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ON
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11

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BRAND BOOK ON INDIAN ICT INDUSTRY



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THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS

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PREFACE

CHALLENGING TIMES AHEAD FOR EVERY ENTERPRISE **DIGITAL ADOPTION –** CHALLENGES & OPPORTUNITIES



COVID-19 has sped up the adoption of digital technologies by several years—and that many of these changes could be here for the long haul. It has presented us with both unique challenges and opportunities as we needed to rethink how we operate as well as how our customers would be impacted.

Now that we are habituated to doing remote operations and conducting business online, we have come to realize that the changes we are witnessing are really an acceleration of the trends in society and technology. Both businesses and employees are more inclined to plan the future workspace to be a hybrid model that supports increased work from home or anywhere.

Brands are leveraging digital advancement. Truly, the times have changed, the preferences have changed, the brand stories have changed, the working dynamics have changed. From attending work meetings on zoom call, making our kids sit through the online classes, ordering food & grocery online, seeking doctor's consultation online to upgrading our skills via online educational services. 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."

Digital adoption has taken a quantum leap at both the organizational and industry levels and combined with the current financial market hype and the coming of 'the Age of Acceleration', due diligence is undergoing its own digital transformation. Most of the tech companies have pivoted to adapt to the new world realities, digital transformation has accelerated global disruption like never before. We have witnessed, across sectors, the results suggest that rates for developing digital products during the pandemic differ.

Working from home not only benefits employees by eliminating their daily commutes, it also increases productivity and leads to healthier lifestyles. It's a win-win situation that workers relish for its flexibility – but often at the cost of their work-life balance.

This technology has advanced so quickly that many companies have even done away with traditional offices and instead run their businesses out of coworking spaces to accommodate their largely remote workforce. The adoption of cloud technologies is also increasing.

Cloud platforms offer various tools, techniques and features to enhance and expand the scope of an organization's digital footprint. Adopting cloud technology enables enterprises to take the necessary automation and migration steps to manage their infrastructure and much more. Cloud has become a powerhouse that drives today's digital organizations.

Secondly, we have also seen how transformation is happening at the organisation's level. There is a huge industry leap, considering there is demand for digital marketing software tools along with web analytics, CRM and market automation software in the market. It has the potential to grow from Rs.199 billion in 2020 to Rs.539 billion by the financial year 2024.

Today's new inflationary environment is affecting the economic, social and political landscape and results in witnessing a challenging time such as slowing growth, supply chain disruptions, soaring inflation, rapidly rising interest rates, and fears of a recession present an opportunity to transition to new ways to gain market share.

The most interesting part is, there is a sharp increase in digital consumption with social media, videos, and online gaming topping the charts on the internet. This increased usage of social sites presents a golden opportunity for businesses to engage with their audiences.

Brands have established their identity by bringing various innovations. Innovation is a pivotal influence on purchasing behaviour. Leading companies have embraced the concept of a disruptor. At the same time, startups have positioned themselves as the big stars of the modern business world.

India's digital economy is expected to touch \$1 trillion by 2025. Transformative changes are taking place in every sector of emerging New India. Edtech and Fintech has brought in better product dissemination and 'decisioning' options with the help of technology, machine learning, intricate algorithms, and big data, which is gradually replacing the traditional practices.

The Brand Book provides an in-depth presentation of several technology brands speaking about their best practices followed by them and has proven as the ultimate media vehicle to mobilize their brand evangelists to spread awareness and earn new customers, too.

A survey conducted among 500 CIOs on 12 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 inputs of the CIOs in a dedicated section - "Eminent CIOs of India".

It seems like today, enterprises are more conscious of branding today than they ever have been. I hope the 11th edition of the brand book will be helpful for the industry to further accelerate brand awareness amongst consumers. Your comments and suggestions will be greatly appreciated.

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

THE TEAM BEHIND



Kalinga Digital Media is one of the largest speciality media houses in South Asia and amongst India's top three magazine brands into IT and Telecom. Its core strength is its team behind the success.

We build go-to-market strategies for partners as well as for the end customers that drive partner recruitment and enablement while creating customer demand. Our unmatched offerings in Print, Digital and events combined with 23 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 magazine must reflect our commitment to quality and integrity and we recognize that our reputation depends on upholding these journalistic values.

The team always works with a common goal to serve the industry with the help of technology. It has been a combined effort to meet the goal and reach the top.

The 11th 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 this Brand Book, brands now have the opportunity to listen to the customer.

Today, we are at a point where there is a convergence between humans and machines, and we need to have a mix of both and adapt quickly with better collaboration. The strategic importance of technology has changed radically during the crisis.



Beyond the impact of the digital age on the average user, the digital transformation in the business world brings with it a major revolution in today's jobs. To address the newer challenges, our editorial team is fully geared to serve the industry with the changing dynamics of the latest digital technologies.

At VARINDIA, we have already commenced the work on building a talent base that is equipped to be relevant and ready for future needs and each department at VARINDIA has efficiently and cohesively put their heart and soul to meet the common goal.

This project would never have been complete without a bunch of highly talented and inspiring team members and we are happy to see the hard-work resulting in such success. The Brand Book has hence proved as the potential tool, which is full of innovative ideas which are new, different, original, and valuable in some way.

It makes me proud to see how smoothly we have been able to transition to working remotely. Even though the pandemic made industries and countries stand still, nothing stopped us from going forward and disseminating the latest news on time. I'd like to thank you all for your flexibility and willingness to adapt during this incredibly difficult time.

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S Mohini Ratna

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FOREWORD

DIGITAL CIVILIZATION THEN, NOW & NEXT....

The ever-developing technology presents a very important factor to count when assessing cultural diversity changes. Every state greatly relies on a combination of commerce, control and communication, both public and private, to operate, and technology weighs in significantly. It is all about Digital civilization i.e. technology in the service of humanity.

Civilization is very important for us to allow Big Tech companies to design it for their own benefit. They have a huge role to play but should not be allowed to design its rules or to gather huge amounts of data on us without a much greater degree of informed consent than we see at present.

Digitization has a proven impact on the economy and society by reducing unemployment, improving quality of life, and boosting access to knowledge and other public services. Digitization is profoundly changing our cultural experience, not only in terms of new technology-based access, production and dissemination, but also in terms of participation and creation, and learning. As a result, it enables increased revenues through improvements to products and more insight into production.

Globalization has become one of the significant consequences of scientific and technological progress. Although the desire of mankind to globalization, to the process of world economic, political and cultural integration and unification has been observed throughout human history. Undoubtedly, technological advances have had a positive impact on globalization. The use of cellular/mobile phones and the internet have allowed easier access to conduct business anywhere in the world.

The rapid development of technology that is driving change at the moment does not give us time to reflect and is too vulnerable to technology companies and governments driving it to suit their own ends such as making money or suppressing dissident opinion. Rapid technological change involves technologies like big data, the Internet of things, machine learning, artificial intelligence, robotics, 3D printing, biotechnology, nanotechnology, renewable energy technologies, and satellite and drone technologies. These represent a significant opportunity to achieve the 2030 Agenda and the Sustainable Development goals.

Digital technologies have advanced more rapidly than any innovation in our history and are improving multiple aspects of people's lives, some would say - at an alarming rate. It is taking over so much of how we interact with the world and each other. However, it more reflects commercial opportunities and disconnected attempts to streamline government services than a proper digital civilization. It offers the chance for a smoother and easier life while threatening a loss of personal privacy.

Technology poses new challenges for this economic convergence. We believe that society should develop ways of making all this technology more cohesive, more ethical and more respectful of the individual. We think that society should come together and organise the rules by which it expects technology to play, and the technological tools to allow a cohesive digital civilization to grow. These two things are the core of our digital civilization initiative.

In the modern world, digital technology enables rapid interactions and takes over, for example in social media, trading and the holding of data. It is also providing undreamed of possibilities for activities through "big data": some of these are plainly civilized, some plainly not, and some open to debate. Advances in digital technologies hold considerable potential to lift the trajectory of productivity and economic growth, and to create new and better jobs to replace old ones.

The Brand Book features how the technology brands are bringing unique differentiation. The featured brands are the leading brands in the technology space and we have made an earnest attempt to highlight how they are distinguished from their contemporaries, which are broadly defined as companies and their technologies, organisations, projects or even individuals who aim to deliver a positive impact on the world around us.

The Brand Book is a unique media vehicle, where advertisers can target tightly clustered audiences with well-defined messages and showcase the brand power. It also 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.



S. Mohini Ratna
Editor



TOP 5 BRANDS

IN INDIAN ICT INDUSTRY 2022

YOUR BRAND SPEAKS ABOUT YOUR BUSINESS DNA

Digital transformation is forcing companies to change their business models and adapt to the new market reality. Digital transformation is the integration of digital technology into all areas of a business, resulting in fundamental changes in how a business operates and the value they deliver to their customers.

Research shows that 35% of business executives claim that digital transformation helps them to better meet customer expectations and improve operational efficiency (40%), and 38% of executives plan to invest more in technology to make it their competitive advantage. It's tough to believe, but it's been more than two years since CIOs could look to the future and not see a pandemic.

Since 2020, IT strategy has been dictated by a crisis that required substantial and specific adjustments to business operations and working environments. While the pandemic will certainly impact businesses into this year and beyond, many CIOs are simply collaborating with their leadership teams to rethink their technology strategies of the past two years and replot their digital transformation roadmaps. The technology sector is in the midst of a massive digitization wave, with more global enterprises embracing digital transformation addressing the disruption of these unprecedented times.

The most advanced organizations recognize that hybrid work models represent the future. Businesses will compete for talent based on their culture, policies, and on the technologies that enable work productivity and life flexibility. Leading technologies for hybrid work should include collaboration tools, learning management systems, and a review of performance management software.

Having said that, a majority of companies are already taking the 'customer-first' approach. Hence, businesses need to differentiate themselves through their customer experience. A survey found that 73% of consumers cite customer experience as an important factor in their purchasing decisions and it's clear that putting the customer first can pay dividends in future revenue.

It is an exciting time for deep tech in India. Today, the buzz is around the creation of technologies that are smart, self-monitored, intuitive, personalized and capable of improving on-the-go. With over 1.3 billion people to serve, the deep tech solutions have the potential to deliver unlimited benefits in different walks of life. The future will see greater emergence of tech incubators where startups nest their solutions/frameworks and also use the platforms to sell their products. Every successful business has brand clarity based on a strong DNA profile.





1. AMAZON WEB SERVICES (AWS)

ADAM SELIPSKY
CEO



KEY DIFFERENTIATOR: Amazon Web Services (AWS) offers IT infrastructure services to businesses in the form of web services which is known as cloud computing. As the lead cloud computing platform, Amazon Web Services (AWS) is the primary profit driver for Amazon. AWS provides servers, storage, networking, remote computing, email, mobile development, and security.

PRODUCTS AND SERVICES: AWS offers the widest variety of databases that are purpose-built for different types of applications so you can choose the right tool for the job to get the best cost and performance. It offers more than 200 fully featured services from global data centers. AWS provides compute, storage, and databases, along with artificial intelligence and machine learning (AI/ML), data lakes and analytics, and IoT. The AWS cloud computing platform provides the flexibility to launch your application regardless of your use case or industry. It provides solutions like Application Hosting, Websites, Backup and Storage, Enterprise IT, Content Delivery and Databases.

BRAND VISIBILITY: AWS Training and Certification builds competence, confidence, and credibility with practical cloud skills that help customers innovate and advance their professional future. Whether they are exploring new ideas, sharpening cloud skills, learning about services, or preparing for certification, it trains to help customers reach their goals.

2. GOOGLE

SUNDAR PICHAI
CEO



KEY DIFFERENTIATOR: Google LLC is an American multinational technology company founded on September 4, 1998, by Larry Page and Sergey Brin. It focuses on artificial intelligence, search engine technology, online advertising, cloud computing, computer software, quantum computing, e-commerce and consumer electronics. Google was reorganized as a wholly owned subsidiary of Alphabet Inc. with Sundar Pichai appointed as Google's Chief Executive Officer in 2015, who later became the CEO of Alphabet Inc. in 2019.

PRODUCTS & SOLUTIONS: Google India's initiatives help millions to get online each month, by providing fast, free Wi-Fi hotspots at hundreds of train stations, and promoting digital literacy in thousands of rural communities. Some of the India-first products by Google include YouTube Go, Datally, Tez, FilesGo, Gmail, Google Maps, Google Cloud, Google Chrome, YouTube, Google Workspace, operating systems (Android), Google Drive, Google Translate, Google Photos, Google Meet, smart home, smartphones, wearable technology, gaming, YouTube Music, Google Assistant.

BRAND VISIBILITY: Google first electrified the online world by creating the Web's best search engine. The company's fast and mostly accurate search results put Google at the front of the search engine race – no small feat considering that search is the second-most common activity on the Internet, right below email use.

3. APPLE

TIM COOK
CEO



KEY DIFFERENTIATOR: Apple is a prominent hardware and software company best known for its series of personal computers, the iPod and its innovative marketing strategies for its products. Headquartered in Cupertino, California, United States, Apple was founded as Apple Computer Company in 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne.

PRODUCTS & SOLUTIONS: 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, Apple care products.

BRAND VISIBILITY: Apple own its hardware, operating system, applications and services, all tied together rather neatly with its new Cloud architecture. Apple's brand awareness is among the top of all other global tech companies. Keeping their branding simple, aesthetically pleasing, and also marketing in an exciting and informative way hugely contributes to their branding success. Customers pay a premium for the product because of its user-friendly features. Apple's unique selling point is the user experience. From its design, value, to its operating system, everything is customer-centric.

4. RELIANCE JIO INFOCOMM (JIO)

AKASH AMBANI
CHAIRMAN



KEY DIFFERENTIATOR: Jio is a telecommunication service provider and mobile network operator. The company offers products such as sim cards, mobile devices and internet dongles. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 426.2 million subscribers, operating a national LTE network covering across all 22 telecom circles.

PRODUCTS AND SERVICES: Jio currently offers 4G and 4G+ service and is soon going to offer 5G and 6G services. In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services. With approx 5.32 lakh 4G LTE network base stations covering more than 95% of India's population, Jio is considered as the widest operator. It also offers services through Jio Cinema, Jio Music, Jio Cloud, Jio Xpress News, Jio Newspaper, Jio Mags, Jio Games, Jio Chat, My Jio, JioHealthHub, Jio Switch, AJIO, Jio Money and Jio Security.

BRAND VISIBILITY: It provides unique services to all their customers that they haven't experienced before. Jio's vision is to transform India with the power of digital revolution, to connect everyone and everything, everywhere, always at the highest quality and the most affordable price.

5. TATA CONSULTANCY SERVICES (TCS)

NATARAJAN CHANDRASEKARAN
CHAIRMAN



KEY DIFFERENTIATOR: Tata Consultancy Services (TCS) is an Indian multinational IT services and consulting company, founded by Tata Sons Limited. It is a part of the Tata Group and operates in 149 locations across 46 countries. TCS offers a consulting-led, cognitive-powered, integrated portfolio of business, technology, and engineering services and solutions. This is delivered through its unique Location Independent Agile delivery model, recognized as a benchmark of excellence in software development.

PRODUCTS AND SERVICES: Along with its 67 subsidiaries, TCS help customers achieve their business objectives by providing innovative, best-in-class consulting, IT solutions and services including application development, business process outsourcing, capacity planning, consulting, enterprise software, hardware sizing, payment processing, software management, and technology education services. It offers a consulting-led approach with an integrated portfolio of technology led solutions enclosing the entire Enterprise value chain.

BRAND VISIBILITY: TCS today has become one of the prominent companies to be admired for their leadership skills all over the world. TCS has recorded a market capitalization of US\$200 billion in 2021. The company's mission is to help customers achieve their business objectives by providing innovative, best-in-class consulting, IT solutions and services.

6. INFOSYS

SALIL PAREKH
CEO



KEY DIFFERENTIATOR: Infosys is an IT services company and a global leader in next-generation digital services and consulting. It enables clients to navigate their digital transformation in more than 50 countries. It has subsidiaries including Infosys BPM Limited, Infosys Consulting Holding AG, Infosys Public Services Inc., Infosys Consulting Ltd, Noah Consulting, LLC, Panaya, among others. Infosys is hailed as an employee-friendly organization. It offers entry-level employees immense employment options in a challenging and stimulating work environment.

PRODUCTS AND SERVICES: Infosys enables the enterprise with an AI-powered core that helps prioritize the execution of change. It offers Managed Services, Infosys Finacle, NIA – Next Generation Integrated AI Platform, Banking Software Solutions, business applications and platforms, Big Data, Digital Marketing, Commerce, Artificial Intelligence (AI), Machine Learning (ML), automation, blockchain, Computer Vision, Conversational interfaces, AR-VR, Deep Learning, Advanced analytics using video, speech, text etc.

BRAND VISIBILITY: Infosys became the first IT company from India to be listed on NASDAQ. The share price of the firm surged to Rs 8,100 by 1999, making it the costliest share of the time. It has leading capabilities in about 30 areas, across cloud, data, and analytics, AI, automation, cybersecurity, IoT. Infosys manages to do this by making sure its employees are always upskilling and reskilling.



14. WIPRO

THIERRY DELAPORTE
CEO



KEY DIFFERENTIATOR: Wipro is a leading global information technology [Indian IT companies] consulting and business process services company. 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. It is the fourth largest Indian top IT companies.

PRODUCTS & SOLUTIONS: 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.

BRAND VISIBILITY: The company's motto is to earn their clients' trust and maximize the value of their business by providing solutions that integrate deep industry insights, leading technologies and best in class delivery process. Wipro sees the potential for its clients at every intersection, every disruption and every touch-point. Wipro is an inspiring combination of growth prospects, continuous innovation, fair play, and a great work culture.

15. TECH MAHINDRA

C. P. GURNANI
CEO



KEY DIFFERENTIATOR: Tech Mahindra is a part of the USD 21 Billion Mahindra Group and a leading provider of digital transformation consulting and business re-engineering services and solutions. Tech Mahindra is focused on leveraging next-generation technologies including 5G, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. The company is the only Indian company in the world to receive the HRH the Prince of Wales' Terra Carta Seal for its commitment to creating a sustainable future.

PRODUCTS & SOLUTIONS: 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, Intelligent Automation.

BRAND VISIBILITY: Headquartered in Pune, Tech Mahindra is a USD 5.2 billion company with 125,200+ professionals across 90 countries, helping 973 global customers including Fortune 500 companies. The company is the fastest growing brand in 'brand strength' and amongst the top 7 IT brands globally. With the NXT.NOWTM framework, Tech Mahindra aims to enhance 'Human Centric Experience' for the ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. Tech Mahindra aims at delivering tomorrow's experiences today, and believes that the 'Future is Now'.

16. SAMSUNG ELECTRONICS

KYE HYUN KYUNG
CEO



KEY DIFFERENTIATOR: Samsung, the South Korean company is one of the world's largest producers of electronic devices. Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances, digital media devices, semiconductors, memory chips, and integrated systems. Innovative technology that is meaningful to people and enhanced brand competitiveness were assessed as key success factors in this year's evaluation. Samsung continued its efforts to shift consumers' perception of Samsung as a more emotive, human centric brand.

PRODUCTS & SOLUTIONS: Product includes 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 VISIBILITY: The brand mantra for Samsung is to bring the latest cutting edge technologies at an affordable process to the customers. The unique selling proposition for Samsung are mostly in the quality of their products, coupled with the high tech ingrained into the cell phones, cameras and other products and also the price which is reasonable, not really cheap while at the same time not too expensive. The company's core values include people, excellence, change, integrity, and co-prosperity.

17. ZOOM VIDEO COMMUNICATIONS

ERIC YUAN
CEO



KEY DIFFERENTIATOR: Zoom is empowering people's everyday life by virtually replicating the various ways of interaction. 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. Zoom can be used across a range of platforms, such as Windows, MAC, iOS and many more, making it widely accessible. This is ideal for businesses with a lot of employees and not many services can match the sheer number of attendees allowed in a Zoom Room.

PRODUCTS & SOLUTIONS: Zoom Cloud Video Conferencing-A cloud-based collaboration service which includes video, audio, content sharing webinars and collaboration. Zoom Phone, Zoom Chat, Zoom Rooms, Zoom Conference Room Connector, Zoom Meeting Connector, Zoom API.

BRAND VISIBILITY: 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. Zoom Video Communications net worth is \$30.83B.

18. CISCO SYSTEMS

CHUCK ROBBINS
CEO



KEY DIFFERENTIATOR: Since the 1980s, Cisco has been one of the biggest global networking companies, growing from a seller of switches and routers to a provider of complex telecommunications, cybersecurity, and networking solutions. Through its numerous acquired subsidiaries, such as OpenDNS, Webex, Jabber and Jasper, Cisco specializes in specific tech markets, such as the Internet of Things (IoT), domain security and energy management. Cisco is aimed at changing the way of working, living, playing, and learning. Cisco's mission is to shape the future of the Internet by creating unprecedented value and opportunity for their customers, employees, investors, and ecosystem partners.

PRODUCTS & SOLUTIONS: Networking Hardware, Enterprise Network Security, Telecommunications Equipment, Collaboration tools, SD-WAN, Catalyst 9200, 4000 Series Integrated service Routers and Single platform Integrated all collaboration needs to deliver easy-to-use connected experiences.

BRAND VISIBILITY: Cisco's fastest-growing business is its Cybersecurity unit, Cisco's Security business, which became increasingly important as companies sent all of their employees to work from home during the pandemic, grew 10% year over year to \$822 million. Cisco's net worth is \$186.01B. The company has worked closely with enterprise and data centre experts to improve products and also closely monitors customer satisfaction.

19. SALESFORCE

MARC BENIOFF
CEO



KEY DIFFERENTIATOR: Salesforce is a cloud-based software company. The bulk of its revenue comes from its customer-relationship management (CRM) service and thus it has carved its niche as the largest CRM software player globally. Salesforce is one of the largest and most popular cloud platform providers in the world and it helps customers in marketing, sales, commerce, service and IT teams work as one from anywhere.

PRODUCTS & SOLUTIONS: Salesforce is packed with features like no other CRM software; features such as contact management, workflow creation, task management, opportunity tracking, collaboration tools, customer engagement tools, analytics and an intuitive, mobile-ready dashboard. The GTM strategy of Salesforce is, it allows everyone, on every team, to share a single source of truth with integrated collaboration with customer-Relationship Management, CRM (Service Sales Cloud, Service Cloud Platform, Marketing Cloud, Commerce Cloud, Community Cloud).

BRAND VISIBILITY: The USP of Salesforce is its presence across-the-board. It competes with Oracle, SAP, and Microsoft in the top-market. While these three competitors match Salesforce's features, Salesforce offers far superior and flexible solutions with value for its customer's money. Salesforce is a popular CRM tool for support, sales, and marketing teams worldwide. Its services allow businesses to use cloud technology to better connect with partners, customers, and potential customers.



7. MICROSOFT

SATYA NADELLA
CEO



KEY DIFFERENTIATOR: Microsoft is an American multinational technology company founded by Bill Gates and Paul Allen in 1975. It is among the big five American IT companies. Since the 1990s, it has diversified its field mainly from operating systems to some big company acquisitions like LinkedIn and Skype Technologies.

PRODUCTS AND SERVICES: Microsoft India offers a wide array of products and services which includes Microsoft Windows, their operating systems line-up, MS Office suite, Internet Explorer and Edge web browsers E-mail service named Outlook, Xbox gaming consoles. 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.

BRAND VISIBILITY: Microsoft has a strong brand identity, and users are very familiar with the operating system. It comes with most new personal computers, illustrating and entrenching its wide moat in this category. Microsoft has managed its global presence smartly through a large sales and distribution network. It is a source of sustainable competitive advantage. The global network of Microsoft has helped it achieve an edge.

8. BHARTI AIRTEL

GOPAL VITTAL
CEO



KEY DIFFERENTIATOR: Bharti Airtel Limited, also named as Airtel Limited, is an Indian multinational telecommunications company founded by Sunil Bharti Mittal in 1995. It operates in 18 countries across South Asia and Africa and is the second largest mobile network operator in India and globally. Its key sectors in India include Mobile Networking, Fiber Broadband, Digital Television.

PRODUCTS AND SERVICES: Bharti Airtel is among the first companies that successfully tested 5G services in India with offering services including 2G, 3G, 4G, 4G+, 4G VoLTE. It offers broadband service named Airtel Xstream Fiber which works on optical fiber technology. Airtel has a digital TV network called Airtel Digital TV. Its banking service offers payment through bank transfer, UPI and has its own wallet service named Airtel Wallet. It also offers insurance services with Bharti AXA General Insurance including insurance plans by Government of India.

BRAND VISIBILITY: Airtel is a very innovative company. It is open to taking risks, experimenting with new ideas. The company has had a quite big share of introducing various 1st in the Indian Market. With limited options in the telecom market, Airtel has a competitive advantage in order to capture the maximum subscriber base with its low-cost strategy.

9. DELL TECHNOLOGIES

MICHAEL S. DELL
CEO



KEY DIFFERENTIATOR: With over 165,000 employees worldwide, Dell Technologies is among the world's leading technology companies in the world, headquartered in Texas, US. It has business presence across the America, Asia-Pacific, the Middle East, Africa, and Europe. Founded by Michael Dell in 1984, the company focuses on sales of personal computers, network servers, data storage solutions, and software. It markets products under Dell, Pivotal, Dell EMC, SecureWorks, Alienware, and Virtustream brand names.

PRODUCTS AND SERVICES: Dell Technologies help in providing hybrid cloud solutions, high-performance computing, ambitious social impact and sustainability initiatives. It includes products like Server, Storage, Computing including desktop PCs, notebooks, tablets, and peripherals, such as monitors and projectors under the brand name of Dell. It also offers originating, collecting, and servicing customer receivables financing agreements, related to the use of its products, software, and service solutions.

BRAND VISIBILITY: Only Dell offers five generations of full support over the depreciated lifetime of laptops. Dell devices offer unmatched reliability with the performance customers need and the support customers can count on. Dell is a knowledgeable user of information, communication, e-commerce, e-business, internet, and web technologies. Dell implements a Just-In-Time inventory system which operates on only 6 days of inventory.

KEY HIGHLIGHTS:

- # Brand Power clearly reflects how you communicate your product
- # Brand identity is the personality of your business and a promise to customers.
- # Brand is everything, and everything is brand.
- # Creating a data-driven organization is important to measure everything
- # Consistent marketing and messaging lead to consistent brand identity therefore, consistent sales.
- # The influence of customer experience while making digital transformation
- # Building a positive brand image can bring in consistent sales and make your roll-outs more successful.
- # Social media is a powerful driver of brand awareness.

Technology has revolutionized the world and our daily lives, and innovation is to the future well-being of society and in driving economic growth. Technology has proven that industries from healthcare to education to finance to manufacturing could not be affected due to quarantines and extended work-from-home. As companies to use technology to reimagine nearly every facet of their operations, the world reopens in fits and starts, we analysed how the industries poised to thrive in a post-COVID world.

Technology will change the world in the next five years. From maturing of advanced technologies such as Web3 and quantum, to managing flexible grids and on-demand manufacturing, are predicted for our near-term future. Marketers play a crucial role in understanding the importance of personalization and positive business outcomes if done correctly.

In some cases, the technological changes inspired by Covid-19 will come in the form of automation and contactless payments. In other cases, like virtual reality, 3D printing, enabling companies to demonstrate value that, until now, consumers have been skeptical of.

Technology has also given us brand new devices in recent decades, like smartphones. Things like transfer money instantly and make purchases for everything from groceries to how we entertain ourselves, meet each other, and consume all types of media. It's in safety when it comes to home security and medical devices.

The eleventh edition of the Brand Book unveils the report on how the top 25 '25 Most Trusted Companies' (The accomplishments of the awardees raise the benchmark).

We were able to gather vital information from the survey done with over 2,000 customers in the country on their product acceptance and support they receive and retention. These 25 Most Trusted Brands are the sum total of the experience of the organization.

METHODOLOGY

Not every company will become a household or industry name, but strong brands influence customer choice and create loyalty. The methodology observes how the OEMs follow the best practices. They have re-evaluated the products, services, and the solutions they offer—among others—build trust.

VARINDIA is pioneered in doing the brand valuation since 1999, as strong brands influence customer choice and create loyalty. The Brand Book has become the market-leading, trusted source of news and analysis for the Indian technology 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. The list intends to help to choose the Most Trusted Companies, you can trust on, who are continuously delivering an uncompromising performance, agile, higher availability and vastly improved in the Product quality. The Panel brings the list of Most Trusted Companies where the Brands strength measures the ability of the brands to create loyalty.

Today, social media has become a powerful tool that you can use to build brand awareness, interact directly with customers and the market, launch promotions, distribute news, generate leads, monitor competitors, build links, find out how the market perceives you and establish thought-leadership.

Our team has also analysed how Your Brand has been positioned in the mind of your customers. Secondly, with the growth of e-commerce and social media, Brand building in India now requires new perspectives, refreshed thinking, holistic approaches and deep understanding of the factors that influence consumer needs. Marketers have taken confident steps towards embracing branding as a discipline, driven initially by global best practices of multinationals, homegrown brands are also now slowly embracing the power of branding.

All feedbacks are valuable and can provide important insights for you to consider as the industry is always looks to adopt newer marketing strategy. Finally, 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 difference by adopting one of the value disciplines of competitive advantage: product leadership, customer intimacy and operational excellence to retain their leadership position in the Indian Technology Industry.



11. FLIPKART

KALYAN KRISHNAMURTHY
CEO



KEY DIFFERENTIATOR: Flipkart, India's biggest e-commerce website and app founded by Sachin Bansal and Binny Bansal, was launched way back in 2007 as an online book-selling platform. The company has evolved with time and started selling a variety of products like clothes, electronics, home and kitchen products, etc.

Recently the American giant, Walmart has bought the maximum shares of the company. Flipkart claims to be obsessed with innovating, ensuring the best in class customer experience which is the key differentiator that helps the company to stay on top.

PRODUCTS & SOLUTIONS: Flipkart is India's biggest e-commerce platform and has the highest percentage of involvement in the Indian market. Flipkart sells almost everything from its application and also from its website. Flipkart has bought the fashion e-commerce company Myntra, also launched its UPI payment company named Phonepe. There are many other services that Flipkart provides, which makes it even more successful and famous.

BRAND VISIBILITY: Flipkart has a hold of around 37% of the Indian market with its e-commerce services. The main rival of Flipkart in India is Amazon. Flipkart has not disclosed the exact amount of its wealth, but it has a market value of around \$40 billion.

12. IBM

ARVIND KRISHNA
CEO



KEY DIFFERENTIATOR: International Business Machines Corporation (IBM) began its business as the Computing, Tabulating & Recording Company (C-T-R) founded by Herman Hollerith in the late 1800s. IBM has remained one of the 5 largest technology companies in the world for the last 110 years, with operations in over 170 countries. It provides integrated solutions that leverage information technology and knowledge of business processes. The work to fuse AI with hybrid cloud management running on OpenShift has emerged as a key differentiator for IBM.

PRODUCTS & SOLUTIONS: Computer Hardware (IBM's POWER microprocessors, Middleware, Software, Hosting, Consulting Services, Cloud Computing (IaaS, SaaS and PaaS), Cognitive Computing, Data & Analytics, Internet of Things, IBM Watson, Security (IBM Secure Blue encryption hardware), All-flash Arrays, IT Outsourcing. IBM had spin off legacy business to focus on cloud and AI services.

BRAND VISIBILITY: The net worth of IBM is around \$118 billion in the year 2022. 60% of its earnings come from IT Services and 30% comes from IBM Cloud Services and the rest a very small part from hardware sales. The new generation of IBM's hybrid cloud enables its customers to build once, deploy anywhere and manage it all from a single pane of glass. IBM is helping businesses adapt and transform like never before.

13. HEWLETT PACKARD ENTERPRISE

ANTONIO NERI
CEO



KEY DIFFERENTIATOR: 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 helps harness the right experience, expertise and economics to solve most pressing IT challenges and figure out what's next for the customers' evolving business.

PRODUCTS & SOLUTIONS: Intelligent Edge: Aruba Networks, Silver Peak Systems, FlexFabric; HPC & MCS: Apollo (High-Performance Computing), Cray; 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, HP XP, HPE GreenLake Hybrid Cloud, HPE Alletra, HPE Primera, MSA, Nimble & Alletra dHCI; Communications Technology Group: OpenCall and Service Activator.

BRAND VISIBILITY: Hewlett Packard Enterprise's net worth is \$19.93B. HPE combines their software-defined infrastructure and services capabilities to churn out one of the strongest portfolios of enterprise solutions in the IT industry. The company's holistic IT strategy from the cloud to the data center to the intelligent edge, through high-quality products and high-value added consulting and support services all under one roof sets its customers apart and gives them a great competitive advantage.

10. HCL TECHNOLOGIES

C VIJAYAKUMAR
CEO



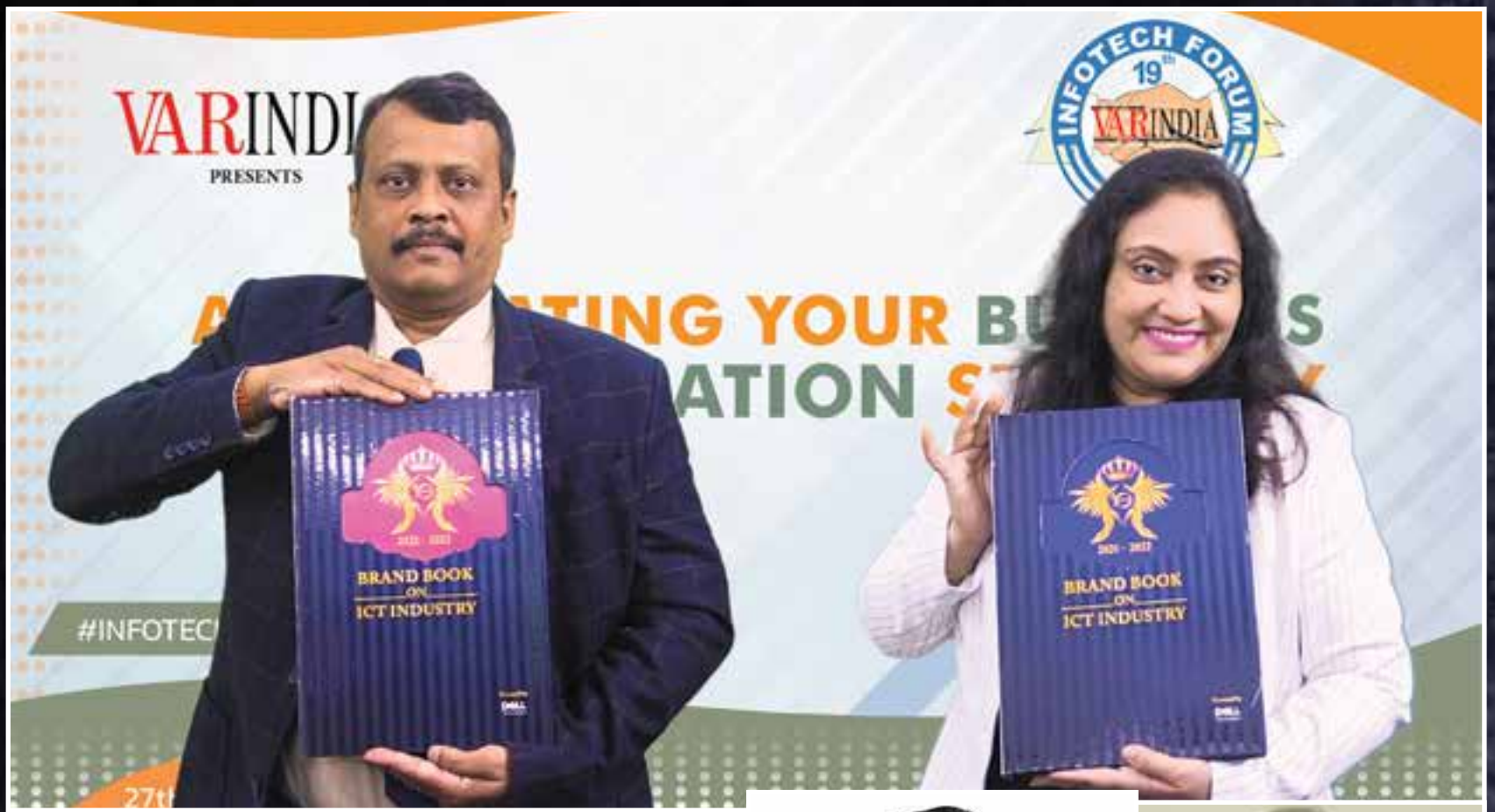
KEY DIFFERENTIATOR: HCL's strategy is leveraging its balance sheet to acquire legacy assets. It could be legacy IT assets on the infrastructure side and legacy software on the engineering side. This is different from the way the rest of the service providers are operating, and it allows HCL to garner large contracts

PRODUCTS AND SERVICES: HCL Software develops markets, sells and supports more than 20 product families for delivering impactful client journeys, for enterprise digitization and productivity, for developing operations and security tools, and for secure automation and unified end-point management. DRYICE, a dedicated organic IP-based software unit of HCL, is HCL's leading solution for enterprise automation and AI-based transformation initiatives. It focuses on building products for transforming and simplifying IT and business operations by leveraging AI and Cloud. Actian has a well-rounded portfolio of products and solutions spanning data management, integration, and analytics, activating the value of hybrid data for enterprises in financial services, retail, telecommunications, media, healthcare, and manufacturing.

BRAND VISIBILITY: The business model of HCL is a mass-market business model wherein the company does not differentiate between its customers. The company offers its products to any firm that needs IT services. The business model of HCL relies on two value propositions- innovation and brand.

2022-2023

TOP
25
ICT BRANDS



FLASHBACK 2022

VIRTUAL EVENT

30 Speakaers, **50** Corporates & **550** Delegates
Attended the Brand Book Launch





20. INGRAM MICRO

ALAIN MONIÉ
CEO



KEY DIFFERENTIATOR: Ingram Micro is the largest global wholesale provider of technology products and supply chain management services. Ingram Micro customizes and delivers highly targeted applications for industry verticals, business to business customers and commercial needs. 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, with Local sales offices and/or representatives in 160 countries and 190 logistics centres worldwide.

PRODUCTS & SOLUTIONS: Notebooks, Smartphones, Headphones & Microphones and Printers are the products of Ingram Micro. 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.

BRAND VISIBILITY: Ingram Micro 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 (ICT) marketplace. Ingram Micro's Advanced Solutions business is a major part of the company's growth and differentiation strategy.

21. SAP

CHRISTIAN KLEIN
CEO



KEY DIFFERENTIATOR: SAP is known as the world's largest provider of Enterprise Application Software. The SAP Software portfolio offers end to end solutions and covers most of its clients' business requirements whether it is a financial, operational, human resources or e-commerce concern. SAP provides a complete solution with a direct implementation process. Also, transitions are easy with the growth and development of the company. SAP also provides numerous cloud solutions, and it assimilates with complimentary services, like Google and PayPal.

PRODUCTS & SOLUTIONS: SAP continues to lead the tier 1 ERP market and SAP S/4HANA is a critical part of the digital core, which drives digital transformation and delivers instant business value. 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.

BRAND VISIBILITY:

SAP helps organizations to integrate all information from different departments into one platform for making decisions.

As of June 2022 SAP has a market cap of \$115.13 Billion. This makes SAP the world's 103th most valuable company by market cap. The advantage of SAP is its flexibility. SAP allows companies to create their own rules within the SAP structure. SAP builds a strong technical support for organizations.

22. INTEL CORPORATION

PATRICK P. GELSINGER
CEO



KEY DIFFERENTIATOR: Intel is best known for developing the microprocessors found in most of the world's personal computers. The multinational technology company is also the world's largest manufacturer by revenue of semiconductor chips, a product used in most of the world's electronic devices. Intel is working relentlessly to unleash the potential of data, leading to more capable and efficient networks and pervasive AI across smart devices.

PRODUCTS & SERVICES: Intel supplies microprocessors for computer system manufacturers such as Acer, Lenovo, HP, and Dell. Intel also manufactures motherboard chipsets, network interface controllers and integrated circuits, flash memory, graphics chips, embedded processors and other devices related to communications and computing.

BRAND VISIBILITY: Intel's strategy is to deliver the world's best semiconductors for an increasingly data-centric world. Over the last few years, the company 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. Coupled with its massive distribution channel, and its branding and marketing moves, Intel has managed to penetrate the market much better than any other organization. Intel's net worth is around \$160 billion.

23. AMD

LISA SU
CEO



KEY DIFFERENTIATOR: AMD is a global company that specializes in manufacturing semiconductor devices used in computer processing. The company also produces flash memories, graphics processors, motherboard chip sets, and a variety of components used in consumer electronics goods. The company is great at balancing price and performance in its products, which means that they are among the best value processors on the market. AMD CPUs have always been so much more than affordable alternatives to Intel's offerings.

PRODUCTS & SOLUTIONS: Processors, Graphics, Accelerators, Software, Xilinx Products, Data Center and Cloud, High Performance Computing, Business and Workstation, Xilinx Solutions by Technology, Xilinx Solutions by Industry, gaming laptops, gaming desktops.

BRAND VISIBILITY: AMD's mission is to become the recognized leader in powering the life-changing products and experiences that allow users to create, consume, and share seamlessly across billions of immersive devices. The company takes inspiration from its customers to deliver innovative solutions to the challenges and possibilities of the digital age. It does not create technology for technology's sake; it innovates for its customers and what they can achieve.

24. REDINGTON

RAJ SHANKAR
MD



KEY DIFFERENTIATOR:

Redington India is a provider of logistics and supply chain solutions. 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 team of certified experts works with system integrators and value-added resellers countrywide.

PRODUCTS & SOLUTIONS: Redington's product offerings include Pcs, laptops, tablets and phablets, printers, laserjets and related consumables and accessories. Redington provides after sales services, supply chain consulting, warehousing, reverse logistics, project management, Ecommerce and third party logistics. Redington partners with leading global technology innovators to help bring these technology solutions for businesses across India. It has engaged with omni-channel distribution of smartphones and wearable devices across all urban and major markets in India.

BRAND VISIBILITY: Committed to steering the Brand Redington towards the future of immense possibilities, their leadership team has embodied values that include exceeding the expectations of their customers, enriching their capabilities and expanding the business. The company successfully transformed itself from a pure IT products distribution firm with traditional cash and carry model to a leading integrated supply chain solution provider.

25. LARSEN & TOUBRO INFOTECH (LTI)

SANJAY JALONA
CEO



KEY DIFFERENTIATOR: Larsen & Toubro Infotech (LTI) is an Indian multinational information technology services and consulting company based in Mumbai, India. The company is engaged in EPC Projects, Hi-Tech Manufacturing and Services. A strong, customer-focused approach and the constant quest for top-class quality have enabled LTI to attain and sustain leadership in its major lines of business for over eight decades.

PRODUCTS & SOLUTIONS:

Data Analytics Services, Industry 4.0, Digital Interactive, Enterprise Mobility Solutions, Digital Integration, Artificial Intelligence, Cognitive Services, Intelligent Automation Solutions are the services provided by LTI. Sustainability is embedded into its long-term strategy for growth. The company's manufacturing footprint extends across eight countries in addition to India.

BRAND VISIBILITY: Larsen & Toubro Infotech's current market capitalization is ₹759 b. The company accelerates its customers' digital transformation with LTI's Mosaic™ platform enabling their mobile, social, analytics, IoT and cloud journeys. LTI's objective is to utilize the power of new and emerging technologies to make significant improvements to its business - save costs, improve productivity and efficiency, and reduce execution time.



THE ADMIRER BRANDS TRANSFORMING AND STRENGTHENING THE TECH INDUSTRY



For the eleventh year in a row, the VARINDIA Brand Book has been talking how the technology brands are evolving with their innovations. Emerging technologies are helping to make companies more productive.

Digital outreach has already become an integral component of company's marketing roster, but the pandemic made it even more critical. The pandemic also accelerated digitalisation efforts across industries – from retail to banking and financial services – creating more sales opportunities for technology providers.

Even prior to the pandemic, technology had become an increasingly important part of the workforce. Businesses were looking at technology as a helpful means of engaging with customers, allowing some workplace flexibility, and for a way to introduce automation and faster processes. It forced companies to look into creative digital solutions so that organizations could continue to function remotely and continue

to serve their client base.

Technology has been at the heart of business continuity in challenging times. The below mentioned brands were selected through an extensive survey that considered parameters like Innovation, Brand Value, Brand Recall, Consumer Satisfaction, Customer Service and Quality.



Specializing in information technology (IT) services and consulting, **Accenture** India is powered by ingenuity and incredible diversity combining innovation, intelligence and expertise. The company helps their clients by giving exposure to new technologies and business strategies on an on-going basis. The core values of the company serve as the foundation for how the company acts and makes decisions. Its services include Application Services, Artificial Intelligence, Automation, Business Process Outsourcing, Change Management, Cloud etc. Recently the company has launched a dedicated Metaverse Continuum business group as physical and virtual realities converge to reshape human experiences.



Acer India is focused on enabling a world where hardware, software and services will fuse with one another, creating ecosystems and opening up new possibilities for consumers and businesses alike. Its product lineups include desktop PCs, laptop PCs (clamshells, 2-in-1s, convertibles and Chromebooks), tablets, servers, storage devices, virtual reality devices, displays, smartphones and peripherals, as well as gaming PCs and accessories under its Predator brand. 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.



Being the technology arm of Aditya Group, **Aditya Infotech** delivers technology driven security solutions with special expertise in Electronic Video Surveillance Products and Solutions. Aditya Infotech has secured more than a million locations across a wide spectrum of varied industries, government establishments, retail chains, educational institutions, financial institutions, public spaces and infrastructure projects. As an undisputed industry leader Aditya Infotech has created new records in excellence and growth. The company's mission is to deliver - Innovative, Optimum, Value-for-money Technology Solutions, with the Best-in-Class Products & Services that reflect their core Vision & Brand Promise.



Alcatel Lucent Enterprise, India is one of the leading networking, communications, and cloud solutions providers. Its hybrid cloud communications solutions with flexible business models and services are tailored for vertical solutions in Healthcare, Government, Hospitality, Transportation and Education. Rainbow business communication solutions offer user friendly collaboration tools from voice to video that connect people, machines, and processes. The company provides the communications and network solutions to enable the mobile and the digital devices to be connected in an intelligent way. With a range of flexible solutions and business models coupled with new services, ALE is helping businesses to move to the cloud.



Being an American multinational semiconductor company, **AMD** develops computer processors and related technologies for business and consumer markets. Pioneered in high-performance computing, graphics and visualization technologies has gained share in the three major processor markets: laptops, desktops, and servers. It has developed high-performance computing and visualization products to solve some of the world's toughest and most interesting challenges. AMD's growing momentum, strong and expanding set of partners, and breakthrough AMD technologies powering gaming, PCs and the data centre. AMD's recent acquisition of Xilinx and Pensando complement set of products, customers and markets with differentiated IP and world-class talent to offer cloud, enterprise and end-customers for their specific workloads.



With a customer first, customer last approach **Aruba, a Hewlett Packard Enterprise company** is helping customers meet their connectivity, security, and financial requirements across campus, branch, data center, and remote worker environments, covering all aspects of wired, wireless LAN, and wide area networking (WAN). Aruba Networks bridges the gap by supplying wireless local area network and edge access networking equipment for businesses. It also aids enterprise customers to simplify the adoption of IoT. Aruba has gained recognition by third party analysts as a leader in Wi-Fi 6, switching, SD-Branch, and a visionary in Data Center networking.



Autodesk is helping innovators to explore emerging technologies and develop tangible solutions for the most critical social, environmental, and economic problems. Autodesk has driven innovation in every industry—pushing the boundaries of what is possible across architecture, manufacturing, product design, content creation and many more. It makes software products and services for the architecture, engineering, construction, manufacturing, media, education, and entertainment industries. The company believes that a better world can be designed and made for all.



Cadyce is a networking and lifestyle brand having a global presence. It seeks to be the most preferred brand in the computing and digital lifestyle marketplace. Cadyce's reliable lineup of end-to-end solutions help connect, communicate, and network amid the most demanding business as well as mobile environments. Cadyce relentlessly strives to offer reliable products like Internet Cameras, USB Accessories, Presentation Devices, USB Hubs, Docking Stations, AV Products, and Apple Accessories. All products are a blend of style, efficiency, durability, as connecting, communicating and networking. The company has maintained utmost transparency and bagged some of the best clientele with team effort and arduous groundwork.



For more than 75 years, **Canon** has been known for pioneering innovative imaging products. One of the world's largest manufacturers of cameras, copiers, and printers, the company maintains its leadership position by continuously innovating new features and technologies. Canon India creates products for a diverse range of users, from the entry-level user to the professional photographer. Canon is successful because determined individuals combined their talents to achieve a single definable objective. With the help of fortune and cultural ethos these determined visionaries overcame daunting odds to create a company that well exceeded its initial purpose. Canon has identified a new audience, Adventurous achievers (16-34 yrs old, younger & adventurous) as a key audience to grow their business.



Check Point Software Technologies is a leading provider of cyber security solutions to corporate enterprises and governments globally. Check Point Infinity's portfolio of solutions protects enterprises and public organizations from 5th generation cyber-attacks with an industry leading catch rate of malware, ransomware, and other threats. Infinity comprises three core pillars delivering uncompromised security and generation V threat prevention across enterprise environments: Check Point Harmony, for remote users; Check Point CloudGuard, to automatically secure clouds; and Check Point Quantum, to protect network perimeters and data centres, all controlled by the industry's most comprehensive, intuitive unified security management.



CommScope helps design, build and manage wired and wireless networks around the world. As a communications infrastructure leader, the company shapes the always-on networks of tomorrow. The company believes its essential to have a genuine connection with the work users do. Its high integrity culture motivates employees to bring their authentic, best self to work, and unites them around a shared purpose. The company values the role diversity and collaboration play in bringing forth new ideas and generating better solutions. As a communications infrastructure leader, CommScope shapes the always-on networks of tomorrow.



Commvault seamlessly manages a large distributed environment across multiple data centers via a single platform and a single policy engine. Commvault enterprise software can be used for data protection and data management software companies. It is positioned as the trusted data partner for thousands of enterprises, public sector and commercial organisations across India and the globe. Delivering the ultimate in simplicity and flexibility to customers, its Intelligent Data Services Platform is available as software subscription, an integrated appliance, partner-managed, and software as a service—a critical differentiator in the market.



CtrlS Datacenters is India's first Tier 4 certified data center headquartered in Hyderabad. CtrlS sells services like data center colocation, DC build and consulting, Internet bandwidth, managed services, cloud security services, and disaster recovery services. CtrlS has successfully deployed a new generation 300 MW gas insulated substation (GIS) with unmatched levels of reliability, performance and security through real-time monitoring, interoperability and automation. The company stays committed to delivering best-in-class solutions as it expands its hyperscale data center footprint to 6 million in the next 18 to 24 months across Mumbai, Hyderabad, Chennai, Kolkata, besides enhancing its edge data center network in tier-2 and tier-3 cities in the country.



D-Link is a global leader in designing and developing networking and connectivity products for consumers, small businesses, medium to large-sized enterprises, and service providers. D-Link (India) is a part of D-Link Corporation and one of the largest networking companies in India. The Company is engaged in Marketing and Distribution of Networking products in India and SAARC region. D-Link (India) continues to demonstrate stupendous performance and progress in implementing and supporting unified network solutions that integrate capabilities in switching, wireless, broadband, storage, IP surveillance, cloud-based network management, and structured cabling. D-Link WiFi Mesh, allows users to enjoy fast, reliable coverage to match their increasing amount of high-bandwidth devices.



