent. Indian tech leaders have been at the forefront of transforming the global tech industry. One of the reasons for the rise of Indian tech leaders is the country's strong education system.

India produces more than 2.5 million STEM (science, technology, engineering, and math) graduates every year, making it one of the largest sources of technical talent in the world. These leaders have been recognised as one of the finest and world's leading executives.

Overall, the rise of Indian tech leaders is a testament to the country's talent and entrepreneurial spirit. Going forward, we can expect to see even more Indian tech leaders emerge, transforming industries across the globe. We feel proud talking about our tech leaders who are ruling the roost and have made a difference in the tech landscape.

AJAY BANGA, President - World Bank

Padma Shri awardee, Ajaypal Singh Banga is an Indian- American business executive, born in Pune to a Punjabi family from Jalandhar. He is currently the President of the World Bank Group, and Vice Chairman at General Atlantic. He is one of the topmost Indian-American corporate leaders, and a strong advocate of India-US relationship. He is a graduate of Delhi University and the Indian Institute of Management, Ahmedabad.

AJIT JAIN, Vice Chairman - Backshire

Ajit Jain is an Indian-American executive who is the Vice Chairman of Insurance Operations for Berkshire Hathaway. He started his professional carrier in 1973, Jain worked for IBM as a salesman for their data-processing operations in India. He did his schooling at Stewart School, Cuttack. In 1972, Jain graduated from IIT Kharagpur in India with a BTech degree in Mechanical Engineering.

ANJALI SUD, CEO – Vimeo

Anjali Sud holds the position of CEO at Vimeo and has been serving this position since 2017. Vimeo is an open video platform. Prior to this she has worked with Amazon and Time Warner. Anjali has spent the last decade enabling the world to make and share high-quality video, and proudly serves the growing community of nearly 300 million users. Born to Indian immigrant parents and she holds an MBA from Harvard Business School.

ARVIND KRISHNA, CEO – IBM

Arvind Krishna is an Indian-American business executive serving as the Chairman and CEO of IBM. He has been the CEO of IBM since April 2020 and took on the role of Chairman in January 2021. Krishna was a principal architect of the acquisition of Red Hat, the largest acquisition in the Company's history. Arvind is an electrical engineer from IIT Kanpur and completed his PhD from the University of Illinois at Urbana-Champaign.

DHEERAJ PANDEY, CEO – Devrev

DevRev was founded by Dheeraj Pandey, former CEO of Nutanix. Dheeraj founded Nutanix and led the company to the biggest technology IPO in 2016. Prior to founding Nutanix, Dheeraj was VP of Engineering at Aster Data where he built the engineering team from ground up, overseeing the development of multiple releases of the product. Dheeraj holds a Masters in Computer Science from University of Texas at Austin, where he was a Graduate Fellow, and a Bachelor of Science in Computer Science from the Indian Institute of Technology (IIT), Kanpur.

JAY CHAUDHRY, CEO – Zscaler

Jay Chaudhry is an Indian-American billionaire entrepreneur and the CEO and founder of cloud security company Zscaler. In 1997, Chaudhry founded SecureIT (acquired by Verisign) and CipherTrust (acquired by Secure Computing Corporation) and CoreHarbor (acquired by AT&T). Jay leverages more than 25 years of security industry expertise, including engineering, sales, marketing and management experience with leading organizations, such as IBM, NCR and Unisys. After Zscaler's March 2018 IPO, Chaudhry was reckoned to be a billionaire. Prior to founding Zscaler in 2008, Chaudhry founded and led AirDefense, a wireless security pioneer, before its acquisition by Motorola.

JAYASHREE ULLAL, President and CEO - Arista Network

Jayshree V. Ullal is a British-American billionaire businesswoman, president and CEO of Arista Networks, a cloud networking company responsible for the deployment of 10/25/40/50/100 Gigabit Ethernet networking in the data center. Jayashree was raised in New Delhi and attended San Francisco State University from where she graduated with a B.S. in Engineering. Apart from Arista, she has also served companies like Cisco and AMD. She studied BS in electrical engineering from San Francisco State University and completed her master's in engineering management from Santa Clara University.

NEAL MOHAN, CEO - Youtube

Neal Mohan is an American business executive who is the current CEO of YouTube. In 1990s, in the US, he attended Stanford University. Mohan joined YouTube (a Google subsidiary) in 2015 as Chief Product Officer. Mohan appeared before Congress and participated in a White House summit, during which he introduced a new content moderation policy for YouTube aimed at addressing violent extremist content on the platform. Mohan has also worked with Microsoft and currently sits on the boards of Stitch Fix and 23andMe.

NIKEH ARORA, Chairman CEO - Palo Alto Networks

In 2018, Nikesh Arora became the CEO of Palo Alto Networks. Before this, he served Google and SoftBank. Prior to this, he has worked with Google and SoftBank. Born to an Indian Air Force Officer, Arora holds a BTech degree in Electrical Engineering from IIT BHU, Varanasi and he did his MBA from Northeastern University, and Master's in science from Boston College.

PADMASREE WARRIOR, Founder, President & CEO - Fable

Padmasree Warrior is the Founder and CEO of Fable. Padmasree is an Indian-American businesswoman and technology executive. In this role, she scaled the company from start-up to a successful IPO NYSE:NIO in 3 years. Prior to NIO, Padma served as the Chief Technology & Strategy Officer (CTSO) for Cisco. She also serves on the board of directors of Microsoft and Spotify. Warrior holds a Bachelor of Science degree in Chemical Engineering from the IIT, New Delhi and a Master of Science degree in Chemical Engineering from Cornell University. Forbes has named her one of "The World's 100 Most Powerful Women" for three years running.

PRADEEP SINDHU, CEO & Cofounder - Fungible

Pradeep Sindhu is an Indian-American business executive. He is the chairman, chief development officer and co-founder of data center technology company Fungible. He founded Juniper Networks in 1996 in California where he served as the Chief Scientist and CTO for over 20 years. He played an instrumental role in the architecture, design and development of M40 router. Sindhu is a renowned name in technology development & innovation. Sindhu holds a B.Tech. in electrical engineering from IIT, Kanpur, M.S. from the University of Hawaii.

PUNIT RENJEN, Global CEO Emeritus- Deloitte Touche Tohmatsu Ltd.