ESDS Software Solution is a home-grown cloud service provider. ESDS is an expert in Managed Data Center Services, Managed Cloud Solutions, Virtualization, Disaster Recovery Hosting and Auto-Scalable Cloud Solution provider. ESDS has indigenously developed the concept of a high specification carrier-neutral and fully managed Datacenter in the state of Maharashtra, and has successfully turned their vision into reality. ESDS also has a vertically auto-scalable cloud platform which is patented in the USA and the UK. Through the support of this patented technology ESDS's one-stop-shop offerings have been able to efficiently perform and deliver results for their customers. The Cloud and data center industry has witnessed a positive uptick in the growth chart and it seems to be only going further up from here.



Fortinet delivers high-performance network security solutions that protect your network, users, and data from continually evolving threats. The broad portfolio of top-rated solutions and centralized management enables security consolidation and delivers a simplified, end-to-end security infrastructure. Fortinet is the only security leader to develop and build custom security processing unit (SPU) technology that offers the best price/performance and value in the industry with Security Compute Ratings that are multiples of other vendors with more software-oriented or CPU-driven approaches. The Fortinet Security Fabric platform delivers broad, integrated, and automated protections across the entire digital attack surface, securing critical devices, data, applications, and connections from the data center to the cloud to the home office.



Hitachi Vantara guides its customers from what's now to what's next by solving their digital challenges. The company applies its unmatched industrial and digital capabilities to the data and applications to benefit both business and society. More than 80% of the Fortune 100 trust Hitachi Vantara to help them develop new revenue streams, unlock competitive advantages, lower costs, enhance customer experiences, and deliver social and environmental value. 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.



HP (Hewlett-Packard) is a technology company that believes one thoughtful idea has the power to change the world. Its product and service portfolio of personal systems, printers, and 3D printing solutions helps bring these ideas to life. HP is unique because of the choices it has made, the portfolio it has built and the character that defines it. It is unique because of how it leverages its size and scale to serve a broad spectrum of customers. The company is an American manufacturer of software and computer services. The recent acquisition of Poly to accelerate HP's strategy to create a more growth-oriented portfolio, further strengthen into the space of Hybrid work solutions.



IceWarp is a global leader for developing business email communication and collaboration solutions serving more than 50 million paid users and 50,000 customers worldwide across 50+ countries. The company believes in offering an affordable, seamlessly integrated, and easy-to-use communications solution to business and providing a true alternative to Microsoft 365 and Google Workspace. It strives to save its customer's costs and help them to make 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 stimulates creativity as a leading Technology Enabler by providing comprehensive services that support Data, Network, and Application (DNA) management for businesses. Its go-to-market strategy consists of niche, compelling, and complementary offerings that assist businesses of all sizes and verticals with their optimization and transformation efforts by leveraging the Customer Life Cycle and Product Life Cycle Adoption framework. iValue as an IT Enabler facilitates customers' transformation to meet the challenges of today and the uncertainty of tomorrow.



Jabra is a Danish brand specializing in audio equipment, and more recently videoconference systems. It is owned by GN Audio, which is part of the Danish company, GN Group. Jabra engineers, manufactures, and markets wireless, true wireless, and corded headphones for consumers and business customers. It is recognized for expertise in consumer, professional and medical audio technology. Jabra makes headsets and speakerphones, of all shapes and sizes, corded and wireless, for all types of users in all corners of the globe. It creates integrated headsets and communications tools that help professionals work more productively.



Kaspersky develops and markets antivirus, internet security, password management, endpoint security, and other cybersecurity products and services. It is the one of the largest endpoint security vendor and the third largest consumer IT security Software Company. It discovers various malicious apps disguised as best selling games. Its core values are cutting-edge technology, innovation, highest quality, passion for progress, reliability and transparency. Kaspersky's new mission statement, "Building a safer world". The acquisition of Brain4Net will help to upgrade enterprise portfolio with SASE and reinforce XDR.



Lenovo is focused on a bold vision to deliver smarter technology for all. The company has built on its success as the world's leading PC player by expanding into new growth areas of infrastructure, mobile, solutions and services. This transformation together with Lenovo's world-changing innovation is building a more inclusive, trustworthy and sustainable digital society for everyone, everywhere. Lenovo laptops are suitable for multitasking, processing, entertainment, and even gaming purposes. Lenovo has impressive competitive advantages over its rivals in the PC marketplace, including its large distribution network and its ability to expand its presence in emerging markets. Over the years, Lenovo has used strategic acquisitions and partnerships to access new markets and increase sales.



NEC is a leader in the integration of IT and network technologies and brings more than 100 years of expertise in technological innovation to provide solutions for empowering people, businesses and society. It is a champion in executing governments and commercial enterprises worldwide that are increasingly adopting biometric solutions for comprehensive protection across digital, personal and infrastructure domains. NEC provides global business systems that leverage customers' extensive experience in production innovation and creating business platforms as a leading supplier of business management, design, production, supply chain reform, and after-sales service solutions.



NetApp is a global cloud-led, data-centric software company headquartered in Sunnyvale, California. NetApp empowers organizations to lead with data in the age of accelerated digital transformation and provides systems, software and cloud services that enable 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 has made 20 acquisitions and 6 investments. NetApp's strategic acquisitions includes SPOT, CloudCheckr, Data Mechanics, Fylamynt, and InstaClustr.



NTT believes that people are at the center of everything it does, and it looks for a high level of service expertise, technical expertise, and intelligence. Gartner recognized NTT based on its completeness of vision and its ability to execute, and evaluated a variety of its networking capabilities within their 2022 Magic Quadrant for Network Services, Global and 2022 Critical Capabilities Report for Network Services, Global. The company's customer success stories cut across a wide spectrum of industries, including Banking and Financial Services, Insurance, E-commerce, Healthcare, Manufacturing, Media & Entertainment, IT & ITeS, Logistics, Hospitality and Education.



NVIDIA is known for developing integrated circuits, which are used in everything from electronic game consoles to personal computers (PCs). The company is a leading manufacturer of high-end graphics processing units (GPUs). It designs and sells GPUs for gaming, cryptocurrency mining, and professional applications, as well as chip systems for use in vehicles, robotics, and other tools. The most important contribution from Nvidia is with their graphics processing units (GPU), which allow video games to have outstanding images. NVIDIA is now a full-stack computing company with data-center-scale offerings that are reshaping industry.



Oracle provides a full spectrum of products for business right from ERP to hardware to JAVA/database. It is a multi-model relational database management system, mainly designed for enterprise grid computing and data warehousing. It is one of the first choices for enterprises for cost-effective solutions for their applications and data management. It supports SQL as a query language to interact with the database. There are 31,500 customers who choose Oracle, the leading cloud ERP solution provider. Oracle is the only all-inclusive database on the market. Oracle also provides the ability to model and PROCESS data using many different approaches, all within the same database.



Prama India is founded on the core belief to put India on the global map for video security products. Prama celebrates the maxim of 'Made for India, Made by India and Made in India' and manufactures high quality video security products catering to all the security needs. Prama India has established India's first world - class manufacturing facility to help transform India into a global manufacturing and export hub for video security products. The company has a commitment to empower India through indigenous manufacturing of video security products. Prama offers extensive solutions in real estate, retail, education, hospitality, banking, transportation, homeland security and other verticals.



Qualcomm is known for designing and manufacturing semiconductors and wireless telecommunications products. Qualcomm has three main business units—Qualcomm CDMA Technologies (QCT), Qualcomm Technology Licensing (QTL), and Qualcomm Strategic Initiatives (QSI). Qualcomm makes semiconductors, software, and services related to wireless technology. It owns patents critical to the 5G, 4G, CDMA2000, TD-SCDMA and WCDMA mobile communications standards. By licensing its technology and increasing the patent portfolio, the company enabled the LTE ecosystem to grow to 600+ commercial networks worldwide. The company acquires Cellwize to accelerate 5G adoption and spur network infrastructure innovation at the edge.



R&M (Reichle & De-Massari AG) is a leading Global cabling and connectivity solution provider for high end-communication networks since 1964. The Swiss cabling systems developer and provider of fiber and copper solutions for network infrastructures considers India a significant business opportunity. The company's Bengaluru production unit is its leading factory in Asia. It is the manufacturing hub for India and global markets. India is a major hub, not only for production, but also for R&D and engineering. R&M has already worked on Fiber to the Home (FTTH) products, which are designed and manufactured in India for the European markets.



Red Hat offers a broad portfolio of products and services—including award-winning support, consulting, and training—to help organizations solve real-world business challenges, such as: Hybrid cloud infrastructure. It is a world's leading provider of enterprise open source solutions, including high-performing Linux, cloud, container, and Kubernetes technologies. Red Hat is popular in the enterprise world because the application vendor that provides support for linux needs to write documentation about their product and they usually choose one (RHEL) or two (Suse Linux) distributions to support. Red Hat maintains a policy of providing open application programming interfaces, giving its customers enormously flexible tools for creating the solutions they need.



SAS is the leader in analytics. Through innovative software and services, SAS empowers and inspires customers around the world to transform data into intelligence. SAS gives customers 'THE POWER TO KNOW'. The company envisions a world where everyone can make better decisions, grounded in trusted data and assisted by the power and scale of SAS Analytics. SAS is a statistical software suite developed by SAS Institute for data management, advanced analytics, multivariate analysis, business intelligence, criminal investigation, and predictive analytics.



Savex Technologies is the third largest information and communication technology distributor in India. Headquartered in Mumbai, the company has 107 sales offices and 42 Stocking locations across the country, across 12000+ customers every month in over 750+ cities, catering to over 7000 + Channel Partners, Retailers, Corporate Resellers, VARs & System Integrators every month, with this Savex deals with 10,000 products and serves orders serviced per day. Today, Savex is a Rs 15,000+ crore IT hardware distribution company in FY20 and is one of the fastest growing IT hardware distributors in India.



Schneider Electric is empowering all to make the most of the energy and resources, bridging progress and sustainability for all. Its mission is to be the digital partner for Sustainability and Efficiency. 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 Technology is a provider of electronic data storage technology and solutions. The Company's principal products are hard disk drives (HDDs). Seagate introduced a revolutionary modular storage solution to manage the surge of enterprise, cloud, and edge data. In addition to HDDs, it produces 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. Its products are designed for applications in enterprise servers and storage systems, client compute applications and client non-compute applications.



Snowflake is a data platform that would harness the immense power of the cloud. Snowflake is engineered to power the Data Cloud, where thousands of organizations have seamless access to explore, share, and unlock the true value of their data. Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies.



SonicWall protects its users from the perimeter to the endpoint. Its integrated Capture Cloud Platform scales automated real-time breach detection and prevention across email, wireless, wired, cloud and mobile networks. SonicWall next-generation firewalls (NGFW) provide the security, control and visibility you need to maintain an effective cybersecurity posture. The company offers its Super Massive line for the largest networks; NSA for midrange companies; and TZ series firewalls for small companies. By knowing the unknown, providing real-time visibility and enabling breakthrough economics, SonicWall closes the cybersecurity business gap for enterprises, governments and SMBs worldwide.



Sophos delivers a broad portfolio of advanced products and services to secure users, networks and endpoints against ransomware, malware, exploits, phishing and the wide range of other cyberattacks. Sophos provides a single integrated cloud-based management console, Sophos Central – the centerpiece of an adaptive cybersecurity ecosystem that features a centralized data lake that leverages a rich set of open APIs available to customers, partners, developers, and other cybersecurity vendors. Powered by industry-leading AI, with protection that is on by default, Sophos stops threats fast. By reducing the attack surface and preventing attacks from running, it removes opportunities for attackers to penetrate the organization.



Supertron Electronics has a distribution expertise of over 28 years in India. It distributes IT Hardware and Solutions & Services to its customers. Its overall revenue is around USD 620+ million. Its ethical business practices and hunger for more business has enabled it to 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.



TeamViewer provides a connectivity platform to remotely access, control, manage, monitor, and repair devices of any kind – from laptops and mobile phones to industrial machines and robots. TeamViewer proactively shapes digital transformation and continuously innovates in the fields of Augmented Reality, Internet of Things and Artificial Intelligence. In 2021, TeamViewer achieved billings of around EUR 548 million. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX. The TeamViewer remote connectivity cloud platform enables secure remote access to any device, across platforms, from anywhere, anytime.



Tech Data has complete product lines in software, networking and communications, mass storage, peripherals and computer systems. 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. With reach, capabilities and resources that span the technology continuum, the company is a vital link in the IT channel, delivering the insights and optimized solutions its channel partners depend on to compete in the market today, tomorrow and into the future.



Thales India is headquartered in Noida and has other operational offices and sites spread across Delhi, Gurugram, Hyderabad, Bengaluru and Mumbai, among others. Over 1,800 employees are working with Thales and its joint ventures in India. Since the beginning, Thales has been playing an essential role in India's growth story by sharing its technologies and expertise in Defence, Transport, Aerospace and Digital Identity and Security markets. Thales has two engineering competence centres in India - one in Delhi NCR focused on digital identity and security business, while the one in Bengaluru focuses on hardware, software and systems engineering capabilities for both the civil and defence sectors, serving global needs.



TVS-Electronics is a heritage of trust, values and belief in providing uncompromising service. Its values lie at the core of the organization. These values are constant and ensure that it stays true to who it is under all circumstances. Fair conduct, perseverance in delighting customers, constant pursuit of quality and engendering leadership skills in all its employees are the pillars upon which its identity has been forged over the decades.



UiPath has a vision to deliver the fully automated enterprise, one where companies use automation to unlock their greatest potential. UiPath offers an end-to-end platform for automation, combining the leading Robotic Process Automation (RPA) solution with a full suite of capabilities that enable every organization to rapidly scale digital business operations. UiPath is providing enterprises an easy way to create and operate bots, democratizing automation even further. UiPath is expanding its monetization offering on its Marketplace by introducing end-to-end business solutions that address business challenges across areas such as accounting, supply chain, manufacturing, insurance and sales.



Veeam Software is the leader in backup, recovery and data management solutions that deliver Modern Data Protection. The company provides a single platform for Cloud, Virtual, Physical, SaaS and Kubernetes environments. Veeam customers are confident their apps and data are protected from ransomware, disaster and harmful actors and always available with the most simple, flexible, reliable and powerful platform in the industry. Veeam protects over 400,000 customers worldwide, including 81% of the Fortune 500 and 70% of the Global 2,000. The company provides a single platform for Cloud, Virtual, Physical, SaaS and Kubernetes environments.



Vertiv brings together hardware, software, analytics and ongoing services to enable its customers' vital applications to run continuously, perform optimally and grow with their business needs. Vertiv solves the most important challenges facing today's data centers, communication networks and commercial and industrial facilities with a portfolio of power, cooling and IT infrastructure solutions and services that extends from the cloud to the edge of the network. It helps telecom carriers save a significant amount on their electricity bills and eliminate the release of millions of tons of greenhouse gasses through its high efficiency rectifiers.



ViewSonic is a leading global provider of visual solutions with a presence in over 100 cities around the world. As an innovator and visionary, ViewSonic is committed to providing comprehensive hardware and software solutions that include monitors, projectors, digital signage, ViewBoard interactive displays, and myViewBoard software ecosystem. 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".



VMware powers the world's complex digital infrastructure. The company's cloud, app modernization, networking, security, and digital workspace offerings help customers deliver any application on any cloud across any device. Headquartered in Palo Alto, California, VMware is committed to being a force for good, from its breakthrough technology innovations to its global impact. It has recently unveiled VMware vSphere+ and VMware vSAN+ to help organizations bring the benefits of the cloud to their existing on-premises infrastructure with no disruption to their workloads or hosts. These new offerings will help customers enhance their infrastructure by providing centralized cloud-based infrastructure management, integrated Kubernetes, access to new hybrid cloud services, and a flexible subscription model.



Western Digital is known for designing, developing, manufacturing and marketing hard disk drives (HDDs), NAND flash-based storage devices, solid-state drives (SSDs) and enterprise storage platforms. Western Digital Corporation sells its products under the following brands: Western Digital, G-Technology, SanDisk and WD. Western Digital is on a mission to unlock the potential of data by harnessing the possibility to use it. With Flash and HDD franchises, underpinned by advancements in memory technologies, It creates breakthrough innovations and powerful data storage solutions that enable the world to actualize its aspirations. Core to its values, it recognizes the urgency to combat climate change and have committed to ambitious carbon reduction goals approved by the Science Based Targets initiative.



CATEGORIES

5G

ERICSSON
HFCL
HUAWEI
KEYSIGHT
MAVNEIR
NEC
NOKIA
QUALCOMM
SAMSUNG
STERLITE

ANTIVIRUS

BIT DEFENDER
ESET
KASPERSKY LAB
K7 COMPUTING
MCAFEE
NORTON
QUICKHEAL
SYMANTEC
SOPHOS
TREND MICRO

BLOCKCHAIN

AMAZON
COINBASE
COINDCX
DOCUSIGN
IBM
MASTERCARD
NVIDIA

CLOUD COMPUTING

AWS
AZURE
GOOGLE
ORACLE
SOFTLAYER
ZOOM

CYBER SECURITY

BROADCOM
CHECKPOINT
CROWDSTRIKE
FORTINET
KASPERSKY

INFOBLOX
PALOALTO NETWORKS
SAFE SECURITY
SOPHOS
TENABLE
THALES
TRELLIX

DATA CENTER

BHARTI AIRTEL
COLT
CTRLS
ESDS SOFTWARE
GPX GLOBAL
MICROSOFT
NTT
NXTGEN
ST TELEMEDIA
SIFY
WEBWORKS
YOTTA

DATA PREVENTION

FORCEPOINT
CISCO
DIGITAL GUARDIAN
IMPERVA
MCAFEE
NETSKOPE
SOPHOS

DATA PROTECTION

CHECKPOINT
COHESITY
COLORTOKENS
COMMVault
ENTRUST
IBM
MICROSOFT
RADWARE
VEEAM
VERITAS
VARONICS
ZSCALLER

DESKTOP / ALL-IN-ONE

ACER
APPLE
ASUS
DELL
HP
LENOVO

DIGITAL TRANSFORMATION

ACCENTURE
COGNIZANT
DXC TECHNOLOGY
GENPACT
HCL
IBM
INFOSYS
TCS
TECH MAHINDRA
WIPRO

EDTECH

BYJU'S
GRADEUP
MERITNATION
TOPPR
UNACADEMY
UPGRAD
VEDANTU

ELECTRONICS MANUFACTURING SERVICES

AGGRESSIVE
AMARA RAJA
CIRCUITRONIX
DIXON
FOXCONN
FLEXTRONICS
EXIDE
JABIL
MICROMAX
OPTIEMUS ELECTRONICS
SANMINA

SFO TECHNOLOGIES
XIAOMI

EMAIL COLLABORATION & SOLUTIONS

GOOGLE WORKSPACE
ICEWARP
MICROSOFT 365
ZOHOMAIL
ZIMBRA
REDIFFMAIL

FLASH DRIVES

HP
KINGSTON
SANDISK
SAMSUNG
TRANSCEND

GRAPHIC CARDS

AMD
NVIDIA

HDD/SSD

KINGSTON
SEAGATE
SAMSUNG
TRANSCEND
TOSHIBA
WESTERN DIGITAL

IT SECURITY

ARRAY NETWORKS
CHECKPOINT
CISCO
CROWDSTRIKE
F5
FORCEPOINT
FORTINET
JUNIPER
KASPERSKY
PALOALTO
RADWARE
RAPID 7

RIVERBED
SECILORE
SENTINELONE
TENABLE
THALES
VMRAY

IP TELEPHONY

AVAYA
CISCO
GRANDSTREAM
PANASONIC
POLY
YEALINK

LAPTOP

ACER
APPLE
ASUS
DELL
HP
LENOVO
MICROSOFT SURFACE
PANASONIC
SAMSUNG
XIAOMI

MANAGED PRINT SERVICES

CANON
HCL
HP
KONICA MINOLTA
PANASONIC
MINOSHA
WEP PERIPHERALS
XEROX

MOTHER BOARD

ASUS
DIGILITE
ECS
GIGABYTE
HP
INTEL
MSI
ZEBRONICS



MONITOR

AOC
ACER
BENQ
DELL
HP
LG
SAMSUNG
VIEWSONIC

NETWORKING & WIRELESS

ARISTA NETWORKS
ARUBA
CAMBIUM NETWORKS
CISCO
COMMSCOPE
D-LINK
DIGISOL
EXTREME NETWORKS
JUNIPER
MATRIX
RUCKUS
TP-LINK
ZTE

OPERATING SYSTEM

LINUX
CHROME OS
MAC OS
UBUNTU
WINDOWS

PASSIVE NETWORKING

ALPHA MAX
BROADCOM
COMMSCOPE
DIGISOL
DLINK
HUAWEI
POLYCAB
R&M
SCHNEIDER

PERIPHERALS

BOAT
DELL
FOXIN
IBALL
HP
LG
LOGITECH
TVS-E
ZEBRONICS

POWER SUPPLY (UPS)

APC BY SCHNEIDER
BPE
DELTA
EATON
LUMINOUS
MICROTEK
NUMERIC
SOCOMEK
UNILINE
VERTIV

PRINTER

CANON
HP
EPSON
KONICA MINOLTA
KYOCERA
MINOSHA
TVS-E
XEROX

PROCESSOR

AMD
INTEL
TEGRA
QUALCOMM

PROJECTORS

ACER
BENQ
EPSON
GLOBUS
NEC
OPTOMA
PANASONIC
SONY
VIEWSONIC
VIVITEK

SMART PHONES

APPLE
ASUS
GOOGLE PIXEL
LAVA
LENOVO
MOTOROLA
NOKIA
OPPO
ONE PLUS
SAMSUNG
VIVO
XIAOMI

SERVER

ACER
DELL
HPE
IBM
LENOVO
ORACLE
HUAWEI

SERVICE SUPPORT

ACCEL FRONTLINE
AFORESERVE
DIGI-CARE
INTARVO
IQOR
F1 SERVICES
REDINGTON
TVS-E
WIPRO

SOFTWARE / ERP

ADOBE
BMC
BUSY
FRESHWORKS
IBM
INFOR
INTUIT
MICRO FOCUS
MICROSOFT
NEWGEN
ORACLE
PEGA SYSTEMS
QUEST SOFTWARE
RAMCO
SALESFORCE
SAP
TABLEAU
TALLY
ZOH0

STORAGE

AMI
CISCO
DELL EMC
HITACHI VANTARA
HPE
HUAWEI
IBM
LENOVO
NETAPP
ORACLE
PURE STORAGE

SURVEILLANCE

AXIS
CP PLUS
DLINK
GODREJ
HIK VISION
HONEYWELL
NEC
SAMSUNG
SECUREYE
SPARSH

TELCO

AIRTEL
BSNL
JIO
VODAFONE IDEA

TELECOMMUNICATION

ALCATEL LUCENT
BT
C-DOT
CIENA
ERICSSON
FIBCOM
HUAWEI
ITI
JIO
MATRIX
NSN
STERLITE
TATA COMMUNICATIONS
TATA TELE SERVICES
TCIL
ZTE

THIN CLIENT

CITRIX
HP
NCOMPUTING
RDP
DELL-WYSE

UTM & FIREWALL

BARRACUDA
CISCO
CHECPOINT
FORTINET
GAJSCHIELD

JUNIPER
PALOALTO
SONICWALL
SOPHOS

VIDEO CONFERENCE

CISCO WEBEX
GOOGLE MEET
GOTO
ICEWARP
MICROSOFT TEAM
PANASONIC
POLY
ZOOM

WI-FI

ARUBA NETWORKS
BROADCOM
CAMBIUM NETWORKS
CISCO
COMMSCOPE
DLINK
EXTREME NETWORKS
HUAWEI
JUNIPER
RUCKUS WIRELESS
TP-LINK

WFM SOLUTIONS

ANYDESK
GOOGLE MEET
ICEWARP
GOTO
MICROSOFT TEAM
SLACK
TEAMVIEWER
VERSA NETWORKS
WEBEX
ZOH0 ASSIST

ZERO TRUST SECURITY

CHECKPOINT
CROWDSTRIKE
FORTINET
INSTASAFE
KEYSIGHT
PALO ALTO NETWORKS
SOPHOS
TENABLE
ZSCALER

Leading technologies in A DIGITAL-FIRST WORLD



Digital transformation is one of the driving forces behind long-term growth and success in the modern business world, simply because technology helps expedite numerous processes, automate various operations and manage remote workers with ease, and make your own life a lot easier while ensuring a smooth rise to the top of your industry. That's why today we'll be putting all of this into perspective by giving you the ten different ways you can integrate technology and digital solutions into your overarching growth strategy to achieve better results.

As the world becomes more and more connected to the web and other devices via IoT applications, you have the golden opportunity to capture the attention of a global audience and transform your business into a global venture with ease. Despite the massive disruptions in both demand and supply-side factors caused by the COVID-19 pandemic and the Russia-Ukraine conflict India has shown the most consistent improvement in macroeconomic performance among the top 10 economies in the world. There are numerous innovations and breakthroughs happening right now, and we can't wait to see how they help to transform business and society in 2022 and beyond.



AFTER SALES

After-sales service is any support provided to a customer after the product or service has already been purchased. Companies use after-sales support as a business strategy as it typically leads to higher customer satisfaction, brand loyalty, and even word-of-mouth-marketing. A recent study by Counterpoint Research states that smartphone customers spend an average amount of Rs 2400 on servicing of their devices. And we have more than 800 million smartphone users! As far as the overall market size is concerned, it has grown phenomenally in the last few years on account of increasing dependency on smart devices, cheaper access to the internet, growing social media consumption and ease of owning a device.

01



CYBERSECURITY

Due to increased digitisation of valuable personal data, data breaches and cyberattack incidents have become the order of the day. Cyber Security is becoming a severe issue for individuals, enterprises, and governments alike. In a world where everything is on the internet, from cute kitten videos and our travel diaries to our credit card information, ensuring that our data remains safe is one of the biggest challenges of Cyber Security. Cyber Security challenges come in many forms, such as ransomware, phishing attacks, malware attacks, and more. As on dated April 1, 2022, CERT-In has reported a total number of 48,285 cyber security incidents related to government authorities during 2021.

02



DATA CENTER

Data Centers are the backbone of digital revolution. The Government of India's proposed Draft Data Center Policy aims to make India a 'Global Data Center Hub'. This will provide long-term funds for investments in the sector. State Governments have also been providing incentives to industry players for setting up data center parks. The synergy of technology, legislation, demand, and investments is expected to usher in an era of high growth for India's DC industry in coming years. The revenue in the Data Center market is projected to reach US\$7.54bn in 2022 and it is expected to reach \$10.09 billion by 2027, growing at a CAGR of 15.07% during 2022-2027.

03



ECOMMERCE

E-commerce in India is expected to be worth US\$ 188 billion by 2025. With a turnover of \$50 billion in 2020, India became the eighth-largest market for e-commerce, trailing France and a position ahead of Canada. As per the report published by IAMA and Kantar Research, India internet users are expected to reach 900 million by 2025 from ~622 million internet users in 2020, increasing at a CAGR of 45% until 2025. For the 2021 festive season, Indian e-commerce platforms generated sales worth US\$ 9.2 billion Gross Merchandise Value (GMV), a 23% increase from last year's US\$ 7.4 billion.

04



FINTECH

India's digital payments market is at an inflection point and is expected to increase to more than triple from \$3 tn today to \$10 tn by 2026, at the same time the Fintech sector is expanding and growing faster than ever before, it is changing India fast. The fintech sector in India is expected to become a \$150 billion market, continuous innovation has introduced competition and increased inclusion, particularly in emerging markets and developing economies. The digital investment market is set to be worth \$14.3 bn by 2025, growing from \$6.4 bn in 2021 at a 5-year CAGR of 22.4%.

05



IT HARDWARE

The Indian hardware market has seen a sharp growth with the demand surging for Laptops, smartphones becoming a necessity and the knowledge of using these devices became essential for everyone, equally. The Covid pandemic did not spare the Indian IT hardware industry either. The Indian IT industry is expected to clock revenue of \$227 billion in FY2022 against \$196 billion last year. The industry, which has a total workforce of around 5 million, is likely to register a 15.5 percent growth, the highest since 2011. The Government has taken strategic steps and initiatives to expand the electronics manufacturing sector in the country and make India a global electronics manufacturing and design hub.

06



IT SERVICES

The IT services industry is on the cusp of another evolution, with shaping the future of work becoming a new leadership imperative. The Indian IT industry's revenue is expected to touch \$ 227 billion in FY22 from \$ 196 billion in FY21. IT spending in India is expected to increase to \$ 101.8 billion in 2022 from an estimated \$ 81.89 billion in 2021. Indian software product industry is expected to reach \$ 100 billion by 2025. Indian companies are focusing to invest internationally to expand global footprint and enhance their global delivery centres. The industry has witnessed the addition of 4.5 lakh new employees in FY22 (as of February), the highest addition in a single year. Women accounted for 44% of the total new employees.

07



IOT

The Internet of Things (IoT) is rapidly becoming a reality and set for a massive boom across industries of all scales. Manufacturing businesses stand to make tremendous gains by adopting Industrial Internet of Things (IIoT) technologies. Ignoring the transformative opportunity risks competitive disadvantage, given that other companies in the same space will grab the opportunity to become more efficient and productive. According to a report by Accenture, the Gross Domestic Product of the U.S. could increase by more than \$7 trillion by 2030 due to the efficiency and productivity gains on offer, while globally gains could go up by over \$14 trillion.

08



SMARTPHONE

India Smartphone market size was valued at US\$ 139 billion in 2021, and is expected to grow with a CAGR of 10.5% and reach US\$ 281 billion by 2028. India Smartphone market report is based on an inclusive study of the entire Indian smartphone market. The report offers the most up-to-date industry data on the actual market situation and future outlook for the India Smartphone market. The study also presents a comprehensive analysis of the market dynamics and estimation of the market size over the forecast period 2022 - 2028. Secondly, rising disposable income, cheaper internet, and the need to always stay connected are some of the factors that have led the Indian smartphone market to grow into one of the largest smartphone markets in the world.

09



TELECOM SERVICES

India is the world's second-largest telecommunications market. The total subscriber base, wireless subscriptions as well as wired broadband subscriptions have grown consistently. Tele-density stood at 85.91%, as of December 2021, total broadband subscriptions grew to 792.1 million until December 2021 and total subscriber base stood at 1.18 billion in December 2021. Gross revenue of the telecom sector stood at Rs. 64,801 crore (US\$ 8.74 billion) by end of March, 2022. The total wireless data usage in India grew 16.54% quarterly to reach 32,397 PB in the first quarter of FY22. The contribution of 3G and 4G data usage to the total volume of wireless data usage was 1.78% and 97.74%, respectively, in the third quarter of FY21. Share of 2G data usage stood at 0.48% in the same quarter.

10



CLOUD COMPUTING

Cloud computing is powerful and expansive and will continue to grow in the future and provide many benefits. Worldwide end-user spending on public cloud services is forecast to grow 20.4% in 2022 to total \$494.7 billion, up from \$410.9 billion in 2021, as per Gartner. In 2023, end-user spending is expected to reach nearly \$600 billion. It would have been difficult for many small and medium-sized enterprises to resume workflows after the epidemic. However, many enterprises in the marketplace have experienced significant growth throughout this crucial phase. This progress can be attributed to the digitization and cloud-based technologies, which allowed them to expand their target market as the future of cloud computing 2025.

With the growing economy, India is at the forefront of cloud adoption, and we expect cloud infrastructure to expand even faster for rapid digital innovation. Public cloud spending continued to increase among enterprises, with the top two service providers holding more than 45% share of the Indian public cloud services market. It's no longer a question of whether to opt for Cloud Computing or not; now, the question is which cloud platform to go for. With the Cloud Computing market flooding with numerous cloud providers, AWS, Azure, and Google Cloud Platform stand out proudly as the top three cloud providers.

India's untapped consumer technology opportunity

AFTER SALES SERVICE

India's technology services industry can achieve US\$300-350 billion in annual revenue by 2025 if it can exploit the fast-emerging business potential in cloud, artificial intelligence (AI), cybersecurity and other emerging technologies

The Indian Electronics Market is growing at a rapid pace with the country set to be one of the largest electronics manufacturing hubs by 2025. After sales service plays an important role in customer satisfaction and customer retention. It generates loyal customers. Customers start believing in the brand and get associated with the organization for a longer duration. They speak good about the organization and its products.

There are diverse methods to apply after-sales service to your company to ensure clients are satisfied with the products and services of your business. Having outstanding after-sales customer service strengthens the bond between customers and a company.

After-Sales service, also called After-sales support, is any service provided to a customer after purchasing a product. After-sales service may be provided by a retailer, manufacturer, or a third-party customer service or training provider. With more loyal customers spreading the word of your company's supreme service performance, efficient after-sales service may even transform into your company's competitive advantage.

There are several players providing after sales services in the country. Despite many innovations in the area, utilities in an electronic gadget, for consumers, there is always the same old worry – what if the gadget gets damaged?

Market Dynamics

We all know that customer service has become a key factor in finalising a smartphone purchase. Samsung was rated as the best after-sales service provider in India for years now. However, that's changing as other brands are catching up on this front to gain consumer trust. The Counterpoint report highlights Oppo was the No.1 brand in customer satisfaction for after-sales service, followed by Vivo, Xiaomi and Samsung. The report named 'Smartphone After-sales Service Study' by Counterpoint also highlighted that customers spend an average amount of Rs 2,400 for servicing their out-of-warranty phones.

One in every four smartphone owners in Kolkata, Bengaluru, Chennai, Noida and Ahmedabad visit a service centre within six months of purchase. Customers are facing problems related to charging, software (hanging) and display. The survey has been conducted across Kolkata, Chennai, Bengaluru, Noida and Ahmedabad with 1,000 respondents who had taken an after-sales service from their respective smartphone brand.

So far the Indian after sales market is largely unorganized and a major chunk of consumers' needs are catered to by their local servicemen. However, this is fast changing as many startups have joined this arena and started offering quite lucrative and reliable services using the latest technologies and by making it affordable.

Secondly, the consumer device protection market size is expected to touch \$1.1 billion in FY24, other growth drivers will be on-demand repair services estimated to be worth \$1 billion, home protection and AMC services estimated to be worth \$1.2 billion and brand warranty and installation services at \$2 billion, which makes the overall after-sales service market worth \$5.3 billion in FY 24 in India.

Experts say it is an interesting business to be in, Ecommerce firm Flipkart has quietly entered the home services business, starting with AC servicing, sources said. It is providing the service through Jeeves, an after-sales services company it acquired several years ago. The service is live in cities like Bengaluru and Kolkata and will be extended to other cities soon. Flipkart's home services business is likely to also include washing machine repairs and other similar offerings going forward.

Aforeserve - Aforeserve is a company offering after sales services to multiple products across verticals. This Noida based firm perhaps has the widest range of products to serve – from PCs, tablets, smartphones, scanners, printers, servers, networking switches, routers, STBs, ATMs and VSAT. It 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.



The only repair service partner in India with a Summit SRT1800 Rework Station, the most advanced features designed specifically to address difficult Rework challenges. Aforeserve handles more than 55000 service calls every month, combining industry experience with superior repair capabilities and standardized support practices to assist individual and small-scale establishments as well as complex IT environments in large organizations to install, maintain, refurbish and dispose of their ICT assets in a cost-effective, efficient and viable manner.

B2X : B2X is a Munich, Germany based aftermarket player and primarily serves the tier-1 IT and communications brands. The company offers services for mobility devices, consumer electronics, home automation, urban mobility, payment solutions and digital health. B2X is a provider of managed post-sales logistics and service solutions for electronic products and critical technology infrastructures. It helps clients achieve scalable business growth by concepting, implementing and delivering bespoke and omni-channel customer and product service setups. These range from efficient deployment, onsite installation, remote technical support to efficient maintenance, return or break/fix operations.

The company's India business supports three neighbouring countries – Sri Lanka, Bangladesh and Nepal. The company has 237 frontend service locations and 12 backend repair centers. The firm employs around 900 employees to support these four markets. In these markets B2X serves customers of Apple, Samsung, Google, Microsoft and Xiaomi.

GoWarranty : This is one more Mumbai-based after sales service firm. This company has a unique model – they specialise in offering extended warranty besides offering repair and services. They also claim to offer cashless service. Whether it is costs of repairs, labour, transportation, or taxes, GoWarranty covers all the charges associated with repairing the device.

GoWarranty offers coverage for Mobile, Tablets, Laptops, Cameras, Air Conditioners, Washing Machines, Televisions, and Small Appliances. The company offers Go Extended Warranty for up to 9 months after purchase of the devices and gadgets. The warranty can be taken for up to four years

iQor : iQor is one of the world's biggest after-sales service providers. The company entered Indian space in 2015 and had announced to invest Rs 1300 crore over a period of 3 years and create employment for more than 20,000 people. At present the firm has more than 5000 people in India and a majority of them are located in the company contact center in Noida. iQor is a business process outsourcing company which provides customer service, third-party collections and accounts receivable management.

iQor perhaps is the only company in India to offer end to end aftermarket services to its customers. It simplifies and strengthens the security around your data with iQor's best-in-class compliance, monitoring, and access controls. Multi-layered, highly invested protection for you and your customers.

F1 Info Solutions : F1 Info Solutions, one of India's largest electronics service providers specialized chiefly in repair and refurbishment of mobile phones. F1 has 158 owned and franchised centers and employed close to 1,000 people who handle over 50,000 service calls every month across the country. F1 was engaged in the repair and servicing of mobile phones, thereby making them suitable to re-enter the market as refurbished goods. With one eye on the refurbishment market, Flipkart set about strengthening existing customer relationships. Flipkart, owned F1 offers repair services for mobile and electronics, will be an important differentiator in the smartphone sales battle with Amazon India

OnSiteGo: Onsitego is India's leading after-sales service provider and offers Extended Warranty, Damage Protection, AMC Plans, and On-Demand Repair Services. It covers all electronic devices and home appliances. Its plans are widely available across retail stores and online marketplaces. Started business in 2010, the company claims to serve around 4.5 million customers in India and 1.2 lakh customers on a monthly basis. It works with some of the largest online and offline retailers in India like Croma, Vijay Sales, Amazon India and Ezone.

Redington: Redington is one more big name in the Indian after sales services market. It has set up hardware support service centres across the country with 77 owned service centres, supported by a certified franchisee network of 266 service partners. Redington provides the full spectrum of warranty and post-warranty services including solution design and consulting, technical helpdesk, field engineering support, parts warehousing, Forward and Reverse logistics, Imports and -re-exports, and asset recovery. All these centres run on a robust CRM that enables them to tightly manage the end-to-end service life cycle and create a great customer experience.

Servify: Servify offers the world's most advanced self-learning post-purchase service platform to deliver great customer experience. Integrating multiple partners of the post sales service ecosystem on a tech-driven unified intelligent platform, Servify provides Device Lifecycle Management Services for all devices that touch our daily lives.

The company provides Brand Authorised Protection Plans for OEMs that account for nearly 70% of smartphones sold in India. It claims to have over 900 million devices on its platform.

Started in 2015, India Headquartered Servify operates across 3 Continents with regional offices in the US, Canada, China, Middle-east, and Europe at present. It caters to 50+ 'Brands' across multiple verticals and works with a number of top device brands, retailers, distributors, insurers, service providers, and carriers across geographies.

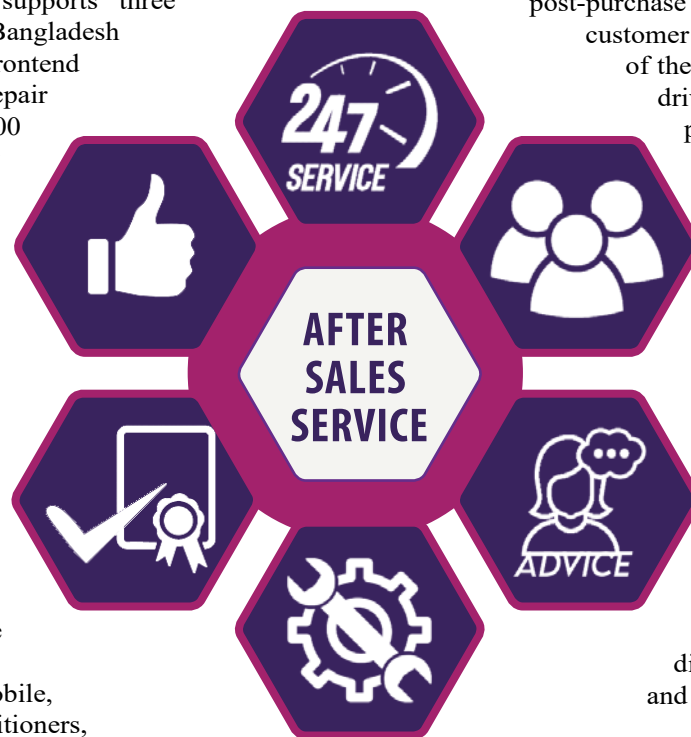
TVS Electronics: TVS Electronics, from the TVS Group, is one more player in the after sales market. However, unlike others, TVS Electronics does not limit itself to just services of the products, rather it repairs as well as sells the refurbished products as well. Some of its refurbished products offer warranty of equal duration as the new product. Some of the key services that TVS Electronics offers include repair services, refurbishment services, managed services, e-auction services and extended warranty plans.

From a product perspective, the company offers services for all sorts of IT products including PCs and laptops, printers, telecom products including smartphones and feature phones, CCTVs, ATMs and PoS machines.

Urban Company: Started as Urban Clap, the company has now changed its name to Urban Company. This is a new age service model built by this startup in 2016. The company, in an innovative model, has partnered with local mechanics and repair shops to offer after sales service to almost every electronics appliance including smartphones, ACs, TVs, washing machines and refrigerators.

Going Forward

Studies suggest revenue share from new product sales has been on a declining path and margins on new equipment are typically less compared to those on after sales market. Post Covid era, experts believe, people have become more cautious in their spending and would prefer to hold on to their cash and spend on products that offer longer utility with no or little opex cost escalation. This means, after sales can help manufacturers offset their declining margins from new product sales.





Is India Cyber proof?

Cyberattacks are now recognised as the fifth dimension in warfare after air, water, land and space. India is among the top three countries in the world after the US and China when it comes to phishing and malware attacks. Is India prepared for cyberattacks?

Phishing is one of the most common types of cyberattacks, mainly because it is an effective technique for gaining access to an organization's network and systems. As a common practice we always expect the Government to secure everything for us and our enterprises against any kind of attacks, which is not true on the basis of reality. Countries such as India, Australia and Japan are facing increasingly sophisticated attacks on government agencies and organizations providing critical infrastructure services.

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).

Thirty-two percent of Indian respondents claim to have fully implemented cloud cybersecurity modernization and 29% appear to have fully implemented multifactor authentication (MFA). The cyber defense technologies lagging furthest behind in India appear to be zero trust architectures (25% at full deployment) and EDR-XDR (22% at full deployment).

Fifty-nine percent of Indians surveyed believe their government could provide more funding to organizations such as theirs to improve cybersecurity. Fifty-three percent favour tighter cooperation on the investigation of attacks following their discovery, and 44% favoured tighter cooperation on cyber incident management while attacks are in progress. Forty-seven percent favour improved guidance on best practices, and 46% favoured a combination of incident notification

and liability protection to facilitate sharing of attack data between impacted organizations, government partners and industry audiences. Forty-one percent of respondents support greater consequences for malicious actors when caught, and 35% support more regulations of a yet to be determined nature.

The top 30 cybersecurity companies of 2022

BROADCOM	RAPID 7
CHECKPOINT SOFTWARE	RSA
CISCO	SAFE SECURITY
CROWDSTRIKE	SENTINELONE
DARKTRACE	SNOWFLAKE
FIREEYE	SONICWALL
FORTINET	SOPHOS
HELP SYSTEMS	SPLUNK
IBM	SYMANTEC
INFOBLOX	TENABLE
KASPERSKY	THALES
KEYSIGHT	TRELLIX
MCAFEE	TRENDMICRO
MICROSOFT	VARONICS
PALO ALTO NETWORKS	ZSCALER

Cyber security is the application of technologies, processes and controls to protect systems, networks, programs, devices and data from cyberattacks. It aims to reduce the risk of cyberattacks and protect against the unauthorised exploitation of systems, networks and technologies.



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.

According to business and consumer data company Statista, in the financial year 2021, over 3.8 thousand government services in India were provided over the internet. A report from CLSA indicates the value of digital payments in India will grow three-fold – close to 1 trillion dollars in FY26 from 300 billion dollars in FY21.

A Deloitte study has said, India will have 1 billion smartphone users by 2026. The country was home to 1.2 billion mobile subscribers in 2021, of which about 750 million were smartphone users. As on January 2021, India had 448 million social media users. In 2021, the DBS Digital Readiness survey revealed almost 62 percent of large and middle-market companies are still in the formative stages of digitalisation in India.

Cyberattacks are malicious attempts to access or damage a computer or network system. Cyberattacks can lead to the loss of money or the theft of personal, financial and medical information. These attacks can damage your reputation and safety.

These are big numbers, and point to the vastness of the cyberspace that India needs to secure. The country is also a witness to numerous cyberattacks in the past, including many soft ones. The government's ongoing Digital India push and the Reserve Bank's planned Central Bank Digital Currency may only add to the list of vulnerabilities.

As per the report, India was expected to be among the largest victims of cyberattacks in two years. Cyberattacks were projected to increase by 200 per cent year-on-year.

According to the Computer Emergency Response Team data, India witnessed a three-fold increase in cybersecurity-related incidents in 2020 compared to 2019, recording 1.16 million breaches. The number of breaches is expected to increase in 2021 and 2022. According to government sources, there has been 6,07,220 recorded cybersecurity breaches till June 2021.

In 2021-22, the government outspend its budgeted estimates on cyber security for the first time in past eight years. In this year's budget, the government said it would spend 515 crore rupees on cyber security in 2022-23. That's a 10 times increase, compared to 2014-15.

Presently, the nature of the war in Ukraine indicates that India needs to review its cyber-defence policies. The country also needs to give equal attention to building a deterrent cyber-offensive capability. The government is taking far too long in finalising a National Cyber Security Strategy.

Therefore, any new strategy must ensure the private sector has necessary cyber-security cover. The new strategy must also acknowledge that the capacity to counter-attack is often the best defence in a cyber-war.

Protect yourself against cyberattacks

One can avoid cyber risks by taking steps in advance:

- Limit the personal information you share online. Change privacy settings and do not use location features.
- Keep software applications and operating systems up-to-date.
- Create strong passwords by using upper and lower case letters, numbers and special characters. Use a password manager and two methods of verification.
- Watch for suspicious activity that asks you to do something right away, offers something that sounds too good to be true, or needs your personal information. Think before you click. When in doubt, do NOT click.

- Protect your home and/or business using a secure Internet connection and Wi-Fi network, and change passwords regularly.
- Don't share PINs or passwords. Use devices that use biometric scans when possible (e.g. fingerprint scanner or facial recognition).
- Check your account statements and credit reports regularly.
- Be cautious about sharing personal financial information, such as your bank account number, Social Security number or credit card number. Only share personal information on secure sites that begin with https://. Do not use sites with invalid certificates. Use a Virtual Private Network (VPN) that creates a more secure connection.
- Use antivirus and anti-malware solutions, and firewalls to block threats.
- Back up your files regularly in an encrypted file or encrypted file storage device.
- Do not click on links in texts or emails from people you don't know. Scammers can create fake links to websites.
- Remember that the government will not call, text or contact you via social media about owing money.
- Keep in mind that scammers may try to take advantage of financial fears by calling with work-from-home opportunities, debt consolidation offers and student loan repayment plans.

During a cyberattack

- Check your credit card and bank statements for unrecognizable charges.
- Check your credit reports for any new accounts or loans you didn't open.
- Be alert for emails and social media users that ask for private information.
- If you notice strange activity, limit the damage by changing all of your internet account passwords immediately.
- Consider turning off the device that has been affected. Take it to a professional to scan for potential viruses and remove any that they find. Remember: A company will not call you and ask for control of your computer to fix it. This is a common scam.
- Let work, school or other system owners know what happened.
- Run a security scan on your device to make sure your system is not infected or acting more slowly or inefficiently.
- If you find a problem, disconnect your device from the Internet and perform a full system restore.

After a cyberattack

- Contact banks, credit card companies and other financial services companies where you hold accounts. You may need to place holds on accounts that have been attacked. Close any unauthorized credit or charge accounts. Report that someone may be using your identity.
- File a report with the <https://cybercert.in/>

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.

Increased access to cyber tools and technologies have expanded both legitimate and illegitimate uses of the cyber domain. Nefarious actors take advantage of faster and farther reaching capabilities to access and profit from personal and corporate data. Improved technologies allow them to do so with greater anonymity. These criminal actors are also often early adopters of new technologies, increasing the pressure on individuals, organizations, and law enforcement to accordingly prepare and adapt.



The digital era has made organizations across industries extremely vulnerable to cyber security threats. Cybercriminals are continuously discovering newer hacks and loopholes to disrupt the business and cause loss of data and reputation. According to the Internet and Mobile Association of India (IMAI), cybercrimes in India rose by 2000% during the pandemic.

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

Change, Compliance, Cost, Continuity, and Coverage; these are all fundamental considerations for an organization. For anyone challenged with evaluating and implementing technical solutions, these factors provide a useful lens through which to assess available options. With the past as our guide it is clear that the future will demand more flexibility, reach, and capacity more quickly and at lower costs. The Internet has already changed the way we live, learn, and communicate with each other. It is also changing the nature of software and how we interact with it. We are moving from static applications purchased in boxes to living cyber platforms shared with thousands of users, adopted as needed and discarded if not valued.

SaaS changes our relationship with software by allowing us to focus on what it does for us—not the infrastructure required to make it work. This change allows businesses to invest more in their people and in differentiating technologies and less on non-strategic functions.

SaaS also changes our relationships with software providers by creating a mutually dependant environment in which the seller of the service is fully committed to the customer's long-term outcomes. No one expects a customer to continue to pay for a solution that is not providing value to their organization. The Software as a Service model creates a vendor-vested relationship from the very start and places the consumer in a more powerful position. If your organization would benefit from rapid access to state-of-the-art technology delivered with minimal internal resource requirements, tremendous scalability, and predictable costs over time, then your organization should consider a SaaS based option for your physical security needs.

Organized cybercrime groups are often run like multinational corporations. They are profit-motivated and therefore seek to structure themselves, innovate, grow, and operate in certain respects the way a competitive private sector company would. The degree of organization in cybercrime networks varies, but working together allows cybercriminals to pool complementary skills, which can lead to greater success and economic gain over time.

Organized cybercrime groups often pursue multiple crime types, diversifying their fraud activities to increase the groups reach and profit. As organized cybercrime groups have evolved from romance scams to business email compromise (BEC), for example, many have added new tools and techniques to their operations, rather than replacing past scams with the latest. Large organized cybercrime groups typically have healthy budgets, due to the large profit margins in cybercrime, and are renowned early adopters of new technology and tactics, techniques, and procedures (TTPs).

Consequently, organized cybercrime groups have the means to invest significant sums of money into technology. Early technology adoption and large budgets allow cybercrime groups to take advantage of advanced technology faster than law enforcement, which is constrained by government budgets and procurement cycles.

Protection against cybercrime

Cybercriminals orchestrate malware, ransomware, phishing, DDoS attacks, identity theft, etc. to steal valuable data or money. Fortunately, we can adapt best practices to protect ourselves from malicious actors. The first line of defence is using antivirus and other security solutions that provide us visibility at Wire-speed. Updating operating system and software, using strong passwords, not opening

attachments in the spam mailbox, refraining from accessing or giving out personal data on untrusted websites and keeping a strict vigil on bank statements can protect us.

Solutions to prevent distributed dos attacks (DDoS)

There are different techniques used to mitigate DDoS such as having distributed assets in the network which will reduce the attack surface, Rate limiting technique which will limit the number of requests a server will accept over a time period from a particular IP, having Web Application Firewall (WAF), adding rules to your gateway infrastructure which accepts traffic from a legitimate source.

One of the effective ways to mitigate DDoS attacks for enterprise application servers is hiding from malicious users. It can be achieved by using Zero Trust Access for enterprise applications that use drop-all firewall rules in your gateway infrastructure. It drops all the traffic which doesn't come from legitimate devices. A fundamental principle here is "A hacker can't attack what it cannot detect".

Approach to the current situation

Traditional approaches can no longer be adopted to tackle these sophisticated cyberattacks. Malicious actors need to be dealt with using state-of-the-art security solutions that use Artificial Intelligence and Machine Learning to create cyber situational awareness. NDR solutions need to be deployed to ensure network visibility in real-time and network forensics should be performed to analyse the loopholes.

Role of AI/ML in cybersecurity processes?

Artificial intelligence and machine learning have provided new capabilities to detect and resolve security incidents. AI provides insights that can help businesses identify a potential threat quickly and reduce response time. It can process a massive amount of data and use reasoning to determine suspicious addresses and files. AI can also help in securing user authentication and determine if a user is authorised to access a technology device.

Machine learning recognises patterns in data to help machines learn from experience. A key benefit of machine learning is that it detects and responds to an issue almost immediately. Thus, it prevents potential threats from disrupting business operations and makes it faster and easier to counter threats. With the help of machine learning, AI can learn patterns quickly and process huge volumes of unstructured information to provide insights with higher efficiency.

Many cybercrimes are facilitated by cryptocurrency, which - when not regulated closely - can enable cybercriminals to transfer and cash out (withdraw cryptocurrency into cash) illicit funds anonymously. Consequently, Indian lawmakers are considering passing a bill that could greatly influence cybercriminal operations in India- the law would completely ban private cryptocurrencies such as Bitcoin. The bill would criminalize any possession, mining, or trading of cryptocurrencies and violators would be subject to fines. If India implements this law, it could have a dampening effect on cybercrime activity in the country because many cybercrime operations rely on cryptocurrency to fund their activities.

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.

The convergence of digital technologies and business processes has made the IT infrastructure and systems vulnerable and enhanced the need for businesses to have robust cybersecurity systems in place. The poor visibility of network vulnerabilities has resulted in a growing number of high-profile application breaches. Many organisations do not have the resources and insights needed to identify, prioritise and mitigate the existing and upcoming threats. This has impacted their ability to combat cyber threats efficiently.



DATA CENTER

Increasing cloud business attributes to the growth of data center business in india

India's progress towards becoming a true digital economy, backed by progressive government policies, is encouraging domestic and global data center operators to make huge investments in the country. The pandemic has pushed the demand for cloud across the globe with digital transformation accelerating across industries, and internet becoming a lifeline for people both for work as well as entertainment.

This shift towards cloud has pushed increased investments in hyper-scale data centers with the global data centre market investments expected to reach ~\$200 billion per annum by 2025.

But to meet this rising demand, India will require a huge investment in data center and cloud infrastructure over the next three years. Demand is likely to ramp up further due to the imminent rollout of 5G, increasing usage of IoT-enabled devices, data localization and cloud adoption. The businesses are looking to adopt cloud servers and surging cloud applications will make it imperative for businesses to have a reliable and secure IT infrastructure, where data can be stored and processed effectively.

Data Centers are the backbone of a digital revolution. The Government of India's proposed Draft Data Center Policy aims to make India a 'Global Data Center Hub'. This will provide long-term funds for investments in the sector. State Governments have also been providing incentives to industry players for setting up data center parks. The synergy of technology, legislation, demand, and investments is expected to usher in an era of high growth for India's DC industry in coming years.

The market is likely to experience a rapid growth in the forecast period on account of increased investment in big data analytics, artificial intelligence combined with rollout of 5G technology across the country. Further, cloud services are being embraced by businesses in a variety of industries, including banking, financial services, insurance, IT & telecommunications, energy & utilities, media & entertainment, and manufacturing, which is boosting the India Data Center Market Growth.

The India data center market is expected to double its capacity in the upcoming years, which is driven by strong digitalization and an increase in cloud adoption. An increase in cloud adoption, data localization by the Government, and adoption of new technologies such as 5G and IoT are driving the data center demand in India.

Adoption of these technologies would lead to increase in data volume and network bandwidth requirements, thereby resulting in growing demand for data center market in the forecast period.

India is also expected to get a share in this growth with investments in the country and the market size was valued at \$4.35 billion in 2021 and the Revenue in the Data Center market is projected to reach US\$7.54bn in 2022 and by 2027 it is expected to reach \$10.09 billion by 2027, growing at a CAGR of 15.07% during 2022-2027.

The businesses are looking to adopt cloud servers and surging cloud applications will make it imperative for businesses to have a reliable and secure IT infrastructure, where data can be stored and processed effectively.

The data center market is witnessing significant investment from local and global investors, including hyperscale operators, driven by increased digitalization as a result of COVID-19, government initiatives, and the adoption of AI, IoT, and big data.

India witnessed 16 new projects/expansions in 2021, and some major investors in the market include companies like Bharti Airtel, AWS, Colt Data Center Services, ST Telemedia Global Data Centres India, NTT Global Data Centers, CtrlS, and Yotta Infrastructure, among others.

Hyperscale operators are also showing increasing interest in the India market, with AWS, Google, and Microsoft investing in the country. Google has cloud regions in Maharashtra and Delhi, Microsoft opened its Maharashtra data center in 2021, with another MoU signed with the Government of Telangana. AWS is also setting up a second in Telangana, in addition to the one in Maharashtra.

India is also witnessing investments by several new entrants, such as AdaniConneX, Ascendas India Trust, Equinix, EverYondr, Digital Realty, Brookfield Infrastructure, Capitalland, and Mantra Group have started investing in Indian Data Centres. The Indian government is taking various measures towards digitalization of the economy, including the Digital India initiative, classification of data centers as infrastructure assets, and proposing a new data localization law, these factors will drive the data center industry in the country.

India has also set an ambitious target to achieve a capacity of 175 GW of renewable energy by the end of 2022, of which 100 GW will be generated via solar energy. It further plans to expand the generation capacity to 450 GW of renewable energy by 2030 as it aims to reduce its fossil-fuel reliance.



Key drivers and trends fuelling market growth:

- 5G Deployment Increases the Edge data center investments
- Procurement of Renewable Energy in Data Center
- Growing Rack Power Density
- Rise in Investment from Colocation Providers
- Government to Grow Digital Economy & Data Center investments

The Indian data centers industry's capacity is expected to witness a five-fold increase as it is expected to add overall 3,900-4,100 MW of capacity involving investments of Rs 1.05-1.20 lakh crore in the next five years, said ratings agency ICRA

India data center market – investment analysis

Amazon Web Services (AWS) is investing around \$1.6 billion to set up two data centers in Hyderabad. The Chandanvelly data center, which is under construction, is expected to be operational by 2022.

As the digitalization of India is a priority for the government, there is an incentive scheme of 120 billion to facilitate the installation of data centers. Moreover, the Indian government aims to invest over \$1 billion in the next five years as part of a hyperscale data center scheme.

Over the last year, the market garnered investments in over 20 projects. Maharashtra dominated the market, followed by Tamil Nadu, Uttar Pradesh, Telangana, and other states.

The government of India started an initiative to strengthen IoT growth, which includes developing around 95-99 city projects and more than \$100 billion investments in the telecommunication sector by 2022.

India data center market – competitive landscape

Most Indian government data center projects are allocated through a tender process. Vendors garnering these tenders will earn revenues in millions of dollars each year. However, partnerships with large enterprises will add more revenue to these vendors during the forecast period. All the infrastructure providers have a strong presence in the design, installation, and commissioning of data center services. Schneider Electric, Eaton, Cummins, Vertiv, Caterpillar, and ABB are the electrical infrastructure vendors with a strong presence in the Indian market. Also, the global cloud service providers such as AWS, Microsoft, IBM, Oracle, and Google continue to expand their presence with new cloud regions.

Prominent data center investors

- Adani Group
- Airtel India (Nxtra Data)
- Amazon Web Services (AWS)
- Bridge Data Centres
- Colt Data Centre Services
- CtrlS
- Mantra Data Centers
- NTT Global Data Centers
- Pi Data Centers
- RackBank
- Reliance Jio Infocomm
- ST Telemedia Global Data Centres
- Sify Technologies
- Web Werks
- Yotta Infrastructure (Hiranandani Group)

Data center growth in India: In India, the demand for hyper-scale data centers has shot up in the last two years as more businesses are moving their IT infrastructure to the Cloud, primarily driven by increasing demand for app-based services and OTT platforms. Enterprises are transforming IT delivery and bringing applications and data processing closer to the users—in a colocation facility at the edge data center.

The market for IT infrastructure is increasing due to the rising investments in data centers and hyperscale data centers. Cloud, big data, and IoT contribute to data centers and IT infrastructure demand.

Today, we are witnessing more investments into hyperscale Tier IV data centers and data center operators are now building parks instead of isolated buildings. Majority of Hyperscalers are already outsourcing their colocation requirements in India for rapid expansion. International cloud providers are also setting up their captive data centers by availing incentives and benefits by government policies.

With this the demand for colocation data centers has been on the rise ever since the question of data nativity became inevitable, even as the need for data driven intelligence and ability to use the power of cloud native AI/ML services is leading to hybrid architectures.

IT infrastructure providers

- | | |
|------------------------------|---------------------|
| • Arista Networks | • Atos |
| • Aruba | • Broadcom |
| • Cisco Systems | • Dell Technologies |
| • Hewlett Packard Enterprise | • IBM |
| • Juniper Networks | • Lenovo |
| • NEC Corporation | • NetApp |
| • PureStorage | |

Security & data center: The perspective of security architecture is changing dramatically with the mobile first and cloud first world, where the security architecture must seamlessly cover the distributed Data Center scenario. The other trend of dissolution of security perimeter with Cloud becoming the Data Center coupled with various SaaS services has resulted in a perspective of Zero Trust Network Access (ZTNA) and Cloud Access Security Brokerage (CASB). These very measures have been of great help to seamlessly enable Work-from-Home access without any disruption and with all the confidence.

Achieving 100% uptime for the data center is easy, but maintaining it continuously is only possible with a sustainable model that includes strong process management and automation supporting process strengthening.

The industry revenues are expected to increase at a compounded annual growth rate (CAGR) of around 18-19% during FY2022-FY2024 after witnessing 24% CAGR growth during FY2018-FY2021, supported by increase in rack capacity utilisation and ramp-up of new data centers.

New entrants

- Equinix (GPX Global Systems)
- EverYondr
- Princeton Digital Group (PDG)

We can't deny the fact that connectivity is an essential precondition and data centers are the warehouses of the digital economy, providing a home not only for the data itself, but also for the platforms and applications that have become so ubiquitous in the modern world. More and more Indian organisations are looking to transform into digital-first businesses, with a natural progression towards increased cloud-led innovation across the board. As a result, 40% of new enterprise applications in India are likely to be cloud-native by 2022.

The future of data centres is AIOps and SecOps, to ensure our data centers are human-free. As 5G is rolled-out our terrestrial networks will require big upgrades or they will choke. The immediate future is applications moving nearer to the data/consumer and the Edge is the big enabler.

Going forward, there will be the introduction of Fog computing, which is a decentralized computing infrastructure in which data, compute, storage and applications are located somewhere between the data source and the cloud. Like edge computing, fog computing brings the advantages and power of the cloud closer to where data is created and acted upon.

Finally, Indian data center services footprint which stands at an estimated five million square feet is likely to cross 30 million square feet in the next decade. Today, hyperscale data center space in the country occupies just about 10% of the overall third party data center (DC) market.



Soaring High

E-COMMERCE

Ease of access, digital money, virtual store visit, delivery at home are some of the factors that are driving the growth of e-commerce

E-commerce has transformed the way business is done in India. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. The number of internet connections in 2021 increased significantly to 830 million, driven by the 'Digital India' programme. Out of the total internet connections, ~55% of connections were in urban areas, of which 97% connections were wireless.

Besides, other factors like ease of access of products, digital money, easy refund, home delivery of products as well as easy financing options, are also accelerating the adoption of e-commerce in India.

If we consider the last 3 years, the Covid pandemic can be seen as another major factor that has propelled the growth of e-commerce in India.

Market size

The Indian E-commerce market is expected to grow to US\$ 188 billion by 2025 from US\$ 46.2 billion as of 2020. By 2030, it is expected to reach US\$ 350 billion. In 2022, the Indian e-commerce market is predicted to increase by 21.5%, reaching US\$ 74.8 billion.

India's e-commerce market is expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026.

The Indian online grocery market is estimated to reach US\$ 26.93 billion in 2027 from US\$ 3.95 billion in FY21, expanding at a CAGR of 33%. India's consumer digital economy is expected to become a US\$ 1 trillion market by 2030, growing from US\$ 537.5 billion in 2020, driven by strong adoption of online services such as e-commerce and edtech in the country.

According to Grant Thornton, e-commerce in India is expected to be worth US\$ 188 billion by 2025. With a turnover of \$50 billion in 2020, India became the eighth-largest market for e-commerce, trailing France and a position ahead of Canada.

Propelled by rising smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017.

After China and the US, India had the third-largest online shopper base of 140 million in 2020.

Indian consumers are increasingly adopting 5G smartphones even before roll out of the next-gen mobile broadband technology in the country. Smartphone shipments reached 169 million in 2021 with 5G shipments registered a growth of 555% year on year in 2021. Indian consumers are increasingly adopting 5G smartphones even before roll out of the next-gen mobile broadband technology in the country. Smartphone shipments reached 150 million units and 5G smartphone shipments crossed 4 million in 2020, driven by high consumer demand post-lockdown. According to a report published by IMAI and Kantar Research, India internet users are expected to reach 900 million by 2025 from ~622 million internet users in 2020, increasing at a CAGR of 45% until 2025.

For the 2021 festive season, Indian e-commerce platforms generated sales worth US\$ 9.2 billion Gross Merchandise Value (GMV), a 23% increase from last year's US\$ 7.4 billion.

Major developments in 2021

Some of the major developments in the Indian e-commerce sector are as follows:

India's ecommerce sector received US\$ 15 billion of PE/VC investments in 2021 which is a 5.4 times increase year on year. This is the highest investment value received by any sector ever in India.

In February 2022, Xpressbees became a unicorn with a US\$ 1.2 billion valuation after raising US\$ 300 million in its Series F funding.

In February 2022, Amazon India launched One district One product (ODOP) bazaar on its platform to support MSMEs.

In February 2022, Flipkart launched the "sell back program" to enable trade in smartphones.

In January 2022, Walmart invited Indian sellers to join its US market place with an aim of exporting US\$ 10 billion from India each year by 2027.

In January 2022, Flipkart has announced expansion in its grocery services and will offer services to 1,800 Indian cities.

In November 2021, XPDEL US- based ecommerce announced expansion in India.

In September 2021, CARS24, India's leading used car e-commerce platform, has raised US\$ 450 million in funding, comprising a US\$ 340 million Series F equity round and US\$ 110 million in debt from



various financial institutions. In September 2021, Amazon launched Prime Video Channels in India. Prime Video Channels gave Prime members a seamless experience and access to a variety of popular video streaming services.

In September 2021, Bikayi, a mobile commerce enabler, raised US\$ 10.8 million in a Series A funding round, led by Sequoia Capital India.

Flipkart, India's e-commerce powerhouse, announced in July 2021 that it has raised US\$ 3.6 billion in new funding from various sources including sovereign funds, private equities and Walmart (parent company).

In June 2021, Flipkart added a new fulfilment centre (FC) in Dankuni, West Bengal. The FC is spread over 2.2 lakh sq. ft. and has a potential to create ~3,500 direct jobs.

In June 2021, Grofers, the grocery delivery start-up, reportedly entered the unicorn club, after raising US\$ 120 million from Zomato, the food delivery platform.

In June 2021, Mastercard invested an undisclosed amount in Instamojo, a payments firm, to help digitise online stores and process their payments more seamlessly.

In May 2021, Amazon introduced a video streaming service within its shopping app called MiniTV for users in India. MiniTV features web series, comedy shows and content on tech news, food, beauty and fashion.

In May 2021, Flipkart strengthened its grocery infrastructure to cater to customer safety and demand across India. In this quarter, it is planning to further expand its fulfilment centre capacity for grocery by over 8 lakh square feet across Delhi, Kolkata, Chennai, Coimbatore and Hyderabad..

In May 2021, Flipkart announced that it is in talks with sovereign funds, private equity majors and other investors to raise up to US\$ 2 billion at a valuation of US\$ 30 billion.

In April 2021, Flipkart announced a commercial alliance with Adani Group to improve the company's logistics and data centre capabilities and create about 2,500 direct jobs.

In April 2021, Flipkart announced to acquire Cleartrip, an online travel technology firm. Flipkart announced to purchase 100% shareholding of Cleartrip as the company expands its investments to broaden its digital commerce offerings for customers.

In April 2021, Kirana commerce platform ElasticRun raised US\$ 75 million in a round led by existing investors—Avataar Venture Partners and Prosus Ventures.

Govt initiative

Since 2014, the Government of India had announced various initiatives, namely Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support growth of E-commerce in the country. Some of the major initiatives taken by the Government to promote E-commerce in India are as follows:

As of February 15, 2022, the Government e-Marketplace (GeM) portal served 9.04 million orders worth Rs. 193,265 crore (US\$ 25.65 billion) to 58,058 buyers from 3.79 million registered sellers and service providers.

As of November 2, 2021, the Government e-Marketplace (GeM) portal served 7.96 million orders worth Rs. 152,315 crore (US\$ 20.40 billion) to 55,433 buyers from 3.06 million registered sellers and service providers.

As of October 11, 2021, the Government e-Marketplace (GeM) portal served 7.78 million orders worth Rs. 145,583 crore (US\$ 19.29 billion) to 54,962 buyers from 2.92 million registered sellers and service providers.

In a bid to systematise the onboarding process of retailers on e-commerce platforms, the Department for Promotion of Industry and Internal Trade (DPIIT) is reportedly planning to utilise the Open Network for Digital Commerce (ONDC) to set protocols for cataloguing, vendor discovery and price discovery. The department aims to provide equal opportunities to all marketplace players to make optimum use of the e-commerce ecosystem in the larger interest of the country and its citizen.

National Retail Policy: The government had identified five areas in its proposed national retail policy—ease of doing business, rationalisation of the licence process, digitisation of retail, focus on reforms and an open network for digital commerce—stating that offline retail and e-commerce need to be administered in an integral manner.

The Consumer Protection (e-commerce) Rules 2020 notified by the Consumer Affairs Ministry in July directed e-commerce companies to display the country of origin alongside the product listings. In addition, the companies will also have to reveal parameters that go behind determining product listings on their platforms.

Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019.

Under the Digital India movement, Government launched various initiatives like Umang, Start-up India Portal, Bharat Interface for Money (BHIM) etc. to boost digitisation.

In October 2020, Minister of Commerce and Industry, Mr. Piyush Goyal invited start-ups to register at public procurement portal, GeM, and offer goods and services to government organisations and PSUs.

In October 2020, amending the equalisation levy rules of 2016, the government mandated foreign companies operating e-commerce platforms in India to have permanent account numbers (PAN). It imposed a 2% tax in the FY21 budget on the sale of goods or delivery of services through a non-resident ecommerce operator.

In order to increase the participation of foreign players in E-commerce, Indian Government hiked the limit of FDI in E-commerce marketplace model to up to 100% (in B2B models).

Heavy investment made by the Government in rolling out fiber network for 5G will help boost E-commerce in India.

Road ahead

The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in E-commerce sector will also boost employment, increase revenues from export, increase tax collection by exchequers, and provide better products and services to customers in the long-term. Rise in smartphone usage is expected to rise 84% to reach 859 million by 2022.

According to Bain & Company report, India's social commerce gross merchandise value (GMV) stood at ~US\$ 2 billion in 2020. By 2025, it is expected to reach US\$ 20 billion, with a potentially monumental jump to US\$ 70 billion by 2030, owing to high mobile usage.





Fintech Companies are fastest growing

FINTECH INDUSTRY

India is amongst the fastest growing Fintech markets in the world and there are 6,636 FinTech startups in India

Fintech, as the name suggests, is the amalgamation of finance and technology. A lot of players in the market are using technology to simplify financial services like lending, insurance, investment, trading, budgeting and a lot more. Indian FinTech industry's market size was \$50 Bn in 2021 and is estimated at ~\$ 150 Bn by 2025. The Fintech transaction value size is set to grow from US\$ 66 Bn in 2019 to US\$ 138 Bn in 2023, at a CAGR of 20%.

One of the biggest fintech products is digital payment. "Fintech sector in India is expanding and growing faster in India than ever before, it is changing India fast. The fintech sector in India is expected to become a \$150 billion market, continuous innovation has introduced competition and increased inclusion, particularly in emerging markets and developing economies.

India has the highest FinTech adoption rate globally of 87% which is significantly higher than the global average rate of 64%. FinTechs have contributed to the modern banking and financial sector through various channels including cost optimisation, better customer service and financial inclusion.

In India, FinTechs and digital players could function as the fourth segment of the Indian financial system, alongside large banks, mid-sized banks including niche banks, small finance banks, regional rural banks and cooperative banks. This segment has the potential to fundamentally transform the financial landscape where consumers will be able to choose from broader set of alternatives at competitive prices, and financial institutions could improve efficiency through lower costs.

The digital investment market is set to be worth \$14.3 bn by 2025, growing from \$6.4 bn in 2021 at a 5-year CAGR of 22.4%.

India's digital payments market is at an inflection point and is expected to increase more than triple from \$3 tn today to \$10 tn by 2026. As a result of this unprecedented growth, digital payments (non-cash) will constitute nearly 65% of all payments by 2026 i.e., 2 out of 3 transactions (by value) will be digital.

The Fintech revolution in India is the culmination of years of effort in laying the groundwork towards developing key enablers through important initiatives:

Fintech market to witness \$1.3 Tn opportunity in India

Indian fintech market is expected to reach USD 150 billion in valuation by 2025. The fintech adoption rate is at 87 per cent as against the global average of 64 per cent. It is possible because of the smartphone penetration in the society has led to fintech industry growing rapidly and the digitisation goal of the government will reach more than 3,000 cities till 2025.

India's overall fintech market opportunity is estimated to be \$1.3 Tn by 2025, growing at a CAGR of 31% during 2021-2025. Of this, lending tech is likely to account for 47% (\$616 Bn), followed by insurtech at 26% (\$339 Bn) and digital payments at 16% (\$208 Bn). Among these three, insurance tech is the fastest-growing fintech sub-segment in terms of market opportunity, growing at a CAGR of 57%, followed by investment tech (44%) and fintech SaaS (40%).

- Aadhaar Enabled Payment System in a way has revolutionised banking by doing away with the need for having a brick-and-mortar branch. More than 50 lakh banking correspondents across the country are carrying out "cash in cash out" kind of transactions using the system.
- The Unified Payments Interface (UPI) has made it easy for people to carry out transactions and the technology is successful because various partnerships have been put in place to deploy it.

However, the challenges are faced by the industries, there is a need for a proper cyber security system, real time disputes to be solved and emergency purposes with tech consultation.



- **Jan Dhan Yojana:** The world's largest financial inclusion initiative, "Jan Dhan Yojna", has helped in new bank account enrollment of over 450 Mn beneficiaries for direct benefits transfer and accessibility to a host of financial services applications such as remittances, credit, insurance, and pensions enabling FinTech players to build technology products to penetrate the large consumer-base in India.
- **Financial Literacy:** Some of the recent initiatives towards improving financial literacy in India include setting up the National Centre for Financial Education and implementation of the Centre for Financial Literacy project by the RBI. These steps aim to promote financial education across India for all sections of the population.
- **E-RUPI:** e-RUPI is a person & purpose specific digital payments instrument to allow for contactless & cashless payment solutions and shall play an important role in making the Direct Benefits Transfer more seamless & effective. The solution is being adopted for cashless payments for Covid-19 vaccination.
- **India Stack:** IndiaStack is a set of APIs that allows governments, businesses, startups and developers to utilise a unique digital Infrastructure to solve India's hard problems towards presence-less, paperless, and cashless service delivery. The India Stack has been the driving force behind the accelerated evolution of Fintechs. It is one of the most important digital initiatives undertaken globally, aimed at putting up a public digital infrastructure based on open APIs to promote public and private digital initiatives and has played a catalytic role in India's digital foundation and evolution

The banking sector is undergoing a transformation where technological innovation and capital preservation have become fundamental for the survival of every organisation. On one hand, various macro-prudential regulatory efforts and restructuring initiatives have led to resurrection and revival of the sector. On the other hand, the sector is continuously facing challenges due to the launch of digital innovation, and disruptions from within and outside the sector.

During the pandemic, when every other sector experienced slump in growth, the Fintech sector has thrived as COVID-based restrictions curtailed physical movement and encouraged contactless transactions. A study conducted by the Boston Consulting Group (BCG) in association with the Federation of Indian Chambers of Commerce and Industry (FICCI) stated that India's Fintech industry could reach US\$150-160 billion by 2025

Blockchain

Widespread adoption of blockchain technologies for a wide-range of purposes, including in the BFSI and Healthcare segments. Additionally, marquee Indian developer and service providers in the segment have emerged over the last few years – that have enabled a large base of use-cases for these technologies.

Digital Payments

Digital payments have gone from being rare to standard practice. Digital payments has been the poster boy since the beginning. In recent years, we have witnessed a plethora of exciting innovations like UPI, biometric payments, e-wallets initiations by banks, BharatQR code, and sound-wave-based payment technologies. One of the primary reasons can be attributed to the forward-thinking of central & state governments and Reserve Bank of India for successfully bringing a digital payment revolution in India.

India has emerged as one of the most exciting markets for digital payments across the world. In fact, for many the question is no longer about whether we should use digital payments, but rather how we make payments faster, better and more secure. Digital payments in India will reach \$10 trillion in value by 2026 from \$3 trillion now, with this we can clearly see, that the cash will increasingly be used less.

India is set to become a digital payment economy as a source of payments invert with 65 per cent transactions being done digitally by 2026, as opposed to 40 per cent transactions today.

Neobanking to bring the next revolution

A digital bank and a neobank aren't quite the same, even though they appear to be based on the mobile-first approach and emphasis on digital operating models. A neobank, on the other hand, exists solely online — without any physical branches independently or in partnership with traditional banks. This enables them to navigate and comply with the regulatory environment.

Today's digital age and hyper-connected environment require banks to continuously reimagine their business. Indian banks appear to be making great strides in the arena of digital transformation. In the technology arena, the promise of exponential technologies seems more real than ever.

The substantial growth potential for neobanks is driven by their low-cost model for end consumers with no or very low monthly fees on banking services such as minimum balance maintenance, deposits and withdrawals. Adoption by millennials, micro, small and medium enterprises (MSMEs), and those having sporadic incomes and earnings, embracement of innovative technologies and rising consumerism are some of the catalysts for the success for neobanks.

The need to embrace neobanks became more urgent than ever as they successfully solved the practical problems of traditional banking (physical branch visits, long queues, and handling cash) in the wake of the pandemic. Several end-use markets have witnessed an uptick in neobanking engagement due to increased acceptance during the lockdown. These include both enterprise and personal consumers.

Digital Lending

Digital lending has emerged as an effective alternative to traditional lending (by financial institutions) for people who are new to credit or are underserved by the financial system. Digital lending is one of the fastest-growing fintech segments in India and is expected to the market to reach a value of around 350 billion dollars by 2023.

This business was mainly covered by fintech startups, neo banks and Non-Banking Finance Companies (NBFCs). Commercial banks are also fast joining the genre of financial intermediaries either lending digitally on their own or joining with NBFCs to share the synergies. Increasing adoption of digital banking platform due to the increased use of smartphones also increases the Digital Lending Market demand.

In order to process huge customer information, various digital lending platform providers uses advance technologies such as, Machine Learning, Artificial Intelligence, and Cloud Computing in their product. Over 190 million Indian adults don't have any kind of bank account thereby representing a huge opportunity. Over the years, the digital lending market in India has significantly expanded. The value of digital lending rose from USD 33 billion in FY15 to USD 150 billion in FY20 and is projected to reach USD 350 billion by FY23.

WealthTech

There has been a robust growth seen in the wealthtech sector in India, thanks to the growing digital adoption and increasing investor interest in the segment. The wealthtech sector in India has over 300 startups focusing on robo-advisory, personal finance management, online brokerages, investment platforms, among other use-cases. the Indian wealth tech market is projected to expand rapidly from roughly US\$20 billion in 2020 to around US\$63 billion in 2025.

The fintech market in India is growing at an unprecedented rate, making India one of the fastest-growing fintech markets, ahead of the US. This includes a particularly significant growth of the wealthtech sector in India. Moreover, the internet penetration in India, fuelled by the pandemic, has soared by 8.2% since last year alone, leading to increased digital adoption. Additionally, increasing disposable incomes has also kindled a need for wealthtech solutions. These factors, along with increased investor participation in the wealthtech sector from Tier-II cities in India, is propelling the segment forward by leaps and bounds.

Some of the major names in Wealthtech includes :

- | | |
|-------------|---------------|
| • INDWEALTH | • SCRIPBOX |
| • ZERODHA | • SQRR |
| • UPSTOX | • CUBE WEALTH |
| • GROWW | • WEALTHDESK |
| • KUIVERA | • ETMONEY |



The next wave of growth will come from monetizing the existing customer base and making the businesses large and profitable

InsurTech

InsurTech landscape is quite nascent in India. India has showcased a very strong momentum, with Insurtech funding nearly doubling in the last 2 years driven majorly by General Insurance and B2C focused Insurtechs.

“Insurtech is the fastest-growing fintech sub-segment in terms of market opportunity, growing at a CAGR of 57%, followed by investment tech (44%) and fintech SaaS (40%). Currently, the insurance market has a very low penetration compared to global leaders.

Further, insurtech companies in India raised \$1.8 Bn between 2014 and Q1 2022, accounting for 8.18% of the \$22 Bn funding raised by the entire fintech ecosystem. The year 2021 saw the maximum capital inflow in this sector, with Acko and Digit raising \$225 Mn and \$200 Mn, respectively, making it to the top funding deals of the year.

The current InsurTech space in India is being dominated by these new-age insurers like Acko, Artivatic, Mantra Labs, Pentation Analytics, Policy bazaar, Toffee Insurance with their ability to attract and popularity among millennials.

Besides the core financial services segments, some other areas like agriculture, healthcare, and housing have started leveraging technology and finance in order to provide easier access to their services to the vast population in India. This is leading to the rise of AgriTech, HealthTech, and PropTech startups that are disrupting traditional ways of doing business in three industries that facilitate the nation's most vital necessities—food, healthcare, and shelter for citizens

Challenges

Despite the policies, a large segment of the adult population still lacks access to formal financial services due to the overwhelming size of its people and the apparent disparity between the rural and the cities. Moreover, the accessibility of cost-effective and sustainable delivery mechanisms to rural areas further complicates the situation.

Approximately two-thirds of India's population lives in rural areas, along with 70 percent of the labor force. Despite the growing rural economy and the increased use of financial services among rural people, fintech firms struggle to meet rural demand.

Decreasing margins on financial transactions, exorbitant working capital and high operating expenses, and lack of financial literacy are critical deterrents in adopting many financial products and services.

Outlook

The Fintech sector in India has immense potential, with results likely to be visible in the future. Equal support from the government and financial institutions will help fintech grow swiftly. Fintechs just need to implement the right strategy to make customers use other services in India as many people use smartphones and UPI apps. Regardless of the challenges, the Fintech industry in India will prosper over the years.

Artificial Intelligence and machine learning will further increase the penetration and efficiency of the fintech market. About 85% of financial executives plan to increase their investment in artificial intelligence, a study by the Economist Intelligence Unit(EUI) shows. A survey by Deloitte Insights suggests that about 70% of all financial services firms are using machine learning to predict cash flow events, calculate and refine credit scores and detect fraud.

Finally, The various facets of FinTech have gradually influenced a lot of businesses in India. FinTech provides the much-needed convenience and security that consumers and merchants find preferable to conventional means. Even small-scale stores find it necessary to implement one or more FinTech products. This large-scale implementation of FinTech, given the current evolution in the domain, has made the usage of FinTech optional to a mandate.

TOP FINTECH COMPANIES IN INDIA

IT industry revenue to cross US\$200 billion in FY2022

IT HARDWARE

The Production-Linked Incentive (PLI) Scheme for IT Hardware aims to boost India's manufacturing capacity for laptops, tablets, all-in-one PCs, and servers, as well as attract greater foreign investment. Foreign investors with a registered company in India are eligible to participate under this scheme

Global shipments of traditional PCs, including desktops, notebooks, and workstations, declined 5.1% in the first quarter of 2022 (1Q22) but exceeded earlier forecasts, according to preliminary results from the International Data Corporation (IDC) Worldwide Quarterly Personal Computing Device Tracker. The PC market is coming off two years of double-digit growth, so while the first quarter decline is a change in this momentum, it doesn't mean the industry is in a downward spiral.

"A perfect storm of geopolitics upheaval, high inflation, currency fluctuations and supply chain disruptions have lowered business and consumer demand for devices across the world, and is set to impact the PC market the hardest in 2022. At the same time the "Consumer PC demand is on pace to decline 13.1% in 2022 and will plummet much faster than business PC demand, which is expected to decline 7.2% year over year."

The IT spending in India is expected to touch \$105.2 billion in 2022, an increase of 5.5% from 2021, as per Gartner. The worldwide IT spending is projected to total \$4.5 trillion in 2022, an increase of 5.1% from 2021. Despite the potential impacts of the Omicron variant, economic recovery with high expectations

for digital market prosperity will continue to boost technology investments.

The Indian IT industry is expected to clock revenue of \$227 billion in FY2022 against \$196 billion last year. The industry, which has a total workforce of around 5 million, is likely to register a 15.5 percent growth, the highest since 2011, as per NASSCOM. This was a year of resurgence which came after the one of resilience following the Covid-19 pandemic.

The main growth in the manufacturing (Make In India) is driven by the scheme for Promotion of Manufacturing of Electronic Components and Semiconductors

Government of India's goal is to make India a significant design and manufacturing hub in the Global Value chain for Electronics as part of its Atmanirbhar Bharat Economic policies. To establish India as a global leader in electronics manufacturing, Government of India has launched many flagship schemes which are aimed at "Atmanirbhar Bharat – A self-reliant India" under the aegis of National Policy on Electronics 2019 (NPE 2019). It was notified on April 01, 2020 and provides financial incentive of 25% on capital expenditure for the identified list of electronic goods that comprise downstream value chain of electronic products, i.e., electronic components, semiconductor / display fabrication units, ATMP units, specialized sub-assemblies and capital goods for manufacture of aforesaid goods. The scheme is open to receive applications till 31.03.2023. As on February 28, 2022, the Executive Committee (EC) has approved 23 applications with total project outlay of Rs.6,816 crore and committed incentives of Rs 1,245 crore. The total employment generation potential of the approved applications is 29,021 (Twenty nine thousand and twenty one).

The Government has taken strategic steps and initiatives to

IT hardware industry in the country to achieve the electronics hardware manufacturing target of \$300-billion by 2026



expand the electronics manufacturing sector in the country and make India a global electronics manufacturing and design hub. As a result of various initiatives taken by the Government, several proposals have been received from foreign investors under the following schemes:

- Under the Modified Special Incentive Package Scheme (M-SIPS), a total of 127 proposals with proposed investment of Rs 59,086 crore from companies having foreign shareholding are under consideration for setting up of units for manufacturing of electronic goods/products. Out of these 127 proposals, 124 proposals with proposed investment of Rs 56,341 crore have been approved. The reported capital expenditure incurred by 104 approved applicants (out of the approved 124 applicants) for electronic equipment manufacturing is Rs. 19,600 crore.
- Under the Production Linked Incentive Scheme (PLI) for Large Scale Electronics Manufacturing notified on 1st April, 2020, a total of 12 applications from foreign companies have been approved.
- Under the Production Linked Incentive Scheme (PLI) for IT Hardware notified on 03rd March, 2021, a total of 4 applications from foreign companies have been approved.

Indian PC Business

The Indian hardware market has seen a sharp growth with the demand surging for Laptops, smartphones becoming a necessity and the knowledge of using these devices became essential for everyone, equally. To adhere to the social distancing norms, people's reliance on e-commerce websites and mobile apps has increased multiple times. Businesses that were limited to physical models like fitness centres, also found the last resort in going digital with customized apps, etc.

With more and more dependence on mobile applications and smartphones, the demand for mobile app developers has certainly increased. The app economy and app developers are interdependent. Also, this has led to many tech companies hiring software engineers with experience in mobile application development.

At the same time, the ed-tech industry, in particular, is the most benefited sector during this pandemic situation. Most schools, colleges, and coaching classes have opted for online or virtual teaching methods. In fact, not just academics but virtual training has been extensively used by those offering hobby classes as well.

The global pandemic has certainly brought online education to the limelight. Technologies like digital marketing, cloud, and cyber security, python for machine learning are some courses that have seen a huge demand during this time.

One can call it the pandemic effect, but bumper sales of laptops and notebooks in the lockdown period has prompted Korean giant Samsung to re- enter the segment after a period of nearly nine years.

India's PC shipments (desktops, notebooks and tablets) rocketed by 48% in Q1 2022 to a record-breaking 5.8 million units, beating the previous record of 5.3 million in Q3 2021. In the last six quarters, shipments have grown by 44% on average, despite sustained pressure on the global supply chain. They have now surpassed the 5 million-mark for a third quarter in a row. India now accounts for 5% of global PC shipments, compared with just 3% two years ago. Notebooks were the largest category, with 3.4 million units shipped, up 36% year on year. Desktop shipments surpassed 880,000 units, a phenomenal 64% increase over Q1 2021. But tablets were the strongest category, with shipments reaching 1.6 million, up 69% on a year ago, largely due to government orders picking up again after a two-year hiatus.

Vendor performances

HP took the leading position with ease in Q1 2022, commanding a 25% share of the total market and growing its PC shipments by an impressive 42% to 1.5 million units. HP continues its dream run in notebook and desktop shipments, accounting for 34% of the total market, up by 42% and outpacing the next highest vendor almost twice over in total shipment terms. HP

has historically dominated the commercial PC market (desktops, notebooks, workstations and tablets), averaging a stellar 32% market share over the last four quarters. But a strong comeback of 29% year-on-year growth and a 23% market share in the more competitive consumer segment underlines HP's strategic pricing and channel strategies for the Indian PC market. Furthermore, its local manufacturing initiatives, combined with a diverse range of customized PC offerings across segment groups, drove HP's total shipments to an all-time high.

Lenovo came second overall (including tablets) in Q1 2022, accounting for 19% of the total PC market with 1.1 million shipments. Lenovo's shipments grew 29% year on year to surpass the 1 million-mark for a third quarter in a row. This growth was bolstered by the vendor's consistent performance in notebook and tablet shipments, which increased by 26% and 53% year on year respectively. Lenovo's ability to channel this mounting demand for notebooks across segments resonates with its global supply chain digitization initiatives and significant R&D investments. While Lenovo sees greater untapped potential in the Indian PC market across segments (particularly private and public education), a third manufacturing line recently added to its Puducherry plant aims to double the current capacity.

Acer surpassed the 600,000-mark for the first time in the Indian PC market (including tablets), taking 11% of the total market and pushing Dell into fourth place. Acer shipped 626,000 units in Q1 2022, up by a lofty 256% year on year and 1.7 times more than in Q4 2021. This uptick was intensified by Acer's overall performance in the Indian market. But tablet shipments grew by a staggering 1,288% to 205,000 units in Q1 2022, the strongest growth category for an individual vendor in Q1 2022. Acer's ability to compete in government tenders while offering a diverse range of locally manufactured and efficient PCs enabled it to reap massive benefits.

Dell finished fourth with just over 580,000 shipments in Q1 2022, accounting for 10% of the total PC market (including tablets) and up by 9% year on year. Desktop shipments increased by an exceptional 65% in Q1 2022, taking shipments to 111,000 units. Furthermore, Dell experienced consistent single-digit growth across all segment groups.

Samsung moved up the ranks in Q1 2022 to take fifth place in overall PC shipments (including tablets). In India, Samsung is predominantly a tablet vendor, with shipments reaching a new high of 433,000 units in a single quarter, up 31% year on year. The gradual re-emergence of government tenders boosted Samsung's shipments in the Indian market, allowing it to reclaim the top spot in the tablet market, where it held a 28% share.

India breaks record again with 5.8 million PC shipments in Q1 2022

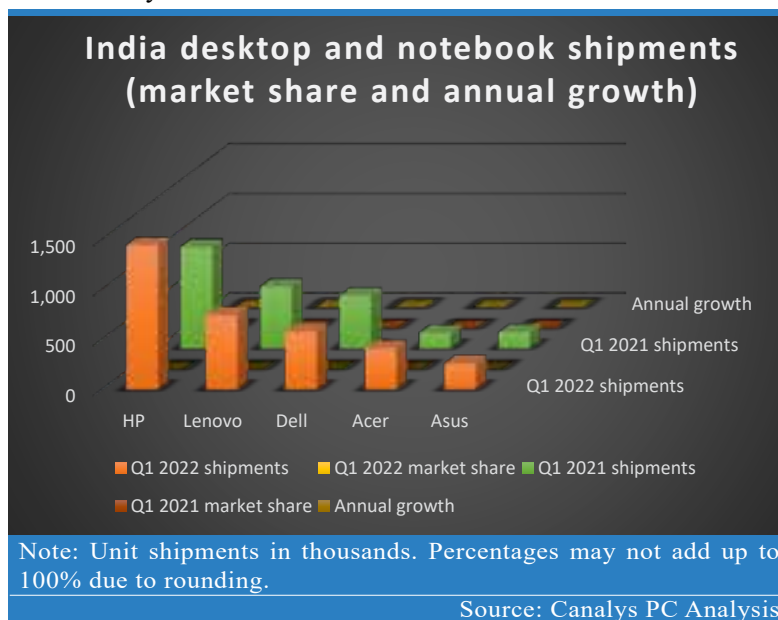
PC Market Pulse: Q1 2022					
Vendor	Q1 2022 shipments	Q1 2022 market share	Q1 2021 shipments	Q1 2021 market share	Annual growth
HP	1,449	24.9%	1,022	25.9%	41.8%
Lenovo	1,122	19.3%	867	22.0%	29.4%
Acer	626	10.7%	176	4.5%	256.2%
Dell	583	10.0%	534	13.6%	9.1%
Samsung	433	7.4%	331	8.4%	30.8%
Others	1,611	27.7%	1,011	25.7%	59.3%
Grand Total	5,824	100.0%	3,940	100.0%	47.8%
Note: Unit shipments in thousands. Percentages may not add up to 100% due to rounding.					
Source: Canalys PC Analysis					



MSMEs can leverage PLI-driven growth to form the bedrock of the local electronic manufacturing ecosystem of India

“Firstly, India’s success at managing COVID-19, despite its huge population, has to be recognized. While most of the world was in lockdown, India remained open for business as usual to a large degree. This helped the economy resurge, creating additional demand for PCs and other IT infrastructure. Secondly, India is slowly but surely inching toward self-reliance in PC production. 18% of all PCs sold in India are now manufactured locally, implying that India’s vulnerability to black swan events in China is diminishing, and that its own appetite for PC consumption is increasing. While global macroeconomic events are raising multiple concerns over the sustainability of this growth, India will stay strong for the coming few quarters, despite the softness expected in other global markets.”

“Inflation woes continue to plague the market in 2022, as unprecedented global food prices have sent local prices soaring, with average inflation over 6% for the past three months.”. “With the Reserve Bank of India pushing up base lending rates, which are expected to continue to increase through the year to battle wholesale inflation, businesses in debt will feel the crunch, as they have less capital to work with. While consumers will stop making discretionary purchases, companies, both small and large, have shown an inclination to freeze budgets, stop hiring and cut spending, which will have a ripple effect on IT procurement, and thereby PC demand. Canalys advises PC vendors to exercise caution while planning for the quarters ahead. At the same time, large government tenders for education are expected to keep the market buoyant.”



Server Market

The server market revenues were flat in 2020 and early 2021 owing to the pandemic and less spending by enterprises on IT infrastructure upgrades and expansion.

From an enterprise perspective, transformation to hybrid cloud and upgrades of existing infrastructure to handle increased workloads will provide growth impetus after a pause during the COVID-19 pandemic. 5G, automotive, cloud gaming and high-performance computing will remain the key drivers for cloud service providers in data centre expansion.

Companies are looking to strengthen their infrastructure as they prepare for Web3.0 demands from the infrastructure end and secondly, companies are diversifying their IT infrastructure to meet the needs of data evolution and making customers cloud-ready. The market is evolving with the introduction of “As-a-Service” and “pay per use” models by server companies, like Pointnext from HPE, APEX from Dell and TruScale from Lenovo.

Dell and HPE are the server market icons but are seeing companies like Lenovo, Inspur and Supermicro giving strong competition as demand for flexible customised configurations in bare metal options continues to rise.

The x86 server market increased YoY by 12.3% in terms of revenue to reach \$261.6 million in Q2 2021 from \$232.9 million in Q2 2020. During 2021Q2, verticals such as insurance, media and resource industries witnessed the highest YoY growth in terms of revenue.

The non x86 server market decreased YoY by 28.8% to reach \$27.9 million in terms of revenue in Q2 2021 from \$39.1 million in Q2 2020. IBM continues to dominate the market with 41.1% of revenue share, during 2021Q2 with an absolute revenue of \$11.5 million. Oracle came in second position followed by Hewlett Packard Enterprise (HPE), with a revenue share of 18.4% and 4.5%, respectively.

External Storage

Strong demand driven by the need for storage to support digital transformation initiatives, enhance analytics, increase employee productivity, and improve customer experience, on one hand, and tight supply and increasing system prices on the other.

India’s external storage market witnessed a growth of 14.8% year-over-year (YoY) by vendor revenue and stood at \$73.7 million in Q2 2021 (April - June), as per the latest quarterly enterprise storage systems tracker by IDC.

The quarter witnessed YoY growth in storage spending from the government, and manufacturing verticals, while it observed a sharp decline in contribution from BFSI, professional services, and telecommunications verticals during the period.

Enterprises are forced to change their existing IT architectures to be adaptive and efficient while securing the workloads. Additionally, workloads are getting distributed to the edge, which is even more complicating things for organisations,” said Dileep Nadimpalli, senior research manager, enterprise infrastructure, IDC India.

The adoption of All-Flash Arrays (AFA) was evident, contributing 34.4% to the overall external storage systems market in Q2 2021, according to the tracker. The emergence of NVMe flash media would further drive the AFA market due to better cost versus performance ratio across verticals. HDD arrays too saw strong growth in Q2 2021 due to uptake of backup appliances for data protection needs, it further said.

Entry-level storage systems grew by 65.4% YoY due to increased investments from banking, government, professional services, and manufacturing organisations in Q2 2021. The high-

The IT industry added 4.5 lakh new employees in FY22 (as of February), the highest addition in a single year. Women accounted for 44% of the total new employees



end storage segment witnessed a YoY decline; however, this segment would see an uptake in the next couple of quarters, IDC predicted.

“Enterprises are forced to change their existing IT architectures to be adaptive and efficient while securing the workloads. Additionally, workloads are getting distributed to the edge, which is even more complicating things for organisations. Enterprises are looking for an infrastructure platform which offers complete end-to-end data services along with built-in security features

Dell Technologies continued to be the market leader in India’s x86 mainstream server market in Q1 2022 with an industry share of 44.9%, the highest share achieved in mainstream servers. Dell Technologies continued to be the market leader in the external storage systems market followed by HPE and NetApp.

The war between Russia and Ukraine continues to impact the market in both direct and indirect ways. In the most direct way, system sales in Russia and Ukraine plunged in Q1 2022 and will continue declining, driving the decline in the overall Central and Eastern European region. Indirectly, the war added to already growing energy prices and transportation costs, which have a rippling impact on the IT industry.

Russia and Ukraine are major suppliers of neon gas and palladium, both used in the semiconductor manufacturing process. In the short-term (3-6 months), accumulated inventories should satisfy demand for raw materials resulting in minimal if any disruptions to component manufacturing. Mid-term (9-24 months) will be critically impacted by the ability of alternative suppliers to increase or initiate production of raw materials in other regions. Ramping up of the production and supply chain adjustment could take time resulting in possible component shortage toward the end of 2022 and the beginning of 2023. Long-term, it is expected full adjustment of the supply chain to source raw materials from outside of Russia and, possibly, Ukraine.

Overall, the storage systems market is more resilient to the negative forces than some other IT segments due to continuous business digitization which relies on data. Moreover, some of the developments enable more infrastructure spending in some workloads including security and data protection.

Printer Market

According to the latest data released by IDC Worldwide Quarterly Hardcopy Peripherals Tracker India’s Printer market registered shipment of 0.84 million units in 3Q21 (Jul-Sep) growing by 20.3% quarter-over-quarter (QoQ) however declining by 7.5% from year-over-year (YoY) perspective. The printer market includes Inkjet printers, Laser A3/A4 printers and Copiers, Serial Dot Matrix Printers, and Line Printers.

The inkjet printers’ segment declined YoY by 11.9% due to the low stock availability of ink cartridge printers. From a QoQ perspective, the segment however grew by 21.8%, primarily by HP’s delayed 2Q21 shipment spilling over into 3Q21. Additionally, with schools and colleges being forced to continue the virtual classes, demand from parents and students remained strong in 3Q21.

The laser printers’ segment (including copiers) recorded a marginal YoY decline of 1.8%. The laser copier segment, however, observed a YoY growth of 15.1%. With the markets opening further, the demand from the government picked up following an increase in the number of new projects and execution of those that were previously on hold. The corporate sector, too, observed a surge in demand for laser copiers as they began resuming operations from offices in a phased manner.

“In the inkjet printer segment, while the shipment of single-function printers declined, that of the multifunction printers grew

at 25.2% YoY. This growth came primarily at the back of ink tank printers and more specifically from the \$200 - \$300 category of printers. Because of its price point and added functionalities, there is a growing preference for multi-function Ink tank printers over Laser A4 printers in offices where these printers are typically deployed in the cabins of senior-level management. Most of the demand was met by HP and it could have been higher had it not been for the stock crunch that Epson and Canon faced in 3Q21,” according IDC India.

Overall Top Companies in India Hardcopy Peripherals* (HCP) Market:

HP Inc. (excluding Samsung) maintained its leadership in the overall HCP market with a share of 46.9% and a YoY growth in shipment of 2.3%. The growth was led by the inkjet printer segment, wherein HP grew by 9.1% YoY, increasing its market share from the last few quarters to 46.3%, thus replacing Epson to occupy the 1st position in the inkjet printer segment. The growth came at the back of its ink tank portfolio which grew by 53.5% YoY coupled with the launch of new models in 3Q21. In the Laser A4 printer-based segment HP declined by 6.6% YoY as it struggled with product availability.

Epson occupied the 2nd position in the overall HCP market with a market share of 20.7% while registering a YoY decline of 9.4% because of the challenges it faced at the production end. In the inkjet segment, it occupied the 2nd position in the market with a share of 32.0%. Epson was particularly impacted in the ink tank multi-function printer category.

Canon recorded a YoY decline of 25.4% and occupied 3rd position in the overall India HCP market, capturing a unit market share of 20.1%. In the inkjet segment, Canon observed a YoY decline of 43.2% as it struggled with the stock availability of certain Ink cartridge models. In the laser segment (including laser copiers) Canon maintained its 2nd position with a market share of 24.8% while growing YoY by 12.0%. In the laser copier segment, Canon grew by 37.7% YoY and continued to lead the copier segment with a 35.1% market share.