Punit Renjen is an Indian-American businessman retired as Deloitte Global CEO after having served in the role since June 2015. He now serves as Deloitte Global CEO Emeritus. During his tenure as CEO, Punit developed and executed a global strategy that resulted in Deloitte becoming the leading professional services organization in the world. Punit was raised in Rohtak, in the state of Haryana. After an MBA in management from Oregon's Willamette University, he was hired by Touche Ross, which merged into Deloitte in 1989. He has worked at Deloitte and is living in the US ever since.

ING THE GLOBAL TECH INDUSTRY

RAGHU RAGHURAM, Chief Executive Officer – Vmware

Raghu Raghuram joined VMware in 2003 and currently serves as the company's CEO. He is an industry thought leader and has successfully steered the company's strategy and technology evolution across VMware's rich history. Prior to VMware, Raghuram held product management and marketing roles at AOL, Bang Networks and Netscape. Raghuram holds an MBA from the Wharton School of Business and a Master's degree in Electrical Engineering from the Indian Institute of Technology, Mumbai.

RAVI KUMAR S, CEO- Cognizant

Ravi Kumar S is the Chief Executive Officer of Cognizant. Prior to Cognizant, Ravi served as President of Infosys from 2016 to 2022, where he led the global services organization across all industry segments and served as Chairman of the Board of Infosys BPM Ltd. He holds a bachelor's degree in engineering from Shivaji University and an M.B.A. from Xavier Institute of Management, India.

SANJAY MEHROTRA, CEO- Micron Technology

Sanjay Mehrotra joined Micron in May 2017, after a long and distinguished career at SanDisk Corporation where he led the company from start-up in 1988 until its eventual sale in 2016. In addition to being a SanDisk co-founder. He attended the University of California, Berkeley. Sanjay holds more than 70 patents and has published articles in the areas of non-volatile memory design and flash memory systems. Sanjay holds 3 board and advisor roles including Member of the Board of Director at SanDisk, Member of the Board of Director at Cavium, and Advisory Board at UC Berkeley College of Engineering.

SHANTANU NARAYEN, CEO- Adobe Systems Incorporated

Shantanu Narayen is an Indian-American business executive. He is a recipient of India's civilian honour Padma Shri. He is the chair, president, and chief executive officer (CEO) of Adobe Inc. since December 2007. Shantanu has transformed the company into an industry innovator by pioneering a cloud-based subscription model for its creative suite, establishing the global standard for digital documents and creating and leading the explosive digital experience category He is a Bachelor of Science from Osmania University, an MBA from the University of California, Berkeley. With Adobe, he spearheaded the company's move from desktop to cloud.

SUNDAR PICHAI, CEO- Alphabet And Google

Pichai Sundararajan better known as Sundar Pichai, is an Indian-American business executive. He is the chief executive officer (CEO) of Alphabet Inc. and its subsidiary Google. He joined Google in 2004 and helped lead the development of Google Toolbar and then Google Chrome, which grew to become the world's most popular internet browser. Under his leadership as CEO, Google has been focused on developing products and services, powered by the latest advances in AI, that offer help in moments big and small. Sundar grew up in Chennai, studied engineering at the Indian Institute of Technology. He did his BTech from IIT Kharagpur and MS from Stanford (MS) and MBA from Wharton.

THOMAS KURIAN, CEO- Google Cloud

In 2019, Thomas Kurian assumed the position of Chief Executive Office of Google Cloud. Kurian joined Google's Cloud organization in November 2018. During his first year at Google, Kurian focused on selling G Suite applications to enterprise clients. Prior to this, he was associated with Oracle and served the company for 22 years. He led product development as a Member of Oracle's Executive Committee for 13 Years. Thomas Kurian was one among four brothers including his identical twin George Kurian, who was in 2015 made the CEO of NetApp.

RAJIV RAMASWAMI, CEO- Nutanix

Rajiv Ramaswami is the President and Chief Executive Officer at Nutanix. A seasoned technology industry executive, Ramaswami has more than 30 years of experience spanning software, cloud services, and network infrastructure. Prior to joining Nutanix, Ramaswami served as Chief Operating Officer of Products and Cloud Services at VMware. Ramaswami is an Institute of Electrical and Electronics Engineers Fellow and holds 36 patents, primarily in optical networking. Mr. Ramaswami holds a B.Tech. in Electrical Engineering from IIT, Madras and an M.S. and Ph.D. in Electrical Engineering from the University of California, Berkeley.

REVATHI ADVATHI, CEO- Flex

Revathi Advaithi is an Indian-born American business executive. She is the CEO of Flex (formerly Flextronics) and is an advocate for women in STEM and in the workplace. Prior to joining Flex in 2019, Advaithi worked in various leadership positions at Eaton and Honeywell. Advaithi is a co-chair of the World Economic Forum (WEF) Advanced Manufacturing CEO Community (2022) and joined the WEF Alliance of CEO Climate Leaders (2021). She holds a degree from the Birla Institute of Technology and Science, Pilani, and MBA from the Thunderbird School of Global Management.

SATYA NADELLA, Chairman & Ceo- Microsoft

Satya Narayana Nadella is an Indian-American business executive. He is the executive chairman and CEO of Microsoft, succeeding Steve Ballmer in 2014 as CEO and John W. Thompson in 2021 as chairman. Most recently, Nadella was executive vice president of Microsoft's Cloud and Enterprise group. In this role he led the transformation to the cloud infrastructure and services business, which outperformed the market and took share from competition. Hyderabad-born Satya Nadella has a BE from Manipal Institute of Technology, MS from the University of Wisconsin–Milwaukee, and MBA from the University of Chicago Booth School of Business.

SONI JIANDANI, Co-Founder- Pensando Systems

Soni Jiandani is the Corporate Vice President at the AMD Networking Technology and Solutions Group and co-Founder of Pensando Systems. Soni has built nine successful billion+ dollar product lines in her three decades in the tech industry, including Pensando Systems, which was acquired by AMD for nearly 2 billion dollars in 2022. Soni was the co-founder and part of the spin-in teams for Nuova Systems and Insieme Networks at Cisco where she focused on all aspects of the business related to bringing products to market with customers and partners, including market validation, product development, competitive analysis.