Worldwide Industrial Segment Highlights for Q4 2021

- Large format digital printer shipments grew 3.2% worldwide in 4Q21 compared to 3Q21.
- Dedicated direct-to-garment (DTG) printer shipments declined 3.5% sequentially in 4Q21. IDC believes this is partially due to the impact of aqueous direct-to-film printers.
- Direct-to-shape printer shipments grew 10% quarter over quarter in 4Q21.
- Digital label & packaging printer shipments declined 11% sequentially in 4Q21.
- Industrial textile printer shipments grew more than 10% in 4Q21, continuing a strong performance for the full year 2021.

The sharp shortage in the chip and increase in logistics costs will continue to impact the supply of printers and is also likely to cause an upward revision in prices as well. As schools/ colleges open, we can expect demand for ink tank printers to start stabilizing in the coming quarters. Laser copier demand is expected to remain strong in Q4, as enterprises continue to bring employees back to offices.

2022 is a growth year as Indian CIOs accelerate their long-term digital initiatives, despite the ongoing Omicron scare in India

Continuing its Juggernaut

IT SERVICES

The Indian IT services industry maintained its growth momentum that was spurred during the pandemic in the post-pandemic era in the backdrop of increased reliance on technology

The Indian IT services industry that's a combination of offshore services, BPM and domestic business performed expectedly well during the FY21-22 as the post-pandemic world continued to invest heavily on IT infrastructure as well as services in order to maintain business continuity and remain competitive.

The global sourcing market in India continues to grow at a higher pace compared to the IT-BPM industry. India's rankings improved four places to 46th position in the 2021 edition of the Global Innovation Index (GII).

According to STPI (Software Technology Park of India), software exports by the IT companies connected to it, stood at Rs. 1.20 lakh crore (US\$ 16.29 billion) in the first quarter of FY22.

Market size

According to Nasscom, the Indian IT industry's revenue is expected to touch \$ 227 billion in FY22 from \$ 196 billion in FY21.

Similarly, Gartner estimates, IT spending in India is expected to increase to \$ 101.8 billion in 2022 from an estimated \$ 81.89 billion in 2021.

Indian software product industry is expected to reach \$ 100 billion by 2025. Indian companies are focusing to invest internationally to expand global footprint and enhance their global delivery centres.

Another major area in the Indian IT services industry is the data annotation or data labeling market which is growing at a very rapid pace. In FY 2020 the data labeling market in India stood at US\$ 250 million in FY20, and is expected to reach US\$ 7 billion by 2030 due to accelerated domestic demand for AI and ML.

Exports from the Indian IT industry stood at US\$ 149 billion in FY21. Export of IT services has been the major contributor, accounting for more than 51% of total IT export (including hardware). BPM and Engineering and R&D (ER&D) and software products exports accounted for 20.78% each of total IT exports during FY21. ER&D market is expected to grow to US\$ 42 billion by 2022.

The IT industry added 4.5 lakh new employees in FY22 (as of February), the highest addition in a single year. Women accounted for 44% of the total new employees.

Major developments

Indian IT's core competencies and strengths have attracted significant investment from major countries and companies.

The computer software and hardware sector in India attracted cumulative foreign direct investment (FDI) inflows worth \$ 81.31 billion between April 2000-December 2021. The sector ranked 2nd in FDI inflows as per the data released by the Department for Promotion of Industry and Internal Trade (DPIIT). Computer software and hardware make up 14.19% of the cumulative FDI inflows.

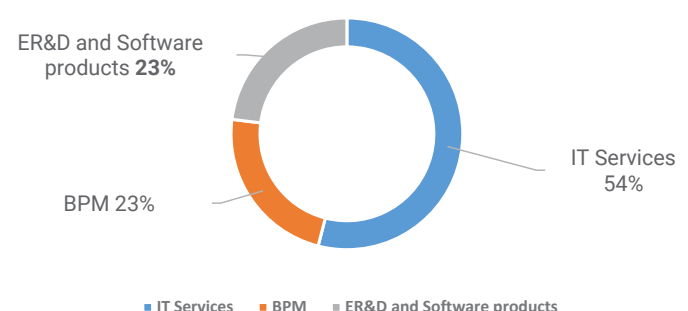
In 2021, PE investments in the IT sector stood at \$ 23.4 billion.

India's IT startup ecosystem has received record investments of nearly US\$ 36 billion in privately held companies in 2021, up from US\$ 11 billion in 2020.

In March 2022, Licious, India's largest tech-first, fresh animal protein brand, raised \$ 150 million in a Series F2 funding round.

In March 2022, Byju's raised US\$ 800 million in funding as part of a pre-IPO round, which values the Bengaluru-based company at about US\$ 22 billion.

Sector-wise Break-up of Export Revenue FY21





Growth of IT sector in India

In March 2022, debt marketplace CredAvenue raised \$ 137 million in a funding round led by Insight Partners, B Capital Group, and Dragoneer Investment Group, which propelled the startup's valuation to US\$ 1.3 billion.

In February 2022, Hasura, a software company which helps developers with tools, raised US\$ 100 million in a fresh funding round led by Greenoaks Capital, which elevated the company into a unicorn.

In February 2022, Bangalore-based edtech startup 'BygC' launched India's first upskilling focused community platform for young graduates and people seeking jobs in the BFSI sector.

In January 2022, Google announced plans to invest US\$ 1 billion in India's Bharti Airtel Ltd. to push India's digital ecosystem.

Amazon has partnered with Airtel to sell Amazon Web Services (AWS) to its customers and intends to inject US\$ 1.6 billion into its two upcoming data centres in Hyderabad.

In November 2021, Wipro partnered with TEOCO to build solutions for communication service providers (CSPs) to improve network automation, efficiency, flexibility and reliability.

In August 2021, Tata Consultancy Services was adjudged a leader in the NelsonHall NEAT for CX Services in Banking, Financial Services and Insurance (BFSI).

In August 2021, SAP India and Microsoft announced the introduction of TechSaksham, a collaborative skilling initiative aimed at enabling young women (from underprivileged regions) to pursue careers in technology. 62,000 women students will be trained in artificial intelligence (AI), cloud computing, web design and digital marketing as a result of this collaboration.

In July 2021, Wipro announced plans to invest US\$ 1 billion over the next three years to expand its cloud technology capabilities through acquisitions and collaborations.

In July 2021, Infosys announced that it has set up an Automotive Digital Technology and Innovation Centre in Stuttgart, Germany. Automotive IT infrastructure professionals stationed in Germany will transfer from Daimler AG to the new Digital Technology and Innovation Centre as part of Infosys' relationship with Daimler.

In July 2021, TCS expanded its strategic partnership with Royal London, the largest mutual life insurance, pensions and investment company in the UK, to help the latter transform its pension platform estate and deliver market-leading services to members and customers.

In July 2021, Tata Technologies partnered with Stratasys, a 3D printing technology company, to provide advanced additive manufacturing technologies to the Indian manufacturing ecosystem.

In July 2021, Tech Mahindra Foundation and Wipro GE Healthcare have joined forces to offer skilling and upskilling courses to students and healthcare technicians.

In July 2021, HCL announced a multi-year agreement with Fiskars Group, consisting of a family of lifestyle brands including Fiskars, Gerber, Iittala, Royal Copenhagen, Waterford and Wedgwood for digital transformation.

In July 2021, TCS launched Jile 5.0, a key release of its Enterprise Agile, on-the-cloud services, planning and delivery tool that enables enterprises to meet the large-scale development needs of multiple distributed teams.

In February 2021, Tata Consultancy Services announced to recruit 1,500 technology employees across the UK over the next year. The development would build capabilities for TCS to deliver services efficiently to their UK customers.

Govt initiatives

Some of the major initiatives taken by the Government to promote IT and ITeS sector in India are as follows:

In Union Budget 2022-23, the Government allocated Rs Rs. 88,567.57 crore (\$ 11.58 billion) for IT and telecom sector. The government introduced the STP Scheme, which is a 100% export-oriented scheme for the development and export of computer software, including export of professional services using communication links or physical media.

Indian Tech Industry generated \$103 bn of revenue and directly employed 207,000 people in the US in 2021, as per NASSCOM, S&P Global Report

The outsized contribution of the Indian technology industry to the US economy is leading to a total impact of 1.6 million jobs supported, supporting \$396 billion in sales revenue and \$198 billion of GDP contribution.

The Indian technology companies in the US continues to grow its presence and today is a vital part of the US economies' innovation progress. This is creating a multiplier effect for their US suppliers, employees, and customers. As of 2021, the Indian tech industry has directly generated \$103 billion of revenue and directly employed 207,000 people in the US with an average wage of \$106,360, witnessing a 22% of employment growth since 2017. From the value chain through to the end customers, Indian technology companies invest in American talent and technology that they augment with their global resources to develop and produce cutting-edge innovations for industries & clients. The direct impact of the Indian tech industry in both operational and investment spending as well as supporting their client base, has rippled through the US economy generating a total of \$396 billion in US sales (output), supporting a total of 1.6 million jobs and contributing over \$198 billion to the US economy – larger than the combined economies of 20 US states in 2021.

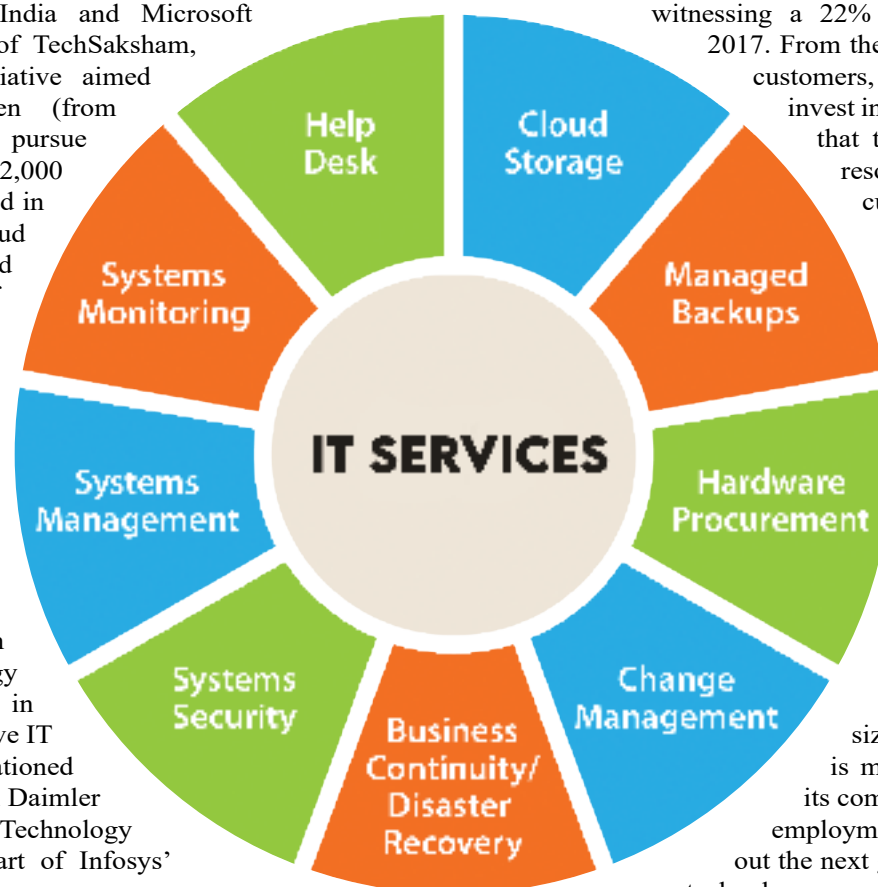
The reports also noted the sizeable investments the industry is making in the United States and its commitment to growing both its US employment base as well as helping build out the next generation of talent. The Indian technology companies have contributed over \$1.1 billion and developed partnerships with nearly 180 universities, colleges, community colleges, and others to strengthen and diversify the STEM pipeline in the US. It also has provided over \$3 million more for just K-12 initiatives. These efforts have touched well over 2.9 million students and teachers to date. In addition, over 255,000 current employees have been upskilled by the sector.

Expansion of The Talent Pool

The Indian technology industry in the US has played a significant role in expanding the talent pool outside of traditional tech hub states. This has contributed to some of these states, such as North Carolina, becoming emergent tech hubs. Over the last decade, these states have grown their employment rate by 82%, making outsized contributions particularly in states that have below US average concentrations in IT talent. This has helped industries operating in those states accelerate their digital transformation capabilities with deep pool of IT talent.

Outlook

For decades, India has been the preferred offshoring destination for IT companies across the world because of its exceptional talent pool, competitive RoI and investment friendly policies. The agility of the Indian industry makes it all the more lucrative for global companies to trust on Indian companies for their business continuity.



Industrial IoT is driving the economic growth

IOT INDUSTRY

Indian IoT industry paving the way for the next big digital revolution

The digital revolution which will be powered by IoT creates a network of billions of people around the world through the internet. IoT, which stands for Internet of Things, is a network of physical objects which communicates and interacts with their internal states or external environment through embedded internet. This makes all the IoT devices around us easy to control and enable automation through the internet. A report states, 92% of industrial organizations will have adopted IoT technology and 77% believe it will transform manufacturing.

It is being supported by the Increasing Internet penetration along with the increasing intervention of the government to create a digitally developed country. IoT has been gaining popularity and it will trigger growth in job avenues, hybridize the traditional jobs, catapult industrial productivity and maybe even change the socio-economic fabric of India.

Integrating IoT-powered solutions will not only increase the production levels but will significantly boost the quality of production thereby impacting the revenue increase. The IoT technology helps monitor the machines in real-time and generates accurate reports for better decisions. According to Gartner, the worldwide IoT-connected devices are likely to increase to 43 billion by 2023. One of the primary reasons for this swift rise is the acceleration of digital transformation and the growth of 5G networks.

In IoT there are many security challenges that are less known by IT and by OT people. There are different technologies whereby security by design must take center stage in an integrated way. And even then, it's not just a matter of applying some security frameworks but also about asking sound questions about IoT security on the short and long term, and about relying on vendors, partners and experts who follow what the 'bad guys' do closely as they are working in increasingly sophisticated ways.

Manufacturing businesses stand to make tremendous gains by adopting Industrial Internet of Things (IIoT) technologies. Ignoring the

transformative opportunity risks competitive disadvantage, given that other companies in the same space will grab the opportunity to become more efficient and productive. According to a report by Accenture, the Gross Domestic Product of the U.S. could increase by more than \$7 trillion by 2030 due to the efficiency and productivity gains on offer, while globally gains could go up by over \$14 trillion.

Bringing key ingredients together is what really differentiates the IIoT from traditional ways of capturing and analyzing manufacturing data. The technologies include:

- Smart, digital sensors that are affordable to deploy in the huge numbers needed to monitor almost any parameter in an industrial environment or process: motor speed, vibration, inspection data, etc.
- Wireless networking technologies include point-to-point and mesh networking that allows connecting large numbers of sensors with minimal additional cabled connections, which can be disruptive to install and potentially unreliable.
- IIoT-friendly communication protocols such as Open Platform Communication Unified Architecture (OPC UA), which is platform-independent and leverages internet standards such as TCP/IP and HTTP(S) that promote seamless machine-to-machine communication.
- Low-power IC technologies, as well as energy harvesting and storage, that enable deployment in almost any location.
- The accessibility of high-performance computing, affordable even to small organizations on an "as-a-service" basis, in the cloud and moving toward the edge (including AI, which is well suited to pattern recognition tasks that are fundamental to analyzing sensor data).
- Developments in data science, aided and abetted by the ongoing increases in computing performance to capture and crunch vast quantities of data (Big Data) from ubiquitous sensors. This can reveal otherwise undiscoverable insights into the numerous causes and effects that occur within every process happening inside the factory.

Leveraging IIoT technologies to create a smart factory offers tremendous opportunities. On the other hand, IIoT's almost limitless scope and complex many-faceted nature can present barriers to taking that first step. There is the prospect of installing and onboarding thousands upon thousands of sensors, noting also that legacy equipment can present barriers to implementation. Then there is the challenge of managing the data produced. Each machine in a factory could generate as much as 5GB of data per week, amounting to about 5 petabytes (5

IoT is emerging as one of the fastest-growing tech fields in India and with its widespread following the digital revolution. It is already catapulting various industries and India is at the cusp of transforming and hybridizing jobs as per the future's demand. Therefore, IoT is triggering the next big digital revolution and paving the way for it through automation.



million GB) across all assets in a typical factory.

Starting small may help. Begin by collecting data from selected equipment or processes (perhaps the easiest to understand or those known to be under performing) and connect to cloud-based analytics services. Working with a partner that can offer various building blocks and services can demystify and shorten the learning curve. Avnet has a variety of proof-of-concept platforms with flexible connectivity options ready to start sending data to the cloud. Real-time analytics applications, REST APIs and SDKs are also provided for easy development, and lifecycle services are available to accelerate implementation and aid maintenance.

Moving forward, test programs can scale quickly by adding more sensors, monitoring additional equipment and processes, and performing more diverse analyses. Also, the value of the data can be assessed or filtered to capture events of interest. Basic data processing and filtering can be done at the edge of the network using edge controllers, smart gateways or aggregators. This can reduce network traffic, data storage and cloud workload, as well as enhance real-time performance.

In 2022, IoT will be firmly entrenched in people's everyday lives. The number of devices connected to the IoT will triple by 2022, reaching 25 billion. Most cars and homes will be connected to the internet by 2022. Both individuals and companies will benefit from this connectivity.

IoT makes the autonomous collection of big data possible, which helps businesses get insights into customer behaviours and product performance. IoT also facilitates the continuous optimization and automation of business processes and even helps to improve employee engagement and performance.

There are six significant IoT security challenges:

- Weak password protection
- Lack of regular patches and updates and weak update mechanism
- Insecure interfaces
- Insufficient data protection
- Poor IoT device management
- The IoT skills gap

What has held back IoT adoption in India

- Lack of clarity on what to prioritize
- Lack of vision and short-term value realization
- Lack of right talent and skills for implementing and maintaining IoT ecosystem
- Technical challenges of connectivity, compatibility, interoperability, and cybersecurity

Source: Internet of Things (IoT), The rise of the connected world, Deloitte

Key concerns

The biggest challenges related to IoT deployments are lack of strategy. Often, enterprises deploy IoT without having detailed planning around its implementation need and future-focused vision. Concerns related to data ownership, privacy, compliance, and algorithm bias can put CIOs in a difficult position. Regarding IoT deployment concerns, the most significant ones are security, especially when it comes to multi-

site operations. Connected devices can be controlled by hackers for their nefarious means. Imagine, someone taking control of the different devices being operated in factories, houses, enterprises.

According to a HP study, 70 percent of the most commonly used Internet of Things (IoT) devices contain vulnerabilities, including password security, encryption and general lack of granular user access permissions.

"This spike in demand (for IoT) is pushing manufacturers to quickly bring to market connected devices, cloud access capabilities and mobile applications in order to gain share. While this increase in IoT devices promises benefits to consumers, it also opens the doors for security threats ranging from software vulnerabilities to denial-of-service (DOS) attacks to weak passwords and cross-site scripting vulnerabilities," HP notes.

Various vulnerabilities and threats which have emerged with the rise of IoT needs to be tackled by enterprises by implementing end-to-end security approach to scan and identify the network security flaws before they become serious issues. Enterprises will be required to explore technologies such as SD-WAN to resolve the issues related to IoT security. With IoT, the role of network administrators will become more complex as they will need to keep a consistent check through remote management. Robust authentication policies will be required to prevent attacks from IoT devices to other network sites.

A recent Technology Industry Innovation study by KPMG states that IoT is ranked as the top technology to have the tremendous potential to drive future business transformation and long-term value, especially around improved business efficiencies, increased profitability, and cost reduction. However, according to the study, the biggest challenge in fully embracing the IoT by enterprises is to shape a new relationship between organizations, customers, and others operating in their supply chain. One of the ways to develop the relationship is to analyze data from a connected ecosystem, the KPMG report states. "Thus, building trust with customers and suppliers who want to know their data is secure, and for organizations to make informed business decisions, knowing they can trust the data collected," it says.

Another challenge that creates a hindrance in the mass-level adoption of IoT among enterprises is the lack of robust mobile broadband connectivity. Large-scale transformations cannot be achieved consistently based on 2G/3G/4G or even in wired infrastructure. Because these technologies are either slow or have latency issues, or they may use an exorbitant amount of energy to support IIoT. The fifth generation of technology can become really useful in this case. When powered with 5G speed and AI-based analytics, manufacturers can forecast problems, analyze them in real-time, and curtail production downtime. One of India's leading IT services firms, Wipro, in a report, states that because of the high capacity, wireless flexibility, and low-latency performance of 5G, IIoT deployments in the manufacturing segment will see strong demand. In such a scenario, 5G has the potential to enable high-speed connectivity without the cost and complexity of fiber optic cables. And this makes 5G a natural choice for high precision manufacturing environments. In addition, the sensors market will likely evolve considerably during the next three to four years. In the post COVID world, where businesses are going hybrid ways of working, sensor monitoring solutions will play a pivotal role in IoT-related projects.

THE EVER-EXPANDING IOT WORLD

IoT is already integrated across several areas where technology adoption is accelerating. The critical areas of leading IoT integration are:

Smart life

Health care - a new patient-centric model, is emerging

- Consumer and retail businesses - the age of empowered customer and co-creator
- Banking convergence - moving from statistics to individual fact-based policies
- Insurance
- Public services

Smart city

- Smarter management of city infrastructure
- Collaboration across multiple and disparate agencies
- Real-time data collection
- Enhanced security
- Better city planning
- Networked utilities
- Building developments

Smart mobility

- Autonomous/driverless/connected cars
- Urban mobility
- Interurban mobility - connected across the transport network
- Fare management and payment solutions
- Distribution and logistics
- Fleet management

Smart manufacturing

- Machine learning - intelligent, automated decision making
- Machine communications - more interaction and collaboration
- Networking - networked control
- Optimized processes - rapid prototyping and manufacturing
- Proactive asset management - preventive diagnostic
- Better infrastructure integration - overcoming the interface standards

Going Strong

SMARTPHONE

Multiple factors including post-pandemic euphoria, easy finance, discounts & promotions as well as 5G make 2021 among the top performing years for the Indian smartphone industry

India's smartphone shipments grew 11% YoY to reach 169 million units in 2021, according to the latest research from Counterpoint Research. 2021 started strong with pent-up demand from 2H20 (Jul- Dec) and positive sentiments around vaccinations but a severe second wave of Covid-19 dealt a blow to the growth. However, the shipments declined 8% YoY in the December quarter due to supply issues plaguing the smartphone manufacturing ecosystem.

Constrained supplies resulted in low inventories across channels in the second half of the year, which usually has a high demand during the festive season.

Trends

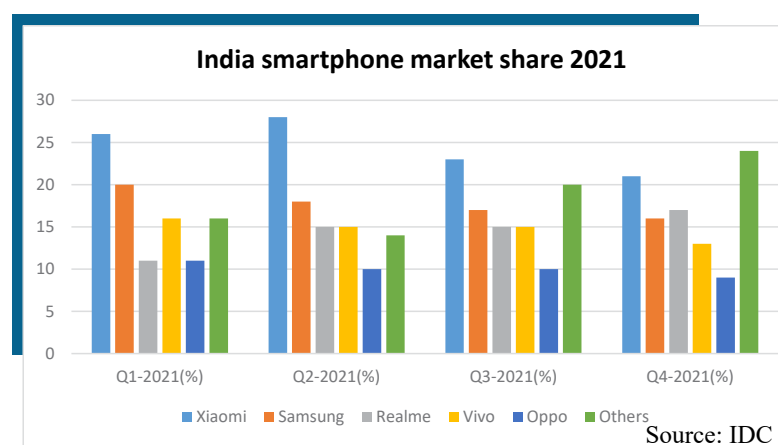
Commenting on the market dynamics, Senior Research Analyst Prachir Singh said, "The Indian smartphone market witnessed high consumer demand in 2021, making it the best-performing year. This feat came in a year that witnessed supply constraints due to a multitude of reasons – a second and more virulent COVID-19 wave, global component shortages and price hikes due to these shortages. The high replacement demand fueled by increasing smartphone affordability in the mid and high-price tiers due to promotions and discounts, as well as better financing options, led to an 11% YoY growth in 2021. The demand outstripped the supply in the last two quarters of 2021. During Q4 2021, the smartphone market declined 8% YoY. We expect the supply situation to get better going forward and reach normalcy by the end of Q1 2022."

Commenting on the competitive landscape and pricing, Counterpoint Research Analyst said, "India's smartphone market retail ASP (average selling price) grew 14% YoY in 2021 to reach its highest ever at \$227. The price hikes in the budget segment due to component price rise, increasing focus of OEMs on the premium segment, and increased demand for mid-range and premium smartphones due to increasing uses and availability of financing options contributed to the increasing ASP. This resulted

in the Indian smartphone market revenue crossing \$38 billion in 2021, registering a growth of 27% YoY."

Besides, on the manufacturing front, local manufacturing bounced back, contributing 98% shipments in 2021, compared to 90% in 2020. The PLI scheme has been a great booster for the Indian mobile manufacturing ecosystem, attracting top players like Apple and Samsung to increase their 'Make in India' footprint and make India their export hub. Therefore, handset exports saw 26% YoY growth in 2021. Seeing the PLI scheme's success in the mobile manufacturing ecosystem, the government has launched similar schemes for different product verticals like CIOT and IT hardware.

India's overall mobile handset market grew 7% YoY in 2021. Samsung captured the top position in the handset market in 2021, taking 17% share. Feature phone shipments reached 86 million units to show flat growth in 2021. Itel led the feature phone market, taking 24% share followed by Lava, Samsung and Jio. Itel has been leading the feature phone market for the last two consecutive years.





Market analysis

Xiaomi maintained the top position in India's smartphone market in 2021 with 2% YoY growth. Component shortage in the second half of the year, which affected volumes in the mass market segment, led to slower growth. Xiaomi grew 258% in the premium segment (>INR 30,000, ~\$400) in 2021 with the Mi 11x series. Going forward, it will keep focusing on the premium segment and offline expansion.

Samsung remained at the second position in 2021 with an 8% YoY decline in shipments. Supply chain disruptions, absence of new Note series, reduced focus on the entry-level segment and fewer launches in the mid segment compared to the previous year led to an overall decline. However, Samsung was the top brand in 5G smartphone shipments in Q4 2021. Its campaign on providing maximum bands in 5G smartphones facilitated this growth. It also led the INR 20,000-INR 45,000 (~\$267-\$600) segment with a 28% share. Samsung's foldable device (Fold and Flip series) shipments grew 388% YoY in 2021.

Among the top five brands, realme was the fastest growing in 2021 with 20% YoY growth. It also captured the second spot in Q4 2021 for the first time ever. Switching to 'Unisoc' to manage component shortages, production expansion through partnerships with EMS, focus on the premium segment with newly launched 'GT series' and high demand for its revamped C series and Narzo series favored this high growth for realme. Going forward, realme is aiming to provide 5G in all smartphones priced above Rs 15000. It also plans to enter the ultra-premium segment.

vivo emerged as the top 5G smartphone brand in 2021 with a 19% share. It grew 2% YoY in 2021 driven by a strong performance of its Y series and V. It remains the leading player in the offline segment while simultaneously strengthening its hold in the online segment through its sub-brand iQOO.

OPPO held the fifth position in 2021 with 6% YoY growth. It now has a leaner portfolio in the budget segment as it is focusing on the upper, mid and premium segments. In the premium segment, it was the fastest growing brand in 2021.

Transsion Group brands (itel, Infinix and TECNO) registered 55% YoY growth in 2021 and crossed 10 million shipments for the first time ever in a single year. They also maintained their third position in the overall handset market, with itel being the largest player in the feature phone market. Aggressive launches with a strong value proposition, strong demand in Tier 2 and Tier 3 cities and hybrid channel strategy were some of the factors behind this growth.

Apple was one of the fastest growing brands in 2021 with

108% YoY growth in shipments. It maintained its lead in the premium segment (>INR 30,000) with a 44% share. Aggressive offers during the festive season, strong demand for the iPhone 12 and iPhone 13 and increased 'Make in India' capabilities drove high growth. We expect strong momentum for Apple in 2022 as well with increased manufacturing and retail footprint.

OnePlus reached its highest ever shipments in 2021, crossing the 5-million mark with 59% YoY growth driven by the OnePlus Nord Series. It led the affordable premium segment (INR 30,000-INR 45,000). It also captured the second position in the premium segment (>INR 30,000) with a 19% share. Camera innovations will be a key focus for OnePlus in 2022.

Major highlights

- India's smartphone market revenue crossed \$38 billion in 2021 with 27% YoY growth.
- Xiaomi led the market with a 24% shipment share. The brand also reached its highest ever share in the premium segment (>INR 30,000, ~\$400) with 258% YoY growth.
- Samsung registered its highest ever retail ASP in 2021. The brand led the Rs 20,000-Rs 45,000 price segment with a 28% share.
- OnePlus registered its highest ever shipments in India in 2021 and led the affordable premium segment (Rs 30,000-Rs 45,000)
- 5G shipments registered 555% YoY growth in 2021. vivo led the 5G smartphone shipments in 2021 with a 19% share.
- 5G smartphone shipments crossed 10 mn mark in December 2021
- Among the top five brands in 2021, realme was the fastest growing brand. It captured the second position in Q4 2021 for the first time.
- OnePlus registered its highest ever shipments in India. Nord series cumulative shipments crossed 3 million units.
- Apple led the premium segment (>INR 30,000) with 45% share.
- India's smartphone market registered its highest ever shipments in H1 2021
- realme became the fastest brand to reach 50 million cumulative smartphone shipments in India

Outlook

The initial two quarters of the year 2022 has shown almost flat growth amidst a low seasonal demand and a mild impact of the third wave of Covid-19. This is expected to give the brands time to replenish their inventories. The transition from 4G to 5G will continue to drive growth, though still restricted to mid and high-tier price segments.



India Smartphone Market, Top 5 Company, shipments in million, Market Share, Year-over-Year Growth, 2021

Company	2021 Shipment Volumes	2021 Market Share	2020 Shipment Volumes	2020 Market Share	Year-Over-Year Unit Change (2021 over 2020)
1. Xiaomi	40.4	25.1%	41.0	27.4%	-1.5%
2. Samsung	27.9	17.4%	29.7	19.8%	-6.0%
3. vivo	25.1	15.6%	26.7	17.8%	-6.1%
4. realme	24.2	15.0%	19.2	12.8%	25.7%
5. OPPO	17.8	11.1%	16.5	11.0%	8.3%
Others	25.3	15.8%	16.6	11.2%	52.4%
Total	160.7	100.0%	149.7	100.0%	7.3%

Source: IDC

Awaiting the 5G Magic

TELECOM SERVICES

With an ever increasing telecom user-base and growing demand for data-based services, India Inc. is eagerly waiting to leverage the power of 5G

For decades, telecom has been the poster boy of Indian business success stories. The industry that has brought many firsts to the country is now the world's second largest market in terms of subscriber base with 1.16 billion users. The country that was among the fastest in the world to rollout 4G services across its geography is now eagerly awaiting the launch of 5G services. Higher multi-Gbps speeds, lower latency, and more reliability compared to the previous-generation mobile networks are some of the benefits of 5G. As per DoT, India can expect the launch of 5G services within this year.

Market size

India is the world's second-largest telecommunications market. The total subscriber base, wireless subscriptions as well as wired broadband subscriptions have grown consistently. Tele-density stood at 85.91%, as of December 2021, total broadband subscriptions grew to 792.1 million until December 2021 and total subscriber base stood at 1.18 billion in December 2021.

Gross revenue of the telecom sector stood at Rs. 64,801 crore (US\$ 8.74 billion) by end of March, 2022. The total wireless data usage in India grew 16.54% quarterly to reach 32,397 PB in the first quarter of FY22. The contribution of 3G and 4G data usage to the total volume of wireless data usage was 1.78% and 97.74%, respectively, in the third quarter of FY21. Share of 2G data usage stood at 0.48% in the same quarter.

Telecom subscriber base

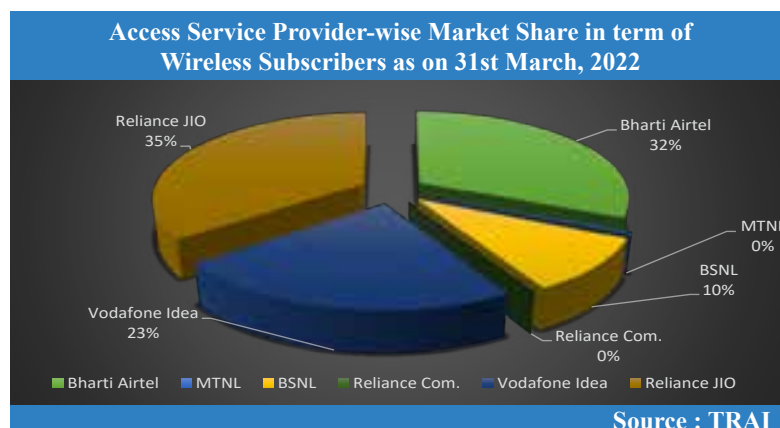
The total number of telephone subscribers in India was 1,166.93 million at the end of March-22. Urban telephone subscription decreased from 647.76 million at the end of February-22 to 647.11 million at the end of March-22 and the rural subscription also increased from 518.29 million to 519.82 million during the same period. The monthly growth rates of urban and rural telephone subscription were -0.10% and 0.30% respectively during the month of March-22. At the end of the year, the tele-density of India was 84.88%. The urban tele-density was 134.94% whereas the rural tele-density was 58.07%.

Highlights of Telecom Subscription data as on 31st March 2022			
Particulars	Wireless	Wireline	Total(Wireless+Wireline)
Total Telephone Subscribers (Million)	1142.09	24.84	1166.93
Urban Telephone Subscribers (Million)	624.23	22.88	647.11
Rural Telephone Subscribers (Million)	514.86	1.96	519.82
Overall Tele-density*(%)	83.07%	1.81%	84.88%
Broadband Subscribers (Million)	761.05	27.25	788.3

Source : TRAI

Wireless subscriber

Total wireless subscribers increased from 1,141.53 million at the end of February-22 to 1,142.09 million at the end of March-22, thereby registering a monthly growth rate of 0.05%. Wireless subscription in urban areas decreased from 625.19 million at the end of February-22 to 624.23 million at the end of March-22 however wireless subscription in rural areas increased from 516.34 million to 517.86 million during the same period. Monthly growth rates of urban and rural wireless subscription were -0.15% and 0.29% respectively. Of the total wireless subscriber base, the private players command a market size of 89.76% whereas the public operators hold a market size of 10.24%. Among the operators, Reliance Jio dominated the wireless subscriber user-base with 35.37% market share and is followed by Bharti Airtel with 31.55%. Vodafone-Idea or Vi is at 3rd position with 22.83% market share.

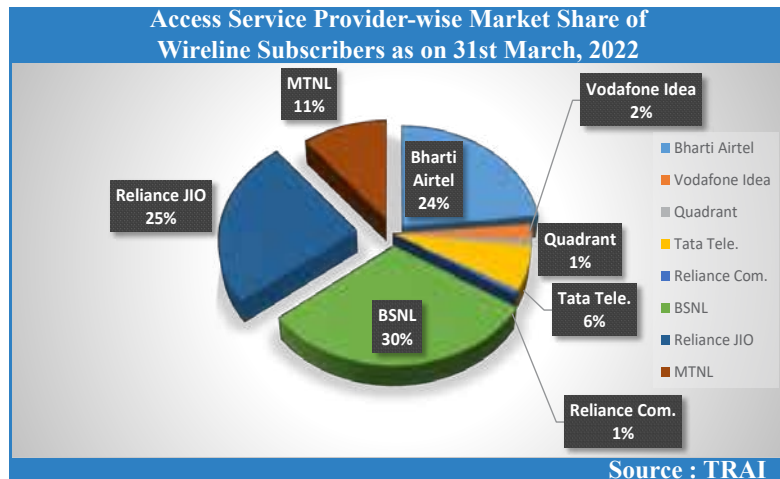


Wireline subscribers

Wireline subscribers increased from 24.52 million at the end of February-22 to 24.84 million at the end of March-22. Net increase in the wireline subscriber base was 0.32 million with a monthly growth



rate of 1.31%. The share of urban and rural subscribers in total wireline subscribers were 92.12% and 7.88% respectively at the end of March, 2022. Among the operators, BSNL has the majority market share of 30.23% of all wireline subscriber base and is closely followed by Reliance Jio with 24.85%. Airtel is 3rd position with 3.55% market share and the other state-run operator MTNL has a market share of 10.84% at the end of March 2022.



Broadband

The total broadband subscriber base at the end of the fiscal year 22 was 788.3 million as against 765 million by the same period a year ago. There are a total of 653 broadband operators in the country though the space is primarily occupied by four major players. Reliance Jio holds the lion's share of 51.92% in the broadband market whereas the closest follower Airtel is with 27.31% market share followed by Vodafone Idea with 15.54% market share. PSU operator BNL holds a market share of 3.45%.

Highlights of FY2021

With daily increasing subscriber base, there have been a lot of investment and development in the sector. FDI inflow in the telecom sector stood at US\$ 38.25 billion between April 2000-December 2021.

Some of the major developments in the recent past are:

- In January 2022, Google made a US\$ 1 billion investment in Airtel through the India Digitization Fund.
- In October 2021, Vodafone Idea stated that it is in advanced talks to sell a minority stake to global private equity investors including Apollo Global Management and Carlyle to raise up to Rs. 7,540 crore (US\$ 1 billion) over the next 2-3 months.
- In October 2021, British satellite operator Inmarsat Holdings Ltd. announced that it is the first foreign operator to get India's approval to sell high-speed broadband to planes and shipping vessels. Inmarsat will access the market via Bharat Sanchar Nigam Ltd. (BSNL) after BSNL received a license from the Department of Telecommunications.
- In October 2021, Dixon Technologies announced plans to invest Rs. 200 crore (US\$ 26.69 million) under the telecom PLI scheme; this investment will include the acquisition cost of Bharti Group's manufacturing unit.
- In September 2021, Bharti Airtel announced an investment of Rs. 50 billion (US\$ 673 million) in expanding its data centre business to meet the customer demand in and around India.
- In August 2021, Tata Group company Nelco announced that the company is in talks with Canadian firm Telesat to sign a commercial pact for launching fast satellite broadband services in India under the latter's Lightspeed brand, a move which will pit the combined entity against Bharti Enterprises-backed OneWeb, Elon Musk's SpaceX and Amazon.
- In the first quarter of FY21, customer spending on telecom services increased 16.6% y-o-y, with over three-fourths spent on data services. This spike in consumer spending came despite of the COVID-19 disruption and lack of access of offline recharges for a few weeks

Govt. initiatives

The Government has fast-tracked reforms in the telecom sector and continues to be proactive in providing room for growth for telecom companies. Some of the key initiatives taken by the Government are as

follows:

In Union Budget 2022-23 the Department of Telecommunications was allocated Rs. 84,587 crore (US\$ 11.11 billion) out of which Rs. 30,436 crore (US\$ 3.99 billion) was revenue expenditure which was 36% of the total expenditure and Rs. 54,150 crore (US\$ 7.11 billion) was capital expenditure which is 64.01% of total expenditure.

To drive the development of 6G technology, the Department of Telecommunications (DoT) has developed a sixth generation (6G) innovation group.

In October 2021, Telecom Secretary Mr. K. Rajaraman inaugurated the Quantum Communication Lab at the Centre for Development of Telematics (C-DOT), Delhi, and unveiled the indigenously developed Quantum Key Distribution (QKD) solution by C-DOT. QKD can support a distance of >100 kms on standard optical fibre.

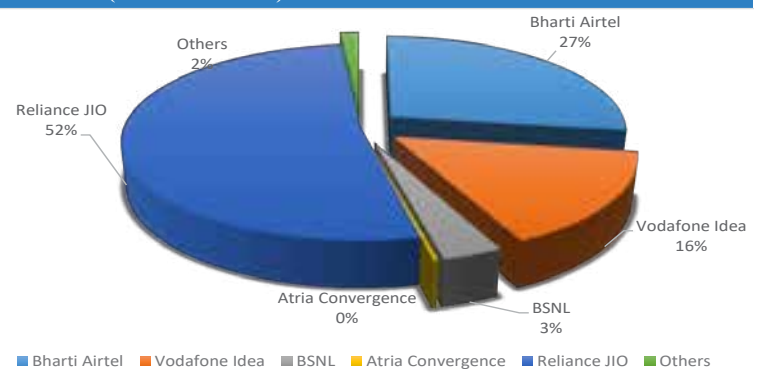
In August 2021, the Department of Telecommunications (DoT) initiated discussions with banks to address financial stress in the telecom sector, particularly Vodafone Idea Ltd. (VIL) that urgently requires fund infusion to stay afloat.

In August 2021, the Department of Telecommunications (DoT) officials stated that it is working on a package, which includes reducing the revenue share licence fee to 6% of adjusted gross revenue (AGR) of the operators from the current 8%. This would be done by reducing the 5% universal service obligation levy by two percentage points.

In July 2021, Bharat Broadband Network Limited (BBNL), on behalf of the Department of Telecommunication, invited global tender for the development of BharatNet through the Public-private Partnership model in 9 separate packages across 16 states for a concession period of 30 years. Under this project, the government will provide a maximum grant

The Rs. 12,195 crore (US\$ 1.65 billion) production-linked incentive

Service Provider-wise Market share of Broadband (wired+wireless) Services as on 31st March 2022



(PLI) scheme or telecom is expected to bring in investment of around Rs. 3,000 crore (US\$ 400.08 million) and generate huge direct and indirect employment.

In April 2021, the government pointed out that firms such as Ericsson and Nokia are now eager to expand their operations in India, and global companies like Samsung, Cisco, Ciena and Foxconn have expressed interest to set up their manufacturing base in the country for telecom and networking products.

In 2021-22, the Department of Telecommunications has been allocated Rs. 58,737.00 crore (US\$ 8 billion). 56% allocation is towards revenue expenditure and the remaining 44% is towards capital expenditure.

Outlook

The future of Indian telecom looks rosy from both consumers as well as service providers' perspective though network connectivity still remains a big issue. India is consistently growing in terms of subscriber addition and is among the biggest consumer of data worldwide with over 11 GB data consumption per month. It is expected that, over the next five years, rise in mobile-phone penetration and decline in data costs will add 500 million new internet users in India, creating opportunities for new businesses. While all this data refers to the opportunities with 4G, the horizon is expected to be much wider once 5G is rolled out in the country.

According to reports, India will have 350 million 5G subscribers by 2026 accounting for 27% of all mobile subscribers. By 2025, India will need approximately 22 million skilled workers in 5G-centric technologies such as Internet of Things (IoT), Artificial Intelligence (AI), robotics and cloud computing.



ANTHONY WEBB
VP International - A10 Networks

**A10 delivers to its customers
secured applications that perform
at optimum levels**

BRAND ROADMAP 2022

With cyberattacks increasing every hour amid the pandemic, in 2022, A10 Networks' top priority is to innovate advanced IT and security solutions to address the challenges of the new normal while also providing clients with the most secure and available digital experience possible. In addition, implementing advanced technologies like artificial intelligence, machine learning and automation is another focus area to help identify cyber-attacks in real time, and protection against DDoS attacks.

When it comes to its marketing strategy, A10 Networks is focused around communicating how the brand is helping customers, service providers and enterprises solve their operational challenges. These include:

- Providing always available app delivery and security - on-premises and in the cloud
- Supporting seamless migration to the cloud with hybrid solutions
- Securing multi-generational networks throughout the transition to 5G and cloud-native architectures
- Protecting networks from cyber security attacks that endanger network availability
- Simplifying IT operations with connected intelligence, automation, machine learning and DevOps/SecOps tools
- Capturing the benefits of emerging 5G opportunities

Channel partners play a very fundamental role when it comes to the company's go-to-market strategy. The partner community of A10 Networks in India provides the high levels of pre- and post-sales expertise to ensure customers maximise their investment in A10 Networks solutions and achieve their business goals.

STRIKING THE TECH-CORD WITH CUSTOMERS

A10 Networks is committed to delivering secure application services for on-premises, multi-cloud, and edge-cloud environments at hyperscale. It provides customers with secure and reliable app delivery for hybrid cloud environments, which include private clouds with our application delivery controller (ADC).

With its Affinity Partner Program, A10 Networks is teaming up with leaders in the marketplace to help support customers and drive better business outcomes. It invests heavily in the development and training of its partners and also offer them other benefits including – training and certification, Elevate to Elite Program, Tech Packs, Path to Platinum and Lead the Way initiative.

BUILDING AN EFFECTIVE CYBER SHIELD

With an increase in ransomware attacks on organizations in the last couple of years, a Zero Trust model combined with A10 Networks Thunder SSL Insight has become a critical element of network defense (inside or outside) that helps support a Zero Trust strategy by restoring full traffic visibility. A10 Network's DDoS protection solutions also protect against the largest DDoS attacks and can help organizations avoid business downtime, lost revenue, and damaged reputation, while also ensuring future protection.

ESTABLISHING THE BRAND CREDIBILITY

A10 Networks believes in growing its business by being a preferred partner to its customers in helping them ensure digital resiliency, and by building a dedicated set of channel partners who are leaders in the marketplace. The primary focus is to partner with players who are strong in key verticals and can bring talent and expertise to customers. A10 Networks works with partners to understand their vertical expertise, their technical abilities, and their strength, and thereafter formulate a unique joint business model to address customers' needs together.

The brand differentiates itself by securing application services powered by connected intelligence across its solutions for multi-cloud, edge cloud and 5G. A channel strategy encompassing APAC, EMEA and South Asia provides A10 Networks a unique perspective across a large segment. The company is committed to closely work with its partners and customers across the world to instill a sense of security and safety into the relationship.

THE IT INDUSTRY IN INDIA

The world has changed irrevocably, and the pace of digital transformation has accelerated beyond expectations. With corporate offices, government agencies, schools, and universities adapting to hybrid work/learning models, and many healthcare interactions moving online, cyber security gaps have formed. Enterprises across the world are witnessing increasing state-sponsored cyber threats and digital aggression as a result of geopolitical tensions.

Moving beyond the crisis mode, organizations are now laser-focused on digital resilience, moving to the cloud and how they can shore up their defenses. There is clearly a need to support employees to work in ways they are most comfortable. Indian organizations are also seen pivoting to Zero Trust models.



Always Secure. Always Available.

Better business outcomes with A10 Networks



Application Delivery

- Achieve Application Delivery ROI
- **56%** of customers saw ROI in 12 months, **86%** in 24 months



5G Security

- Increase 5G and Subscriber Uptime
- **100%** of customers surveyed experienced better reliability with CGN & Security



DDoS Protection

- Automate DDoS Protection with AI
- Better security & **3x density**, performance & capacity



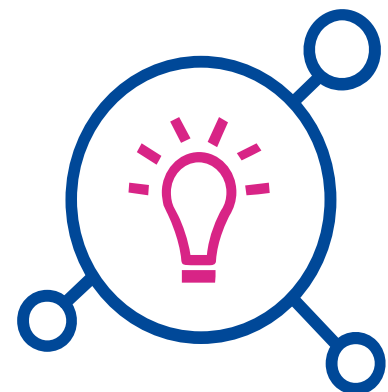
Traffic Visibility

- Reduce SSL/TLS Decryption Web Threat Liability
- **57%** of customers improved security, **43%** reduced costs

A10 Networks' Integrated Solution

We provide secure, scalable application services for on-premises, cloud, and edge-cloud environments to deliver better business outcomes that support investment protection, new business models, and help future-proof infrastructures.

- Take control of multi-cloud complexity and security
- Simplify and automate application management
- Prepare for 5G
- Gain insight into application performance with using A10's connected intelligence





Acuutech continues
to deliver support
solutions to
constantly enhance
its customers'
journey



PRITI MEHTA

Group Chief Executive Officer, Acuutech

Priti has over 25 years in the IT business and is one of the founding members of the Acuutech board. With a background in technology solution deployment, she intrinsically understands the opportunities and demands within the IT sector. But although she has a thorough understanding of the technology arena, what motivates her, is delivering business first solutions by understanding and working with clients.

As group CEO, Priti leads the group's global business, both commercially and operationally in Europe, Asia and North America.

Acuutech removes the complexity and challenges associated with delivery platforms that are secure and reliable. Through its advanced knowledge of the Microsoft technology landscape, Acuutech configures and combines the suite of security capabilities within the platform to provide protection from the group up. This starts with protecting the base hardware, firmware and operating system with validated components and security-signed drivers and updates.

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.

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.

Acuutech also works with its partners to run high-quality, deeply informative events & roadshows with their clients and opportunities to help them show the business value and key commercial benefits that Acuutech's offering can provide, coupled with the value add services the business partner can offer.

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.

For Acuutech, its approach has always been towards an experience driven approach. The way it defines and enables the next wave of technologies offering professional services on leading edge Microsoft technologies. These are designed and framed in an experience centric way. The way it talks about the next wave of Acuutech MESH services and capabilities, these are discussed and framed in an experience centric way. Acuutech can also offer a turnkey modular platform called AcuutechMESH a simplified systems management etc. It talks in terms of simplified systems management and deployment that does not require technical knowledge, and has billing and commercial terms that are flexible to meet client requirements.

CYBER SECURITY A PRIORITY

Security is central to all IT platforms and is a multi-layered activity, encompassing technology and process. One of the key challenges for organizations is correctly taking advantage of the security, encryption and protection systems built into the software and operating systems they use.

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 platform capabilities to leverage industry leading hyper-converged performance. Coupled with a full range of external services from the cloud, including applications on demand, security, mobility, and business continuity. All delivered in an easy to manage, ready to go package.

Acutech 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

Acutech 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.

Platform

-  Hyper converged appliance
-  Volume replication and failover
-  Application hosting platform
-  Software defined networking
-  VM Encryption and protection

Hybrid

-  Disaster recovery
-  Offsite backup
-  Hybrid-file server

Cloud

-  Infrastructure on demand (IaaS)
-  Virtual Desktop
-  Application Services on demand (PaaS)
-  Office 365 Productivity suite
-  Multi-factor authentication
-  Device management



With expanded production capacity, CP PLUS now becomes a World Challenger in the Surveillance Industry

ADITYA KHEMKA

Managing Director,
CP PLUS (Aditya Group)

upward arc throughout. Keeping up with such trends is the advent of Facial recognition, which uses AI & Machine Learning, and has worked wonders in the increasing use of security systems.

Notwithstanding the market scenario, our GTM strategy has always been largely Offline Channel Based – Distributors & Resellers, and also Medium to Large System Integrators. For us, not much has changed in the past 18 months since our products & solutions require an element of service cum installation, which has kept the market running in full flow. Nonetheless, the new B2C IoT Cloud-based solutions that we have launched during this time are set in place to have a large Online Business model, where they will also be selling via B2C & B2B portals, LFRs and also offline channels.

Furthermore, as technological advancements follow high-tech expertise and are seen percolating down to different echelons of society, it has become our motivation to keep taking on the unforeseen challenges of changing times and to tackle them with unparalleled digital innovations.

The People's Brand

CP PLUS is a pioneer Indian brand responsible for leading the security and surveillance industry in the country for many years now. Since its very beginning, CP PLUS has dominated the CCTV industry by introducing affordable solutions and a reliable sense of security to the general public and creating awareness about enhancing public safety. Now, the brand's name itself has become a synonym for CCTV in many parts of the country.

CP PLUS, India's leading CCTV brand, began producing surveillance devices locally in India in its Manufacturing facility in Tirupati, Andhra Pradesh 5 years ago. And since then, the brand has enhanced its manufacturing capabilities to reach the plant's maximum production capacity of 1Mn units a month. Now to meet the growing demand, CP PLUS has put up another manufacturing unit in Kadapa District, Andhra Pradesh. With the production commencing in Q2, 2022-23, this new facility will have 3 times the production capability vis-à-vis the existing capacity i.e. 3Mn Surveillance units per month, which will make it the World's Largest Manufacturing Unit for Surveillance Products, outside China and 3rd largest in the entire world when including China.