SUNNY GUPTA, CEO- Apptio

Sunny Gupta is the Co-founder and CEO of Apptio which provides cloud-based Technology Business Management (TBM) software. A Chandigarh-born entrepreneur is the market and product innovator with a customer obsession that led him to uncover significant untapped demand for an analytics-based business management system for CIOs. The software-as-a-service (SaaS) company made headlines on June 26 after the technology giant IBM announced that it had inked a definitive agreement to acquire the firm for a whopping $4.6 billion. The deal will mark the return of Gupta to IBM, where he began his career in 1992. His father was an IAS officer. With just $2,000 and a plane ticket, he moved to the US in 1989 to pursue a higher education course at the University of South Carolina.

VINOD DHAM, Founder & Executive Managing Partner - Indous Venture Partners

Vinod Dham is an Indian-American engineer, entrepreneur and venture capitalist. After completing a BE degree in Electrical Engineering in 1971, Dham joined Delhi-based semiconductor manufacturer Continental Devices. He was a part of the early team that put together a facility in Delhi where he worked for four years. Today, he is known as the 'Father of the Pentium Chip' for his contribution to the development of Intel's Pentium micro-processor. He is also mentor, advisor, and sits on the boards of companies, including startups funded through his India-based fund Indo-US Venture Partners, where he is the founding managing director.

VINOD KHOSLA, Co-Founder - Sun Microsystems and Khosla Ventures

Vinod Khosla is an Indian-American businessman and venture capitalist. He is a co-founder of Sun Microsystems and the founder of Khosla Ventures. Khosla did his bachelor's degree in electrical engineering from IIT, Delhi. He started the first computer club in any IIT to do computer programming and operated the school's computer center while the operations staff were on strike. He is the founder of Khosla Ventures, a firm focused on assisting entrepreneurs to build impactful technology-based disruptive companies. Khosla made his wealth from early venture capital investments in areas such as networking, software, and alternative energy technologies. He is considered one of the most successful and influential venture capitalists.



INDIA FOCUSING ON INDIGENOUS MANUFACTURING TO BECOME

AATMANIRBHAR

The current round of economic slowdown in India can be attributed more to domestic factors rather than the global economic order, which is rebounding. India is on the verge of becoming a global manufacturing hub owing to the increased impetus laid by the government on indigenous production. The "Make in India" initiative and the Production-Linked Incentive (PLI) Scheme are two notable government programs from which manufacturing companies can benefit. With 17% of India's GDP coming from manufacturing, the sector is attracting investments from around the world.

The government's PLI scheme, launched with the aim of incentivising manufacturing, is estimated to attract a capex of approximately 4 trillion for the next five years, and has the potential to generate employment for over 3 million in India.

The PLI scheme Propelled by smartphone exports under the Production Linked Incentive (PLI) scheme, electronics has become India's fastest-growing export for the 11-month period from April 2022 to February 2023. Major technology companies, including Apple and Samsung, have played a crucial role in boosting these mobile exports through their contract manufacturers in India.

Government of India's goal is to make India a significant Electronics System Design and Manufacturing hub as part of its AtmaNirbhar Bharat economic policies. India is actively working towards expanding its domestic manufacturing capacity in the electronics industry, leveraging its strengths in the information technology domain and the size of its digital market.

Technology plays a major role in the growth story of a country. The domestic electronics hardware manufacturing sector faces lack of a level playing field vis-à-vis competing nations. Now various tech companies are manufacturing laptops, Servers, Storage, Televisions, CCTVs and several products in India. Indian origin devices are being exported to the UK, Netherlands, Austria, and Italy besides MENA and South American markets. Exports account for 24 percent of the total mobile device production in India in FY 2023, up from 16 percent the previous fiscal

Various corporates in India have opened up for investments like Defence, Railways, Space, etc. Also, the regulatory policies have been relaxed to facilitate investments and ease of doing business. The Government has taken several policy initiatives in the past few years and brought in reforms to encourage indigenous design, development and manufacture of defence equipment, there by promoting self-reliance in defence manufacturing & technology in the country.

As part of the Indian government's efforts to boost electronics manufacturing, various schemes and incentives have been introduced. These include incentives for large investments in the electronics value chain, support for the promotion of exports, and measures aimed at promoting semiconductor manufacturing. This has created a huge opportunity for exports to grow. For this kind of scale, you need local value-add.

Moreover, the government is already seeking applications from 100 domestic companies, start-ups and MSMEs under its Design Linked Incentive (DLI) Scheme to create a "vibrant ecosystem for Semiconductor Chip Design" in India.

This particular section shows how these "Made in India Brands" have geared their manufacturing process in the country and are ready to supply across the world. Make in India is opening investment doors. Multiple enterprises are adopting this mantra. VARINDIA salutes these companies for joining their hands to make " MAKE IN INDIA" a revolution and making India "Aatmanirbhar'.

ALPHAMAX

AMARA RAJA
Gotta be a better way

Atrie

beetel

भारत इलेक्ट्रॉनिक्स
BHARAT ELECTRONICS

सी-डॉट
C-DOT

CP PLUS
enhancing vision

DELL
Technologies

DIGISOL

druva

EXIDE

FIREBOLTT

Finolex

freshworks

GLOBUS

HAVELLS

HFCL GROUP
HIMACHAL FUTURISTIC COMMUNICATIONS LTD.

hp

iball

Infosys®

Jio

JUVAS
Speed of Life...

LAVA
MOBILE PHONES

Lenovo

LUMINOUS
Jis Pe Desh Kare Bharosa

MATRIX
TELECOM | SECURITY

Micromax

MICROTEK
TECHNOLOGY WE LIVE

NUMERIC®
A Group brand legrand®

optiemus

POLYCAB
Telecom Business
Smart Connection Zindagi Ka

Quick Heal®

ramco

SAFE
SECURITY

SAMSUNG

SECLORE

Secureye

sparsh®
feel secure

STL

TAC
Security

Tally
POWER OF SIMPLICITY

TATA
CONSULTANCY
SERVICES

TEJAS
NETWORKS

tp-link

TVS
ELECTRONICS

Netweb®
TECHNOLOGIES

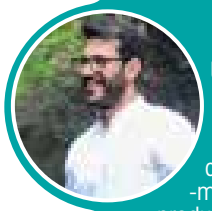
VERSA
NETWORKS

VVDN®
TECHNOLOGIES

wipro

ZOHO®
Work. Online

AGGRESSIVE ELECTRONICS MANUFACTURING SERVICES PVT. LTD.



Name - ANIRUDH BHARARA
Designation - Director
Website - www.alphamax.co.in

USP - Aggressive Electronics is a provider of Contract Electronics Manufacturing Services specializing in high reliability, complex PCB assembly. It utilizes some of the most modern electronic manufacturing technologies comprising of SMT (Surface Mounting), TH (Through hole -manual insertion) and Mechanical Box build to ensure products that are assembled and tested to the highest standards thus ensuring it operates as a low maintenance supplier of your business.

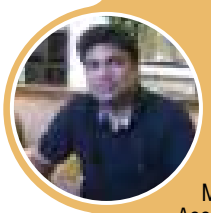
AMARA RAJA POWER SYSTEMS LTD.

Name - JAYADEV GALLA
Designation - Co-Founder & Chairman
Website - www.amararaja.com



USP - Amara Raja Batteries Limited (ARBL) is the technology leader and one of the largest manufacturers of lead-acid batteries for both industrial and automotive applications in the Indian storage battery industry. The Company is a leading manufacturer of automotive batteries and home UPS/ Inverter batteries under the brands Amaron and PowerZone, which are distributed through pan-India sales & service retail network.

ATRIE TECHNOLOGY PVT. LTD.



Name - BALASUBRAMANIAN RAVI CHANDRAN
Designation - CEO
Website - www.atrieindia.com

USP - Atrie Technology Inc. is a technology company that specializes in products and services related to the field of telecommunication and video conference. It offers Access control systems, ADSL Router, xDSL Modems, EoPDH Solution, EOC Solution, GPON Solution, IoT, IP DSLAM, MSAN, LAN Extender, Converters, Switch, Atrie Multi-Service Access Solution, Atrie 4800 Series Standalone IP DSLAMs, Face Recognition Security Systems, Atrie Machine to machine intelligent product.

BEETEL TELETECH LTD.

Name - SANJEEV CHHABRA
Designation - Managing Director & CEO
Website - www. landline.beetel.in



USP - Beetel is the manufacturer of landline phones as well as other telecom devices, and became the first Indian telecom organization to hold ISO certification. Beetel is focused on manufacturing as well as distributing a huge range of products ranging from mobile accessories, IT peripherals, Network & enterprise solutions to fixed landlines. Beetel distributes a host of iconic brands including Avaya, Polycom, Samsung, Panasonic, Huawei, QSC, RADWIN, Ruckus, RAD and Actelis in India.

BHARAT ELECTRONICS LTD.



Name - BHANU PRAKASH SRIVASTAVA
Designation - Director & CMD
Website - www.bel-india.in

USP - Bharat Electronics Limited (BEL) established to meet the specialised electronic needs of the Indian Defence. Today, BEL has grown into a multi-product, multi-technology, multi-unit conglomerate empowering the nation's armed forces to guard the country's frontiers with state-of-the-art products and systems in the areas of Radars & Fire Control Systems, Missile Systems, Communication & C4I systems, Electronic Warfare & Avionics, Naval Systems & Antisubmarine Warfare Systems, Electro Optics, Tank Electronics & Gun Upgrades, and Strategic Components

CENTRE FOR DEVELOPMENT OF TELEMATICS

Name - DR RAJKUMAR UPADHYAY
Designation - Executive Director
Website - www.cdot.in



USP - C-DoT works towards R & D efforts in the indigenous design, development and production of telecom technologies especially suited to the Indian landscape. Provides optical solutions including GPON, QKD, DWDM and WDAN, switching and routing solutions, Wireless, Security and Network management. Also works on futuristic technologies like sector of 5G, 4G M2M/IOT, AI, Terrestrial & Satellite, Software applications, RAX, MAX, Shared GSM Radio Access Network, Switching and Routing solutions, PM-WANI products and Next Generation Networks.

CP PLUS INDIA PVT. LTD.



Name - ADITYA KHEMKA
Designation - Managing Director
Website - www.cpplusworld.com

USP - CP PLUS offers a comprehensive range of advanced security and surveillance solutions to meet the ever-changing requirements of different industries. It serves many different verticals comprising defence, government, hotels, hospitals, educational institutes, homes, infrastructure, and transportation among others. Being a major surveillance system brand globally, its products include CCTV, Network Camera, HD IP Security Cameras, DVRs, Time & Attendance Systems, Video Door Phones, Network Video Recorder (NVR), EzyHome, Storage, Analog HD Camera, Speed Dome (PTZ), Guard+, Digital Video Recorder (DVR), among others.

DELL TECHNOLOGIES INDIA PVT. LTD.

Name - ALOK OHRIE
Designation - Managing Director
Website - www.dell.com



USP - Dell sells personal computers (PCs), servers, data storage devices, network switches, software, computer peripherals, HDTVs, cameras, printers, and electronics built by other manufacturers. Dell has expanded its notebook production in India and is also looking at more manufacturing opportunities in the country. Dell has signed an agreement to expand its notebook production in India and is participating in India's Production Linked Incentive (PLI) and Preferred Manufacturing in India (PMI) programs. It is exploring to invest additional manufacturing opportunities in India that make sense to its business and its customers.

DIGISOL SYSTEMS LTD.



Name - K R NAIK
Designation - Chairman & Founder
Website - www.digisol.com

USP - Digisol Systems is a Trusted Made in India IT networking brand that offers a wide range of IT networking solutions like Structured Cabling System (Copper &Fiber), FTTH, Switching and Wireless products. Digisol is a wholly owned subsidiary of Smartlink Holdings Ltd., a BSEINSE listed company that holds expertise of Manufacturing IT networking products since 1986. Smartlink consists of a total of 4 plants covering 120,000 Sq ft of production shop floor area with SMT and through-hole Lines.

DRUVA SOFTWARE PVT. LTD.

Name - JASPREET SINGH
Designation - Founder & CEO
Website - wwww.druva.com



USP - Druva is the industry's leading SaaS platform for data resiliency, and the only vendor to ensure data protection across the most common data risks backed by a $10 million guarantee. Druva's innovative approach to backup and recovery has transformed how data is secured, protected and utilized by thousands of enterprises. The Druva Data Resiliency Cloud eliminates the need for costly hardware, software, and services through a simple, and agile cloud-native architecture that delivers unmatched security, availability and scale.