Currently, CP PLUS is also in talks with the Government of India to introduce the PLI scheme for the Surveillance industry and also about amendments to the Public Safety Act to further improve Electronics Security for India and its public.

A Growing Surveillance & Security Market

For the security & surveillance industry in particular but not solely, the growing market even in the face of the pandemic and all the given uncertainties has been a blessing. Backed by the proliferation of more and more advanced CCTVs such as IoT Cloud-based Wi-Fi consumer cameras, High-resolution 4G battery cameras in public spaces along with robust artificial intelligence algorithms, effective security solutions are increasingly becoming a part of everyone's everyday lives so much so that we have recently laid the foundation stone of yet another manufacturing facility in Andhra Pradesh to meet the growing demand.

With the spreading awareness about revolutionary solutions such as advanced cameras, floodlight cameras, IoT Cloud-based Wi-Fi Video Doorbell, Sensors integrated with AI-based human filtering that we are producing, people from every walk of life have started to realise that the dependability of an efficient security system stands unmatched. This is another reason why the security and surveillance industry has been on an

The Competitive Edge

For more than 14 years, as the largest Indian manufacturer of electronic security equipment that is also leading the Indian market, CP PLUS has been an instigator for introducing new technologies to the surveillance industry. In a market heavily dominated by Chinese brands globally, CP PLUS has been the only Indian company to step in and position itself at the forefront of the industry in such a short span of time. With our experience, we also gained the trust of millions before becoming India's No.1 brand, seeing that when it comes to security CP PLUS has even become a synonym for CCTV in people's minds. The tremendous feat achieved by CP PLUS and the dedication that we have put in have both been recognised on many occasions through numerous awards as CP PLUS has also been ranked among the top 2 brands in Asia and the Top 4 brands globally in the IHS survey.

Being a well-trusted brand with quite a deep understanding and know-how of the security and surveillance needs of the rapidly changing time, CP PLUS stands unrivalled when it comes to conceptualising customised and best-suited solutions for the security troubles of the world. Being a brand that puts in an effort to understand the needs of the end-user, we have steadily extended our presence to every corner of the country and have ensured that our customers can reach us no matter where they are. Through creating new capacities, establishing new capabilities, and constantly expanding our portfolio, we are committed towards strengthening our reach and ameliorating the reliability we provide.

Considering that people from every walk of life require a reliable sense of security and by understanding the rapidly changing as well as challenging needs of the time, we come up with unparalleled, high-performing products that are affordable and have been designed for sustainable use. Our innovation capabilities and the latest technologies coupled with value-added services show the difference. With our in-house production under the make-in-India initiative, we aim to generate more and more employment and help India in becoming truly self-reliant, while, at the same time, continuously organising training programs across the country. Our continuing and dedicated investments towards crafting and producing even more proficient solutions as well as towards constantly upgrading customer service are also the reason behind our rapidly rising market share. We will always remain dedicated towards enabling customers in gaining more value and effectively securing their property.



CP PLUS

World's Largest CCTV Manufacturing Facility*

**DESH KA APNA
SURVEILLANCE BRAND**

**140 CRORE
BHARTIYON
KA BHAROSA**



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Technical Support No.
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Alpha Max aims to be among the top 5 OEM brands in the next five years

BRAND ROADMAP 2022

Brand positioning occurs whether or not a company is proactive in developing a position. However, if the management takes an intelligent, forward-looking approach, it can positively influence its brand positioning in the eyes of its target customers.

Alpha Max technologies Private limited is a start-up that has been a part of large deals in government bids all across the country and even overseas. Its focus this financial year is to reach out to more and more new accounts through its SI partners and in parallel to the channel partners. The company's priorities are to focus on both segments of networking products, Active and Passive and also do something innovative in new segments.

STRIKING THE TECH-CORD WITH CUSTOMERS

To reach the "V" one has to be very cautious as reaching the "V" may be a temporary act whereas to retain the position of "V" is not as simple as it may seem. The aim of Alpha Max technologies is to be among the top 5 OEM brands in the next five years who are known for Quality, Responsiveness and Timelines.

We are a Start-up and to imagine all start-ups to be "UNICORN" is not a correct measurement. I believe that not all start-ups face the same issue in climbing up, though hick-ups are similar, which boils down to fund availability to keep the growth curve alive.

Secondly, we love to call our "customers" "partners in growth" and we ensure that all their requirements are tailored to best suit their needs and how we as "agents for change" bring them the same and keep the morale of both high. We have a strong relationship with all System Integrators from different regions we call Clusters and engage in regular discussion to forge forward.

STEPS TOWARDS CYBER RESILIENCE

When it boils down to "PRIVACY", it is the most abused word in the IT industry. In that sense, we are safe to be out of it as we presently manufacture a piece of technology which is "passive" in nature and poses no threat to "privacy". However, in future when we do commence manufacturing the "active" components, we will follow the privacy

guidelines laid down in the policy documentation of the country.

We always see that normally a brand name is associated with the technology which it brings out. We wanted to be a bit different and hence our brand name is different from that of our technology company (AlphaMax vs Aggressive Electronics Manufacturing Services Pvt. Ltd.). To differentiate further, we went on to establish the start-up AlphaMax Technologies Pvt Ltd. to own the brand "AlphaMax" itself.

ESTABLISHING BRAND CREDIBILITY

The brand is the identity of a company and we are as concerned as any other brand or company. We do few things which enables us to stay focused and these things are followed by almost all successful brands –

- We give a lot of freedom to our Cluster Heads who are our CEOs in their regions across India
- We never promise stars or moon but we promise what we can deliver
- We are cautious and keep learning from our mistakes and upgrade us
- We value our partners, SIs and "end user Growth Agents" most

- We do lot of sessions with our partners and product managers to share knowledge

In spite of fund scarcity, we are doing a lot of marketing activities including hiring a branding agency for social media coverage and advising on marketing trends that we need to focus on.

COMPLEMENTING MAKE IN INDIA

In the past two years, Alpha Max has been able to penetrate the government domain with few large orders as an OEM and is working on almost half a dozen or more such large-scale projects. There are challenges and they will always remain.

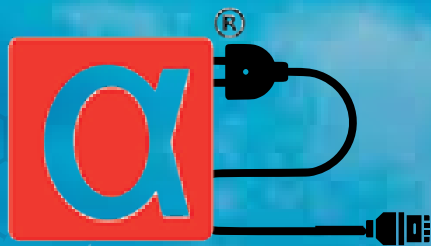


ANIRUDH BHARARA

Director –

Aggressive Electronics Manufacturing Services Private limited



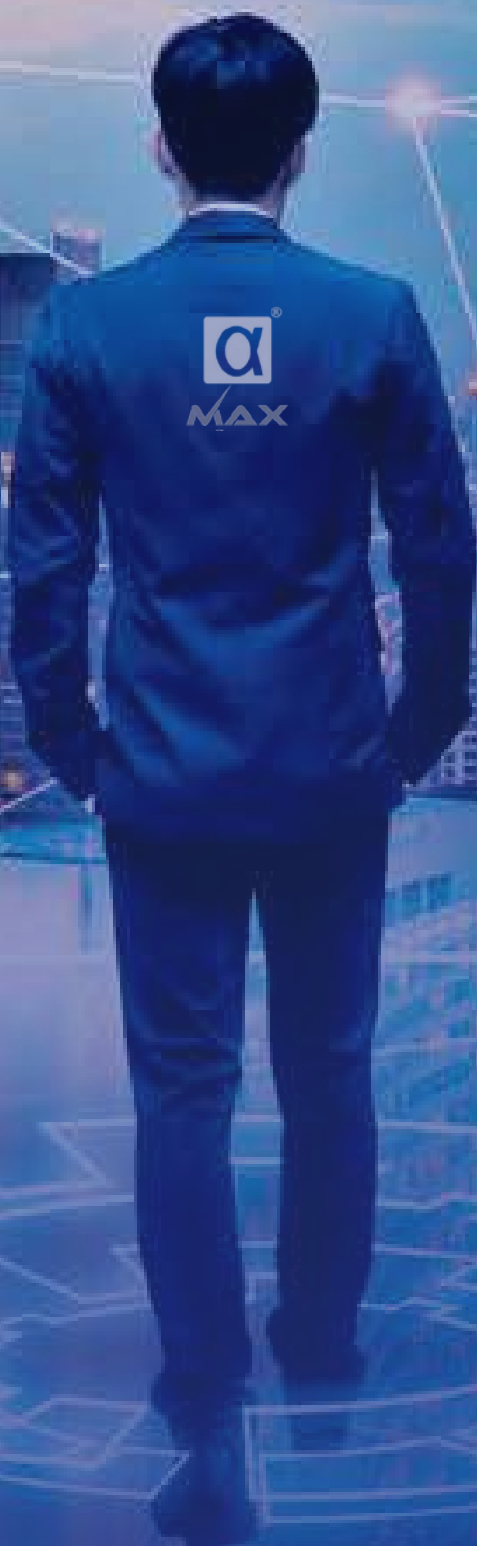


MAX
Series

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

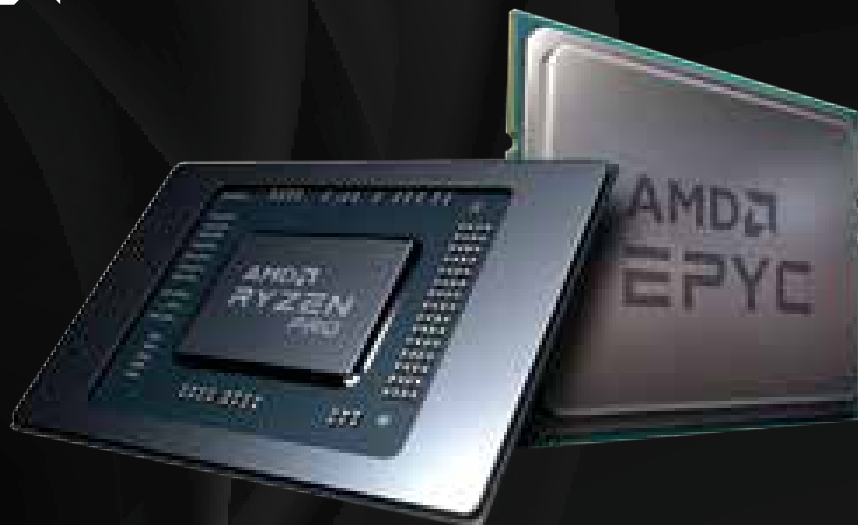


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sales@alphamax.co.in



ELEVATE YOUR BUSINESS WITH AMD SOLUTIONS



VINAY SINHA

Managing Director, Sales
AMD India Private Limited

1. What are the key digitalisation challenges faced by SMBs and mid-market businesses? What are the priorities for SMBs as they ramp up their digital infrastructure?

The biggest hurdles hindering SMBs and mid-market businesses in their digital transformation are two-fold: (1) Building a holistic IT infrastructure, and (2) security solutions.

Granted, many SMBs have made the effort to elevate their pre-pandemic infrastructure and have incorporated several advanced features that have enabled a successful transition to a “work from anywhere” environment, and in bringing their services to the digital world. However, considering the fact that SMBs have had very limited time to make this shift, many businesses were forced to rush the process and opted for generic, low-cost solutions.

A key digitalisation challenge faced by SMBs and mid-market businesses today is making a holistic assessment of their current infrastructure and identifying the right solutions to build the ideal infrastructure, catered to their specific business needs.

Furthermore, a comprehensive infrastructure that is specifically catered to the business’s needs will be more likely to enable agility. If there’s anything we have taken away from 2020 and 2021, it is this: A business that is able to be agile and adapt to rapidly evolving customer needs is a business that is in a better

position to realise long-term success. In today’s incredibly dynamic business environment, SMBs are in a particularly unstable position if they do not have an IT infrastructure in place that enables organisations to pivot their practices and offerings in response to constantly changing consumer demands.

The second challenge is with security solutions. As the volume and velocity of data continues to accelerate, and with the never-ending/evolving cyber threats which increase the potential for financial and reputational damage, CIOs will continuously have to update their infrastructure to remain competitive.

SMBs across industries will look to prioritise the development of a comprehensive IT infrastructure that is catered to their business practises and needs, as well as security solutions. These two challenges will never be one and done. Systems should be updated on an ongoing basis, within the company’s available resources. At AMD, we work closely with CIOs and our partners to address these challenges in a collaborative and sustained way to build agile and robust IT infrastructure without compromising on resilience.

2. How is AMD helping SMBs solve their data center challenges with AMD EPYC™ processors and Ryzen™ Pro processors?

As mentioned above, upgrading IT infrastructure is a common challenge faced by SMBs across several industries to support the new “work from anywhere” environment. In 2021, AMD launched its 3rd Gen EPYC™ Processor for the data center, which demonstrated reliable execution, leadership performance, and a strong and growing ecosystem. These features are crucial in supporting a “work from anywhere” environment and solutions to some of the world’s most demanding challenges. AMD EPYC™ processors have been thoughtfully engineered for data centers that rely on CPU performance and throughput. 3rd Gen AMD EPYC™ processors are the world’s highest performing x86 server processors¹ and to further accelerate performance, AMD has continuously invested and innovated in packaging, through a



multi-year, multi-technology journey. At Computex in June 2021, AMD showcased the next big step for the industry – 3D chiplet technology for high performance computing products. We are bringing this packaging innovation to the AMD EPYC™ 7003 Series processor family with a new AMD 3D V-Cache™ technology design. 3rd Gen AMD EPYC™ processors with AMD 3D V-Cache technology offer breakthrough per-core performance with 3X the L3 cache/768 MBs per socket² and provide the confidence of modern security features.

Today, AMD EPYC™ processors are established as a new standard for the modern data center, and offer leadership not just in the cloud, but across enterprise, commercial HPC, and super computing. Further, with revolutionary innovations such as AMD 3D V-Cache™ chiplet technology for high performance computing products, AMD processors offer differentiation and value that translate into efficiency and quality.

AMD Ryzen™ PRO processors for mobile are designed for enterprise businesses with up-to eight high-performance cores for premium multitasking, as well as modern security features to help keep data safe. AMD PRO technologies includes: (1) PRO security, (2) PRO manageability, and (3) PRO business ready features.

A perfect example of an offering that business leaders may find highly relevant in today's hybrid working environment are AMD Ryzen™ PRO 6000 Series mobile processors. Announced at CES 2022, the AMD Ryzen™ PRO 6000 Series processors for mobile bring new architecture, new features, and new experiences that accelerate productivity, enhance collaboration, and inspire creativity for professional laptop users. With AMD PRO technologies, AMD Ryzen™ 6000 Series processors for mobile offer the enterprise-grade security features, manageability, and reliability that businesses and IT decision-makers demand.

Importantly, security is, and will remain a top priority for CIOs and IT leaders, amidst today's sophisticated cyber-attacks. A notable value proposition of both AMD EPYC™ processors and AMD Ryzen™ PRO processors is the advanced security features available with these processors. Embedded in AMD 3rd Gen AMD EPYC™ processors is AMD Infinity Guard³, a modern multi-faceted approach to data center security which includes the latest advancements in AMD SEV Secure Encrypted Virtualization technologies, adding strong memory integrity protection capabilities to help prevent malicious attacks.

The same focus on security features can be found in AMD Ryzen™ 6000 PRO Series mobile processors, which is the very first business platform to fully support advanced Windows 11 security features with the integrated Microsoft Pluton™

security processor⁴, to help improve protection across a range of scenarios that benefit everyday consumers, small businesses, and large commercial enterprises in today's context.

3. What are the growth opportunities AMD sees in the SMB sector?

With a renewed emphasis being placed on digitalization, customer experiences and talent management in a hybrid norm, SMBs continue to ramp up on their cloud computing capabilities. In addition to cloud-based investments, AMD estimates spending on devices both in terms of hardware and software, will increase in the coming year. It is anticipated that continuous integration and continuous delivery in software development, adoption of automation and robust networking will become key priorities for small businesses. Further, end-to-end security features, vulnerability management and threat detection will remain high on their IT agendas.

Demand from sectors such as e-commerce and telecom has bolstered the need for SMBs to reimagine their business models in order to adapt to the new normal. Moreover, owing to efforts by organizations for remote workforce enablement across the nation, there has been an increased demand for data center technologies.

4. What are the technology trends to look out for in 2022 in the SMB segment?

Over the last two years, cloud adoption has undoubtedly increased as businesses engaged in (DX) digital transformation as it results in flexibility, cost-effective scalability, and a well-managed space in which to innovate.

While cloud computing has been on the rise for quite some time now and firms have established a reliable underlying infrastructure, our reliance on cloud computing is only going to keep increasing.

CIOs should still have their eyes on cloud computing trends - strategically firm up and expand the organisation's cloud platform to meet business demands in a more agile manner.

At AMD, we are working with our ecosystem partners to help SMBs adapt to cloud, and other complex and emerging technologies, while keeping the IT infrastructure highly efficient. As SMBs continue to modernize their data centers and adopt agile business models to make faster, data-driven decisions, help enhance cybersecurity and drive impactful business outcomes, it becomes imperative for them to equip employees with the right computing capabilities

Footnote

1. MLN-016B: Results as of 07/06/2021 using SPECrate®2017_int_base. The AMD EPYC 7763 scored 854, <http://spec.org/cpu2017/results/res2021q3/cpu2017-20210622-27664.html> which is higher than all other 2P scores published on the SPEC® website. SPEC®, SPECrate® and SPEC CPU® are registered trademarks of the Standard Performance Evaluation Corporation. See www.spec.org for more information.

2. MLNX-012: EPYC™ 7003 Processors with 3D V-Cache have 768MB of L3 Cache, while EPYC 7003 processors without 3D V-Cache have 256MB.

3. AMD Infinity Guard features vary by EPYC™ Processor generations. Infinity Guard security features must be enabled by server OEMs and/or Cloud Service Providers to operate. Check with your OEM or provider to confirm support of these features. Learn more about Infinity Guard at <https://www.amd.com/en/technologies/infinity-guard>. GD-183

4. Microsoft Pluton is a technology owned by Microsoft and licensed to AMD. Microsoft Pluton is a registered trademark of Microsoft Corporation in the United States and/or other countries. Learn more at <https://www.microsoft.com/security/blog/2020/11/17/meet-the-microsoft-pluton-processor-the-security-chip-designed-for-the-future-of-windows-pcs/>. GD-202.

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ANOMALI

Anomali's vision is built around building a future that eliminates every threat



STREE NAIDU

Senior Vice President and General Manager - APJ,
Anomali

BRAND ROADMAP 2022

Cybersecurity has become a major concern for businesses around the globe. More than ever, management teams need relevant business insight to swiftly protect themselves and their stakeholders from cyber-attacks.

Anomali's open XDR solution is helping management teams amplify visibility, enrich with relevant context and in turn, stop the attackers and predict their next move. It delivers unique use cases, starting with a proprietary attack surface management report after ingesting all relevant telemetries including cloud platforms and correlating literally hundreds of trillions of telemetry events times cyber threats per second.

Anomali's mission is to stop attackers and share relevant insight from the ecosystem.

STRIKING THE TECH-CORD WITH CUSTOMERS

Anchored by big data management and refined by artificial intelligence, the Anomali Platform delivers unique proprietary capabilities that correlate all telemetry from customer-deployed security solutions with Anomali's largest repository of global intelligence. Its threat intelligence management solution, ThreatStream utilizes artificial intelligence and machine learning.

Anomali tries to constantly stay in touch with the market by tracking market trends, analyst reports, and competitive intelligence. It also regularly interviews its customers and non-customers to understand the underserved needs in the market. This was a large driver in its decision to expand the Threat Intelligence Platform to a broader XDR focus with The Anomali Platform and is the basis for its differentiated use-cases.

STEPS TOWARDS CYBER RESILIENCE

Cybercriminals, nation-state actors, and hackers are working overtime to target organizations for exploitation. An effective Threat Intelligence Management Platform provides the context needed to prevent and address threats more rapidly and effectively. By automating the process of collecting and analyzing internal and external threat data, information, and intelligence, security teams can view actionable threat intelligence quickly.

There are generally three "levels" of cyber threat intelligence - strategic, operational, and tactical. Utilizing each type of intelligence is important because each one serves a different function.

Tactical threat intelligence is the most basic form of threat intelligence and is often used for machine-to-machine detection of threats and for incident responders to search for specific artifacts in enterprise networks.

Operational threat intelligence provides insight into actor methodologies and exposes potential risks. Where tactical threat intelligence gives analysts context on threats that are already known, operational intelligence brings investigations closer to uncovering completely new threats.

Strategic threat intelligence provides a big picture look at how threats and attacks are changing over time. Strategic threat intelligence may be able to identify historical trends, motivations, or attributions as to who is behind an attack.

Organizations using cyber threat intelligence are able to reduce security risk and stay ahead of advanced persistent threats. Most importantly, they are able to learn how to transform data into relevant, actionable intelligence.

ESTABLISHING BRAND CREDIBILITY

Anomali's vision is to build a future that eliminates every threat and neutralizes every adversary—no matter the infinite escalation in digital signals or traffic. It helps organizations worldwide optimize their security ecosystems to gain an advantage over the most advanced threat actors in the world.

Since its inception, Anomali has added innovations built on top of its global intelligence capabilities that have grown from just showing customers who their adversaries are to enabling them to stop them before they have a chance to disrupt their business. Recognized as the market leader in global threat intelligence, Anomali strives to give customers the best experience and is committed to investing in its technology roadmap to deliver more for the customers' journey. It ensures that its customers are able to proactively, effectively, and efficiently detect and respond to ultimately reduce the risk of falling victim to cyber-attacks.

FUTURE-PROOFING WITH TECH

The IT industry demand for cybersecurity in India will continue to gain exponential traction, especially in industries like Government, Banking, Insurance, Financial Services, Healthcare and Manufacturing. Small and Medium businesses will also be key to driving market growth. These organizations need cybersecurity more than ever. There will be pertinent advancements and adoption in cybersecurity technology to counter cyberattacks specifically in Extended Detection and Response, allowing organizations to quickly identify areas of concern in their environment and prioritize their response and mitigate appropriately.

Big Data Security. Actionable Intelligence. Relevant Insights.

The Anomali Platform

Cloud-native extended
detection and response (XDR)
rooted in intelligence.

Anomali Match™

Threat Detection
Engine

ThreatStream®

Threat Intelligence
Management

Anomali Lens™

Threat Insights

IDENTIFY

Increased
visibility
to identify
threats early.

UNDERSTAND

Insights to
understand the
threat and its
impact.

DETECT

Precision
detection to
detect threats
quickly.

RESPOND

Quickly
inform to
enable decisive
response.



AOC monitors are designed for customers with varied needs



ATUL JASRA

India Business Head (Monitor Division)
- AOC (TPV Technology India Pvt Ltd)

BRAND ROADMAP 2022

AOC is a leading brand in the monitor display technology market and for more than 50 years, the company has delivered an exceptional viewing experience to millions of loyal customers worldwide. For the coming years, AOC has prepared to position itself in such a way which will help the brand to become the go-to-brand for all the gamers.

Further to this, the gaming brand of AOC - AGON by AOC has been offering one of the strongest portfolios of high-performance gaming monitors in the world and a complete ecosystem of gaming accessories grouped in three categories - AOC GAMING for core gamers, AGON for competitive gamers and AGON PRO for esports enthusiasts and professional esports players. AGON by AOC aims to forge the right equipment for gamers to fully maximize their performance and to help them overcome challenges. Having a sub brand focussed on gaming monitors in place, AOC plans on targeting to have a reasonable amount of share in the growing Gaming Monitor Market within the 24" & 27" monitor size segments.

STRIKING THE TECH-CORD WITH CUSTOMERS

It has always been AOC's passion to create monitors that suit different needs for different people. While keeping the same in mind, the brand has created a range of monitors that are as diverse as its customers. AOC constantly innovates to create a better customer experience. For instance, the newly launched and the upcoming models by AOC are powered with USB - C type for meeting the ever-rising needs of customers, making it convenient for them to use the monitor with multiple devices and make them experience the advantages of latest tech like fast charging.

AOC believes that success is not delivering a feature, but it is learning how to solve the customer's problem.



CUSTOMER EXPERIENCE VS LOYALTY

As a long-standing business, AOC has consistently worked to earn consumer loyalty by providing high-quality goods. As AOC consistently excels at what it does, the company now sells stylish monitors in more than 120 countries for use at home, workplace, and gaming as well. Adding on, AOC's constant market share in India since the past 10+ years is a testimony to the customer loyalty the brand enjoys.

THE IT INDUSTRY IN INDIA

Organizations are continuing to navigate the disruptions, accelerations, and cross currents spurred by the COVID-19 pandemic and the changing economic conditions. Today, more than half the global economy is based on or influenced by digital including India. The IT and communications industries will be among the most transformed as they will adopt service delivery and operating models, deal with radical alterations in ecosystems/ value chains, and recognize that their primary tasks are to help CIOs and their enterprises share, use, govern, and increase the value of data, as per the latest research from IDC.



AOC
GAMING






UNLEASH
YOUR POTENTIAL

PROVEN BY
G2 SERIES

24" to 32" | FHD @ 1920 X 1080 PX | VA & IPS | up to 165HZ | 1MS RESPONSE TIME

FLAT SCREEN and CURVED SCREEN MODELS | FREESYNC PREMIUM (24G2U/BK & G2490VX) and

FREESYNC (C32G2E & 24G2E5) TECHNOLOGY | INTEGRATED SPEAKERS (24G2U/BK) | USB HUB (24G2U/BK)

 @AOCIndia  aocindia  AOCIndia

AOCINDIA.COM

AOC

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a Hewlett Packard
Enterprise company

Aruba positions itself as the leading provider of next-generation networking solutions

PRAKASH KRISHNAMOORTHY

Director – Aruba, a Hewlett
Packard Enterprise company



BRAND ROADMAP 2022

Network as a Service (NaaS) is becoming a top priority for organizations worldwide. Its demand is quickening, driven by shorter planning cycles and network management concerns. This is what sets Aruba ahead of the competition; the brand is keen to jointly share this move in customer mindset, and build further on it, in 2022.

Aruba aspires to position itself as the centralized and next generation one-stop platform providing networking solutions for enterprises of all sizes worldwide. With products like routing, SD-WAN, and edge-to-cloud security, Aruba has taken 'ease of use' to a different level. To provide personalized and progressive experience, it makes sure that the technology is unconventional and innovative. What differentiates Aruba further from others is its forward-thinking innovation with over 18 years of expertise in Artificial Intelligence (AI).

STRIKING THE TECH-CORD WITH CUSTOMERS

Aruba does not innovate to meet the "v" version. Rather, its mantra is Customer First, Customer Last. Aruba started with "People Move, networks must follow" when everyone was hooked to a cable and a desk, thus breaking the barrier and taking its customers to the next journey.

To provide superior experience, Aruba goes above and beyond by maximizing the value of customer's investment in any Aruba solution through optimization, compliance, and adoption. Instead of following the 'one size fits all' approach, it uses the dedicated 'Aruba Customer Experience Management' to tailor the solutions for each customer unique to their business environment and objectives.

Aruba enables customers to reduce their operational risk, and accelerates return on investment on the technology as its products come with a lot of Artificial Intelligence (AI) inbuilt into it. To further enhance the experience, Aruba is using cloud and related technologies to make its portfolios extremely self-reliant, and responsive that will ultimately minimize human intervention.

STEPS TOWARDS CYBER RESILIENCE

Aruba always advocates "The Network is the BEST LINE of Defence". With Vanishing perimeter, Sophisticated attacks, Vulnerable IoT it is imperative to move into Zero-trust instead of adaptive security. As a result of the surge in cybercrime and growing recognition of the significance of digital security in terms of national cybercrime, security and privacy

are given utmost importance in Aruba. Aruba Zero Trust Security ensures that home or remote workers are subject to the same security measures as campus or branch networks.

Aruba has further developed innovative security strategies for the rapidly changing landscape that is necessary to comply with hybrid work, increased digital transformation and IoT-driven business models by –

- Adopting holistic security: Zero Trust is defined in a variety of ways. Complete visibility, authentication, policy-based access authorization, and attack detection and response are the essential implementation components that are offered by Aruba
- Eliminating VLAN Sprawl: By utilizing user and device identities, Zero Trust with Dynamic Segmentation establishes role-based IT access permissions that are enforced by the network infrastructure, regardless of how or where the connection is made
- Integrate security ecosystems: More than 150 third-party security products are integrated with Aruba ClearPass Policy Manager. When users and devices use the networks, those solutions are updated, automatically altering access privileges in response to problems discovered by our partners

THE IT INDUSTRY IN INDIA

It is the era of digitalization under Digital India. Having said that, we boldly say, Digital is past, SMART is present and Autonomous is FUTURE. We are ahead and ready to build Autonomous India – "Naya Bharat".

According to a report by the Niti Government, with a growth rate of more than 50% in exports and 40% in the entire information technology (IT) industry over the previous five years, the Indian IT software and service business has emerged as one of the fastest growing sectors in the Indian economy. IT has improved governance by making it more competent and accessible, in addition to accelerating the growth of the country's economy. This has led to access to government services and information becoming more convenient and affordable.

The Indian economy now heavily depends on the IT sector to grow at an exponential rate and create millions of jobs. Aruba, being a leading provider of next-generation networking solutions, is also taking measures to support the Indian government's Make in India and Digital India practices.



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Atos aligns its goals to India's promising digital growth story

UMAR ALI SHAIKH

Chief Executive Officer – Atos India Pvt. Ltd.

BRAND ROADMAP 2022

Atos relies on its committed and skilled people, robust technological setup, deep focus on innovation, and above all, our customers' feedback to establish credibility in the market. With a well setup market and industry research team, Atos ensures it has a continuous improvement plan to upscale and to be future ready to match with the evolving technological advancement.

Atos has its own uniqueness of innovation in areas of high importance and priority for the CXO community. Be it Cyber Security, Digital Twin, Cloud, AI, ML, IoT or any critical application that needs to be deployed, Atos ensures that its customers remain up to date with their business. As a point of differentiation, Atos stays focussed on its commitment to the customer and let them be its brand ambassadors. These actions largely take care of its brand positioning among customers.

Atos in India is a member of premium leadership councils to ensure that the brand has the right level of alignment with the CXO communities of India.

STEPS TOWARDS CYBER RESILIENCE

Atos has been rated #1 in Cyber Security globally by Gartner. This recognition is a testimony of the confidence that clients have placed in the brand's cybersecurity services across the globe. Atos works on the following key areas relentlessly to ensure it remains as the #1 choice for customers as their reliable & trustworthy cyber security partner -

- Have a robust & state of the art Security Operation Center (SOC)
- The best talents and dedicated experts to manage the SOC's
- Constant initiative to make users aware about the ever-changing risks in cyber security and the preventive measures at their level to minimise intrusion to the technology layer.

ESTABLISHING BRAND CREDIBILITY

Brand credibility is a constantly evolving phenomenon. Atos believes that it is important to give a message to its customers about what a brand depicts when they hear about it. And it may not be one single thing. The association of a brand to a certain value can be of two types - one which is constant and long term, and second, which is dynamic and flexible depending on the dynamics of time/technology/demography. In the case of Atos, the first one is something which is associated with the brand always - the trust that Atos brings and maintains all along by delivering the desired solution to its customers. The second one is dynamic, as the brand strives to maintain its leadership position and stay as #1 in the Cyber Security domain.

The other aspect of brand identity is also about how you are known as an employer. In the IT services business, it's all about people. So, during the pandemic, it was imperative that Atos keeps its customers as well as its people as integrated as possible. Thus, the brand slogan was "We are Atos, We are Together". Atos is extremely sensitive and careful about the branding aspect and to let its customers and people know what the brand wants to be known for.



FUTURE-PROOFING WITH TECH

India is one of the largest IT markets. Atos has two facets of IT in India -

1. One, which is for India and in India
2. The other one is for the World from India

On the first part, it's India's super speed adoption of smartphones, 4G and soon coming 5G, India's mature and extensive fibre network are adding fuel to the exponential growth of this market and digitalization. Atos' intent to adopt a digital technology-based way of working is surely adding a high level of momentum to this digital growth and journey.

In the second part, with India churning out thousands of technology graduates every year, Atos is ready to embrace the next level of IT, be it Cloud, Cyber Security, IoT, AI, ML or any other evolving technology.

Atos has been an active participant of such initiatives and helping some of the largest public sector organisations in their digital transformation journey. Such success stories, experiences and its robust innovation-based approach will continue to support India's digital growth and journey.

FACEOFF



WHY FACEOFF



ALOK SHARMA

Director – Channels, India & SAARC,
Autodesk

Autodesk ignites a new developer ecosystem to power new types of growth

Brand Roadmap 2022

Autodesk is committed to continually evolving and improving practices to earn customer trust in handling their data. In doing so, it tries to innovate and create data-driven opportunities and solutions that are beneficial to customers and consumers. Autodesk technology spans many industries - from greener buildings to cleaner cars, smarter factories to more giant blockbusters, Autodesk technology is used by millions of people to design and make things that impact billions of lives.

Progress demands that we work within our business, in partnership with our customers, and across our industries to advance a more sustainable, resilient, and equitable world. We focus our efforts to advance positive outcomes. These impact opportunity areas are derived from the Sustainable Development Goals and have been focused through a multipronged process to align the top needs of our stakeholders, the important issues of our business, and the areas we are best placed to accelerate positive impact at scale. We aim to empower our customers to apply design and make technology to today's most pertinent issues & accelerate industry transformation through cross-sector collaboration & by catalyzing innovation between and beyond our industries.

The pandemic has demonstrated that we need to be flexible, agile, and be able to adapt quickly as things unfold. The most important



thing has been to stay connected with our channel eco system and retain those strong relationships we were able to build prior to the pandemic. Leveraging technologies during this period, moving to cloud offerings enabling a smooth remote working transition, as well as the benefits of a common data environment are all things that have driven new relationships. Our partners understand the importance of working closely with customers and understanding their workflows better, which enables them to offer better solutions and service offerings.

Customer Experience Strategy

Autodesk has kept a close eye on how the world has evolved in the last year, and the impact that the pandemic has had on industries. The company has built a robust and resilient subscription business which has provided flexibility and is now focused on its Cloud offerings solutions that have allowed customers to not be impacted by the shift to working from home.

Autodesk is building a platform to enable data to flow and will also extend its cloud services to connect data experiences across solutions, igniting a new developer ecosystem that will power new types of growth. Undeniably, the largest opportunity to create a positive impact at scale is by supporting Autodesk's customers in automating complex processes. Cloud solutions and connected data environments fuel innovation—across technology, processes, supply chains, and industries. And this opportunity is growing exponentially.

To support its customers in this journey as part of its overall business strategy, Autodesk acquired cloud-based product lifecycle management and product management solutions provider Upchain; water infrastructure design company Innovyze and AI and generative design platform vendor Spacemaker. In addition, on March 24 2022, Autodesk has signed a definitive agreement to acquire The Wild, a cloud-connected, extended reality (XR) platform.

In December 2021, Autodesk announced that it is acquiring ProEst, a cloud-based estimating solution that enables construction teams to create estimates, perform digital take-offs, generate detailed reports and proposals and manage bid-day processes.

Complementing Make In India

By 2050 there will be close to 2 billion of us who will call India our home. 130,000 people are joining the middle class each and every day. And along with this growing population comes a growing demand for housing and supporting infrastructure like hospitals, schools etc.

The construction sector has seen an increased acceptance of digital construction solutions. To meet this enormous demand, the industry needs to rely on technology, particularly given increasing labour and skills shortages. A digital tool changing the way we design, plan, construct and operate buildings is building information management (BIM), an intelligent 3D model-based process that gives industry professionals the insight and tools to manage projects faster, more economically and with less environmental impact. With BIM, every aspect of a building can be modelled in 3D digital space before land starts to be developed – from the power grid system to the architectural plans, and even in the way it will be used.

Automation will increasingly be an essential tool for designing around shortages of materials and skilled workers, helping ease design-labour challenges and supply-chain gridlock. An Autodesk customer, Decathlon, for example, is now using AI to design and manufacture its performance bicycles more efficiently, making them lighter, more durable, and faster while slashing design-phase emissions.

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 **AUTODESK**



BARCO LOOKS AT ENABLING BRIGHT OUTCOMES THROUGH INTEGRATING INNOVATION WITH A CUSTOMER FIRST APPROACH

RAJIV BHALLA

Managing Director - Barco India



BRAND ROADMAP 2022

For Barco, the focus has always revolved around enabling bright outcomes for customers, employees, partners and the community in general and, this remains true in 2022 as well. With a strong partner ecosystem in place, Barco delivers mission critical solutions based on co-creation and innovation, and led by digital transformation. The company is especially focused on leveraging new-age technologies to deliver innovative solutions across the key verticals of entertainment, enterprise, education, and healthcare.

Currently, Barco is geared up on assimilating talent and strengthening its R&D capabilities in India to outperform the market and strengthen its position. In this regard, Barco has brought in innovative and cutting-edge solutions like SecureStream and the comprehensive wall management suite to cater to the growing requirements of new age control rooms and phygital organisations. Its ClickShare Conference and Software as a Service solutions are also gaining mileage in the enterprise segment.

STRIKING THE TECH-CORD WITH CUSTOMERS

“We think with the customer” is one of Barco’s core culture building blocks and this customer-centric focus helps differentiate its solutions in the market. Barco is prepared to be the service-provider of choice. Post pandemic, people are keen on hyper-personalised solutions and real-time immersive experiences, and they are open to investing in the gadgets and solutions which offer them autonomy and efficiency. Having understood this evolving requirement, Barco has pivoted towards a business model aimed at harnessing hardware and software to create customer-ready processes and experiences.

Barco provides excellent customer service through a variety of channels, from building awareness about its solutions among customers to ensuring optimal pre- and post-sales service through partner touchpoints at all important junctures. Its outcome-based solutions are aimed at offering customers ultimate peace of mind. Barco has made the imperative shift to delivering a combination of hardware, software, services and experiences.

STEPS TOWARDS CYBER RESILIENCE

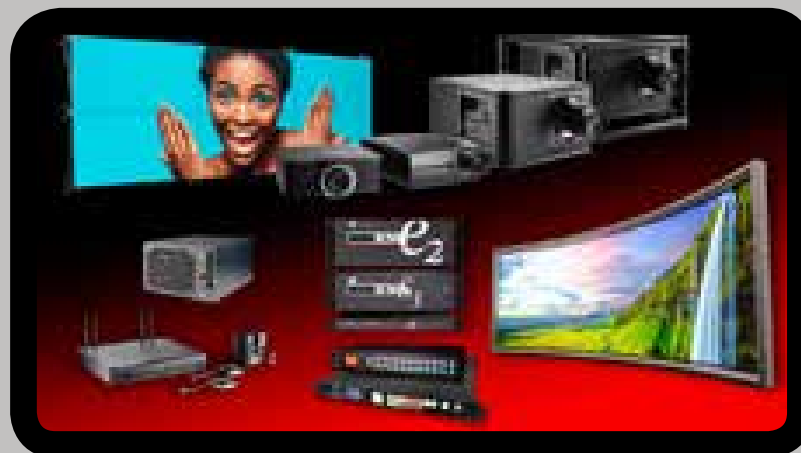
Given the fast-paced advancements in digitisation, cybercrime is a reality that must be dealt with every day. Barco is committed to following information security objectives like protecting intellectual property, delivering secure solutions to customers, using a risk-based approach to preserve the confidentiality and integrity of customer data, and maintaining compliance with privacy and security regulations. It has set up an Information Security Management System comprising policies, procedures, and instructions, to maintain, review and enhance security processes across Barco systems and solutions. In the secure collaboration space, Barco’s innovative remote work solution ClickShare features enterprise-grade security and is certified ISO/IEC 27001:2013.

Furthermore, Barco follows five keyways to mitigate cyber-risk - ensuring a secure development life cycle, implementing security controls, creating a secure organization, offering training to build awareness and certifying the organization and all our processes.

CUSTOMER EXPERIENCE VS LOYALTY

Barco has been consistently striving to enable bright outcomes through its host of advanced solutions. It has adopted new technologies to reduce operation cost, mitigate risks, and enable a resilient model to deliver business value. Barco is also working towards physical and data solutions to catalyse new revenue streams and create better customer experiences, thereby boosting brand loyalty.

The visualization leader is also keen on enabling a sustainable yet competitive performance, while focusing on recognizing and minimizing the ecological impact as far as possible. Barco sees itself as a change advocate, and believes in driving adoption of technology to create a next-generation operating model which helps people remain engaged, driven and imaginative throughout their days.



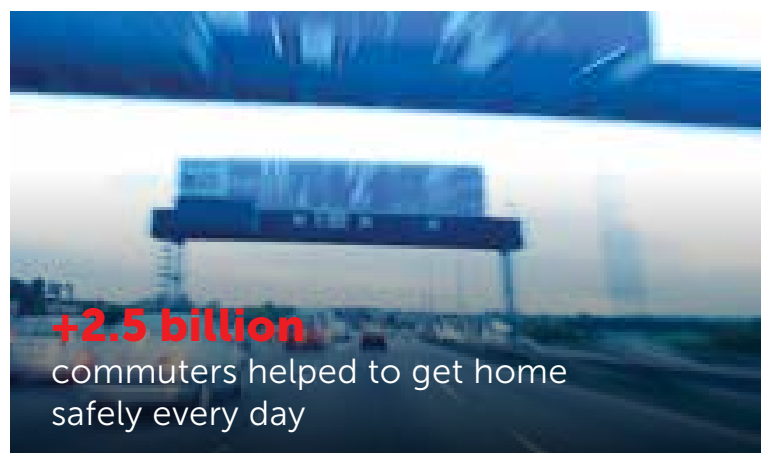
COMPLEMENTING MAKE IN INDIA

Barco is completely aligned with the government’s Make in India initiatives, and is striving to complement and augment enabling policies. With a firm belief that India is poised on the edge of a digital revolution, Barco’s actions are aimed at making this vision a reality, as quickly and efficiently as possible. The company is also taking steps to address the gap in digital accessibility and affordability and bolstering innovations across its key sectors to further facilitate Make in India initiatives.

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Canon

Delighting You Always

Canon wishes to see itself as the one-stop shop for customers' printing and office requirements



K BHASKHAR

Senior VP – Business
Imaging Solutions,
Canon India

BRAND ROADMAP 2022

With the hope to carry forward its growth momentum in 2022-23, Canon is committed to developing new products based on new-age technology innovations to streamline customers' daily tasks. All its products and solutions are built with the notion of making business simple in mind.

Canon's mission has always been to bring forward new products and innovative technologies that will help streamline repetitive day-to-day's tasks and bring in increased convenience, efficiency, and productivity across sectors. Its aim going ahead will be towards diversifying its range of offerings with the addition of newer products to the BIS segment that will enhance Canon's business outlook and place the brand as the one-stop shop for customers' printing and office requirements.

STRIKING THE TECH-CORD WITH CUSTOMERS

With the market evolving after the pandemic, the expectations and needs of customers also continue to change. Canon is mapping these expectations to make products and solutions using advanced technologies to fulfil the demands and requirements of customers, offering them a seamless experience.

Canon has a broad service network spanning 1,000+ locations, and it ensures that all locations receive the same high-quality service. All Canon products include cutting-edge technology that was created with user convenience, security, and cost-efficiency in mind. Moreover, to maintain constant visibility of its products, Canon continues to engage with its customers through social media platforms, along with offline methods wherever required.

BUILDING AN EFFECTIVE CYBER SHIELD

The hybrid era has showcased that it is possible to work from anywhere, with the help of new-age technologies. However, this causes an increase in data generation across organizations. And the increased online transactions not only lead to an exponential growth in data generation but also offered an avenue for cyber attackers to impact an organization's IT setup through multiple endpoints.

To ensure a secure digital printing experience, Canon's imageRUNNER ADVANCE DX MFD series comes with multiple layers of security that provide complete input to output protection. A few features to highlight include McAfee embedded protection – that protects the device from malware/ransomware attacks. HDD Security (HDD Lock, Encryption and Initialize (Erase)) through which data is automatically erased following each print, copy or scan job to ensure all the company's data and information is secure. The Uniflow Online software keeps a check on what is getting printed and ensures that printouts can be collected only by the person who has given the print command. Canon's Document Management Solutions also offer end to end security – from version control to checking audit trails.

CUSTOMER EXPERIENCE VS LOYALTY

Canon strives to be one step ahead by focussing on customer delight. Its goal is to keep enhancing user experience through its technology and service. Canon's machines offer high uptime at par with industry standards which is made possible by its excellent after sales service support. As a result of, Canon customers are delighted and not just satisfied.

THE IT INDUSTRY IN INDIA

The IT industry is not just a key industry in India, but also the one that shapes the country's economic growth and development. It forms the backbone of the Indian economy by creating millions of jobs and allowing the society to prosper exponentially

Canon's aim is to lead its business and customer expectations with the help of technology innovations. It is constantly using new technology platforms and solutions to develop new products that will help to streamline mundane tasks and increase human productivity. Not only in the print and imaging sector, but Canon believes that going forward the IT sector is going to transform every aspect of customers' personal and professional lives. It is not far away when the IT sector will enable the establishment of a completely digital economy.

With customer requirements changing every 8 to 10 months, Canon is also evolving to bring forth the best products and services for its customers.

Canon

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Business Can Be Simple



Canon

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Canon as a brand strives to innovate to keep up with the emerging trends

C SUKUMARAN

Senior Director- Consumer Systems Products
and Imaging Communication Business –
Canon India



BRAND ROADMAP 2022

Canon understands the needs of small businesses and home offices and is constantly bringing forth innovative products that meet their changing needs. Its flagship PIXMA G-series printers are touted to be cost-efficient and come with reliable ink tank technology making them ideal for home and small businesses in India.

On the camera front, Canon's mirrorless segment has been performing exceptionally well in the Indian market equipped with the best-in-class technology. It has recently launched the EOS R7 and EOS R10, which are Canon's first cameras in the EOS R mirrorless system to be equipped with APS-C image sensors.

Over the next two years, regional penetration will be one of Canon's key areas where it aims to make its products and services available across the country. To date, Canon has expanded its presence in the region by opening more than 295 Canon PIXMA concept stores and more than 1500 OIC signature stores nationwide. It is proactive in building a stronger foundation in the Tier III and IV markets by expanding and strengthening its channel partner ecosystem to seamlessly deliver products and services to Canon customers.

MARKET TRENDS IN THE POST-PANDEMIC WORLD

Canon understands the importance of constantly innovating to keep up with the evolving landscape. Their focus areas and marketing strategies are always in line with the upcoming industry trends.

As small and medium businesses gain momentum, Canon continues to witness demand for home printers that further proliferates the adoption of its connected and cloud-enabled multifunction printers that are cost-effective and offer an all-in-one solution. The pandemic has also boosted new trends in the social media space, and thus there is immense scope in the growth of photo printing. For imaging technology, Canon has also been witnessing positive demand from OTT, Cinema, Preaching and Education segments, for high-end premium imaging products.

Post pandemic, Canon has resumed its retail expansion spree in the country to be available for customers across touchpoints. It has recently unveiled one of its largest PIXMA Zones in Pune this year

which offers specialized solutions and addresses varied printing needs. Additionally, to further strengthen its presence in the cinema segment, Canon recently introduced an industry-first 'Cinema Excellence Suite' in Mumbai.

CHANNEL VISION & STRATEGY

Channel partners have always played an important role in Canon's success stories. As one of its key stakeholders, they have strengthened Canon's position in the industry and enabled the brand to reach a diverse range of customers.

Canon is committed to helping channel partners build both new competencies and scale up using new technologies. It actively reviews its distribution and retail structure and provides partners with personalized retail reports and customized campaign support to grow its business. Canon also focuses on the profitability and long-term sustainability of its channel partners in the market.

Canon's partner ecosystem has a strong foundation and over the years has consistently nurtured a partner program that has grown into a strong network of over 120 distributors and over 3500 channel partners. This year, the imaging brand will focus on further expansion of its partner ecosystem, with a particular focus on micro-distribution and regional reach. The main goal is to increase the availability of Canon products and genuine consumables in the near future with the help of channel partners across India.

CHANNEL ADAPTING TO THE NEW NORMAL

While businesses are adapting to the new market landscape and customer requirements, channel partners and retailers must also be prepared to address the conditions of "new normal". In line with this, training sessions are organized for partners from time to time to help them better understand changing industry trends as well as to adapt to new realities. Engagements with channel partners, both online and offline help Canon understand their challenges and accordingly help devise solutions to address each of their challenges.

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Disclaimers: *Cassette Capacity - 250 sheets (64-105g/m²) & Rear Tray Capacity - 100 sheets (64g/m²). **Print yield is the estimate value based on Canon individual test method using ISO/IEC 24711 (for A4 size) using ISO/IEC 24712 test file, and ISO/IEC 29102 (for 10.16 x 15.24cm size) using ISO/IEC 29103 test file in under ideal print conditions and continuous printing simulation with the replacement ink bottle. Mentioned print yield is from the replacement set of ink bottle and not from the set of ink bottle provided inside the Printer box along with the Printer. The black ink bottle yields 170 ml of ink. For more details, visit: <https://in.canon/en/consumer/pixma-gm4070/product> | Images are for illustration purposes only.





Check Point protects its customers with its single-architecture, intelligence-driven solutions

MANISH ALSHI

Senior Director, Channels & Growth Technologies
(India & SAARC) - Check Point Software Technologies Ltd.

BRAND ROADMAP 2022

The pandemic outbreak has resulted in rapid and widespread changes. With remote working models and increased focus on digitalisation across organizations, the scope for cybersecurity widened. In response to this, in 2022, Check Point unveiled the company's new logo to showcase transformation and signal new thinking and energy and the theme of the year- You Deserve the Best Security which highlights the reality that only the best security can fully protect you in today's complex threat epidemic.

For over 28 years, enterprises have relied on Check Point's industry-leading solutions to protect their brand, assets, and data from cyberattacks, enabling them to accelerate their businesses safely and productively. With the largest security technology portfolio in the industry, Check Point Software's single-architecture, integrated, intelligence-driven solutions protect customers from the data centre to the cloud and all points in between.

In 2021, Check Point recalibrated its Infinity portfolio of products and organized them into three main pillars - Check Point Harmony, Check Point Cloud Guard, and Check Point Quantum, all managed by Check Point Infinity-Vision, the unified security management solution.

Being a 100-percent channel-driven company, partners are a natural extension of the brand. The focus of the Check Point Partner Growth Program is to deliver the best growth opportunities and rewards. Check Point plans to have one of the largest & most diverse partner ecosystems across the country by the end of 2022 that will help the company serve customers better across all regions & segments.

STRIKING THE TECH-CORD WITH CUSTOMERS

Check Point is proud of the customer experience it provides. For the last three decades, the cyber security leader has set the standard for cybersecurity services in the industry. Its 5400 dedicated employees worldwide cater to 100,000 organizations of varying sizes across 88 countries and its multilevel security solutions focus on preventing attacks.

Check Point also considers after-sales service as a key aspect of ensuring a seamless customer experience and sustainable business. Its Incident Response Team (CPIRT) offers 24*7, data-driven, and vendor-agnostic incident response services. The partner ecosystem of Check Point is also critical in scaling its business and ensuring a superior customer experience.

STEPS TOWARDS CYBER RESILIENCE

As per Check Point research's recent Threat Intelligence Report, an

organization in India is being attacked on average 1787 times per week in the last 6 months, compared to 983 attacks per organization globally.

With the evolution of the threat landscape, the security architecture of Check Point has also evolved. Check Point's security addresses the most imminent cyber security needs based on three core principles.

Firstly, its prevention-first approach deploys pre-emptive user protections to eliminate threats before they reach the users. Secondly, its gold standard management is a single pane of glass to manage the entire security estate, and thirdly employing a consolidated solution for all security needs has been crucial.

ESTABLISHING BRAND CREDIBILITY

On the surface, brands appear to be nothing more than logos and colours, but brand identity is much more than that. At Check Point, the brand is taken very seriously.

The 28-year-old legacy is a testimony to Check Point's cyber-security leadership and the trust of its stakeholders. The brand continually monitors and updates its products as well as its branding to meet cyber security's evolving needs.

The word 'BEST' is an abbreviation to reflect Check Point's security approach of Blocking threats with a prevention – first stance, offering security consolidation across networks, cloud and users Everywhere, that is Smart AI-powered and Trusted, not just by its employees, but also its customers and the industry.

THE IT INDUSTRY IN INDIA

The IT industry has been at the core of India's digitalisation journey. Further, the Government of India's flagship initiatives like the Digital India initiative and 'Make in India' are also bolstering the sector.

As per reports, the sector is expected to generate \$300-350 billion in annual revenue if it can capitalize on the fast-developing commercial opportunities in Web 3.0, cloud, artificial intelligence (AI), cybersecurity, and other emerging technologies.

Apart from this, as 5G is around the corner in India, the advent of emerging technologies will unlock the next phase of the socio-economic development of the nation.

YOU DESERVE THE BEST SECURITY

Only the best security can protect you from today's complex cyber threats. Large scale, multi-vector attacks now threaten the fabric of organizations around the globe.

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In a world where threats are ever growing, you deserve the best security. Check Point.



For More Information: www.checkpoint.com

indiamarketing@checkpoint.com



COHESITY

Standard backups are no longer enough

AMIT DESHMUKH

Head - India Channels and Distribution Business, Cohesity



New ransomware variants destroy backup data before they encrypt production data. Therefore, companies need intelligent security solutions in combination with secured data that cannot be changed.

In some ways, the competition between cybercriminals and security experts resembles the famous race between hare and tortoise. At first, hackers primarily encrypted production data. Companies fought back with solutions that allowed data to be restored quickly via backups.

Then the attackers shifted to destroying or encrypting backups. IT countered with immutable backups. Now the criminals are pulling data and threatening to publish it on the dark web. As a result, companies are once again faced with the question of how to adequately secure their data.

AI instead of traditional tools

Many conventional or legacy tools only detect attacks using known virus signatures, IP addresses or attack patterns. However, they often cannot detect and defend against new types of attacks from unknown sources.

To defend against current attacks, companies should therefore also deploy next-gen data management solutions with built-in artificial intelligence and machine learning (AI/ML) capabilities. These technologies can be used to trigger alerts that can notify the IT data admin when the backup data changes or ingest rates fall outside the norm based on historical trends - all of which could indicate an attack has taken place. These capabilities can also indicate, for example, when a user accesses large amounts of sensitive data at unusual times. Integration with security orchestration, automation, and response (SOAR) platforms can then be used to trigger defensive measures or further authentication via an additional factor.

Companies should complement this with an integrated data security and data governance solution. They can then use AI/ML systems to classify their data to identify sensitive information - including personal data. Only when it is known what sensitive data is stored where can it be determined who has access to it to protect it from attack. Data classification with predefined guidelines, such as data protection regulations and legislation, helps make compliance easier.

Immutable backups

Despite all precautions, a data theft or ransomware attack can be

successful. In this case, companies need the ability to restore data quickly. But the backups must not have been altered beforehand, for example through unwanted encryption or deletion by an attacker. Therefore, it's critical that customers embrace next-gen solutions that offer immutable back up snapshots. Immutability helps ensure that no unauthorized user or application can modify the 'gold' copy of the backup. Any attempts to modify the 'gold' copy will automatically create a zero-cost clone.

If this feature is embedded from the start, the original copy of the data is safer from unwanted manipulation. In addition, it is recommended to activate DataLock in the backup policy. The snapshot is then provided with a time-limited lock that even the security officer cannot delete.

For even greater security, look for solutions that provide data on the frequency of file accessed, and the number of files that are modified, added to, or removed by a particular user or application.

There is also the option to store an isolated copy in an externally managed data vault. This makes data even more resistant to ransomware attacks. In addition to immutability, this gives companies another way to protect themselves from attackers who want to encrypt data.

Last but not least, in the event that you are attacked, recovering quickly is the name of the game. Therefore, look for next-gen data management solutions that offer instant mass restore capabilities so that you can minimize downtime while keeping the brand intact and customers happy.

Relying on traditional backups as insurance is no longer enough. Modern systems offer AI/ML solutions to detect and defend against even novel attacks. Should they still succeed, immutable backups can help enable fast and reliable data recovery.



Sky Lakes Medical Center Avoids Paying Ransom, Lowers PACS TCO

"We are getting more work done than ever, which I attribute to our talented team, CDW IT orchestration excellence and the very strategic investments we've made in Cisco and Cohesity. There was already 100% consensus among our engineers that the Cohesity-Cisco solution worked reliably, was easy to use, and we were all more productive with it. Now, there's also agreement that Cohesity is the best solution to combat ransomware attacks."

John Gaede, Director of IS, Sky Lakes Medical Center



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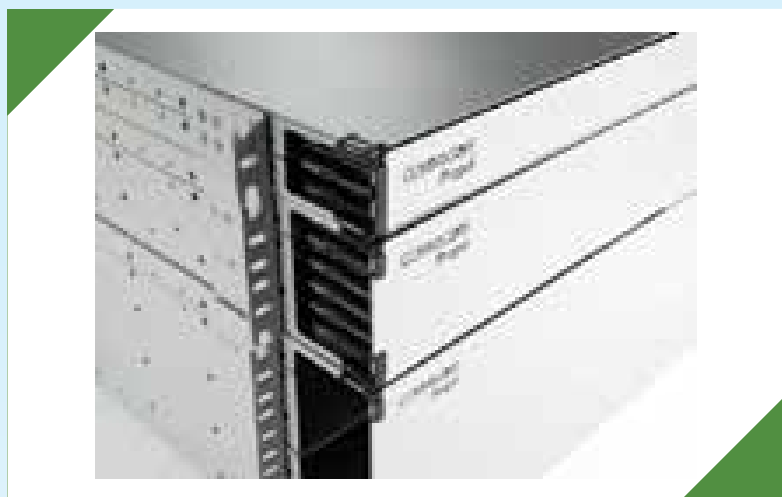


COMMSCOPE®

CommScope aligns its product portfolio with the market that it serves

MYLARAIAH J N

Director, Sales, Enterprise Business
CommScope India



BRAND ROADMAP 2022

With both the world and businesses going digital, companies continue to churn out innovative offerings. Against this backdrop, CommScope continues to invest in its manufacturing capacity including its facility in Goa while also investing in new technologies to take advantage of the 'fibre everywhere' evolution.

Driving ubiquitous connectivity is the priority for governments around the world. The new generation network of 5G which needs significant densification to support higher data consumption and demand, will drive more fibre deployment globally. With investments coming in from network operators in network expansion and fibre rollouts, CommScope wants to make sure that it is able to bring critical infrastructure and network solutions to customers around the world, including the evolving Indian market.

In addition, CommScope has recently aligned its portfolio of products and solutions more closely with the markets it serves and bring better performance clarity with its competitor peer set.

CUSTOMER EXPERIENCE STRATEGY

Since 2020, CommScope, while adapting to a digital way of doing business, has steered its marketing efforts towards online and digital platforms to make sure that the brand continues to engage with its customers. From running virtual roundtables and partner & customer conferences to hosting regular podcasts to driving social media initiatives, the networking brand is trying to redefine customer experience.

CommScope continues to build key programs that are helping to drive optimization and that will lead to increased customer satisfaction. By putting customers at the center, it continues to work toward the objective to provide best in class online customer support. By doing so, CommScope believes that customers can easily connect, communicate, and collaborate with the brand.

STEPS TOWARDS CYBER RESILIENCE

Cyberattacks can be prevented if businesses and their employees stay vigilant. For example, CommScope has established a Security Awareness program that aims to help protect employees against cyber threats. Employees are being trained to recognize suspicious online threats and to handle information securely. The brand also has clear online security policies that provide guidance to employees when they are accessing information online, or when working remotely.

CUSTOMER EXPERIENCE vs LOYALTY

A strong brand will reinforce a company story and messaging that will be something that people can identify with and feel connected to. How the customer perceives the value, or what the brand stands for is likely defined by his or her experience based on interaction with a company.

For example, a brand that suggests 'focusing on customers' has to make sure that the employees are aligned with that customer dedication and are associated with being friendly or approachable. At the end of the day, customers are loyal to a brand that speaks exactly what it stands for.

THE IT INDUSTRY IN INDIA

Digital advancements will be key enablers for the economy, improving effectiveness for public utilities such as transportation, and for education, healthcare and banking, as well as improving the Indian job market.

One of the newer IT trends that was observed is the increased adoption of cloud computing, as businesses pivot their operations to cloud and online for increased productivity and reaching a wider consumer base, driven largely by the pandemic. Besides cloud computing, there was also greater adoption of digital services nationwide, driven by government-led initiatives. Aadhar could be the most significant achievement, covering 99% of the Indian population, allowing them access to important government digital services. According to industry body NASSCOM, the Indian IT sector revenue will reach USD 350 Billion by 2026, and this growth will be driven by the growing demand for newer technologies. The growth of the IT sector has created more job opportunities, and the sector today has 5 million employees, of which more than 2 million are employed over the last 10 years.





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A Survival Guide: How to Thrive in the Ransomware World

ANSHUMAN RAI

Area Vice President, India, and South Asia -
Commvault

Ransomware pitfalls are aggressively evolving. Bad actors are continuously innovating, employing complex and sophisticated methods to silently bypass perimeter defences and conventional safety tools. However, it is no longer confined to their advanced strategies but their motives that have come into play.

2021 was a ground-breaking year for ransomware wreaking disturbances on businesses and people around the world. In fact, India has been one of the worst victims of ransomware attacks over the last year. As per Indian Computer Emergency Response Team report, there were more than 14.02 Lakhs cyber security related incidents last year. Unfortunately, it is a trend that will continue in 2022 and beyond.

FROM RANSOM TO EXTORTION

While traditional ransomware attacks focus on encrypting data and holding it captive for a lump sum payout, newer threats are concentrating on the double and triple extortion of business data. In fact, a survey by Venafi reveals that 83% of successful ransomware attacks now involve alternative extortion methods and only a mere 17% of attackers ask for money for a decryption key. Thus, these matured attacks utilize multi-fold ways to monetize and abuse business and personal data.

As these bad actors shift their interest, organizations must also redesign their data protection strategy to shield their data from attackers instead of trying to recover it from bad actors.

WHY RECOVERY IS NOT ENOUGH

Customary data protection solutions have always been touted as the last line of defence, offering serviceability for businesses to rebound post incidents. However, these tools are usually brought about after the data has already been compromised and business has been hampered. To stay ahead of data threats, business continuity needs to be the core of your organizational strategy. As such, enterprises must adopt improved and advanced technologies that can detect and control threats before any data is breached.

On an average, the attack dwell time is 28 days, which provides the bad actors ample time to access critical data and resources, move laterally between environments, elevate privileges, and propagate an attack while evading traditional detection tools and security.

An advanced and modern data protection solution actively spots these threats, engages, and addresses the unknown and zero-day threats in time to protect your data from the onset of an attack.

THE LAST LINE OF DEFENCE

A cyber-ready ransomware strategy involves a comprehensive approach. Apart from the deployment of preventive measures, enterprises must invest in intelligent solutions that reduce the impact of a successful breach. Data is truly the crown jewel of all businesses, and it needs to be accessible and recoverable to cut on downtime and data loss. A holistic and modern data protection solution goes a long way to be cyber ready while serving as your last line of defence. A robust data protection solution offers strong controls to restore and recover data fast, and also reduces the blast radius of a successful breach with cutting-edge capabilities such as anomaly detection, to identify patterns in data and access that give early warning of attackers who have gotten in the door.

IT TAKES A VILLAGE

As bad actors implement more complex tactics in an attempt to paralyze an organization's ability to respond, an effective and robust data management platform insulates your data, putting it out of reach, thus implying reduced downtime, stronger business resiliency, and no payouts.

Data Management as a Service (DMaaS), such as Commvault's Metallic empowers businesses to secure and restore their data on cloud to minimize the impact of an attack. With features such as Zero-trust, multi-layered security, with air-gapped data backups, Metallic ensures that the data backup copies remain unaffected, even if the breach happens in production environments. By monitoring irregularities and behaviors in data, Metallic can also spot latent ransomware and inform proper backup operations to sanitize threats. The inbuilt top-tier security tooling and incident response, further allows Metallic to uncover dormant ransomware files and flag them for customer remediation. By implementing a dual approach, Metallic helps enterprises be cyber-ready by helping to identify ransomware before it spreads, alongside tools to rapidly recover from attack. That's a win-win for digital enterprises of today!

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Dell Technologies eyes on bringing a massive change in businesses with its focus on digital transformation

BRAND ROADMAP 2022

Dell Technologies has always put its people at the epicenter of its strategies. As a people centric organization, Dell's commitment is to provide them with limitless opportunities, flexibility, and an inclusive culture. Dell Technologies continues to focus on the massive digital transformation, assuring significant change in businesses across the country. Therefore, it has become vital for the brand to collaborate with technology talent to empower its workforce, as per the current business requirements.

2021-22 was the best year in Dell's history with record revenue and performance. Its demand velocity reflects how businesses continue to prioritize their digital transformation to help meet customer needs and improve productivity. Dell's strategy will be to continue focusing on and keep engaging with its customers, partners, and team members for driving effectiveness and growth.

STRIKING THE TECH-CORD WITH CUSTOMERS

With a continued focus on digital transformation, Dell is optimistic and excited about what the future holds. Driving innovation is a key priority for Dell Technologies and the brand is committed towards delivering excellent customer experiences. Customers are looking for partners who can help them innovate and provide solutions to resolve their business problems and therefore create a platform that can give them a competitive edge. The ultimate goal of Dell is to deliver 'best possible customer experience' which depends on how services are designed and delivered, and collaboration with customers to achieve their objectives.

BUILDING AN EFFECTIVE CYBER SHIELD

Cyber Security is an integral part of the experience for end users as well as data center managers. At Dell Technologies, security is taken very seriously and is one of the key considerations during the boardroom conversations. The brand constantly works towards maintaining a strategic and tactical view on cyber security and how to mitigate the risks. Cybersecurity will be a key focus area for Dell, with the large amount of data generated and will be equally important to keep them secure and impenetrable from cyber-attacks.

THE IT INDUSTRY IN INDIA

The IT industry has steadily augmented and accelerated the growth of India. According to NASSCOM, India's information technology sector is set to become a \$227 billion industry in FY'22, registering a 15.5 per cent growth. The global spotlight is on India, and it is considered as a knowledge powerhouse driven by innovative technologies.

Dell Technologies is focused on key six strategic technologies such as multi-cloud, edge, 5G, artificial intelligence, machine learning, data management and cyber security to enable end-to-end, modern IT systems for future. As the very first mobile infrastructure built in the cloud era, 5G will be an indispensable part of Dell's data-driven future. Dell has invested in building an ecosystem of partners and consistent point of view "in terms of how that ecosystem of partners can be on-boarded onto Dell Technologies infrastructure and brought together into complete solutions that address 5G, edge use cases.



ALOK OHRIE

President and Managing Director,
Dell Technologies India

Apart from these, various consumption models such as Flex on Demand, Dell Tech on Demand and Project APEX will further help the brand and its partners to meet customer's expectations and address their demands effectively.

COMPLEMENTING MAKE IN INDIA

Dell Technologies' collaboration with the Government of India is aligned towards promoting education and digital learning in India. The strategy is to help support economies and businesses in India as it emerges stronger from the pandemic. Dell is focused on opportunities to help customers adapt to the new work-and-learn-from-anywhere realities and is therefore aligned with the nation's vision of leveraging the demographic dividend for economic prosperity. The brand is committed to supporting this vision through a sustained focus in the areas of education, skills development, and employability.

Dell Technologies is the only global IT technology company to qualify under the Production Linked Incentives (PLI) scheme and it has met its production targets for FY22. Dell feels privileged for having entered the PLI scheme and getting the opportunity to contribute towards the growing market demand and support the Make in India initiative.

FACEOFF

OPINION MATTERS



Opinions create a competitive advantage

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DIGISOL®

IT Networking Products - Manufacturing & Trading In India

Hope On The Horizon

Nobody needs an explanation as to why IT networking products have become an essential feature in today's fast paced business landscape. With the advent of the internet and management information systems (think computers, phones and software), businesses have been able to transform from small local outfits to international household names. In order to keep up with competition as a result of internet commercialisation, companies are increasingly turning to information technology, or hardware, software and telecommunications networks, to streamline services and boost performance. In a developing country like India, it's ever so more the case.

Even so, consider this. The IT revolution in India was signalled by the arrival of computer networking and the impact it made on many aspects of our lives. It was part of something bigger – electronic and digital revolution that brought us computers and a plethora of communication facilities.

Recalls K.R. Naik, Executive Chairman, SMARTLINK HOLDINGS, and Chairman & Founder, DIGISOL SYSTEMS, an IT industry veteran, two decades back he was recognized as the Father of India's information technology networking industry: "Back in the 1970s, mainframe computers in market were developed by IBM-USA, ICL-UK, and maybe one or two European companies. India was nowhere. Personal computers (PCs) started appearing in the 1980s, when custom duties on import was as high as 100%."

In order to encourage local manufacturing of PCs, the Indian Government reduced detail parts import duty below 40%, making it attractive to manufacturer to assemble in India. Many companies entered the fray, but duty difference in finished products and detail parts reduced every

year. By 2003, due to the WTO agreement, all finished products in the IT sector became Duty Free. This resulted in almost all manufacturing companies closing down.

"Despite suffering losses, my company SMARTLINK somehow managed to weather the storm," says Naik. "No matter what, we cannot compete with cheap imports from China. But now that the Government is beginning to take a great deal of interest in making India aatmanirbhar (self-reliant), by encouraging manufacturing in the country and by implementing duties on finished products from overseas, we can hope for better days. It's a step forward for the Make in India movement.

Such A Long Journey

K.R. Naik, Executive Chairman, SMARTLINK HOLDINGS Ltd., and Chairman & Founder, DIGISOL SYSTEMS, traces the story of IT networking products in the country as well as his own story

For 50 years you played a key role in creating the IT networking market and the surrounding channel ecosystem in India. Could you trace your personal journey in the IT industry?

50 years ago, we used to have large sized mainframe computers, the most well-known of which was IBM. Back then, the IBM India plant used to manufacture card-punching machines, namely the IBM 029 and IBM 129 models, at its Andheri plant in Mumbai. You might be surprised to know that back then we used to export these 'Made in India' machines to Europe, Japan and 10-15 other countries worldwide. We had over 400 vendors supplying parts from all over India I joined the IBM manufacturing plant in 1969. Initially, IBM used to re-condition large mainframe computers. Then around 1973, we started manufacturing IBM Machines by sourcing detail parts from all over India as well as complicated importing from IBM vendors outside India. But due to government policy, IBM closed its operations in 1978. Then in 1986, I started my own venture called Virtual Computers Pvt Ltd., manufacturing personal computers (PCs) by sourcing detail parts from Singapore. I used to assemble motherboards and add-on cards at the Mumbai factory. The duty difference in detail parts imports and finished products import was as high as 60% initially. Hence, at that time, many companies sprung up all over India, manufacturing PCs. When networking products started appearing in India, I convinced D-Link Taiwan, a multinational company, to start manufacturing in India by taking advantage of the duty difference. In 1993, I shifted the factory to Goa as we needed a large area to use SMT lines. I formed a new company, SMARTLINK, and offered as much as 51% stake to D-Link Taiwan. In 1995, the name changed to

smartlink

HOLDINGS



K. R. NAIK
THE FATHER OF INDIAN IT
NETWORKING INDUSTRY

Kamalaksha Rama Naik, better known as K.R. Naik, is an **Indian Industrial Engineer**, and an IT networking industry veteran with experience of close to five decades. Two decades back he was recognized as **Father of India's IT Networking Industry** due to his pioneering spirit in Manufacturing Networking Products in India for nearly 3 decades. He also played a key role in creating the Channel Distribution in IT Networking Products market and developing the Channel Ecosystem in India.

Over the years, he has pioneered several new businesses and distribution models as early as 1990 when IT was a nascent industry, and the concept of an IT Distribution Channel was just conceived. He is credited for giving India its first indigenous IT Networking Products manufacturing company – **SMARTLINK Network Systems Ltd.**, which has been a local manufacturing success story for over three decades.

Mr. Naik has been instrumental in introducing Channel Distribution of products of well-known global IT Enterprise Products brands Cisco & Foundry. He had joint ventures in manufacturing products locally with D-Link Corporation in Networking Products, GIGABYTE for motherboards, LANNER for Industrial IT Products and SAPPHIRE UK for SCS products. D-Link India R&D operations was in Bengaluru, supporting D-Link Corporation from 1997 and later closed operation in 2011.

"Mr. Naik is Chairman and Founder of his own brand company DIGISOL SYSTEMS. He is a former President of Manufacturers' Association for Information Technology (MAIT)."



The debate of manufacturing versus trading is one for the ages. Encouraging the former, especially in the IT networking products industry is a definitive step forward for the Make in India movement.



D-Link India from SMARTLINK. Unfortunately, the Taiwanese Chairman Ken Kao felt sick and moved to the US. The new management was more sceptical, and invested only 19%. After two years, they raised it to 40%. It was only when they realised the latent potential that they raised the stake to 51%. D-Link products were all active networking products. However, as I had lots of experience in the passive range of products, I wanted to introduce SCS products. But Ken Kao was not comfortable using the D-Link brand for this, and asked me to use my own brand. Thus the Digilink brand was conceived. In 2005, D-Link Taiwan chose to become a brand products sales & marketing company. All R&D and manufacturing operations ceased, and a new company called Alpha Network Ltd was formed. Since import of detail parts from D-Link Taiwan was also stopped, we in India started sourcing detail parts from China and Taiwan suppliers. This ensured a huge advantage in price. Meanwhile, our passive products continued to be 100% manufactured here under the Digilink brand. Because we had a large manufacturing base, we started manufacturing other products as well. We entered into a JV with Gigabyte and began manufacturing motherboards. The business of D-Link and Digilink became 50:50. As the D-Link Taiwan parent company became a brand products trading company worldwide, both Ken Kao and I felt it was better to split the business for future growth, with one company in manufacturing with me holding the majority stake with the Digilink brand; and one product trading company - the D-Link brand with D-Link Taiwan holding the majority. So in 2008, D-Link India de-merged by changing its name back to SMARTLINK and continued manufacturing Digilink SCS products and all other products using SMT lines. All the stock of D-Link brand products were transferred to a newly formed products trading company, D-Link India. Business continued in SMARTLINK via manufacturing of Digilink passive brand products. Having 6 SMT lines in active products, SMARTLINK introduced the DIGISOL brand in 2009. Having a large manufacturing base, SMARTLINK also introduced tablets and motherboards. The SCS business became No 1 in channel sales in India as it had a large manufacturing base besides having its own patents. In 2011, Schneider Electric, a renowned French company in SCS products acquired the Digilink brand with all manufacturing, sales & marketing operations. We continued manufacturing all kinds of active products in the DIGISOL brand along with other products. As we parted off the Digilink brand's SCS business to Schneider, D-Link India Trading Company entered the SCS market by importing finished products from China. In five years, the Digilink brand lost its channel business to D-Link. So we decided to enter the fray after a five-year hiatus. Instead of getting China products and trading, we chose to manufacture the latest patented products by forming a joint venture with

a company having the latest patents. Then in the fourth quarter of 2016, we reentered the SCS products space again by manufacturing higher grade patented products. A new manufacturing company was formed by taking a foreign partner having a lot of latest patents in SCS products. To simplify operations, SMARTLINK became a Holding company with assets and cash. The business split in three independent units offering scope to expand – Digisol SYSTEMS (a brand products company); Telesmart SCS (for SCS products in copper and fiber having a foreign company as partner); and Synegra EMS (for all kinds of active products manufacturing, and with large space for SMT lines, soldering lines, and assembly lines). DIGISOL, our brand products company, sources products from Synegra and Telesmart, as well as worldwide suppliers.

Tell us about your passion for passive product manufacturing

After the JV with D-Link Taiwan, we started manufacturing active products in India. But I was also in passive products, having a JV with Sapphire, the UK-based company. After introducing active products, I introduced passive products by manufacturing under the D-Link brand, as had prior experience. Ken Kao was not happy to use the D-Link brand for passive products. As such, D-Link Taiwan is a multinational with more than 14 offices and with worldwide sales in more than 50 countries in only active products even today. Therefore, I introduced Digilink, my brand of SCS products.

Until the Government of India announced the second edition of production-linked incentives (PLI) schemes across 10 key sectors, Indian manufacturers were losing out to traders who were simply importing finished products or SKD from countries like China. Your comments...

We all know that Indian manufacturing is nothing but importing majority of detail parts from up countries, manufacturing some parts locally, assembling & testing of products, and offering after-sales support to customers. The costs for test equipment in case of some products like fiber runs into crores of rupees. It doesn't benefit manufacturers like us at all. On some products like switches, the basic custom duty being 10% is net saving. You're better off importing as the manufacturing cost is quite low. Once said that, the Government's PLI scheme is fairly encouraging. But once manufacturing of large volumes starts, and volume of consumption of detail parts increases, manufacturing of detail parts will happen in India automatically, as large volume of local requirement helps detail parts manufacturing. We too will start manufacturing some detail parts instead of importing.

Why did a reputed multinational company like Schneider Electric, which acquired a successful brand like Digilink fail to impact

the market? What caused the fall of such a big multinational?

After Schneider Electric acquired the Digilink brand in SCS products, manufacturing in India almost all products from components level, D-Link India's new management decided to enter the passive products line in India by importing from China (China produces outdated patents. It's worth noting that once a patent is 20 years old, anyone can manufacture it, even in India). Schneider, having acquired our patents, continued to manufacture here. Schneider could not compete with D-Link's pricing, and exited from the network connectivity structured cabling business (Digilink) in India.

Is that why you decided to reenter the market after five years?

Since I possessed expertise in manufacturing, I decided to reenter the passive products line by manufacturing. As I had offered my products patent to Schneider Electric while parting with the Digilink business, I decided to take a Taiwan ODM supplier as our partner, having many patents of SCS products in Taiwan. We established a new company, Telesmart SCS Ltd., and invested in tooling, moulds, test equipment, etc., and started manufacturing in Goa.

To what extent (if any) has the PLI scheme helped Indian manufacturers such as yourself negate the impact of importers.

The PLI scheme will help all manufacturers. Today, we are getting more enquiries to manufacture products and so we are expanding and getting the latest SMT lines to take care of detail parts of very small size. This is the best support we have received from the Government. Let's wait for a year or two years to see the results.

The Government's failure to impose heavier import duty must have been a mitigating factor in the industry's predicament...

After the WTO agreement on IT products, importing became duty free, and it became difficult for the Government to impose duty. I feel at least the recent products such as FTTH routers and WiFi mobile phones should have attracted duty in order to encourage manufacturing in India. I must admit here that I have not gone through the details of the agreement.

Tell us about your recent product developments and offerings in manufacturing for your brand company DIGISOL?

The demand for FTTH products has grown enormously in recent years considering the increasing demand for high-speed internet. Our endeavour is to offer the best-in-class wireless products that offer high performance, connectivity, and are manufactured in India. We introduced our bestselling FTTH products - DG-GR1321 & DG-GR6010 XPON ONU routers as 'Manufactured in India' by assembling detail parts. DG-GR1321 is designed to fulfil FTTH and triple play service demands of network operators, while the DG-GR6010 ONU modem is designed to fulfil FTTH ultra-broadband access request of home and SOHO users. We are also launching our bestselling switches that are made in India. We have introduced many Made in India products previously under the passive networking range of products, and with the launch of these GEAPON products, we aim to strengthen our foothold and increase our market share.



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Building Networks for People

**D-Link is laying the foundation
for a connected, smarter and
convenient world**

TUSHAR SIGHAT

Managing Director & CEO
D-Link (India) Ltd

BRAND ROADMAP 2022

The pandemic has sped the pace of Technology adoption. Brands are now churning data to analyse customer behaviour, preferences and buying patterns. Technology has now made it possible to customize the offerings, enable on-demand access to products and services, and improve overall customer experience. For this having a right mix of people who can drive any organization's digital goal is vital.

D-Link has a team of young and enthusiastic marketers who are constantly working towards enhancing the brand presence on Digital platforms. Technology today plays a crucial role in influencing customer buying habits and holds the key to establishing a strong customer relationship. So, as D-Link continues to leverage on the Digital tools, it invests a great deal in nurturing its talent pool through various training and development programs as part of its Digital Transformation strategy.

STRIKING THE TECH-CORD

D-Link has always been focused on understanding customers' needs, be it through surveys, forums, or various new age digital tools. By analysing customer journeys, interacting with them at various touch points has enabled the networking brand to have a deeper understanding of customer preferences which is evident in its product design, promotional campaigns, and support programs.

D-Link has always been ahead of time when it comes to its products/solution offerings. Its recent Flagship offering – 'EAGLE PRO AI' series of routers combine Wi-Fi technology with Artificial Intelligence, which is truly a unique offering that empowers customers with futuristic features and innovative network experience. Likewise, D-Link's strategic marketing approach focuses on enhancing Customer Experience, which provides the brand with a competitive edge along with long term sustainable market share.

STEPS TOWARDS CYBER RESILIENCE

Cyber security today is an important aspect of any business, and there are sophisticated technologies available for faster detection and swift responses. Businesses today are investing in setting up security strategies that ensure business efficiency and reliability.

D-Link is mindful of the cyber threats and has defined its Cyber security policy to ensure utmost security of its business. Through learning programs, D-Link has empowered its employees on the importance of data protection and security protocols. It has also invested in cybersecurity tools like antivirus software, firewall, and other privacy tools to automatically scan threats.

CUSTOMER EXPERIENCE VS LOYALTY

D-Link has been a pioneer in the networking segment. In India the brand was one of the early entrants in the broadband segment and has been an integral part of the internet revolution in the country. Over the years D-Link has evolved with the changing technology landscape and has broadened its horizon with end-to-end network solution offerings. D-Link is pushing the boundaries of what the network can bring to today's society.

D-Link has led the networking segment with Innovation for more than three decades. It is this passion for innovation along with customer centric business approach that define D-Link's success as the Most Trusted & Preferred Networking Brand.

COMPLEMENTING MAKE IN INDIA

Steady leadership at the centre along with Government's focused approach on proliferating Digitization has led to a visible reform. The Preferential Market Access Policy followed by the Make in India initiative has provided the much-required impetus to the manufacturing sector.

D-Link India whole-heartedly embraces the vision of 'Make In India'. Following the government's directive along with its organization's vision, D-Link has laid out a roadmap to source an increasingly greater number of products from local OEM manufacturers. Today, the bulk of its products are manufactured in India by local OEMs. It aims to amplify this and is actively in dialogue with several leading domestic players to indigenize several of its products.

D-Link is thrilled at the plethora of opportunities being presented and is all set to support the government's endeavour of Building Digital India.

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ECS thrives in the India market on the back of great range of offering, affordable solution & good service



RAJSHEKHAR BHATT
Country Manager India - ECS

ECS also helps SIs integrate their products with mini PCs and make them profitable. In 2022-23, ECS plans to stick to quality and offer a more diversified range of mini PCs.

CUSTOMER EXPERIENCE VS LOYALTY

Customer/brand loyalty is definitely important to ECS. In order to increase customer loyalty, it builds a good brand image to make customers trust ECS, and through relationship management, every communication with its customers is ensured to improve the brand's intimacy with them.

ECS tries to earn customer trust and gain brand loyalty by -

- Providing convenient procurement channels
- Setting a reasonable price: ECS not only provides competitive prices and products in the India market, but also provides a good service to its customers.
- Consumer-oriented: meet the customers' demand and offer the most suitable product for them.
- Continuously improve product quality and technology: ECS's comprehensive quality control system ensures all its products can be counted on for stability and reliability.
- Create a good corporate image: ECS is committed to providing consumers with eco-friendly products and making the environment sustainable.

FUTURE-PROOFING WITH TECH

ECS is very optimistic about the future growth of the IT industry. When the COVID-19 pandemic swept the world and hit the economy hard, the Indian IT industry was still showing positive signs and had the ability to overcome this disaster. It has become a major contributor to the Indian economy and indeed the world.

The IT industry has played a major role in transforming the entire Indian economy. The industry has absorbed a large number of technical talents from India, enabling India to steadily expand and accelerate its growth and become a global IT hub.

The rollout of AI, big data analytics, 5G communication technology, cloud computing, and the growing popularity of the Internet of Things (IoT) will further expand the size of the Indian IT industry. As India's digital economy scales, IT companies are establishing hubs in II and III tier cities, which will further drive growth and close existing gaps.

As the IT industry market has grown in size, it has also gradually increased a significant share of India's GDP, thereby contributing to the growth and development of the country. Therefore, the IT industry will become more and more important in the future.

ECS invests wisely in the Indian market by having almost two & half dozen products which are BIS certified and are selling in India. It also helps its partners with respect to the initiatives of Digital India and Make in India.

STRIKING THE TECH-CORD WITH CUSTOMERS

ECS always stands with its customers and provides all kinds of support to the business community. It not only provides competitive prices and products in the India market, but also provides a good service to customers. It tries to understand their needs by periodically asking customers if they have any feedback or suggestions.

On the engagement part, ECS believes that channel customers can make a huge profit for brands if they are guided correctly by experts. And that is why it organizes training sessions for customers to help them gain knowledge of the products and the best strategies to sell them. ECS also invites them to join in events such as webinars or awards ceremonies to make the relationship closer. In addition, the brand proposes incentives to motivate customers to achieve their sales goal. This method not only fortifies the relationship, but also helps them during difficult times. At the same time this engagement helps ECS in planning for its next range of products after understanding the pain areas of customers and their end clients.

BRIDGING THE DIGITAL GAP

ECS LIVA is a professional Mini PC brand that has been focusing on the Mini PC field for many years. ECS offers a variety of products - including the pocket-sized Q series, the multi-functional Z series and the ultra-powerful One series - ideal for a wide range of applications. These applications include smart retail, digital signage in hotels and hospitals or any hospitality industry, business video conferencing, intelligent edge computing for AI solutions, and home computing for remote work and education.

LIVA Mini PC Series

Best Energy-efficient Solution under Energy Crisis
Help Build Better India & oxyGEN for nextGEN



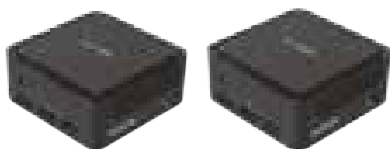
Save Energy



Deploying Mini PCs in the office
to **Save Electric Cost**

Not only does the LIVA Mini PC have the flexibility, expandability, and optimized performance in a compact body to handle your everyday computing tasks with ease, but it also features an energy-efficient design that reduces environmental impact while helping reduce business costs.

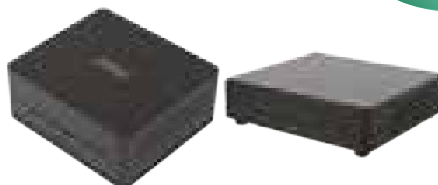
25W



LIVA Q1D

LIVA Q1L

40W



LIVA Z2V

LIVA Z3 Plus

NEW

65W



LIVA One H610



Rajshekhar Bhatt



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ECS Elitegroup India

RP tech
Rashi Peripherals Pvt Ltd



With many industry-firsts, Elastic continues to be a leading platform for search-powered solutions

NEERAJ BHATIA
Area Vice President –
Elastic India / South Asia

BRAND ROADMAP 2022

A leading platform for search-powered solutions, Elastic continues to grow, driven by the convergence of several multi-year secular trends affecting businesses. These trends are - the growth of digital transformation and ever-increasing data volumes, enterprises' ongoing transition to cloud, the rapid increase of enterprise applications, and persistent cyber threats driving the need for end-to-end security solutions.

These trends are increasing the relevance of the Elastic Search Platform as a single data analytics platform. Elasticsearch, which sits at the heart of the Elastic Search Platform, is helping businesses monitor, search and protect their data to grow revenue and customer satisfaction, increase employee productivity, improve operational performance and stop cyber threats.

Elastic works with many partners to deliver the Elastic Search Platform to customers. The Elastic Partner Program is a collaborative ecosystem that allows the creation of easy-to-deploy joint solutions for customers based on the Elastic Search Platform. Elastic is committed to helping its partners grow their business and lead in their markets with the incentives, training and certifications, and resources needed to be successful with Elastic's technology.

STRIKING THE TECH-CORD WITH CUSTOMERS

As a company, Elastic strives to excel at innovation. It has delivered industry firsts, such as Searchable snapshots and the frozen tier, which enable customers to retain and search all their data efficiently and cost-effectively for all time across any cloud.

Elastic believes that Observability and Security are two sides of the same coin. In Observability, Elastic launched Elastic Agent to help users simplify and accelerate telemetry collection with enhanced visibility and control, while in Security, Elastic enables customers to observe and protect their data on one unified platform.

Elastic Cloud is another big focus area. One of its biggest differentiators is its ability to frictionlessly ingest data at scale. To this end, Elastic's cloud hyperscaler partners - AWS, Microsoft Azure, Google Cloud, Alibaba Cloud, and Tencent Cloud - are critical to helping accelerate Elastic's customers' success in the cloud.

STEPS TOWARDS CYBER RESILIENCE

Data security is increasingly under threat inside the enterprise amid three converging forces - the proliferation of cloud tools and platforms, the many different types of data they generate, and the need to correlate all of it for analytics.

Security leaders also want to retain all their data because they never know where the cyber threats might hide within their organization. Elastic's ability to help them do that economically is a considerable strength and our competitive advantage.

Elastic Observability gives customers insight into their business's underlying infrastructure – a growing need as companies digitally transformed in the wake of the COVID-19 pandemic. Log analytics is especially critical for customers. Without visibility, customers cannot spot potential problem areas, address software supply chain concerns, remediate issues quickly, or ensure consistent and constant uptime of their mission-critical business applications.

CUSTOMER EXPERIENCE VS LOYALTY

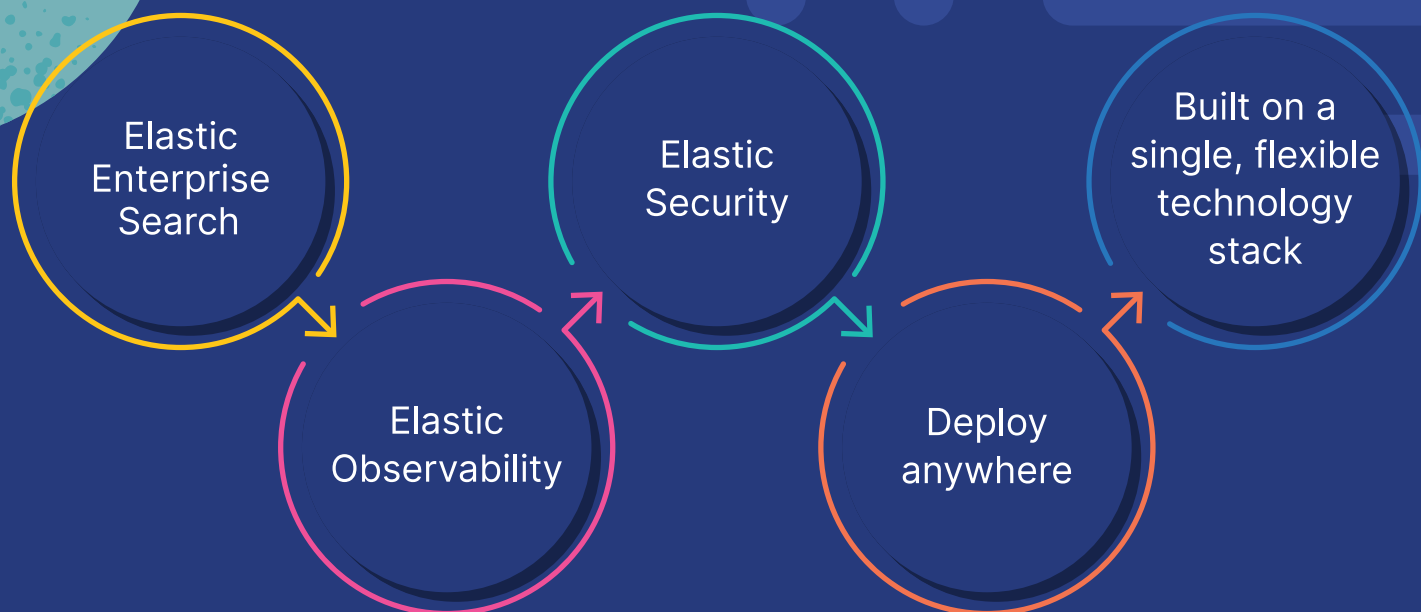
Data is a precious asset, and making better use of siloed data to serve customers is one of the biggest roadblocks to better bottom-line results for a lot of companies. Data and systems integration is one of the biggest obstacles in helping to improve customer experience because the data that's needed comes from so many different functions and groups within a typical company, each with its own data formats and requirements. This is where search technology can help by seeing through data silos to unearth the unexpected insights needed to deliver great customer experience.

Elastic continues to innovate the Elastic Enterprise Search, which companies across all sectors use as a search interface over large data lakes. Its machine learning capabilities are also a big differentiator, which customers are using to make it easier to mine multiple data streams to uncover new insights.

FUTURE-PROOFING WITH TECH

The Indian technology industry is looking to tip the \$200 billion revenue mark in 2022, and industry experts predict it will reach \$300-350 billion by 2025, with the cloud services market reaching \$13.5 billion. India's rapidly growing digital environment, vast and strong talent pool, ecosystem of innovation, and supportive regulatory structures make it a key market and significant player when it comes to cloud adoption. This is where Elastic can make a crucial difference: paving the way for organizations of any scale to adopt cloud-first technology enabled by our search-powered solutions.

Search. Observe. Protect.



Elastic is helping the world's leading organizations search, solve, and succeed in a cloud-first world by accelerating results that matter, across any cloud.

www.elastic.co



ENTRUST

SECURING A WORLD IN MOTION

True to its name, Entrust is committed to protecting identities, payments, and data

SAGAR SURANGALIKAR

Director, Channels & Alliances – India & South Asia,
Digital Security Solutions, Entrust



BRAND ROADMAP 2022

With the massive transition to remote work amid the pandemic, as well as the desire to meet the growing expectation for more flexible, convenient and secure services, organizations around the world have been undergoing digital transformations like never before. Initially these were systems, processes and platforms that stood up quickly to meet the sudden changes in working practices, but in 2022 and 2023 we are seeing these being embedded into the fabric of the IT and cybersecurity architectures. Whether we are making purchases, traveling across borders, accessing government services or logging into employers' networks, the way in which we do so is evolving quickly.

To meet the customers' needs as they face increasingly complex security challenges, the digital transformation must be built on a foundation of trust. Trust is not only part of Entrust's name, but it is part of its mission and the brand is doubling down on its commitment to protecting identities, payments, and data.

STRIKING THE TECH-CORD WITH CUSTOMERS

When it comes to cybersecurity, the key to improving customer service is by limiting the friction these systems create while at the same time providing the strongest security possible.

Focusing on limiting friction can ensure users are not tempted to work around security implementations, as well as avoiding abandoned financial applications and enabling self-service onboarding and identity verification.

Through smart authentication, a more invisible security experience can be delivered while enhancing device reputation, along with intelligent authenticators like biometrics and adaptive risk-based authentication. Similarly, real-time issuance of digital and physical credentials delivers on consumer expectations of real-time access, once again providing a smooth experience for users.

STEPS TOWARDS CYBER RESILIENCE

The battle to secure an organization and its users is an ever evolving one as threats and vulnerabilities are uncovered and the IT landscape continues to change and become ever more connected. The key goal therefore should always be to reduce risk.

In today's payments environment, that includes protecting consumers against fraud, secure financial services infrastructure, enabling a secure and productive workforce and ensuring secure, scalable digital and physical card issuance becomes very important. This approach helps to deliver a complete trust environment with a clear anchor of trust to combat rising cyberattacks, meet new data privacy regulations, enable the use of smart devices and ensure secure digital payments and CNP transactions.

ESTABLISHING BRAND CREDIBILITY

In a connected and digital world, email still triumphs as the go-to channel for brands to engage with their customers and stay top of mind. Verified mark certificates (VMCs) are digital certificates that enable organizations to display their registered trademark logo in the avatar slot alongside outgoing emails.

Additionally, while emails are a great medium for brands to enhance their identity and connection with customers, their vulnerabilities are a major cause of concern for organizations. As malicious actors and threat vectors continue to evolve, organizations need to adapt and implement the latest measures and best practices to mitigate risks and enhance their security posture.

One way a brand can protect its identity from being hijacked by fraudsters is by implementing an emerging standard known as Brand Indicators for Message Identification (BIMI). Combining DMARC (Domain-based Message Authentication, Reporting and Conformance) anti-spoofing technology with VMCs, BIMI enables brands to display their logos in a customer's inbox, securely and provide more peace-of-mind to consumers that the emails they receive are from the brands they purport to be.

THE IT INDUSTRY IN INDIA

While India has often lagged behind in the adoption of cutting-edge cybersecurity solutions and best-practices, the changing IT landscape has accelerated that many IT organizations in the country are looking to leapfrog the competition. With remote working being the new norm, more enterprises will be looking for high-quality, cost-effective cybersecurity products that can be deployed quickly and scaled easily.

The changing in working patterns, along with the increased move to the cloud, means that as-a-service delivery is even more appealing than ever, particularly when these systems can be integrated across an organization's on premise, public and private multi-cloud infrastructure.

BRING TRUST TO YOUR IoT.



Provide a root of trust and end-to-end data protection for your IoT with Entrust nShield HSMs.

LEARN MORE AT [ENTRUST.COM/HSM](https://entrust.com/hsm)



ENTRUST

SECURING A WORLD IN MOTION



Co - creating a Technologically Advanced Greener Planet in line with our vision statement



PIYUSH SOMANI

Managing Director & Chairman
ESDS Software Solution Ltd.

Brand Roadmap 2022

The digital age that we live in has lifted the boundaries of physical dependencies. And the Pandemic has further enhanced the importance of Digitization in the world. ESDS has always believed in Digitization from the very beginning which is quite evident from its Business Model (IaaS, Managed Services, and SaaS Services). Globally, the value of the SaaS market, is expected to grow to USD 400 billion by 2025 while the data center industry is anticipated to grow with a CAGR of 17.4% during Fiscals 2020 to 2025 led by increased adoption of co-location services, aiding in the improvement of occupancy rates of data center facilities by Fiscal 2025. ESDS intends to capitalize on such growth projections and opportunities by scaling its operations and by increasing the focus on (a) mid-market enterprise customers by offering integrated cloud solutions, (b) hybrid cloud business models, and (c) scale across international markets, which have technology adoption trends similar to India, and (d) introduce new as well as enhance existing SaaS solutions for the accelerated digital transformation of customers' businesses, (e) exploring setting up new data centers in India, in multiple locations across India.

Customer Experience Strategy

ESDS believes that most of its business contracts have been awarded due to its consultative approach; its technical teams understand the specific and unique customer requirements and offer commercially viable customized solutions. Typically, ESDS commences its relationship with customers through. With the vast and diversified customer base, which includes clients from BFSI, Enterprise, and Government sectors, ESDS ensures that it delivers to customers' trust and expectations through its round-the-clock customer support to ensure a customer's long-term collaboration with ESDS.

BRIDGING THE DIGITAL GAP

For ESDS, the digital space is a familiar arena. ESDS considers brand visibility an important element of the IT Industry. Keeping this in mind, its marketing initiatives include a combination of online as well as offline activities, such as (a) those that increase website visitors, session duration, and website page views, (b) virtual meetings with customers, (c) search engine optimization to attract potential customers on its website. ESDS also undertakes digital marketing through multiple social media channels.

CUSTOMER EXPERIENCE VS LOYALTY

ESDS It has products/solutions aiming to provide a "one stop shop" for its customer's cloud adoption This approach acts as an important

differentiating factor in customers choosing ESDS as their cloud service provider and, With a belief that the strength of its brand is the end-to-end and diverse cloud computing product portfolio, unique pricing model such as "payper-consumption, "pay-per-branch" and "pay-per-transaction", vertically auto-scalable capacities, and customer experience. All these are important differentiating factors in customers choosing ESDS as their preferred cloud service provider. This further helps ESDS in retaining customers and setting it apart from competitors. ESDS also adopts a "go-to-market" strategy, by collaborating with thirdparty IT companies to deliver customers with bundled solutions. Such collaboration is aimed for both parties to maximize their technologies, align synergies, reduce the time-to-market and be more competitive in terms of pricing as well as innovation.

COMPLEMENTING MAKE IN INDIA

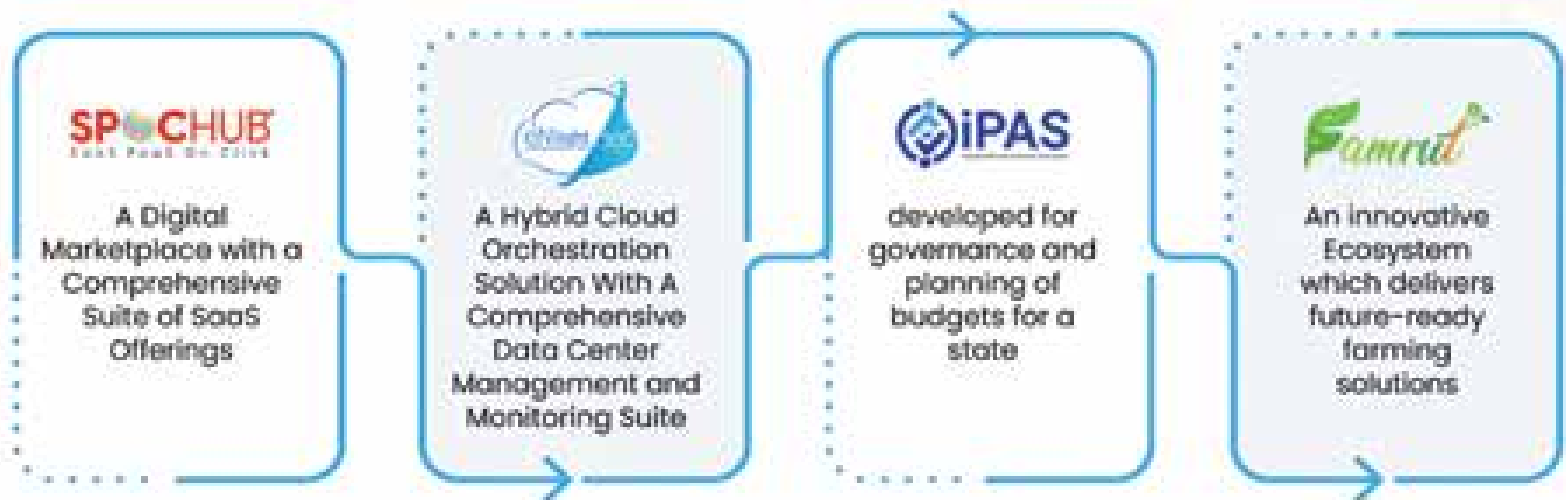
ESDS is one of the few data center and cloud services providers that have its own R&D. Through its R&D initiatives, ESDS indigenously developed its vertically auto-scalable cloud, which is patented in the USA, UK, and India. Over the years, the R&D team has developed several products/solutions that complement its data center and cloud business, which include (a) "eNlight cloud" – a patented vertical auto-scalable cloud; (b) "eNlight360" – a hybrid cloud Orchestration and a comprehensive data center management and monitoring suite. (c) "VTMscan" – a vulnerability scanner, which is a computer program designed to assess computers, networks, or applications for known weaknesses; (d) "eNlight WAF" – a web access firewall; (e) Web VPN – for secure connectivity; (f) "eNlight IoT" – an indigenously developed IoT platform running on the eNlight Cloud; (g) "eNlight Meet" – a communications solution for virtual meetings; (h) "eNlight SIEM" – for incident and event management; (i) "AA+" – an artificial intelligence/machine learning-based lung disease detection through X-Ray scan, (j) Ipas - Integrated Planning Office Automation System; and (k) Famrut - an innovative Ecosystem which delivers future-ready farming solutions.