EXIDE INDUSTRIES LTD.



Name - SUBIR CHAKRABORTY
Designation - MD & CEO
Website - www.exideindustries.com

USP - For more than seven decades, Exide has been one of India's most reliable brands, enjoying unrivalled reputation and recall. A leader in packaged power technology, EIL today is India's largest storage battery company with widest range of both conventional flooded as well as latest VRLA batteries. Apart from serving the domestic market, the company exports batteries which have captured niches in South East Asian and European markets. Exide has nine factories strategically located all over India out of which 7 factories are dedicated to batteries and the other 2 factories manufacture Home UPS Systems

FIREBOLTT



Name - ARNAV KISHORE
Designation - FOUNDER & CEO
Website - www.fireboltt.com

USP - The homegrown tech start-up has recorded a remarkable increase in shipments, taking first place in India's market in terms of quarterly shipments. Fire-Boltt manufactures latest smart watches at best price, secure checkout, fast delivery & More. the Smartwatches have rugged design, AMOLED display, BT calling, health suit and much more. Fire-Boltt has registered a phenomenal growth of 2000% since it launched its first-ever smartwatch in October 2020. Setting a record for itself while breaking records of many other well-established brands.

FINOLEX INDUSTRIES LTD.



Name - AJIT VENKATARAMAN
Designation - MD
Website - www.finolex.com

USP - Finolex is into PVC pipes and fittings, synonymous with superior quality, robust strength, and unequalled durability. The company is recognized for pushing for quality at any cost. Finolex is run by a large extended family of employees, dealers, distributors, retailers and customers. It's flagship facility in Ratnagiri, spread over 650 acres, consists of an open sea cryogenic jetty and storage facility to receive raw materials, a PVC resin manufacturing facility in technical collaboration with Uhde GmbH, Germany, with Hoechst technology, and a PVC pipe manufacturing facility.

FRESHWORKS TECHNOLOGIES PVT. LTD.



Name - GIRISH MATHRUBOOTHAM
Designation - Founder & CEO
Website - www.freshworks.com

USP - Freshworks makes easy-to-use business software. It makes ridiculously easy-to-use marketing, sales, support and IT solutions. It makes beautiful Solutions for Support & Sales, to Delight Customers & Employees which are Cloud-Based, Feature Packed, Engage & Delight with Sales & Support Solutions. It is a Leading provider of modern SaaS solutions that solve multiple, complex business problems. Freshworks caters products to healthcare, corporate offices, government, and banking sectors. The company's product portfolio includes freshdesk, freshservice, freshsales, freshteam, freshmarketer, freshping and freshstatus.

GLOBUS INFOCOM LTD.



Name - KIRAN DHAM
Designation - CEO
Website - www.globusinfocom.com

USP - Globus Infocom is positioned as the EdTech brand and working towards transformating the education sector. Further, it has forayed into developing comprehensive technology solutions catering to domains like Collaborative Conferencing & Professional Display, Security & Surveillance, and Institutional Furniture. With a vision to build something significant, yet scalable and cost-effective, it has developed a plethora of offerings that transform education, modernize operations and drive innovation across organizations.

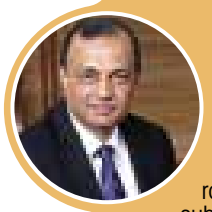
HAVELLS INDIA LTD.



Name - ANIL RAI GUPTA
Designation - Chairman & Managing Director
Website - www.havells.com

USP - Havells India is an Indian multinational electrical equipment company, based in Noida. Havells India Limited is a leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer with a strong global presence. The company manufactures home appliances, lighting for domestic, commercial and industrial applications, LED lighting, fans, modular switches & wiring accessories, water heaters, industrial & domestic circuit protection switchgear, industrial & domestic cables & wires, induction motors, and capacitors among others. Havells owns brands like Havells, Lloyd, Crabtree, Standard Electric, Reo and Promptec.

HIMACHAL FUTURISTIC COMMUNICATIONS LTD.



Name - MAHENDRA NAHATA
Designation - Managing Director
Website - www.hfcl.com

USP - FCL is an Indian technology company, based in Gurugram, India. It designs, develops, manufactures Telecommunications equipment, Fiber-optic cables and other related electronics. The company serves various industries, such as telecommunications, security and railways, textiles, Cable fiber. HFCL together with its subsidiary HTL Limited, is one of the largest manufacturers of FTTH cables in India with a capacity of 6 lakh kms per annum. The company is listed on both the Bombay Stock Exchange (BSE) and on the National Stock Exchange (NSE).

HP INDIA SALES PVT. LTD.



Name - KETAN PATEL
Designation - Managing Director
Website - www.hp.com

USP - The American multinational has been manufacturing commercial desktops in India for a long time but it has now commenced local manufacturing. HP is also manufacturing multiple PC products, including laptops in India, as part of the government's 'Make in India' initiative. The company manufactures multiple models of laptops, desktop towers, mini desktops at the Flex facility in Sriperumbudur near Chennai, Tamil Nadu. HP provides commercial and industrial solutions to print service providers and packaging converters, delivering printing products and solutions for homes, home businesses and micro businesses.

IBALL WORLDWIDE PVT. LTD.



Name - ANIL PARASRAMPURIA
Designation - Director
Website - www.iball.co.in

USP - iBall is India's premier home-grown tech accessory brand. Founded in 2001. iBall has now set its sights on capturing India's informed and tech-savvy buyers. iBall started with selling computer mice and now its product portfolio includes Wireless A C Router, iTab, earwear, ADSL Routers, Network USB Share, Network Adapters, PC peripherals, Electronics Accessories and many more.

INFOSYS TECHNOLOGIES PVT. LTD.



Name - SALIL PAREKH
Designation - CEO
Website - www.infosys.com

USP - Infosys is a global leader in next-generation digital services and consulting. It enables clients in more than 56 countries to navigate their digital transformation. It navigates their digital transformation powered by the cloud. Infosys is a global leader in consulting, technology and outsourcing. It offers application services, management consulting, product engineering, systems integration, custom software development, maintenance, re-engineering, independent testing and validation services in aerospace and defence, agriculture, automotive, communication services, education, financial services, healthcare, industrial manufacturing, logistics and distribution.