Disclaimer: ESDS Software Solution Limited is proposing, subject to receipt of requisite approvals, market conditions, and other considerations, an initial public offering of its equity shares (the "Equity Shares") and has filed a draft red herring prospectus dated September 2, 2021 (the "DRHP") with the Securities and Exchange Board of India ("SEBI"), BSE Limited and the National Stock Exchange of India Limited. The DRHP is available on the website of SEBI at www.sebi.gov.in, the website of the BSE Limited at www.bseindia.com, and the website of the National Stock Exchange of India Limited at www.nseindia.com and the website of the Lead Managers, Axis Capital Limited and IIFL Securities Limited, at www.axiscapital.co.in and www.iiflcap.com, respectively. Any potential investor should note that investment in Equity Shares involves a high degree of risk. For details, potential investors should refer to the red herring prospectus of the Company, including the section titled "Risk Factors".

Amongst India's Leading Managed Cloud Service Provider with a Made in India Cloud Platform

A ONE STOP SHOP

To Sort Your IT Priorities With
Comprehensive Software Solutions



The First Cloud Service Provider in India to Offer Community Cloud Services



Banking Community Cloud

With **400+** BFSI
Customers



Government Community Cloud

With **200+** GCC
Customers



SAP HANA Community Cloud

With **150+** Enterprise
Customers

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Fortinet's continued
leadership demonstrates
strong customer adoption
of its innovative technology
solutions

VISHAK RAMAN

Vice President of Sales, India, SAARC and
Southeast Asia at Fortinet

BRAND ROADMAP 2022

For over 20 years, Fortinet has been a driving force in the evolution of cybersecurity. Fortinet security solutions are the most deployed, most patented, and most validated in the industry. Fortinet's broad, complementary portfolio of cybersecurity solutions is built with interoperability and automation in mind, enabling a rapid, unified response to known and unknown threats while simplifying management.

Fortinet's 2021 performance was driven by increased demand for its cybersecurity solutions and exceptional execution from its global operations and sales teams and excellent support from its channel partners and distributors. During the complete year of 2021, the company saw appliance shipments increase by 31.4% year-over-year, earning 36.8% unit market share for the combined firewall, UTM and VPN markets only.

STRIKING THE TECH-CORD WITH CUSTOMERS

The total addressable market for network security is rapidly expanding and growing at a faster rate. To support this evolution, Fortinet is focused on leveraging its ASIC-supported Security Fabric mesh platform across the expanding network to drive better-than-industry-average long-term growth. Its unrivalled SPUs (security processing units) offer 5 to 10 times more security computing power than comparable systems, resulting in greater integrated functionality, lower costs, and reduced power consumption compared to a general CPU.

Fortinet is also helping customers solve the challenges of complexity through its security-driven networking and Security Fabric platform approaches. Its organically developed Security Fabric solutions, like email, web, endpoint, FortiGate firewall, advanced networking, and connectivity solutions, like SD-WAN, offer much broader protection, integration, and automation than its competitors' offerings.

STEPS TOWARDS CYBER RESILIENCE

The intensity and sophistication of cyber criminals continues to increase. They are taking a holistic approach to attacks. A security-driven networking strategy enables organizations to have complete visibility across their entire network—from the core, out to the branch, the cloud, the home office, and the emerging edge—helping keep them relevant, competitive, and resilient. With security woven into their core, networks can also evolve, expand, and adapt to the next generation of digital innovation, including hyperscale, hyperconnectivity, and 5G+ environments.

SECURITY AWARENESS AND TRAINING SERVICE

Fortinet last year announced the industry's most complete solution for securing and connecting work-from-anywhere to better address this shift. Its Fortinet Security Fabric mesh platform delivers security, services, and threat intelligence that follows users at home, in the office, or on the road.

Fortinet is committed to keeping organizations secure through its industry-leading technology and award-winning training and certifications curriculum. Designed by the Fortinet Training Institute, its new Security Awareness and Training service, offers any organization the ability to further protect their critical digital assets from cyber threats by building employee cybersecurity awareness.

Fortinet has designed its new service to address security, IT and compliance leaders' growing concerns around threats and their workforce maintaining proper cyber hygiene. The Fortinet Security Awareness and Training service reduces the likelihood of a breach caused by an employee falling for a phishing email, clicking on a malicious link or becoming the victim of a social engineering attempt.

THE IT INDUSTRY IN INDIA

Fortinet has a proven track record of innovating the best security products in the market, reflected in 1500+ current and pending patents. It is this focus and execution to deliver ongoing value to customers which is Fortinet's biggest competitive advantage.

Fortinet has two development centres in India, one in Bangalore and one in Pune which develop close to thirteen products. Starting from the code level all the way to Application Testing, Cloud, Wi-fi and Switching, Fortinet has the expertise for R&D in all these areas.

Fortinet also has a lot of AI and Threat Intelligence related research that are being carried out in these centres. Because it has a large amount of data available, Fortinet can learn from the patterns and put it to good use in predicting what is coming.

Fortinet has been collaborating in terms of setting up partnerships with CERTs across the Globe, Interpol and NATO. Fortinet belongs to Interpol ICGEG, which is the global expert group, where it works with agencies like FBI to help solve cybercrime and fight against cyber terrorism.

FORTINET.

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with Secure SD-WAN.



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india_marketing@fortinet.com

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GoTo

GoTo is known as the brand that makes IT easy with technology and talent



MATHEW PHILIP

Senior Director & Country Manager,
Sales - GoTo

BRAND ROADMAP 2022

GoTo, previously known as LogMeIn, has been in the industry since 2003. The brand provides flexible work software built for IT departments of small and mid-sized enterprises (SME). As the people and the business landscape changed, GoTo has evolved to provide the next generation of workplace tools enabling flexible work with the best IT support, empowering businesses and their employees to get work done anywhere, at any time.

Technology is a key differentiator and GoTo focuses on delivering impeccable solutions with a robust portfolio for flexible working, reliability, and stability with a zero trust approach to security in addition to the performance and scalability it offers. GoTo's overall headcount in India accounts for more than 250 employees including the R&D and other functions operating from Bangalore. Its India sales team has grown from 4 to 25 in number in 2 years.

STRIKING THE TECH-CORD WITH CUSTOMERS

GoTo is a global company with nearly a million customers worldwide and is evolving as per the requirements of the customer. Innovation is at the core of what GoTo does. With a much more advanced remote or hybrid work model comes a requirement for a sophisticated tool that not only makes communication and collaboration easy but allows SME IT teams to seamlessly and securely manage and support their remote workforce. And this is what GoTo offers that makes it unique.

Earlier this year, GoTo Resolve was launched which is a single platform for all IT management and support needs. Coupled with continued evolution and enhancements to GoTo's unified communications and collaboration (UCC) solutions with products like GoTo Connect, GoTo Meeting, and more, it allows SME IT teams to seamlessly manage their systems and communicate with their employees to get the right information and fix issues quicker through a single provider and application. GoTo strives to meet the expectation of its customers, as demonstrated in GoTo Resolve's latest integration with MS Teams and Slack, where the user can raise IT tickets from directly within the software.

BUILDING AN EFFECTIVE CYBER SHIELD

GoTo conducted research in partnership with Frost & Sullivan which revealed that the top three selection criteria when evaluating new IT software are: Support for IT process automation (28%), ensuring performance and reliability (25%), and improvement of employee productivity (25%). GoTo holds security in its highest regard both internally and externally. GoTo is known to beat its competition on reliability and stability and has near 100% up-time, performance, 24/7 dedicated support, and a first-of-its-kind, zero trust architecture. Zero trust is therefore a core part of security for GoTo's remote support tool, GoTo Resolve.

Managed devices

Preferred devices with unlimited remote control / unattended access.

Unlimited number of standard devices with Device Quick View for remote monitoring.



CUSTOMER EXPERIENCE VS LOYALTY

GoTo has a pedigree in remote or hybrid work and IT Support. The brand is extremely conscious of the quality of the products and services delivered. With its product capabilities and a super powerful channel ecosystem, GoTo is able to deliver the same experience to any customer in any part of the world. Many of the Global System Integrators, such as Wipro, Tata, Infosys etc., are using GoTo's product Rescue to support their enterprise clients and to drive growth strategies in remote support portfolios.

THE IT INDUSTRY IN INDIA

According to a report by NASSCOM and McKinsey, India's technological services can achieve \$300-350 billion in annual revenue by 2025 if it can exploit the fast-emerging business potential in the cloud. In India, there is a huge market potential for SMEs. With cloud adoption and advancements in technologies, companies are born digitally native in addition to the government encouraging the 'digital boom'. However, the decision to automate business has been extremely challenging for SMEs as it pulls them out of their comfort zone.

This requires the SME sector to have a strong IT foundation and be equipped with the right tools and services. With the world evolving towards hybrid and remote workplaces, it is essential to have the right flexible working tools in place to securely connect and support distributed teams.

Work happens anywhere. IT needs to be everywhere.

Support any device whether it's across the hall or across the globe. GoTo Resolve brings together world-class remote support & management with 99.9% uptime. That's reliability you can count on.

Reach us at www.goto.com/it-management/resolve/try
or call us at 1 (800) 419-6989.



GoTo
Resolve

HITACHI

Inspire the Next



Hitachi Vantara emphasizing on turning businesses from data-rich to data-driven

DEEPAK SAR
Director - Alliances and
Distribution, India -
Hitachi Vantara

BRAND ROADMAP 2022

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 2022-23 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.

STRIKING THE TECH-CORD WITH CUSTOMERS

Hitachi Vantara strives to provide an exceptional experience for its customers through a multi-channel strategy and continues to build on its heritage of harmony, sincerity and a pioneering spirit. It continues to work towards understanding and nurturing customers better through Customer Advocacy programs (Sponsorships, Customer Advisory Boards, Executive Briefing Centers, Customer References and Community).

Besides establishing pre-sales Call Centers and targeted inbound and outbound digital and on-location programs, Hitachi Vantara also has customer and service support methodologies and initiatives in place to deliver smooth customer experiences post sales. They strive towards building a robust partner ecosystem comprising resale, delivery, management and co-creation with their business partners and technology alliances

BUILDING AN EFFECTIVE CYBER SHIELD

Data security should be treated with prime importance, especially with the increasing rate of digital transformation among organisations. Hitachi Vantara's modern data protection and copy data management software can radically improve data availability, recoverability, resiliency and costs and is accomplished through a range of tightly integrated technologies that are automated -

- The Hitachi Ops Centre Protector works with advanced technologies built into Hitachi block-and-object storage systems that prevent backup data from being modified or deleted.

- The Hitachi Content Platform (HCP) portfolio offers organizations of all sizes a solution that secures the entire data center.
- Hitachi Content Platform Anywhere (HCP Anywhere) extends these capabilities to remote and branch offices, as well as end-user devices.

These products not only enable a secure, mobile, IT environment, but they also protect data in the data center, across remote and branch offices, and even employee endpoint data located outside the corporate firewall.

ESTABLISHING BRAND CREDIBILITY

Shaping perception and building a strong brand image in the market is an important ongoing process for Hitachi Vantara. 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 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.

COMPLEMENTING MAKE IN INDIA

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.

Recently, the brand has also opened its first ever global Hitachi Application Reliability Center (HARC) in Hyderabad that will serve as a center of excellence (CoE) focused on optimizing cloud workloads for global clients.



Hewlett Packard Enterprise

HPE continues to invest and innovate in HPE GreenLake for a better customer experience

SOM SATSANGI

Senior Vice President and Managing
Director – India, HPE



HPE DRIVING HYBRID CLOUD ADOPTION IN INDIA

In today's world, businesses across industries recognize the imperative to operate in a hybrid, edge-to-cloud world. A hybrid cloud ecosystem allows businesses to blend legacy IT with a cutting-edge landscape built on hyperconverged and composable infrastructures that help create software defined data environments. This is evident in the fact that the global hybrid cloud market is expected to grow from US\$44.6 billion in 2018 to US\$97.6 billion by 2023.

With HPE GreenLake, a software defined hybrid environment in an enterprise creates an IT as-a-service blueprint that allows organizations to enjoy the consumption-based cloud economics from its core to the edges, enabling scalability and flexibility on demand. HPE GreenLake delivers the simplicity, ease and agility of the cloud experience through a pay-per-use model while also ensuring data security and compliance. This model helps the customer to retain control and exercise choice around the IT Infrastructure and other solution components.

Customers specifically from sectors like manufacturing, banks for certain workloads, SMEs, few public sector units as well as government entities are showing a great interest for HPE GreenLake offerings. Some of the workloads that have seen greater acceptance with customers are SAP HANA as a Service, Data Recovery as a Service, and Infrastructure as a Service.

HPE GREENLAKE - THE EDGE-TO-CLOUD PLATFORM

HPE continues to invest and innovate in HPE GreenLake to provide customers one easy-to-use platform to radically transform and modernize their organization. In March 2022, HPE unveiled 12 new cloud services in networking, data services, high performance computing and compute operations management, which includes the following -

- GreenLake for Aruba networking - As a leading provider and expert in delivering comprehensive edge connectivity networking solutions, HPE is building out its network as a service (NaaS) offerings with HPE GreenLake for Aruba networking.
- HPE GreenLake Data Services - New and enhanced services for block storage and data protection join the current HPE GreenLake data services.
- HPE GreenLake for Block Storage - HPE GreenLake for Block

Storage is among the industry's first block storage as a Service to deliver 100% data availability guaranteed on a cloud operational model.

- HPE Backup and Recovery Service - Enhanced HPE Backup and Recovery Service is a backup as a service built for hybrid cloud. Customers can effortlessly protect their data for Virtual Machines, gain rapid recovery on-premises, and deliver a cost-effective approach to store long-term backups in the public cloud.
- HPE GreenLake for High Performance Computing - HPE is further enhancing its HPE GreenLake with new purpose-built capabilities for High Performance Computing offerings, making it more accessible for any enterprise to adopt the technology.
- HPE GreenLake for Compute Ops Management - This is a cloud-native management console to access, monitor, and manage servers and was first introduced at HPE Discover 2021.

COMMITMENT TO THE DIGITAL TRANSFORMATION AGENDA

From building a pure play data center to running digitization programs for the largest insurance company in the country to developing the national identity program, HPE has played a significant role in India's digital transformation programs. The company has also played a key role in crucial digital projects and platforms which fundamentally impact every citizen and business in the country.

HPE is actively supporting the Digital India and Smart Cities mission projects while also partnering with several PSUs to enable digital transformation for their organizations. It provides unique, innovative and use case specific solutions from its range of hardware, software IPs along with design, advisory and integration services.

HPE has implemented India's first cloud-based integrated command and control center for Bhopal Smart City Development Corporation Ltd. (BSCDCL). This centre has enabled the monitoring and administration of multiple cities' civic utilities and citizen services in each of the cities through a central cloud and enabled state-wide monitoring of cities from a central command view.

Also, Public sector entities like Steel Authority of India Ltd (SAIL) and Oil and Natural Gas Corporation (ONGC) have recently signed partnership with HPE and deployed the HPE GreenLake edge-to-cloud platform to accelerate their digital transformation efforts, respectively.



Constant Innovation has enabled IceWarp to become the Only True Alternative to MS 365 and Google Workspace

PRAMOD SHARDA
CEO - IceWarp India and Middle East



BRAND ROADMAP 2022

The right kind of technology and automation gives the brand an edge to beat the competition. Hiring and retaining talent is equally crucial to the success of any organization, hence, IceWarp has been investing a lot on attracting and retaining talent in its organization.

In the last 7 years of its existence in India, IceWarp has been able to establish a good mindshare as an alternative to the top 2 brands in the category. This is due to the flexibility that IceWarp brings to the table, the value proposition of saving TCO for its customers. IceWarp is therefore preferred over its competition.

BRANDING THE CUSTOMER EXPERIENCE

In terms of customer experience, IceWarp has a department which solely focuses on Customer Experience Management. It truly believes that CX is an integral part of the brand and that the experience as well as the value that a brand brings to the table to the customer is the key differentiator.

For IceWarp, its existing customers become advocates in positioning the brand because of the experience that they get.

STEPS TOWARDS CYBER RESILIENCE

Since email is at the heart of all the solutions IceWarp offers, staying ahead of the cyber-threats and being prepared for it, is imperative to the organization as well as its product. The company is able to stay prepared by following a Defence-in-depth approach such as –

- Keeping its Systems & applications update
- Antivirus & anti-malware on gateways, endpoints, mobile devices
- Firewalls with IDS/IPS
- DDOS Protection for Servers
- Endpoint management, Systems & policies for secured access with VPN & MFA
- Systems & Technology is not the only

issue thereby conducting Cyber Security Awareness Sessions for Teams

- Email Anti-phishing with Anomaly detection, Regular Simulated Sessions

JOINT APPROACH IS THE WAY TO GO

Privacy-related conundrums have already started altering usage decisions and it has emerged as the next great brand differentiator. IceWarp strives to adhere completely to its responsible obligations as a GDPR-compliant organization for continued improvement & alignment with technology. It follows a 'joint roadmap' approach between Marketing & IT for new projects & initiatives on the branding front by leveraging the cohesive work culture and maximizing reach.

All its products and systems utilized by IceWarp's teams are set for GDPR Compliance which gives confidence to its customers and users.

CUSTOMER EXPERIENCE VS LOYALTY

The customer today is well connected and well informed; they have all the information on their fingertips. It emphasizes all the more on the importance of Brand Experience for a customer in the sales lifecycle and customer loyalty wherein existing customers vouch for the value that the Brand brings to the table. Customers today quickly call up existing customers or do not shy from asking their peers about the experience the brand brings in holistically. All of this is essential to the market share and revenue of the Brand.

THE IT INDUSTRY IN INDIA

The 21st century is earmarked as Information Technology driven. India is at the centre of global attraction and is considered as a knowledge powerhouse. The Pandemic has fuelled the growth of technology across industries. IT is today truly seen as a business enabler. The Atmanirbhar Bharat initiative of the current government is further bringing a big change in the IT sector with more manufacturing units for hardware emerging in the country.

Mindshare and Customer Loyalty goes hand in hand



"Do you want a deep, homegrown email offering that has nothing to do with Microsoft or Google? Consider IceWarp"



"They have one of the best Webmail solution that you can get. Try it. It is recommended."



Supercharged Email Collaboration Suite

Enterprise messaging for
companies of all sizes

Everything your business needs to collaborate in the
world's first, smartest, affordable, and seamless platform
which will lighten your workload.



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PANACAST 50

Video conferencing. Reinvented.

Fully immersive meetings, for everyone.

The difference between built-in, consumer, and professional audio devices

Broadly speaking, there are three kinds of audio device categories that employees use to collaborate with colleagues in video meetings: built-in, consumer, and professional audio devices. Here's the difference between them.



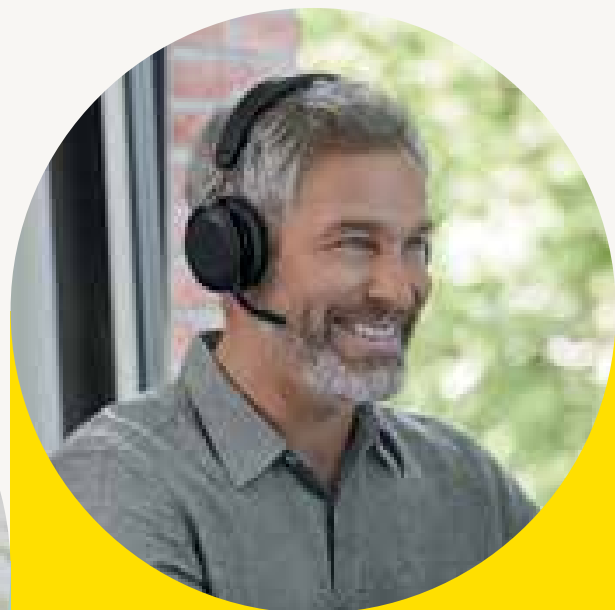
BUILT-IN AUDIO

Built-in audio devices – the speakers and microphones physically built into your desktop, laptop, or mobile device – are intended to serve our base audio needs. In these, both the incoming and outgoing audio quality is oftentimes far lower than when using a peripheral device.



CONSUMER AUDIO DEVICES

Consumer headsets are engineered to maximize your music and media experience in your daily activities. Their primary focus is on delivering a premium incoming audio experience – that is, the sound you hear when listening to music or taking a call. As such, they oftentimes have high-quality Active Noise Cancellation and the option to adjust EQ settings to craft your ideal sound profile.



PROFESSIONAL AUDIO DEVICES

Professional headsets are purpose-built for hybrid work. They typically boast all the same features as consumer devices as well as enhanced call and collaboration performance. With premium noise cancelling microphones, they're able to cancel noise not only for you but also for those you're speaking with, so you can be heard clearly and be at your most professional. They're also certified to optimize your experience when using video meeting platforms such as Microsoft Teams and Zoom.



Kaspersky as a customer focused brand builds its vision around it

DIPESH KAURA
General Manager-South Asia
Kaspersky



BRAND ROADMAP 2022

Kaspersky looks for specialists who have proved their ability to comprehend the procedure, someone who can take a strategic approach to leadership and collaborate with different teams and departments. The leading security brand advocates for introducing new procedures to streamline chores and increase efficiencies, resulting in brand storytelling strategies that span several mediums.

Kaspersky is also looking for a platform that collects data from all relevant sources, automates monotonous activities, uses AI and deep learning to create meaningful recommendations, and automates to assist and stay up with changes all in one place. Kaspersky is able to get ahead of consumer demand, thanks to intelligent automation and this level.

STRIKING THE TECH-CORD

The customer experience (also known as CX) is defined by your customer's interactions and experiences with your company throughout the customer journey, from initial contact to becoming a happy and loyal customer.

Kaspersky believes in calculating the return on investment (ROI) by providing excellent customer service. To understand who Kaspersky's customers are, the brand builds a clear customer experience vision. By gathering client feedback in real-time, it tries to create an emotional connection with its customers. For the development of internal teams, Kaspersky employs a quality structure that incorporates regular employee input.

STEPS TOWARDS CYBER RESILIENCE

In the face of sophisticated future cyber threats and attacks, India's cybersecurity landscape must evolve and demonstrate resilience. It necessitates a multifaceted approach in terms of appropriate security standards, effective modern technology implementation, formulation of effective security policies, enactment of strong legal rules, and bringing all stakeholders together without reverting to the rigid dichotomy between the public and private sectors.

Kaspersky has increased the number of online expert training courses available. Experts from the company's Global Emergency Response Team (GERT) with more than 12 years of experience in the industry developed the Windows Incident Response course. Kaspersky relies largely on practical skills, and it knows how to recognize and respond to a cyber crisis, as well

as distinguish APTs from other threats and analyze various attack strategies and targeted assault anatomy via the Cyber Kill Chain.

ESTABLISHING BRAND CREDIBILITY

The need for businesses in every industry to demonstrate empathy, trust, and safety to customers and prospects has never been more critical than during a worldwide epidemic. While the human connection has always been at the heart of the customer experience, Kaspersky has shifted its focus in recent years to feature-rich targeted marketing as the primary means of increasing engagement and loyalty. The rate of forced adoption of this new virtual online method of engagement has been rather rapid, leaving a huge population of users with physical constraints stranded in an unfamiliar digital world, attempting to manage their requirements. This example highlights the importance of establishing "digital inclusion," or an open, accessible, and supportive customer experience for all users, regardless of physical ability.

THE IT INDUSTRY IN INDIA

The IT sector's contribution to India's GDP has climbed from 1.2 percent in 1998 to about 10% in 2019. At this time, the COVID-19 pandemic has engulfed the entire planet, wreaking havoc on economies. The Indian IT industry is still showing signs of life and has the flexibility to recover from this unprecedented disaster. The tremendous rise of India's IT industry over the last two decades has altered the world's perception of India's repository of information and talents, as well as its fast economic growth.

The government of India's liberalization initiatives, such as lowering trade barriers and abolishing import levies on technology products, have played an important role in the expansion of the IT industry. Other government initiatives, such as the establishment of Software Technology Parks (STPs), Export Oriented Units (EOUs), Special Economic Zones (SEZs), and foreign direct investment (FDI), have also aided this industry in achieving a leadership position in the global IT industry.

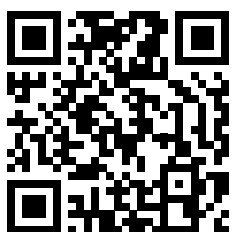


**Your role
has many
challenges.
Now security
isn't one
of them.**

**Simplify your
cybersecurity with
our award-winning
Kaspersky Endpoint
Security Cloud**



**Kaspersky
Endpoint Security
Cloud**





Keysight- Prove your network is secure



Keysight being a leader in Network test, Visibility and Security solutions and providing unique end-to-end solutions to build a robust network. We help our customers to connect, optimize and secure their networks. Organizations use Keysight tools and capabilities to test, secure and visualize their networks so their applications run stronger as IT security and analytics tools are only as good as the data they are seeing.

To overcome all the security challenges, organizations require an integrated approach for proper network visibility & network security so that tools get the right data at the right time, every time. What customer's need is good quality data as fast as they can get it to counter security threats, troubleshoot network outages, and remediate performance problems.

SUDHIR TANGRI
Country General Manager

Keysight's role in meeting the ZERO TRUST architecture

Various Zero Trust models are increasingly being adopted by enterprises and government security teams around the world. With perimeter security no longer effective by itself, new cloud models, the continued rise and sophistication of cyber-attacks and current WFH initiatives, a Zero Trust architecture and corporate culture is needed now more than ever.

It is incredibly important to understand the baseline operation of your network and then to routinely validate that it works as designed. Solutions from Keysight like BreakingPoint and Threat Simulator (BAS) allow you to verify the security efficacy of your network in both pre-deployment and post-deployment scenarios. Other solutions like ThreatARMOR, bypass switches, and inline network packet brokers allow to further protect the network and implement cyber resilience.

Keysight helps in cloud migration/ planning

Networks continue to change rapidly as traditional premise-based networks evolve to distributed cloud and hybrid environments. These complex networks use edge computing and centralized resources that bring applications closer to users and the source of data. Legacy networks with clearly defined perimeters are somewhat easy to defend. However, modern networks have no defined perimeter to secure and often employ security policies that use identity, not perimeter-based access. This transformation brings many major unknowns to the performance, scalability, and threat protection of network and security architectures.

CyPerf is the industry's first scalable, cloud-native network test solution for the enterprise markets. It deploys lightweight test agents across various physical and cloud environments, delivering insights into user experience, security posture, and performance bottlenecks. CyPerf measures and validates the performance of dynamic distributed networks, security devices, and services for more confident deployments. CyPerf is powered by the Keysight Application and Threat (ATI) subscription service — ensuring continuous up-to-the minute threat intelligence. CyPerf is a revolutionary solution for network testing that accelerates application delivery in today's modern networks.

Preparing customers to defend any kind of security breach attack

A well-trained security team is the best defense against cyber security threats and vulnerabilities. Keysight's simulation-based cybersecurity training prepares teams for cyberattacks in a safe

environment. That is not simply static training, but dynamic, hands-on practice responding to situations security professionals may encounter in the real world. Keysight's solution comes with a library of predefined threat scenarios that cover a wide range of cyber security topics and techniques. It can also build customised cyber exercises in a controlled environment that replicates your company's network. To ensure the most realistic training environment, Keysight's cyber range solution is powered by the BreakingPoint traffic generator, which simulates real-world legitimate traffic and malicious attacks.



MANISH GUPTA
Head Enterprise
India & SAARC

Keysight's three-stage approach addresses the critical skills necessary for cyber incident response.

- **Emulate:** Your security team needs to know how threat actors are working to penetrate your cyber environment. Keysight manages a continuously updated database, cataloging millions of cyber threats, and develops simulations of both common and unusual attacks.
- **Evaluate:** The cyber range solution tests your security staff's ability to respond to real-world situations, both individually and as a team. The simulations mimic exactly what will happen when your network experiences a security breach.
- **Educate:** To ensure organizational resilience, your team needs to train continually for all the scenarios you may encounter. It is the best way to ensure your skills stay sharp and your organization is always ready to repel new security threats.

A cyber range environment can help your security team prepare to face the growing number of threats in today's digital ecosystem, and respond quickly and decisively to keep your organization secure.

For more information, you can reach us on tm_India@keysight.com or https://connectlp.keysight.com/ContactUs_NAS.

Dynamic network intelligence powers better security, visibility, and performance monitoring for the cloud



Flex Taps



iBypass 100GB



**Vision X Network
Packet Broker**

Test and Measurement Solutions to Connect and Secure the World



Network Emulator II



**PerfectStorm
Fusion 10 / 40GE**



XGS12

For more information, you can reach us on
tm_India@keysight.com or
https://connectlp.keysight.com/ContactUs_NAS.



**LTTS has positioned itself as
a leader in the ER&D Services
segment**

ABHISHEK SINHA

**Chief Operating Officer and Board Member - L&T
Technology Services (LTTS)**

BRAND ROADMAP 2022

Over the past year, L&T Technology Services has continued to build upon its core engineering legacy and innovation-led R&D focus. It has been identifying and addressing emerging customer demands in an agile and strategic manner, while strengthening both its talent pool and Technology Quotient.

Last year, LTTS identified 6 strategic technology areas which it has termed as the 6 Big Bets - Electric Autonomous and Commercial Vehicles (EACV), 5G, Medtech, Digital Manufacturing, AI&ML driven smart offerings and Sustainability – where we continue to invest, and support customers in their digital transformation journey. This has helped the company win some noteworthy large deals in the past few months. LTTS has also chartered its journey to scale for a more profitable, sustainable and inclusive growth with a 6-Dimensional Glide Path, which includes Industry Leading Growth, Customer Centricity, People Engagement, Technology Quotient, Sustainable Operating Model and Environmental Social & Governance (ESG).

Alignment of talent management to finance strategy will also be a key consideration this year, as finding the right talent and proactively investing in retaining them in a hybrid work environment has become an important aspect for successful financial planning.

STRIKING THE TECH-CORD WITH CUSTOMERS

One of the value propositions of LTTS is Customer Focus – where it caters to a wide range of customers across industries and creates targeted partnership models that address specific challenges and business goals. During the pandemic, LTTS virtualized its labs and provided an interactive and intuitive 360-degree virtual platform of its India-based design labs for customers. The company's patents portfolio stands at 868, out of which 605 are co-authored with clients. LTTS recently inaugurated two new Engineering Centres – in Krakow, Poland and Toulouse, France which will cater to customers around the world.

LTTS' commitment to customer experience is reflected in its strong customer base of 69 Fortune 500 companies and 57 of the world's top ER&D companies.

CUSTOMER EXPERIENCE VS LOYALTY

LTTS is in the ER&D services segment, where customer and brand loyalty works a little differently as compared to other segments. In this segment, "customer stickiness" is crucial considering the highly niche and sensitive ER&D work that is undertaken. LTTS' focus has always been to create value for its global customers through its differentiated technology offerings that are aligned to the customers' business goals. The resultant customer stickiness is reflected in the 90% repeat business from customers.

FUTURE-PROOFING WITH TECH

According to a NASSCOM report, the Indian ER&D services sector is expected to reach \$63 billion by 2025. Rapidly evolving technology landscape and the rising demand for faster time-to-market will pave the way for the rise in global spending in the Indian ER&D services sector. The potential of the ER&D space is massive, and India is well-positioned to tap into the opportunity to support global organizations in their digital transformation roadmaps. This trend will not only help in the development of connected, customer centric, innovative, and sustainable products but also develop key skills & talent and create more jobs. ER&D services will be an agent of transformation in this post-COVID new normal, with the potential to change and benefit all major sectors in India.

A SUSTAINABLE BRAND IDENTITY

Sustainability is one of the pillars of LTTS' brand identity and future success and engineering services bellwether. Its ESG initiatives are built on the foundations of transparency, accountability, responsibility, compliance and trust. As part of LTTS' sustainability practice, it is building engineering services-based innovative digital solutions that align with the customers' sustainability roadmap.

LTTS has embraced net-zero as a core sustainability focus and will leverage its deep capabilities around energy transition and management, water and waste management, circular product design, digital intervention, sustainability consulting, and climate action for realizing this aspiration.

With the aim to achieve carbon and water neutral operations by 2030, LTTS strongly believes that it can positively create a sustainable future with efficient business operations and in partnership with all stakeholders and customers.



MAKE IN INDIA IS SO IMPERATIVE TO INDIA'S GROWTH

**Tech Giant Started Manufacturing
Laptops, Desktops In India**

The Make in India programme is very important for the economic growth of India as it aims at utilising the existing Indian talent base, creating additional employment opportunities and empowering secondary and tertiary sector.



MAVENIR

Mavenir strives to deliver solutions for next-generation networks

SANJAY BAKAYA

Country Head- India & Regional Vice
President- India & South Asia - Mavenir

computing servers and embracing a complete ecosystem with applications in the Cloud (private, hybrid or public). This move has maximised the basic NVFs and has enabled automation to streamline network operations.

STEPS TOWARDS CYBER RESILIENCE

Cyber security is very important in today's scenario and will become more critical while moving forward. Mavenir, as a forward-looking organization, has a cloud-native Network Security and Fraud Management Suite and secure voice, messaging, data and revenue protection solutions. These provide CSPs with a robust security strategy that protects the network and its customer base in real-time, with predictive analytics through Machine Learning (ML) technology. Leveraging real-time machine learning means that the Mavenir solution can detect and block security or fraud issues as they are developing, instead of collecting data, processing it, and then reporting the problem.

Mavenir uses machine learning beyond anti-fraud, and it's very useful for network security scenarios as well. This approach enables machine learning technology to complement its firewall offering by providing proactive insight into the signaling elements and helping to prevent signaling attacks or fraud attempts. This means security breaches can potentially be stopped before they happen, and operators can save millions by intercepting scams sooner.

ESTABLISHING BRAND CREDIBILITY

Mavenir positions the brand around 'trust'. As a turnkey software communications enabler, Mavenir's focus is on providing its partners and their customers with memorable and repeatable experiences. Its aim and focus are to provide partners with opportunities to create new revenue streams, reduce churn through innovative products and protect their existing customer base that fosters growth and customer satisfaction.

COMPLEMENTING MAKE IN INDIA

Mavenir is complementing the ambitious vision of the Government of India. It is aligned to a framework assigned for all the products which reduces the effort of building the products and investing in R&D to a greater extent.

Spending on R&D is very important and so is the vision which is driving the process. As far as Mavenir's role in the government initiative is concerned, Mavenir has the largest R&D Centre in India. More than 60% of its workforce is in India, while also having offices in Bangalore, Bhubaneswar, Pune and Gurugram. The IP for Mavenir's 4G and 5G core is residing within the Indian entity and has strong business relationships with all the top tier telecommunication service providers in India. The company is also building radios with Jabil in Pune for worldwide consumption. If Indian telcos pick these radios for deployment, then Mavenir will have Indian-built radios deployed in India.

BRAND ROADMAP 2022

Mavenir leverages experience and expertise in virtualization, automation, and cloudification to deliver solutions for next-generation networks. It tries to constantly adapt to the changing landscape around and align its solutions and the brand in accordance with the new market requirements or challenges.

The continued effort of Mavenir is to support Communications Service Providers (CSPs) to transform their network economics by embracing disruptive and innovative technology and business models, delivering service agility, flexibility and velocity and driving Network Virtualized Functions (NVFs) evolution so as to achieve web-scale economics. Likewise, Mavenir's cloud-native, web-scale architectures foster new service models, open interfaces, and rapid innovation across the entire network.

STRIKING THE TECH-CORD WITH CUSTOMERS

The network architectures of the Future need to be much more flexible to provide a better customer experience, higher customer engagement and simplicity for partners to collaborate & co-create innovative services with agility & efficiency. Virtualization software that runs on any cloud, and the use of artificial intelligence (AI) plus automation are critical if operators are to take advantage of new use cases, business models and revenue streams. The RAN Intelligent Controller (RIC), which controls radio resource management (RRM) in the RAN, is also driving innovation.

Mavenir offers a complete cloud-centric approach for public, private and hybrid services. Its cloud-native applications and technology innovations support the cloudification of mobile networks, allowing CSPs to meet the growing data demands on their networks. Mavenir achieved the enhanced services by moving applications to Commercial-Off-The-Shelf (COTS)

One Network.
Any Cloud.
All Software.

MAVENIR™
Trust the Future



Helping an island realize its TRUE POTENTIAL



NEC builds 2300 km long submarine cable connecting Andaman and Nicobar Islands to Chennai

To the east of the Indian subcontinent lies the Andaman and Nicobar Islands, an archipelago complete with pristine beaches, plantations, and picturesque scenery. It is an ideal setup for tourism and small-scale industry-led economy to thrive. However, due to the minimal digital network, it was considered as an ‘off-the-grid location. The only medium for providing telecom connectivity between the mainland and Andamans was through satellites with bandwidth availability limited to only 1Gbps.

Additionally, being an island territory, the region was also prone to floods and natural disasters. With no alternate medium to establish connectivity, it was also challenging for the authorities to facilitate emergency operations efficiently. Therefore, a need to build a robust telecom infrastructure, connecting even the remotest of the locations on the islands was felt, and the Chennai-Andaman & Nicobar Islands (CANI) submarine optical fibre cable project started taking shape.

The ambitious goal to thread the islands to the mainland through a high-speed optical fiber cable network started in 2018. Fibre optic cables are one of the most cost-effective transmission modes and offer improved compatibility, robustness, and efficiency to the system. Under the DoT (Department of Telecommunications) initiative, BSNL awarded NEC India to design, engineer, supply, install, test and implement an optical submarine communication system that connected A&N islands to Chennai. The project included building a segment with repeaters from Chennai to Port Blair and seven segments without repeaters between the islands of Havelock, Little Andaman (Hutbay), Car Nicobar, Kamorta, the Great Nicobar Islands, Long Island, and Rangat. The total cable length extended to approximately 2,300km and carries 400 Gb/s optical waves in the S1 segment, connecting Chennai to Port Blair and 200 Gbps in the rest of the segments.

Bracing the challenges ahead

The construction and laying of the CANI was a formidable task and involved a series of actions. Right from measuring a massive length of 2300 km to assessing the exact path for laying the cable, the process required precise planning, considering underwater topography and previously recorded obstacles.



Additionally there were many challenges anticipating the seafloor variations. The seafloor depth naturally varies, and both very deep and very shallow waters bring their own challenges. The submarine cable needs to be able to endure the tremendous pressure of extreme depths, including deep trenches. At the same time, at shallow depths, it needs to be hard enough to withstand being struck by anchors.

Moreover, as the project started to unfold, the country was struck with the Corona pandemic, and the supply chain network stood ruptured. With strict lockdown protocols and slow material and manpower movement, it got difficult for the team to obtain approvals for laying cables, especially in the COVID-sensitive areas.

NEC is recognized for its excellent track record and dependability when it comes to building complex cable systems in challenging marine environments. With over 50 years of experience in optical submarine cables, we have constructed some of the largest cable networks in service today. The team understood the challenge at hand, took assistance from local authorities to speed up the cable layout action plan. With the team’s resilience, perseverance, and immense support from the client and the concerned authorities, the CANI project took to speed overcoming the COVID issues.

To overcome the Magnitude and terrain challenges, submarine repeaters were installed every 60-100 km to amplify and maintain the strength of transmitted signals, thereby ensuring stable transmission even over such a long distance.

The project was carried out very cautiously by the team, with the speed and angle being constantly adjusted and crew members remaining on board for months to enable the successful completion of the project

Accelerating India’s Digital Transformation Journey

The team delivered the project in September 2020, much ahead of its December 2020 deadline, connecting even the remotest locations of the island with Chennai. The project will spearhead India’s “Digital India” vision by extending and enhancing business opportunities in the

region, thus empowering the island both economically & socially. Furthermore, the hyper-connectivity brought by the submarine network would strengthen online education, telemedicine, e-commerce, net banking facilities, and tourism in the island territory, opening doors for the islanders towards better lives and opportunities.

Orchestrating a brighter world

NEC

Orchestrating Billion Dreams

Since last 7 decades, NEC has been working as a silent crusader, breaking boundaries with its compassion to create safer and securer societies through technology innovation.



**Safe & Smart
Cities**



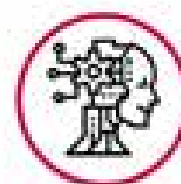
**Telecom
& 5G**



**Smart
Logistics**



**Submarine Cable
System**



**Artificial
Intelligence**



**Smart
Transportation**



**Unified
Communications**



**DX for
Enterprises**



**Digital
Learning**



NetApp is ideally positioned for the future of cloud and digital transformation

GANESAN ARUMUGAM

Director – Channel Sales, NetApp India

BRAND ROADMAP 2022

NetApp has witnessed, participated in, and enabled the digital transformation of business itself, ever since the Internet became widely available. A key aspect of its impact comes from NetApp's wide offerings, which have grown over the years via strategic acquisitions. NetApp now provides fully-managed open-source databases and workflow applications as-a-service through its recent acquisition of InstaClustr.

Again, NetApp enables enormous cost savings for customers via Spot by NetApp (acquired in June '20) that optimizes compute management and costs on the public cloud. It touches network users with CloudJumper (acquired Apr '20), that leads in virtual desktop infrastructure and RDS.

NetApp differentiates itself by recognizing the challenges its customers face. The NetApp Keystone hybrid cloud offering is an excellent example, as NetApp sees this as an opportunity for Indian customers to leverage the best tech, while keeping costs low and utilising both – on-prem and cloud options.

With the huge scale of AWS adoption in India, the general availability of Amazon FSx for NetApp ONTAP gives customers yet another way to leverage its best tech with the platforms that are already delivering impact. Customers can now run fully-managed ONTAP file systems on their AWS cloud infra in a few clicks in addition to NetApp's CVO offering, which already works with Google and Microsoft clouds.

NetApp is the top player in the AFA market segment in India, and saw double-digit percentage growth YOY in 2021. With a market share of 30.1% by vendor revenue, NetApp has continuously improved its offerings to find gaps in customer journeys and create high-value solutions.

STRIKING THE TECH-CORD WITH CUSTOMERS

NetApp is a data-centric organization. Where there is data and the cloud, NetApp has solutions to manage complexity and drive value. NetApp Keystone is the bridge that connects capex and hybrid cloud strategy by allowing flexibility in payment plans. With products such as Spot by NetApp, NetApp Astra, complete visibility and click-to-scale is now a reality for the brand.

As tech has moved forward in the past few decades, NetApp has constantly evolved offerings to keep pace. However, with its 30 years of innovation, NetApp finds itself in a good place to also know where the customer is going to be in the future.

STEPS TOWARDS CYBER RESILIENCE

The world is generating zettabytes of data every year. With that much data, it is imperative that organizations pay close attention to privacy needs for themselves as well as their customers.

With cloud infrastructure, IT managers need to take a data-centric approach, keeping security controls as close to the data as possible. NetApp's deep integration with hyperscalers ensures that customers can operate data centers under a "zero-trust" policy, therefore mitigating or greatly limiting the impact of a cyberattack or breach.



ESTABLISHING BRAND CREDIBILITY

The brilliant thing about computing over the last forty years is that it has become commoditized. However, commoditisation means resources are fungible — generally replaceable by other items -- so continuous innovation is the key.

NetApp has avoided this by being early, best-of-breed, and continuously innovative. It has been first to deliver complete hybrid cloud management to customers because that was the need of the hour. Its differentiation lies on its focus on customer needs — where they are and where they're going to be. As a result, NetApp has earned a reputation as a global cloud-led, data-centric software company, as well as the #1 shared storage platform across cloud data services, storage systems and software.

THE IT INDUSTRY IN INDIA

The IT industry has transformed India in terms of society, economy and its future in the world of business. IT is a huge contributor to the rise of the new middle class, the improvement of government services, the explosion in consumption and generation of data, and the creation of new value from that data. The Indian startup ecosystem is flourishing like never before. As far as information technology goes, India possesses the twin engines of consumption and creation power.


As the third-largest tech power in the world, behind the US and China, India will play a key role in the explosion of data (175 zettabytes a year by 2025).

UNLOCK The **BEST** OF CLOUD

In a world full of generalists, NetApp is a specialist. We are relentlessly focused on helping you get more out of cloud than you ever thought possible. Whether on premises, in the cloud or anywhere in between, no one integrates, secures and connects your storage like NetApp does. www.netapp.com

The Cloud Storage Specialist



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Nutanix continues to empower and improve its channel ecosystem

HARSH VAISHNAV

Head of Channels, India,
SAARC – Nutanix

BRAND ROADMAP 2022

Nutanix has seen significant innovation two years into the pandemic, with businesses of all moving to adopt technology to handle a fast-shifting business landscape that includes new operating models, customer concerns, and remote workforce management.

Today, industries are transitioning away from conventional sales, leasing/licensing methods to subscription-based models. At this point, the channel must accelerate its transition to ‘everything-as-a-service’ model as more organizations are requesting this.

Nutanix as an agile company detects the pulse of the evolving market dynamics and focuses on helping the channel provide the best customer outcomes. In synergy, the brand has outlined the following key focus areas for channel partners in 2022 -

- I. Quality over Quantity: Deeper and wider engagements with focused partners to unlock the value of its portfolio with the existing set of customers
- II. Ease of Doing business (EODB): An extremely partner-focused company, Nutanix strives to better itself by working towards improving its EODB quotient.
- III. Amplify Marketing engagements in order to support partners and help them drive higher business outcomes.

STRIKING THE TECH-CORD WITH THE CUSTOMERS

Nutanix is deeply dedicated to channel partners and is driven by the motto ‘We Leave No Partners Behind’ to compete in the current market. As Nutanix continues to improve its partner ecosystem, collaboration, working as a team, and avoiding direct trades are other imperatives that it adheres to.

‘Channel Autonomy’ is one of the key objectives when it comes to the channel program of Nutanix. It empowers the channel ecosystem so that it can independently drive business with minimal involvement from the sales team. With proper training, the partner and distribution community becomes a true extension of the company.

BRIDGING THE DIGITAL GAP

Nutanix works to help customers secure all the layers of their infrastructure,

from the hypervisor to the network, and to help integrate with best of breed partners to provide a comprehensive solution. The brand also includes automatic security configuration checking in its AOS and AHV systems to ensure that they continually meet compliance baselines. This is why Nutanix is trusted to power applications in some of the most demanding and security-conscious environments worldwide.

CUSTOMER EXPERIENCE VS LOYALTY

As a customer-first company, the primary goal of Nutanix is to make engagement with the channel ecosystem as simple as possible, so that its partners can focus on assisting clients with the transition to multicloud settings. In India, Nutanix is 100 percent channel driven, and it ensures that partners have the resources, technology, and skills they need to thrive.

Nutanix’s Partner Support Center in India helps partners transition fast to an Everything-as-a-Service approach. It has also launched the Nutanix Elevate Service Provider Program to further help service provider partners. The program enables providers to develop collaborations that improve consumer experiences, competitiveness, and profitability.

THE IT INDUSTRY IN INDIA

Today, customers’ dependence on and expectations of enterprise cloud capabilities is ever-increasing. The shift in expectations and cloud acceleration is prompting cautious service providers to form new alliances. Nutanix has expanded its partnerships with Red Hat and Citrix to provide customers with secure and private remote access across business applications.

The IT industry has constantly boosted and accelerated India’s growth. This industry consumes a significant pool of qualified workforce, transforming India into a worldwide IT powerhouse. The present government’s Atmanirbhar Bharat project is bringing significant transformation to the IT sector. According to a NASSCOM-McKinsery report, India’s technology services industry can generate \$300-350 billion in annual revenue by 2025 if it can capitalize on the rapidly emerging business potential in cloud, artificial intelligence (AI), cybersecurity, and other emerging technologies.

As Indian cities develop in size and complexity, a contemporary technological infrastructure will also be required to maximise value for citizens. The Digital India concept is an interconnected ecosystem with open technological architecture and a data-centric strategy to improve efficiency and productivity, remove clutter and duplication, and redirect resources to front-line services. Nutanix collaborates with state and federal governments in Tier 1 and Tier 2 cities to deliver a data-driven platform and launchpad for a Digital India.



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nutanix.com/yourcloud





Servicing its customers with the best will remain a key priority for Oracle

SIDDHARTH IDNANI

Head – Alliances & Channels, Oracle India

INDIA - A KEY MARKET

Oracle Cloud is the first public cloud built from the ground up to be a better cloud for every application. For Oracle, India is one of the key markets, and has gained a competitive edge by being dedicated to ensuring the excellent delivery of products.

Oracle has been offering various solutions to aid the digital transformation journey of many enterprises through its Oracle Cloud Infrastructure (OCI) which offers a comprehensive set of public cloud services, including cloud native App Dev. and DevOps services. In addition to this, the variety of deployment models that Oracle offers with the better price-performance ratio is the unique factor that differentiates Oracle from its competitors. Oracle has the fastest pace of expansion for the cloud region in India and globally when compared to other cloud service providers.

STRIKING THE TECH-CORD WITH CUSTOMERS

With over four decades of experience, supporting the technology and digital transformation, with its 15,000+ customer base in India and the needs of over 400,000 customers around the world, Oracle understands the need to be present for the customer consistently throughout cloud acceptance, migration, implementation, and beyond. Oracle is offering several solutions and tools to its customers for a better experience in their Cloud journey.

Oracle's Cloud Lift Service provides new and existing customers expanded access to cloud engineering tools and resources to quickly migrate workloads at no additional cost. Apart from this, Oracle is also offering services to its customers like a universal credits program, pay-as-you-go, and Oracle Support Rewards, which help ensure better cloud economics for the customers.

Oracle, through its Cloud-based solutions and offerings, always aims to equip its partners with the right tools and strategies to help customers leverage the cloud, drive innovation, and optimize their IT infrastructure.

BUILDING AN EFFECTIVE CYBER SHIELD

Keeping the emerging breaches and cyberattacks, enterprises are investing in a strong security system to curb cyber risks with the organisation. Oracle Cloud is designed with security ground up, based on a zero-trust architecture and design. On top of that, Oracle also provides certain security layers in order to ensure that the data is safe and secure within the cloud. Oracle also supports encryption of network data through Oracle Advanced Security, to ensure the security of the encrypted data.

Cloud Guard is another free tool (including Oracle managed basic recipes) for helping clients understand where problems exist using Detectors and remediate or dismiss conditions using



Responders — optionally tuning the “rule”. The OCI platform is also especially suited for security teams who prefer ultimate control over their tenants and data and are comfortable with defining their own controls.

CUSTOMER EXPERIENCE VS LOYALTY

Oracle as an enterprise understands the needs of its customers and what they expect from the partners to ensure success in this evolving market. Many companies are already relying on Oracle Database for its data management system, as they understand that a cloud foundation on OCI would lower database costs, improve availability, and strengthen security. One such example is Wipro; with Oracle Wipro has been able to reduce development and release timeframes, optimized IT costs, increased software scalability and availability, gained flexibility in a multi cloud environment, and enabled cloud portability. Enterprises such as Toyota, FedEx, Cognizant, Zoom and a lot more have placed their trust in Oracle with its data and security.