RELIANCE JIO INFOCOMM LTD.



Name - AAKASH AMBANI
Designation - Chairman
Website - www.jio.com

USP - Reliance Jio Infocomm is doing business as Jio, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Navi Mumbai. It operates a national LTE network with coverage across all 22 telecom circles. Jio offers 4G and 4G+ services all over India and 5G service in many cities. Its 6G service is in the works. It has teamed-up with electronics manufacturer Sanmina for a joint venture move. The new entity will develop hardware for 5G, cloud, hyperscale datacentres, and other sectors. The move is part of a broader goal by the Indian government to increase domestic production and make the country more self-reliant

JUVAS SOLUTIONS PVT. LTD.

Name - GAURAV BHUTORIA
Designation - Chairman
Website - Director



USP - Juvas is one of the leading LED light manufacturing companies in India and an end-to-end solution provider in the power distribution equipment industry. The company has been dealing in electrical products in the Eastern, Northern & Western parts of India for the last 50 years. Juvas has a strong Pan-India presence. Already spread across 5 countries, Juvas aims at creating a strong global presence. The company offers research-based and broad-ranged, fit-n-forget and maintenance-free products and services. Their product offerings are LED lights, fans, switchgears, meters, capacitors, conduit and fittings, wires and cables, and poles.

LAVA INTERNATIONAL LTD.



Name - HARI OM RAI
Designation - Chairman & Managing Director
Website - www.lavamobiles.com

USP - Lava International is an Indian multinational technology company that is specialized in manufacturing smartphones, laptops, computer hardware and consumer electronics. Lava is headquartered in Noida, has presence of 6 offices and 3 manufacturing and service facilities throughout India. The company has the 'Design in India' initiative. Lava is now the only Mobile handset company that makes truly "Make In India" phones with complete control on design and manufacturing within India.

LENOVO GROUP LTD.

Name - SHAILENDRA KATYAL
Designation - Managing Director
Website - www.lenovo.com



USP - Lenovo's in-house PC manufacturing plant, in Puducherry, has been expanded to include a third manufacturing line. Meanwhile, the company has also launched local manufacturing of its tablet computers, in partnership with Wingtech Technology, at a plant in Tirupati, Andhra Pradesh. Tablets for Indian customers is manufactured in Tirupati, in partnership with Wingtech Technology. Motorola (a Lenovo group company) is manufacture nearly 100% of the brand's India smartphones locally in partnership with Dixon Technologies

LUMINOUS POWER TECHNOLOGIES PVT. LTD.



Name - PREETI BAJAJ
Designation - CEO & Managing Director
Website - www.luminousindia.com

USP - Luminous Power Technologies is a powerful and trustworthy brand with a wide range of innovative products in the power backup, and residential solar space. With 7 manufacturing units, more than 28 sales offices in India and presence in over 36 countries. It offers inverters, inverter batteries, stabilizers, auto batteries, online uninterruptible power supply systems (UPS), solar controllers, calculators, panels, and packages, as well as fans, lighting, clear modular switches, wires and solar power products. It is a powerful brand with a wide range of innovative products in the power backup.

MATRIX COMSEC PVT. LTD.

Name - GANESH JIVANI
Designation - CEO & Managing Director
Website - www.matrixcomsec.com



USP - Matrix is strongly working towards Make In India with its indigenous facility. Its facility spans over 77,000 sq. ft Area, with 150+ dedicated research Engineers contributing to 50+ Intellectual properties, adds to its prowess. Matrix has launched cutting-edge products like Video Surveillance Systems - Video Management System, Network Video Recorder and IP Camera, Access Control and Time-Attendance Systems as well as Telecom Solutions such as Unified Communications, IP-PBX, Universal Gateways, VoIP and GSM Gateways and Communication Endpoints. These solutions are feature-rich, reliable and conform to international standards.

MICROMAX INFORMATICS LTD.



Name - RAHUL SHARMA
Designation - Co-Founder & CEO
Website - www.micromaxinfo.com

USP - Micromax Informatics is an Indian multinational manufacturer of consumer electronics and home appliances, headquartered in Gurugram. The company has also introduced handsets (budget and flagship) with innovative features. Micromax has rolled out basic smartphones with 4G capabilities under the Bharat series. So far, the company has already launched Bharat 2 - which is considered one of India's cheapest 4G mobile phones. The company also introduced consumer electronics, laptops, LED TV, monitors and tablets as well as offers accessories such as sound systems and power banks through its large retail points in India.

MICROTEK INTERNATIONAL PVT. LTD.

Name - SUBODH GUPTA
Designation - Managing Director
Website - www.microtekdirect.com



USP - MICROTEK is the country's Largest Power Products manufacturer having products like LINE INTERACTIVE UPS, ONLINE UPS, DIGITAL & INTELLI PURE SINEWAVE UPS Such as UPS EB / UPS E^2+ and HYBRID UPS 24×7. MICROTEK has set up State-of-the-art automatic Manufacturing Plants equipped with Hi-Tech Machines. Some of them are SMT, ICT and Automatic Assembly Lines etc. It also offers power backup and voltage solutions, solar energy products, circuit protection devices, wires, cables, healthcare equipment, and more.

NUMERIC INDIA, A Group Brand Legrand



Name - SATPAL SINGH
Designation - CEO
Website - www.numericups.com

USP - Numeric has been enabling its clients to optimize their business with top notch power solutions. It is a part of Legrand Group since 2012, Numeric is truly a GLOCAL company – 'global' expertise with deep 'local' market knowledge. With this knowledge, Numeric has succeeded in building a credible clientele base spread across different domains like BFSI, Government, Telecom, Healthcare, IT/ITES, Datacentres, Process Industries and SOHO. Apart from being the leading UPS manufacturer, it is Numeric's consistent endeavor to be partners in its clients' success stories.

NETWEB TECHNOLOGIES INDIA LTD.

Name - SANJAY LODHA
Designation - CEO
Website - www.netwebindia.com



USP - Developer of software-defined networking (SDN) platform designed to provide integrated cloud, networking, and security services. The company's platform provides network and security infrastructure that runs on x86 servers or white box appliances, combined with management, orchestration and analytics, enabling enterprises and service providers to lower WAN, branch infrastructure and circuit costs.

OPTIEMUS INFRACOM



Name - ASHOK KUMAR GUPTA
Designation - CHAIRMAN
Website - www.optiemus.com

USP - Optiemus Infracom is a diversified, award-winning telecommunications enterprise, and a strong player in the Indian mobility ecosystem. The group has over two decades of rich experience in managing, distributing, manufacturing and retailing mobile brands and other telecommunication products in India. The manufacturing capabilities are a combination of three Individual production units, two state-of-the-art handset manufacturing units with a combined capacity of 1.5 million per month units per month and has over 1.5Lac sq. ft. of production area and 35 assembly lines.

POLYCAB INDIA PVT. LTD.

Name - Inder T Jaisinghani
Designation - Chairman & MD
Website - www.polycab.com



USP - Polycab is manufacturing and marketing high-quality wires and cables with its factories in Daman and Halol. Today the wires and cables are available for almost all possible application at home, in the office and in industry and infrastructure projects. Its presence has expanded beyond India to over 43 countries around the globe. It has recently introduced whole new range of consumer electricals like Switches and Switchgear, Lighting & Luminaires, Fans, Geysers and home appliances under the Polycab umbrella.

QUICK HEAL TECHNOLOGIES PVT. LTD.



Name - Kailash Katkar
Designation - CEO
Website - www.quickheal.co.in

USP - Quick Heal is one of the leading IT security solutions companies in India. Each Quick Heal product is designed to simplify IT security management across the length and depth of devices and on multiple platforms. The current portfolio of cloud-based security and advanced machine learning enabled solutions stop threats, attacks and malicious traffic before it strikes. Its products include Quick Heal Total Security/ from MAC Quick Heal Internet Security, Quick Heal AntiVirus Pro, Quick Heal PCTuner 3.0, and Quick Heal Mobile Security.

RAMCO SYSTEMS LTD.

Name - Venketrama Raja
Designation - Founder & Chairman
Website - www.ramco.com



USP - Ramco is fast-growing enterprise software player disrupting the market with its multi-tenant cloud and mobile-based enterprise software in the area of Global Payroll, ERP, Logistics and M&E MRO for Aviation. It focuses on Innovation and Culture to differentiate itself in the marketplace. Its product portfolio includes Aviation, Aerospace & Defense Maintenance, Repair and Overhaul, Maintenance & Engineering, Defense Asset Management, Flight Operations, Fleet Technical Management, ERP and many more.

SAFE SECURITY SERVICES PVT. LTD.



Name - SAKET MODI
Designation - Co-Founder & CEO
Website - www.safe.security

USP - It is a developer of cyber risk assessment platform designed to proactively secure, continuously monitor, and reactively respond to cyber threats. It brings AI-fueled cyber risk cloud of clouds platform for predicting and preventing cyber breaches. It offers an artificial Intelligence and machine learning backed enterprise-wide cyber risk measurement and mitigation platform called SAFE. The next generation inside out cyber risk underwriting platform is to reduce premiums and lower loss ratios.

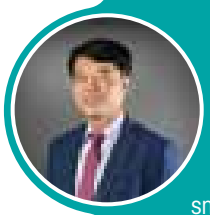
SAMRIDDHI AUTOMATIONS PVT. LTD.

Name - SANJEEV SEHGAL
Designation - Founder & MD
Website - www.sparshsecuritech.com



USP - Samriddhi Automation is recognised as Sparsh, it manufactures Electronic Video Surveillance equipment in India. It has revolutionized the Indian security market by being India's first company to manufacture CCTV cameras since 2008. Sparsh Provides IP camera, Analog camera, Body temperature detection devices, Network video recorder, VMS, HD Analog camera, HD Analog PTZ, Digital video recorder, Mobile & Traffic (including ANPR, Mobile camera, Mobile DVR, Mobile NVR, Vehicle camera), accessories (housing, illuminator, IP keyboard controller, lens, power supply).

SAMSUNG INDIA ELECTRONICS PVT. LTD.



Name - HYUN-CHIL HONG
Designation - Director
Website - www.samsung.com

USP - Samsung has made India as its smartphone manufacturing hub. The company's product portfolio includes TV, refrigerators, washing machines, air conditioners, medical devices, printers, monitors, computers, network systems, and digital cameras. It also manufactures LCD and LED panels, mobile phones and smartphones, tablets, and related accessories. Samsung provides solutions to retail, hospitality, healthcare institutions, finance, education, transportation, and government sectors. Samsung's R&D center is based out of India. Samsung continuously invests to optimize through smart factories to the Noida facilities.

SECLORE TECHNOLOGY PVT. LTD.

Name - VISHAL GUPTA
Designation - Founder & CEO
Website - www.seclore.com



USP - Seclore is committed to protect sensitive data, giving organizations complete control over critical information with innovative solutions. Seclore provides data-centric security solutions. It offers expertise in tracking and audit reporting, data classification, and other services. The company caters to insurance, pharmaceutical, telecommunications, and other sectors. Its platform enables organizations to unify best-of-breed Data-Centric Security Solutions with existing Enterprise systems to address the inherent limitations in various data protection point solutions.

SECUREYE SERVICES PVT. LTD.

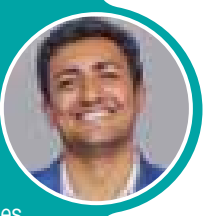


Name - MANOJ GUPTA
Designation - Managing Director
Website - www.secureye.com

USP - Secureye provides technology in security & surveillance domain. It offers CCTV Cameras, Biometric Attendance Systems, Wireless Cameras, Wireless CCTV kits, Access Control System, Entrance Products, Hotel Locks, Video Door Phone, IP Mulit-door Phone for Apartment, Intrusion Alarm System, Thermal Monitoring, Anti-Theft Solutions, Networking Accessories, Storage Devices, Cards, Smart Devices for Smart Home, Fiber Products, and More. Every device has different kind of characteristics which makes it exceptionally perfect for each system.

STERLITE TECHNOLOGIES LTD.

Name - ANKIT AGARWAL
Designation - Managing Director
Website - www.stl.tech



USP - Sterlite Technologies (STL) is a leading global optical and digital solutions company providing advanced offerings to build 5G, Rural, FTTx, Enterprise and Data Centre networks. The company also provides services such as optical connectivity, network modernization, fibre deployment, and FTTx access network. Telecom operators, cloud companies, citizen networks, and large enterprises recognize and rely on STL for advanced capabilities in Optical Connectivity, Global Services, and Digital and Technology solutions to build ubiquitous and future-ready digital networks.

TAC SECURITY SOLUTIONS



Name - TRISHNEET ARORA
Designation - Founder & CEO
Website - www.tacsecurity.com

USP - TAC SECURITY offers cyber security services designed to specialize in securing the IT infrastructure and assets of businesses globally. The company offers specialized services called vulnerability assessment and penetration testing which informs businesses about their glitches before any damageable cyber-attack, enabling businesses to work efficiently and protect their documents. TAC Security's AI-based Vulnerability and risk management platform – ESOF (Enterprise Security in One Framework) ESOF VACA by TAC Security represents the next generation of vulnerability management solutions.

TALLY SOLUTIONS PVT. LTD.

Name - TEJAS GOENKA
Designation - Managing Director
Website - www.tallysolutions.com



USP - Tally has been trusted as best Business Software by SMBs for over 30 years. Tally is a pioneer in the business software products arena. Tally Solutions is also the provider of enterprise software products. It offers business management, ERP, Shoper 9, Extensions and Integration solutions and accounting software packages. Its new product TallyPrime comes with a diverse set of readily available business reports with powerful and actionable insights, helping customers to make informed decisions for their business growth.

TATA CONSULTANCY SERVICES



Name - K. KRITHIVASAN
Designation - Managing Director
Website - www.tcs.com

USP - TCS offers a consulting-led, cognitive-powered, integrated portfolio of business, technology, and engineering services and solutions. TCS runs India's passport project and India Post's digital and financial inclusion project, among other e-governance projects. The government is stepping up use of such projects, including the one for income tax filings. TCS offers IT infrastructure services, industrial services, business intelligence, business process outsourcing, consulting services, cloud services, quality engineering, block chain, enterprise solutions, and IoT. Its software products comprise TCS BaNCS, TAP, TCS TwinX, TCS Optumera, TCS OmniStore, TCS HOBS, and TCS MasterCraft.

TEJAS NETWORKS INDIA PVT. LTD.

Name - ANAND ATHREYA
Designation - CEO & MD
Website - www.tejasnetworks.com



USP - Tejas Networks designs and manufactures high-performance wireline and wireless networking products for telecommunications service providers, utilities and government entities in over 75 countries. Tajas is a part of Tata Group, with Panatone Finvest Ltd. (a subsidiary of Tata Sons Pvt. Ltd.) being the majority shareholder. The company is into voice, data, and video traffic from fixed line, mobile, and broadband networks. It serves telecommunications service providers, internet service providers, utilities, defense, and government entities.

TP-LINK INDIA PVT LTD.



Name - LYNN WANG
Designation - MD & CEO
Website - www.tp-link.com

USP - TP-Link is now manufacturing products within India under the Make in India initiative to suit the needs of Indian customers. TP-Link has started its manufacturing in India in year 2022 and expanding its production capacity. By the end of 2023, it plans to open a second manufacturing unit in India, enabling it to produce about 80% of its products under the Made in India initiative. It is trying to make it 100% Made in India by the end of 2024.

TVS ELECTRONICS LTD.

Name - SRILALITHA GOPAL
Designation - Managing Director
Website - www.tvs-e.in



USP - TVS Electronics is an Indian multinational electronics company, headquartered in Chennai. TVS Electronics designs, manufactures and distributes IT products, dot matrix printers, point of sale terminals, printer supplies, keyboards, mobiles, mouse, uninterruptible power supplies, and set top boxes. TVS Electronics is a part of the TVS Group. TVS Electronics also provides design, manufacturing and service support on a contractual basis for telephone and IT Companies. The company provides services for products such as IT products, Telecom, Banking, and Retail Automation, Consumer Electronics, and Security Devices.

VERSA NETWORKS INDIA PVT. LTD.



Name - KELLY AHUJA
Designation - CEO
Website - www.versa-networks.com

USP -Versa Networks, is recognized as leader of single-vendor Secure Access Service Edge (SASE). It is the first and only SASE provider which has earned compliance with the country's "Make in India" initiative. Versa has made significant investments in India over the years, and today is the only SASE vendor with an established India office conducting software development, managed services, technical support, sales, and pre-sales in India. The company also has most of its branded hardware manufactured in India through its local contract manufacturer Jabil.

VVDN TECHNOLOGIES

Name - BHUPENDER SAHARAN
Designation - FOUNDER
Website - www.vvdntech.com



USP - VVDN's India HQ is Global Innovation Park at Manesar, Gurugram and its North America HQ's is located in Fremont, CA, USA. VVDN has more than a decade of experience in Product Engineering & Manufacturing electronic solutions. It offers a unique value proposition by being a one-stop-shop for its customers by offering complete hardware, software, mechanical, testing, prototyping, certification, and manufacturing services. Its main focus is to help customers with their next technology innovation in the space of 5G, Wireless, AI/ML on Vision-based solutions, IoT, Cloud & Apps.

WIPRO LTD.



Name - RISHAD PREMJI
Designation - Executive Director
Website - www.wipro.com

USP -WIPRO is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs and a pioneer in Indian Market with decades of experience. Wipro brings its unique combination of product engineering, business processes and IT services expertise to address the most pressing needs of software vendors. Wipro India has operational facilities in cities across India. The company's IT service offerings include digital strategy advisory, technology consulting, custom application design, re-engineering and maintenance, systems integration etc.

ZOHO CORPORATION PVT. LTD.

Name - SRIDHAR VEMBU
Designation - CEO
Website - www.zoho.com



USP - Zoho Corporation is an Indian multinational technology company that makes computer software and web-based business tools. Marketed as "the operating system for business," Zoho One, the company's suite of business apps, now supports over 50,000 organisations in more than 160 countries. The suite is a centralised portal meant to handle the wide needs of an organisation and includes over 35 apps. The company also provides management tools for network performance, IT service desk, data center, log analysis, and business data analysis.

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