FUTURE-PROOFING WITH TECH

The exponential growth of the IT industry in India in the last two decades has changed the perception of the whole world about India's storehouse of knowledge and skills and powered economic growth. The swift advancement within the IT industry is instrumental in the evolution of this industry. In the current post-pandemic recovery phase, the Indian IT industry is rapidly evolving and on its road to recovery and growth. Online retailing, cloud computing and e-commerce are all contributing to the speedy growth of the sector. With each component, technology and IT sectors have seen an exponential rise and would continue to do so in the upcoming future.



Accelerate Your Digital Transformation with Oracle Database

Digital transformation is the IT executive's priority for all emerging organizations, and Digital Transformation means learning to use all your information effectively. Standardizing on an advanced database – "Oracle Database 19c" can help accelerate your digital initiatives. It's time to upgrade or migrate your database to Oracle Database 19c for the latest capabilities, and long-term support.

Oracle database products offer customers cost-optimized and high-performance versions of Oracle Database, the world's leading converged, multi-model database management system, and in-memory, NoSQL, and MySQL databases. Oracle Autonomous Database, available on-premises via Oracle Cloud @ Customer or in the Oracle Cloud Infrastructure, enables customers to simplify relational database environments and reduce management workload.

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Analytics



PRAMA:

The Premier Indian Security Brand with Indigenous Manufacturing and Customisation Capabilities

BRAND ROADMAP 2022

As intense competition continues to brew in the Indian security market, Prama India is focusing on its marketing roadmap and plans. The PRAMA brand is being positioned as the premier Indian security brand with unique strategies and promotions. The indigenous manufacturing continues to be PRAMA's biggest USP.

In a strategic move, Prama is opening its Brand Stores across India, helping customers to evaluate the products, key components and vertical solutions. These brand stores are a one-stop-shop for all the dealers, distributors, consultants and system integrators, and extends the brand's reach to the Tier-II and Tier-III cities across India. The newly opened PRAMA brand stores are helping to create awareness about the security products and vertical solutions in their regions. Plans are underway to open more PRAMA Brand Stores across India.

The 'PRAMA EXCELLENCE MEET' is also being organized at metro cities across India to bring PRAMA security and surveillance products closer to potential consumers and end-users while creating brand awareness. Prama's focused marketing initiatives are driven by the market insights, technology trends, and customer data. Despite the increasing competition in the Indian security market, the brand is fully geared up for exceeding the market expectation in 2022-2023.

STRIKING THE RIGHT CHORD WITH CUSTOMERS

Customer Experience (CX) has gone from a buzzword to a strategic imperative in the security industry ecosystem. There is an evolving symbiotic relationship between Security and CX that is more nuanced. There are four key factors that help to enhance the customer experience. These include, simplicity of solutions, dedicated customer success teams, smart integration and automation and solution focus.

Enhancing the customer experience by all means necessary is the credo of PRAMA. The brand strives to provide better customer experience by offering best RMA support and service. Further to its customer experience enhancement initiatives, Prama is taking bold steps to disseminate its product information through the latest video and content marketing tools.

STEPS TOWARDS CYBER RESILIENCE

Prama has built a culture of cybersecurity resilience in its organization by adhering to the best practices and standards. Cybersecurity threats are a challenge for the entire security industry and for any technology company. Prama India is actively working with customers, partners, stakeholders, government policy makers and cybersecurity agencies. The key focus is to promote the best practices among the end-users and ecosystem partners. This will help to mitigate the cybersecurity threats in the long term.



CUSTOMER EXPERIENCE VS LOYALTY

Today's marketing is a game of innovative strategies that are driven by the ideas, creativity, data, analytics and technologies. Prama ensures that if the idea is good, then resources should never be a deterrent to the successful execution with the desired impact. It often brainstorms over what could be the next smart B2B marketing idea, while also fostering openness, creativity and out of the box thinking to get the best output from the marketing team.

COMPLEMENTING MAKE IN INDIA

Prama India is a fast growing Indian corporate organization with great regard and commitment to India and Indians with a holistic vision of 'Surakshit Bharat'. The brand puts its best efforts and commitment towards Digital India, Skill India and Atmanirbhar Bharat Mission to support the government initiatives.

PRAMA's state-of-the-art manufacturing facility near Mumbai is a shining example of its long term commitment towards 'Atmanirbhar Bharat Mission'. PRAMA is implementing the Government of India's vision into a reality by developing India specific product manufacturing roadmap. Through this initiative PRAMA products and solutions are manufactured in the manufacturing plant near Mumbai to cater to the Indian market.

Today, Prama India is one the very few indigenous video security product manufacturing companies that are truly made in India. Its India specific product focus has created new opportunities for the ecosystem partners, system integrators, application developers. It is helping the brand PRAMA to live up to the promise and expectations of the Indian security market.



Building the future of India's **SECURITY & SURVEILLANCE INDUSTRY.**



Technological innovation is the core belief of PRAMA.
Our range of product and solutions are pushing the benchmarks
of India's security and surveillance market.



/PramaIndiaOfficial

भारत में बना, भारत का अपना सर्वेलेंस ब्रांड



/PramaIndiaOfficial

PRAMA INDIA PRIVATE LIMITED

Office No. 103, F. P. No. 765, Fly Edge, TPS III Junction of S. V. Road, Near Kora Kendra, Borivali West, Mumbai, Maharashtra, India - 400 092.

Tel : 022 6896 5500 Technical Support : 022 6896 5555 Customer Care : 022 6896 5566

Email : sales@pramaindia.in / techsupport@pramaindia.in Website : www.pramaindia.in



Palo Alto Networks is the partner of choice for its customers for protecting their digital world

BRAND ROADMAP 2022

The focus for Palo Alto Networks' global clientele remains steadfast - innovate constantly to deliver best-in-class cybersecurity and enable secure digital transformation. Considering the digital-led disruption that the current business landscape is facing today, Palo Alto Networks is leveraging technology and talent to the best of its abilities.

For instance, to combat threats coming in from vulnerable software supply chains, the company recently launched Prisma Cloud Supply Chain - a platform that provides complete visibility of the software supply chain. It has also advised the global cybersecurity industry to adopt Zero Trust Network Access 2.0 (ZTNA 2.0) as a successor to ZTNA 1.0 and VPNs which are far more permissive. Additionally, Palo Alto Networks is also committed to bridging the cybersecurity skills gap in India with its new office in Bengaluru that also expands its footprint in the JAPAC region.

STRIKING THE TECH-CORD WITH CUSTOMERS

Whenever asked the customers and partners about their experience using Palo Alto Networks products - three main themes have always been highlighted - security, performance, and ease-of-use. Palo Alto Networks has always believed the customer to be the most essential stakeholder in its business, and therefore understand their needs. From the beginning, the company has developed its products in a way that makes them easily configurable, and not a lot of research should be required to implement the product suite. Seamless integration has also been one of the reasons why its customers choose Palo Alto Networks product suite as opposed to its competition.

BUILDING AN EFFECTIVE CYBER SHIELD

As the cybercrime landscape grows more advanced, Palo Alto Networks has combined its best-in-class cybersecurity platforms - Prisma Cloud, Cortex, and Prisma SASE - with world-leading threat intelligence from its team Unit 42 to keep employees, processes, and data secure. Prisma Cloud secures the hybrid and multi-cloud environments globally and delivers full stack cloud security in a single-pane-of-glass. Cortex helps ensure a modernized SOC by adding AI-powered automation to the mix. Prisma SASE serves as the final piece of the puzzle by converging best-of-breed security point products, including Cloud SWG, NG CASB, FWaaS, SD-WAN and ADEM, into a single integrated service, reducing network and security complexity while increasing organizational agility.

BRIDGING THE DIGITAL GAP

Privacy is a top-of-mind concern for customers and citizens, globally. As a multinational cybersecurity firm, Palo Alto Networks understands the importance of data privacy and treat it as a fundamental aspect of operations that is crucial to maintain customer trust -

- Accountability - acknowledging that the brand is responsible for the protection of personal information of customers



KRITHIWAS NEELAKANTAN,
Channel & Alliances Leader -
Palo Alto Networks

- Transparency and Control - customers are duly informed when Palo Alto Networks collects their personal information
- Privacy by Design - The company applies privacy requirements and the principles of its privacy policies when designing new products and when implementing new technologies internally.
- Data Integrity and Proportionality - personal Information is collected and used for specific and legitimate business purposes, store it safely and accurately, and retain it as needed for its intended purpose.
- Security - Palo Alto Networks implement technical, organizational, and physical security measures to ensure an appropriate level of security of the Personal Information possessed.

Palo Alto Networks applies these policies to maintain a necessary balance between customer benefit and privacy.

FUTURE-PROOFING WITH TECH

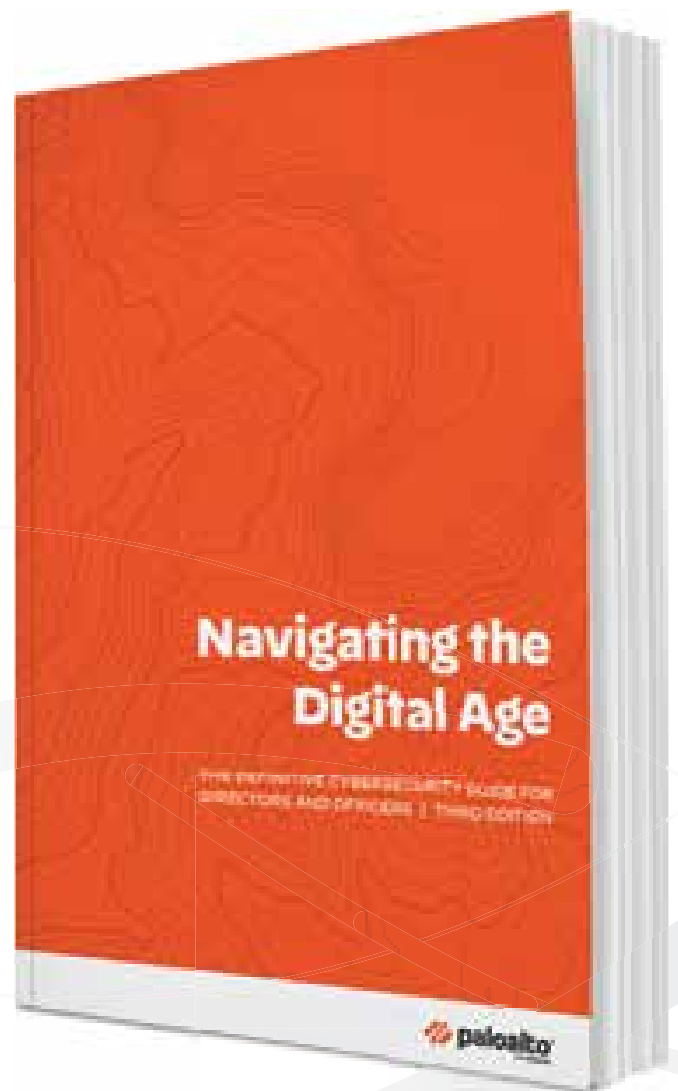
The IT industry is currently the foremost growth driver for the country and thanks to India Inc's newfound zeal for digital transformation, the numbers are there to make this case. As per a Gartner study, Indian firms will spend \$105.2 billion on IT in 2022, 5.5% more than in 2021. Such spectacular growth has put tremendous benefits in the hands of Indians. The start-up and digital natives economies have also seen monumental growth with Nasscom tracking 2,500+ new start-ups and 42 new unicorns listed in 2021 which has made India the third-largest start-up hub in the world. With the talent pool also growing steadily in India and branching out to global markets, the Indian IT industry is the backbone of the country's economy and a force to be reckoned with globally.

50 Expert Viewpoints. 1 Cybersecurity Guide.

Secure Today, for a Better Tomorrow

2020 has undoubtedly shed light on today's most urgent and vital cybersecurity challenges. As trends like digital transformation, cloud adoption, automation, AI and machine learning continue to accelerate, embedding cybersecurity in every aspect of your organization has never been more important.

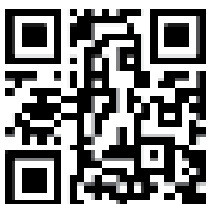
At Palo Alto Networks, we believe it is part of our mission to provide a platform for voices of expertise, guidance and vision. We also proudly embrace our responsibility to help the cyber community as we secure today, for a better tomorrow. Fifty global leaders and visionaries have contributed chapters on a wide range of challenges in today's world – from addressing disruptions caused by the pandemic, to keeping pace with accelerated digital transformation, to safeguarding our digital way of life.



Get the e-book today



go.paloaltonetworks.com/ntda



Secure today, for a better tomorrow.



Polycab Telecom is an acclaimed national brand for broad EPC-capabilities and end-to-end passive portfolio

ASHISH D JAIN

Executive President & COO, Telecom Business
Polycab India Limited

BRAND ROADMAP 2022

As a manufacturer of the whole range of passive networking products and accessories, including fibre and copper, Polycab Telecom, a division of Polycab India Ltd., has emerged as an integrated provider of power and data-solutions. The company is uniquely placed in the industry as a manufacturer as well as a distributor of Optical Fibre Cables (OFCs) and passive networking products.

Polycab Telecom has also established itself as a strong Telecom EPC-player with proven EPC-capabilities and successful execution of end-to-end network roll-outs for BharatNet Phase-II in Gujarat and Bihar. Further, one more BharatNet project under TANFINET in Tamil Nadu has catapulted the company to the higher league in the Telecom EPC-industry.

STRIKING THE RIGHT CHORD WITH CUSTOMERS

Polycab is a top-notch brand and a household name in India, serving people with various products. Moreover, the brand has adopted a single OEM-strategy for power and passive networking products to make all its products under one brand. It keeps on doing rigorous market-research and competitive intelligence to uncover new insights in having a better sense of the market-opportunities and competitive landscape.

Polycab Telecom uses brand-positioning to drive its business-strategies and operating plans. It has dedicated pre-sales teams for each region in India to provide support to Partners and End-customers. Aiming to provide brand-aligned quality of service, Polycab has specifically designed and prepared Technical Teams to facilitate partners in different parts of the country to integrate and offer customized passive networking solutions or any solution in the realm of combination of Power and Data.

ESTABLISHING A STRONG BRAND CREDIBILITY

A brand is the identity of a company. A strong brand-identity strengthens a company's popularity and presence in a competitive market.

Polycab has been one of the most recognized and trusted Indian names, with the largest market-share in wires-and-cables and as the fastest-growing FMEG (Fast Moving Electrical Goods) brand in the country. Polycab comes from a strong legacy of nearly 6 decades, possessing diverse business-portfolios and capabilities. Over the years, Polycab has been playing a major role in universalizing power-consumption.

Polycab Telecom has emerged as a unique and single-source manufacturer and provider of power and data-solutions in India. Constantly creating values for people and transforming lives has been an integral part of its brand-identity. Responding to the emerging evolutions in the landscape of connectivity, wherein data has become oxygen for everyday life, Polycab

Telecom makes end-to-end passive networking solutions to ensure the expected output, endurance and robustness in networks. Its massive network of partners facilitates the brand's reach to target-segments and creates and unlocks new market-opportunities for Polycab in view of the different offerings.

ENVISIONING SMART ERA

We're at the cusp of an era wherein everything and anything will become connectable and connected, with the magic called IoT. High levels of hyper-connectivity with a highly fluid flow of data carry a huge potential of transforming social and economic landscape, with enormously expanding opportunities for multiple functionalities.

Increasing data-consumption and networking-dependent technologies have started to make visible impacts on a wide range of applications at home, across cities and at different spheres of work in different industrial sectors. With the profound expertise and nearly 6 decades of leadership in the Indian wire-&-cable segment, Polycab aims to lay physical infrastructure and create and deploy solutions for an evolving smart and connected ecosystem across the globe.

Polycab Telecom is on a journey to ensure data-flow through all those connected devices, networks and new kinds of interfaces, which would go a long way in optimizing and enhancing people's lives.

INGRAINING BRANDING IN CHANNEL STRATEGY

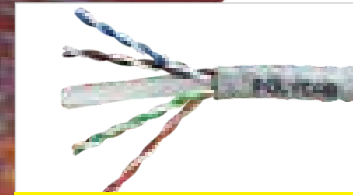
Our objective of channel partner marketing campaign is to augment reach, gain trust, and acquire more customers. As a channel-leader, we ensure that our partners bring in additional value to the end-customers. We've an exclusively digitalized Partner Portal in place to support a flexible and accommodating business-model, true to our transparent and agile work-culture.

COMPLEMENTING MAKE-IN-INDIA

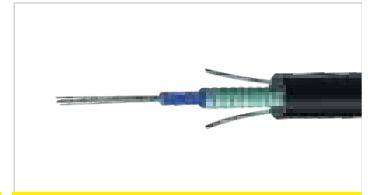
As a home-grown brand, which creates strong national sentiments, Polycab has been reflecting the ethos and essence of Make-in-India, since even before the concept came into existence. Polycab Telecom is deeply committed to make India a manufacturing hub and in particular, passive networking product-manufacturing. In furtherance of this goal, Polycab has assimilated its power and passive networking solutions under one unified brand in a single OEM-strategy. Having self-reliance to enhance competitiveness in manufacturing with increased value-addition, Polycab Telecom has merged its national goals and initiatives in transforming India into a global design & manufacturing location and improving the global competitiveness of the Indian passive networking product-manufacturing.

Redefining quality of physical infrastructure for stronger & scalable data-networks...

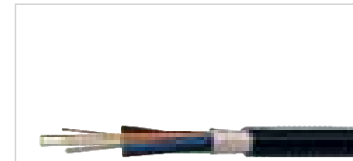
Polycab Telecom, Telecom Division of Polycab India Ltd., manufactures and supplies the whole range of end-to-end next-gen passive networking solutions, comprising Copper System and Fiber System, that simplify network-design, deployment and operation.



CAT 6 / CAT 6A
UTP / STP
FR-PVC, LSZH, DOUBLE JACKET,
ECCS TAPE, WIRE ARMoured



UNI-TUBE / MULTI-TUBE
ARMoured, UNARMoured
SM & MM



HYBRID MULTI-TUBE 6F CABLE WITH
COPPER CONDUCTOR



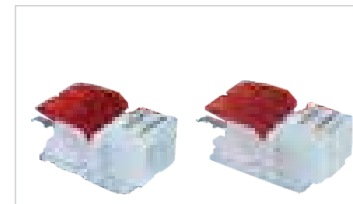
FIBER LIU UNLOADED-SLIDING TYPE



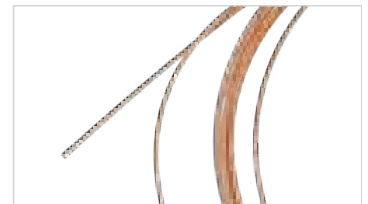
CAT 6 / CAT 6A PATCH CORD
UTP / STP
FR-PVC / LSZH



FIBER REINFORCED PLASTIC (FRP) RODS



CAT 6 / CAT 6A KEYSTONE JACK
UTP / STP



ARAMID REINFORCED PLASTIC (ARP) RODS



IGFR YARNS

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www.polycab.com/telecom



R&M positions itself as a leading global player providing a whole range of connectivity solutions



GAURAV AHLUWALIA
Managing Director –
R&M India Private Limited

BRAND ROADMAP 2022

The message that R&M tries to convey is «Connectivity that matters». The brand has positioned itself as a leading and global player that provides the whole range of connectivity solutions. R&M is also positioned as an attractive employer that actively manages employer branding measures. It maintains regular communication with stakeholders that is End User, Installer and consultants while also maintaining professional and state-of-the-art automation processes. Qualified Partner Programs are continuously rolled out for installers with updated technology and product know-how. Well defined new products, Technology and talent positioning from time to time also define the R&M brand. It has expanded its product range through many recent acquisitions.

STRIKING THE TECH-CORD WITH CUSTOMERS

Focusing more on increasing brand awareness, R&M has set up a world class customer experience center at Bangalore, which takes the customer on a journey to understand each business vertical solutions. R&M as a company is also committed to sustainability. In this line, the brand has established a state-of-the-art technology website as a key platform for external communication. R&M also ensures a well balanced communication toolset (digital and print) to cover all customer requirements, while also maintaining a proper communication channel for the customers pertaining to the development happening in the strategic business segments and vertical markets.

STEPS TOWARDS CYBER RESILIENCE

Cyber Crime has dramatically increased over the last years and is now considered as a top business risk. R&M believes that the biggest problem is no longer existing security systems but the awareness of employees. Periodically the R&M IT team conducts Phishing drills, which in turn improves the alertness and awareness of the employees, while also keeping frequent track on IT Security GAP Analyse.

CUSTOMER EXPERIENCE VS LOYALTY

R&M believes to turn needs into customer advantages everywhere. Understanding Customer project needs and pain points, based on which R&M enriches them with proper, flexible, scalable, future proof solutions. It focuses on technologies which make the biggest difference to be a

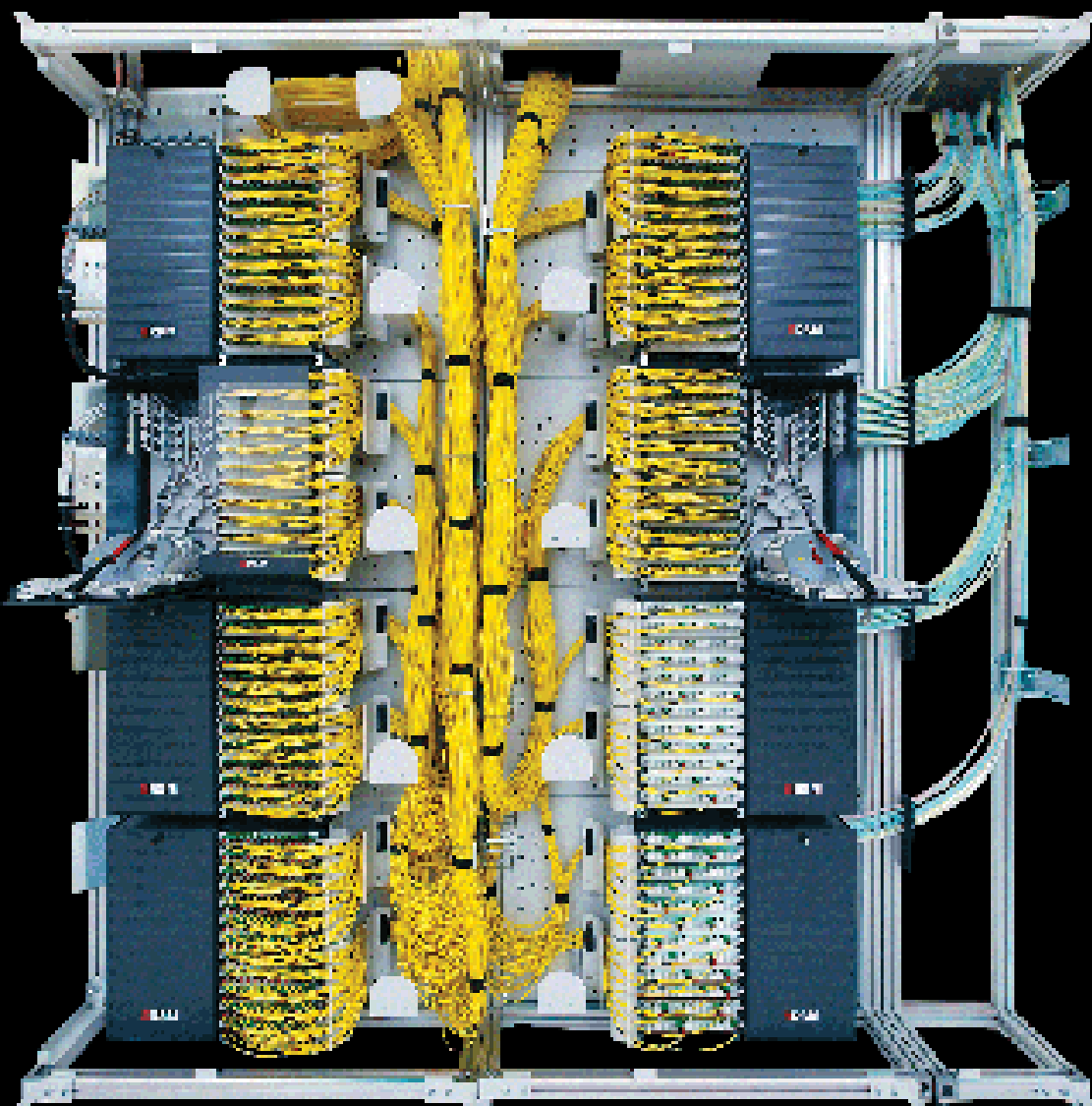
successful company. Today R&M customers are happy & confident about the Superior Swiss quality innovative products & solutions on their platter. High flexibility and customization bring the brand closer to its customers.

COMPLEMENTING MAKE IN INDIA

As part of the govt. of India's Make in India initiatives and complementing the PMA policy, R&M has set up a world class factory at Bangalore. The high-quality orientation and in-depth expertise of R&M Global is a driving factor of R&M India too. Investments become a continuous process to the India factory. With large expansions taking place, the factory is well planned for the future to support the India Telecom Industry, Data Center and Structured Cabling Market. Having a factory in India brings flexibility and strong customer orientation and trust.



SWISSN=SS



Operators of public networks are making rapid advances in the transition to a gigabit society. R&M supports them in their efforts with commercially viable fiber optic solutions for the design and construction of future-oriented broadband infrastructures. R&M, as a supplier of a large range of products all matched to work with each other, covers all network levels from the central office to the customer premises. Working together with you, we rely on our experience and expertise to plan cost-effective equipment for distribution sites, overall outside plant cabling along with profitable strategies for access networks.

Our modular R&Mfoxs product line is also the flexible basis for individual FTTX topologies and future PON applications. Furthermore, R&M provides custom-tailored copper and fiber optic cabling systems for WAN, MAN and CATV applications, for utilities, railroads and transportation systems as well as for city carriers and communities.

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Red Hat well poised to support the digital transformation initiatives of businesses and governments

THE IT INDUSTRY IN INDIA

The pandemic has altered the business landscape forever and has created a landscape that will continue to encourage technological adoption moving forward. Ensuring productive collaboration between distributed workforce, achieving business continuity, and cost optimization became top priority for businesses across verticals. Healthcare, education, manufacturing, banking and finance services, telcos had to quickly modernize their core IT infrastructure to enable seamless user experience in the 'contactless world' driven by COVID. Enterprises need IT infrastructure that delivers speed, scalability, flexibility and faster innovation helping the business to progress. As a result, enterprises turned to hybrid cloud as a preferred architecture.

As per the recent survey (Global Customer Tech Outlook 2022) conducted by Red Hat to better understand changing trends surrounding digital transformation, Hybrid and multi-cloud strategies led the way of funding decisions businesses across industries, which thereby leads to successful digital transformation. With the evolving application environment, businesses will need hybrid cloud built on open interoperable platforms that gives them flexibility and consistent foundation to design and build applications based on business needs, regardless of application footprint. Open Hybrid Cloud infrastructure is expected to become a key component in all IT strategies.

As we slowly get back to normal, the focus is more on Application Lifecycle Management, cloud-native applications, transforming monolithic applications to micro services, and automation. For instance, owing to the pandemic, the demand for digital engagement and digital payment has gone up rapidly. Unified Payment Interface (UPI) became and continues to be the preferred digital mode of payment among customers. Hence in order to achieve scale and build cloud native applications using containers is given a priority in the banking Industry.

Merited as the leading Kubernetes platform by Forrester, Red Hat OpenShift optimizes a company's existing IT infrastructure and builds new cloud services for infrastructure and applications with its advanced cybersecurity capabilities. Adoption of Edge computing and other digital solutions like AI, ML, IoT, Automation across enterprises is also on the rise.

BRAND ROADMAP FOR 2022

Red Hat today 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 & containerisation has to offer. There are tremendous opportunities for Red Hat to further accelerate and power the digital journey of India. It works with customers across sectors like BFSI, telco, Government, Manufacturing, Media & Entertainment. The mid-market is also a growing focus area for Red Hat.



MARSHAL CORREIA

Vice President and General Manager, India,
South Asia - Red Hat

For instance, in the insurance sector, the brand works with Bajaj Allianz Life Insurance Company (BALIC), ManipalCigna Health Insurance Company Limited (ManipalCigna) supporting them in their digital transformation journey. Banks such as Barclays Bank, DBS Bank and Deutsche Bank wanted to modernise their applications along with ensuring a faster delivery time to customers. They adopted the Red Hat OpenShift Container Platform to provide agility and scalability. With a faster delivery platform becoming the need of the hour, the BFSI sector has become an early adopter of cloud strategies.

Red Hat is already working with several operators such as Airtel who are early adopters of Open Telco cloud framework based on Red Hat technologies and are working with both Red Hat and their ecosystem partners to build a ubiquitous cloud that extends from core to edge.

Red Hat's focus has always been on understanding its customers, assessing their IT needs and then working with them to ensure that the outcomes delivered meet their expectations and changing business needs. It works with partners to contextualise Red Hat's offerings to their uniquely Indian needs in order to truly enable them to transform their business.



Innovation without limitation

Bring ideas to life with the hybrid cloud platform open to any app, team, industry, or infrastructure.





Rubrik is poised to revolutionize and simplify the backup & recovery process

BRAND ROADMAP

As a fast-growing Software defined data Management Company, Rubrik is poised to support Enterprises by bringing their static data to life. Rubrik has modernized and automated Cloud Data Protection and Security that covers workloads on-premises, as well as the cloud.

Backup is something where nobody would want to spend a lot of time but it is also the last line of defense for any customer. Rubrik has revolutionized backup & recovery processes for the customer and helps them respond to threats and regulatory compliance with ransomware-proof backups, anomaly detection, and data governance. Rubrik doesn't just simplify backup, but also elevates the IT organization with high business impact.

BUILDING CYBER RESILIENCE

The costs of a data breach and non-compliance with data privacy regulations are increasing. Given the exponential growth of data and increasing trend in data breaches, it is mandatory that businesses apply the highest security standards to all their data. Rubrik delivers end-to-end encryption across all environments while maintaining performance. The company has a core architectural advantage where it secures customer data in a seamless manner, whether it is at rest, on premise or in flight to the cloud.

Rubrik understands that security is one of the top concerns for businesses. It therefore uses a multi-layered approach to protect information, constantly monitoring and improving its applications, systems, and processes to meet the changing demands and challenges of the cyber threat and privacy landscape. Rubrik Multi-Cloud Data Control products and services are regularly and independently verified against industry leading compliance, privacy, and security standards to help support organization's compliance needs.

Rubrik's comprehensive data management platform also helps customers address rigid data protection policies regarding confidential and sensitive data such as Protected Health Information (PHI) and Personally Identifiable Information (PII).

INDIA AS A PROSPECTIVE MARKET

India is gradually becoming the forerunner in use and propagation of Cloud Technology. This growth will be driven by the rapid increase in data such as text and media moving online. The banking and financial services sector has seen a huge increase in the use of cloud technology. The remote data centers, security, flexibility and immediate scalability options have been the main reasons for the increase. Banks, Insurance companies and Mutual Fund houses are slowly using cloud technology for their fund management, treasury and risk management solutions. The use of cloud computing services and applications has observed increased traction in the recent past which is pushing the demand for cloud based data management services.



RITESH GUPTA
Country Manager- India, Rubrik

GROWTH & EXPANSION PLANS FOR INDIA MARKET

Rubrik enables enterprises to maximize value from data that is increasingly fragmented across data centers and clouds. It delivers a single, policy-driven platform for data recovery, governance, compliance, and cloud mobility to enterprise customers across BFSI, ITeS, Pharma, and Manufacturing in India. Rubrik is investing in India as a central part of its expansion policy and accelerating its efforts in product engineering and sales. The Bengaluru R&D centre, second largest after its main one in Palo Alto, is part of Rubrik's rapidly growing global engineering team that delivers solutions to the world. The demand for Rubrik's data management solutions has grown significantly in the recent months in the Asia Pacific region and in India.

Rubrik delivers a single, policy-driven platform for data recovery, governance, compliance, and cloud mobility. It works with Enterprises across BFSI, ITeS, Pharma verticals and solve their data problems plus enable the customers to derive the maximum business benefit from the secondary data. Rubrik has also invested in resources in Bengaluru to address the Global System Integrator (GSI) ecosystem and Managed Service Providers in order to support their end customers to extract value from data, data compliance & governance and to protect their data assets.



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SAS together with its partners are creating value for advancing its customers' digital transformation journeys

KUNAL AMAN

Head Marketing & Communications,
SAS India



BRAND ROADMAP 2022

During the past couple of years, SAS undertook the biggest brand effort in 20 years that was rooted in customer insights & research. The campaign, which runs across 20+ global markets, included updating SAS's corporate identity and developing thought leadership, content around its core beliefs and developing experiences that brings its new revitalized brand to life.

The focus for SAS remains on continuing its rich legacy of bringing cutting edge analytical solutions to its customers in the way they would like to consume it and combining it with the deep industry and domain expertise the company has gained over the last 45+ years. SAS's vision for Cloud and AI and its transformation into a SaaS company as well as its investment on the R&D front and innovation and updates across its product suite has been consistent. SAS has remained a great place to work in India as well as globally, drawing inspiration from its strong value system.

As an analytics company, much of its decision-making is data and insights driven and as companies yearn to use analytics more than ever as they transform for a digital world, the future looks quite promising for the brand.

STRIKING THE TECH-CORD WITH CUSTOMERS

SAS is the founder of analytics, and its vision is to be the future of analytics and AI. While the company's on-premise solutions have traditionally been very popular, SAS' focus on the Cloud has enabled customers to better empower their employees with analytics, delivering more cloud-based options across all major Cloud platforms. Its robust growth within this area and an increasing cloud portfolio with options helps meet every customer's need, whether they are SMBs, large enterprises or Governments.

SAS is putting a clear and strategic emphasis on its partners, including deepening its technology partnerships with organizations like Microsoft, Accenture along with a host of local partners. In fact, SAS was recently honored with the Microsoft's Global Independent Software Vendor (ISV) 2022 Partner of the Year Award. The company is also modernizing its customers to SAS Viya, working alongside partners and alliance members across the country to deliver solutions that will make its customer's life easier.

ESTABLISHING THE BRAND CREDIBILITY

Much like the DeBeers' 'A Diamond Is Forever' campaign, brands are built over decades through constant investment in distinctive assets and creatives built around the value proposition of the brand. Hence, brand building is a long-term investment, and it asks for tons of patience. The temptation is always around to invest precious rupees in short term demand generation. And it's for precisely this reason, brand building is hard, especially in the instant gratification world we live in.

Although organizations and marketers need to balance both short term demand gen and long-term brand building, a strong brand is a very worthy investment. It ultimately creates far more value for a business in the long term, whether it's in the form of greater and lasting customer mind share, future revenue potential, much better pricing power.

COMPLEMENTING MAKE IN INDIA

Even before the Make in India initiative was launched, SAS had recognized the potential of India – both as a market as well as a key talent hub. SAS R&D India, established in 2000 and located in Pune, is a key Research and Development Center for products and solutions of SAS. Apart from R&D, the center also hosts various other teams such as Product Management, Enterprise Excellence, Pre-sales, User Experience, Technical Publication, Professional Services, and a Hosting support team for its SaaS division.

SAS is seeing a very strong demand from its Government customers and is supporting a wide variety of government departments and functions across a number of initiatives. Some of SAS customers include NHA on the Ayushman Bharat Initiative, Central Board of Direct Taxes on Project Insight, Maharashtra Police, Directorate of Economics and Statistics – Maharashtra, State Governments of Rajasthan, Maharashtra, Punjab, Odisha, Tamil Nadu, Andhra Pradesh, Chhattisgarh, Jharkhand, Manipur as well as city municipalities.

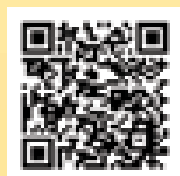


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Life Is On

Schneider
Electric

A structured channel program is important for partners in a dynamic market

Channel Partners are an integral part of any organization's growth and success. With high complexity and increasingly changing demand it is very important to keep changing channel policies and practices that suit the changing business environment. With the changing technological landscape, companies need a competitive edge to keep their channel partners profitable, efficient, competitive, and growing. If organizations seek to grow, they have to ensure growth of their stakeholders too.

The organization with effective channel relationships will have increase in sales, reduction of operating costs and can improve customer services. Most importantly, proper planning can ensure the availability of suitable channels and distribution methods to effectively move products and services to customers.

Present trends include the rise of digitization, connectivity, globalization, everything as-a-service, as well as developments in areas like Electricity 4.0 and Sustainability. But with this turbulence comes favorable tailwinds - opportunities that will make a sizable impact for IT Channel partners, regardless of size, scope, and skills. The best way to identify the effective channel and distribution method is to understand the scope of the channel along with the defined partner role in the management process. It is also imperative to develop strong partner policies and robust support structure.

Given that partners are Schneider Electric's most valuable assets, we want to nourish our program with innovation and a renewed sense of dedication to the interests of the partner community. As a result, Schneider Electric has come out with a new partner program that offers more flexibility and new solutions and services that were never offered before.

A Shift for Today and for the Future: mySchneider IT Partner Program!

Our mySchneider IT Partner Program helps amplify the diverse value of our partners and highlights the true value of a channel ecosystem. Our partners can now collaborate, grow and differentiate their business for the long-term by becoming a strategic adviser and expert in their market across multiple IT competencies

OUR PROGRAM HELPS OUR PARTNERS -

- Drive the development of diverse business models
- Simplify and increase transparency of value-based requirements & benefits
- Capture new business by enhancing today's ecosystem
- Uphold a long history of channel-centric practices
- Provide agility for future growth

This evolved program now allows the uniqueness of our partners to shine. It provides the flexibility to certify in one or more specializations based on their current capabilities or future aspirations.

With this shift, the true value of a channel ecosystem and the diverse competencies get revealed. With each specialization, partners experience more -

- The ability to concentrate and level-up in one or more specializations that better match their existing or growing business models with better margin
- A clearer roadmap to becoming best-in-class and helping increase transparency and level-up opportunities because all requirements, which are unique to each specialization, are based on local data.
- Access to specific benefits, tools, or profitability programs, aligning commercial policy and minimizing channel conflict. (Benefits vary by region/ zone)
- Real time updates on program status through a new data-driven program dashboard
- Greater exposure to end-users and partner-to-partner collaboration by clearly matching skill sets to demands.

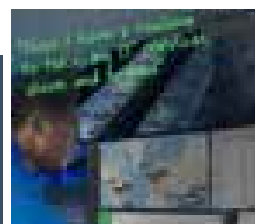
Our commitment to upholding our core promises is a must. While this presents an opportunity to elevate our program to an industry leading model, honoring our long history felt critical. Therefore, aspects of our program – where dependencies persist – remain unchanged.



SWARUP DAS

Director- Channel Business - Greater India Zone, Schneider Electric (Secure Power Business)

Enabling the ecosystem and development of diverse business models



- Flexibility to enroll in one or more specializations therefore matching existing or growing business models.
- Roadmap to become best-in-class leveraging business specific requirements based on market data.
- Access to specific benefits, tools, or profitability programs, aligning commercial policy and minimizing channel conflict.
- Greater exposure to endusers and partner-to-partner collaboration by clearly matching skill sets to demands.
- Updated requirements unique to each specialization and based on local data.
- Real time updates on program status through completely innovated, data-driven program dashboard.

A. Maintain our channel-centric Go-to-Market strategy, which drives 70%+ of our revenue and leverages a 2-tier model through distribution

B. Continue to offer value with tools and benefits, such as Deal registration, profitability programs, configurations, business investments, enablement, account coverage, and support.

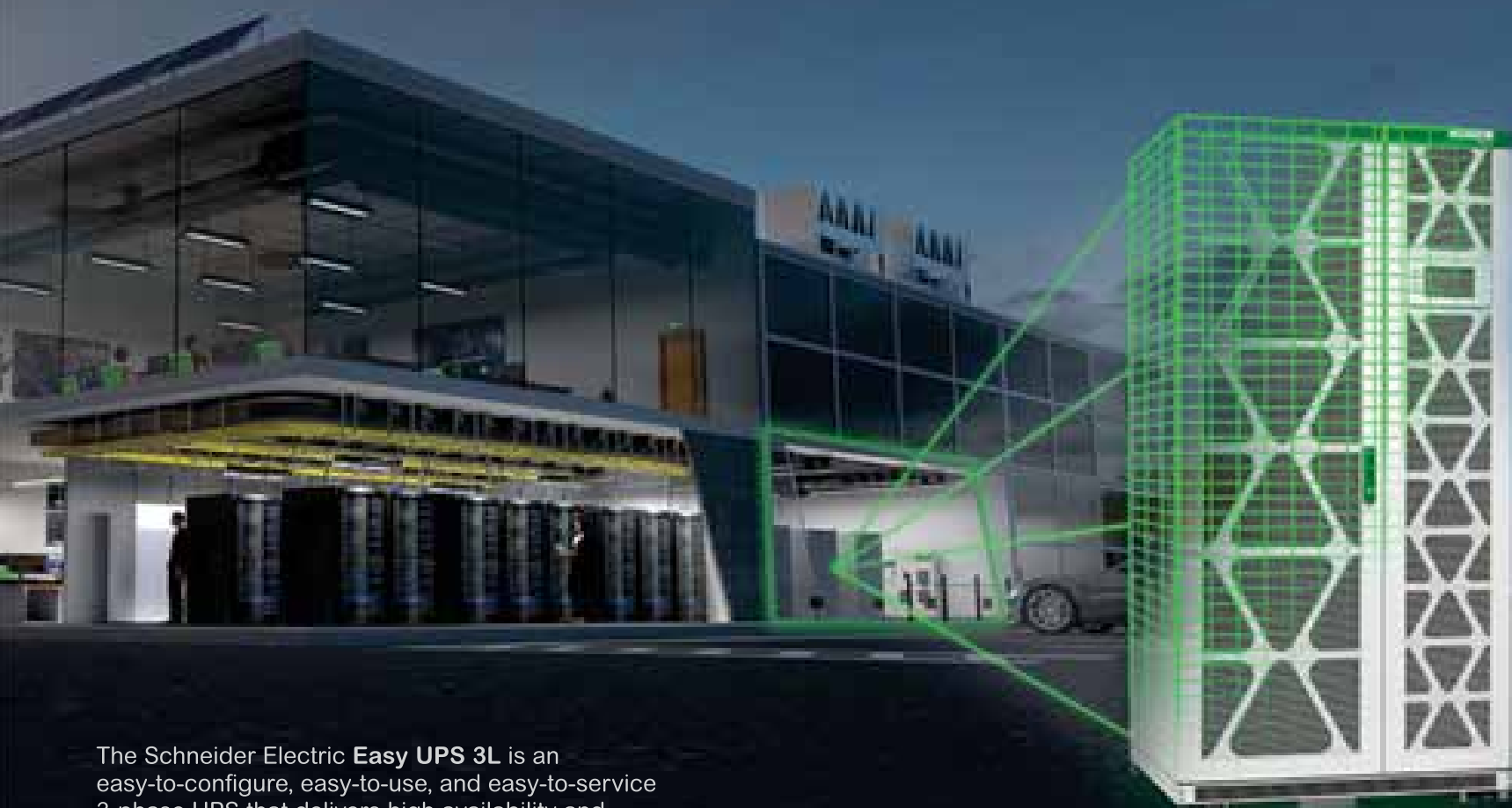
C. Continue to maintain our core promise to the channel to uphold four pillars of partnerships, which keeps our partners' profitability, support, enablement, and experience at the center.

The possibilities for the future bring more excitement and opportunity for our growing ecosystem! This foundational, agile framework will shape the future and increase collaboration across the future channel ecosystem, for both our current, new and unexpected partners. Partners can enroll today at www.apc.com/partner

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Seagate is committed to delivering compelling results with its complete suite of data solutions

BRAND ROADMAP 2022

Seagate Technology has been a global leader offering data storage and management solutions for over 40 years. The data storage company has shipped more than 3ZB of hard drive storage capacities to date. Through its strong legacy of innovation, Seagate redefines customers' data storage needs with object storage designed for multicloud. Out with the old way where data is uncaptured and unused, Seagate is in with the new way to data – a storage platform without limits.

To enable multicloud freedom, Seagate has launched Lyve Cloud in the USA and Singapore, with India in the pipeline for one of the new regions for Lyve Cloud expansion. Lyve Cloud allows customers to retain full control of their data, while lowering the cloud TCO for storing, accessing, and moving massive data sets.

Seagate's data storage systems offerings are also growing, while daily users, creative professionals and gamers continue to be a substantial part of its end-consumer market. Seagate will be focused on enhancing value for all key stakeholders, executing industry-leading product roadmap, shipping 20+ TB product platform in high volume, and supporting strong cloud data center adoption.

When COVID 19 hit, Seagate like many other organizations had to pivot to hybrid work, shift and adjust to changes in demand. Seagate recognized a need to level up its talent development and hiring initiatives. This talent marketplace includes Seagate's AI-based career development platform, Career Discovery — an internal mobility and career development tool for employees that leverages AI technology to map careers and skillsets of employees.

STRIKING THE TECH-CORD WITH CUSTOMERS

Seagate is proactively taking actions to leverage strong supplier relationships and supporting demand. Its initiatives have always been focused towards empowering its partners and distributors to enable them with the right set of knowledge and tools. Seagate's partners are crucial to its success in the Indian market, and it is through their support that customers get access to the latest and greatest innovations in data storage and management from Seagate. The brand is committed to improving their businesses and delivering compelling results of Seagate's full suite of enterprise and consumer data solutions.

With the growing business opportunities, Seagate's focus continues to be on engaging with the partners and distributors network. Its channel ecosystem continues to grow in numbers and reach.

Seagate has developed the SkyHawk Partner app to empower partners and customers. Seagate Insider is another partner program which allows the company to connect with customers and partners in the markets. This year, Seagate will continue to focus on providing comprehensive training sessions, seminars, and co-marketing initiatives to answer unmet opportunities in the rise of edge applications, remote working, and smart cities.



SAMEER BHATIA

Director of Asia Pacific Consumer Business Group, and Country Manager for India & SAARC, Seagate Technology

BUILDING AN EFFECTIVE CYBER SHIELD

Maintaining the trust in the cloud and ensuring data safety is the crux for any brand today. The key is finding an offering with improved security, compliance capabilities unique to data sovereignty requirements in the country, and a policy-driven orchestration for frictionless and rapid data ingestion and movement.

Seagate has a mature Information Security Management System (ISMS) modeled after ISO 27001. Seagate's Lyve Cloud, for instance, has also successfully completed its ISO 27001 and SOC2 certifications.

Seagate has also partnered with industry standard and regulatory bodies such as the National Institute of Standards and Technology (NIST) and the International Organization for Standardization (ISO), to achieve unified standards for media sanitization. As the industry leader in data-at-rest protection, Seagate ensures the highest level of encryption possible. Seagate Secure technology is a fundamental evolution in data security with the advent of self-encrypting hard drives that automatically and transparently protect confidential information on all hardware platforms.

COMPLEMENTING MAKE IN INDIA

India is one of Seagate's key markets and the company sees a lot of potential opportunities here. Seagate's surveillance SkyHawk app is a testimony to its commitment to the 'Make in India' initiative. The app - developed in India for the world bridges the gap between CCTV Installers, System Integrators, Resellers, Dealers, and Seagate Partners. It represents the hallmark of excellence that India-made offerings represent and offers a variety of benefits acting one-stop-shop for all partners globally.



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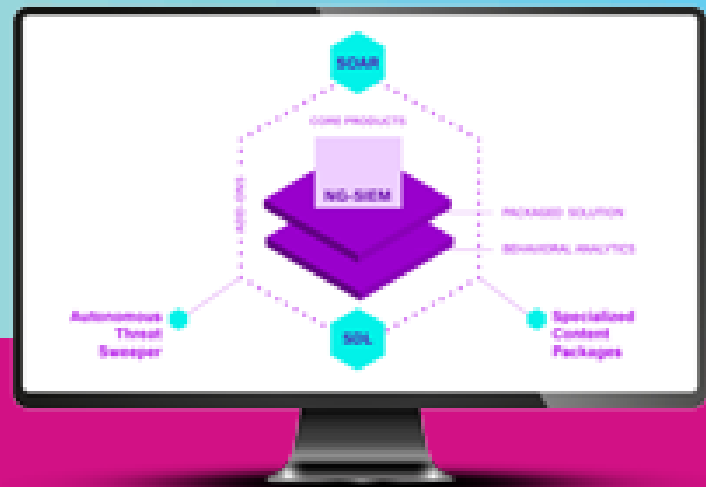
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Securonix strives to offer the best technology to solve the latest cybersecurity issues

HARSHIL DOSHI

Country Director – India/SAARC – Securonix



BRAND ROADMAP 2022

The year 2022 has been great for Securonix. After having received \$1B+ growth investment led by a leading global investment firm Vista Equity Partners, blue chip companies like Capital One Ventures, Snowflake Ventures, Verizon Ventures, and Wipro Ventures joined the investment of Securonix as strategic partners. These investments deepen the company's commitment towards innovation and its long standing relationship with customers and partners.

Going forward, Securonix looks to broadening its solution offerings, expand its global footprint, and accelerate its trajectory as one of cybersecurity's next leading companies. The vision is to be number one among monitoring analytics and response security organisations and to have an offering for operational technology, IoT, and vertical industry fraud.

CUSTOMER EXPERIENCE STRATEGY

Securonix ensures that it provides its customers with the best solutions and hassle-free services and acts as a one-stop platform for fully integrated security operations and analytics. Its SaaS model is highly scalable and is simple to implement. Securonix concentrates on key capabilities of SIEM solutions, such as providing powerful analytics to users that can be tailored to their needs and integrated directly into their user interface.

Furthermore, Securonix has a 150-person in-house threat research team that contributes to the MITRE and SIGMA frameworks and uses that content to update its ML-based policies. The team also contributes to the threat hunting platform, which allows customers to search for live threats and receive valuable threat advisories resulting in a better customer experience. A pioneer of UEBA technology, Securonix ensures the company's ability is directed towards providing the best-in class cloud-native SIEM, XDR, and SOAR solutions.

STEPS TOWARDS CYBER RESILIENCE

Securonix recommends a risk-based approach with more rigorous benchmarking and analysis and attention to the risk posture of the business. It helps enterprises to be proactive rather than reactive to security threats. If the Securonix platform detects some patterns or keywords which don't seem right or are being used as an attachment, or change in the behavioural persona of employees, Securonix gives the

organisations predictive intelligence to combat these aspects. Predictive security analytics is proving to be a gamechanger for many industries like BFSI, healthcare and government bodies.

With the consumer becoming all the more aware of their rights to data privacy, it makes sense to have necessary checks in place to ensure that their data is protected. Securonix believes that investing in privacy will ultimately lead to strong branding and business success.

CUSTOMER EXPERIENCE VS LOYALTY

It is no exaggeration to say that all brands seek growth through their customers. A customer uses the services of a company as they relate to its values and trust its products. This is called brand affinity. For all organisations, building brand affinity provides various benefits which include higher revenues and a larger customer base.

Securonix values its customers and partners the most. It believes in providing the best technology that can solve the latest cyber security issues, and which is affordable and easily deployable. It is through this commitment that the company has seen more than 100% growth in its SaaS business. Therefore, brands should proactively reach out to its customers by forming a community, listening to their feedback, and maintaining a healthy customer relationship by offering consistent services, products, marketing, and company strategy and policies.

THE IT INDUSTRY IN INDIA

The IT industry is expected to grow exponentially in the foreseeable future. The 21st century is expected to be characterised by information technology, and India is functioning as a global magnet and knowledge powerhouse. Going forward, IT-based services are going to be essential for all companies to be productive, simplify business processes, and to grow efficiently and economically. Despite the pandemic still lurking, India's IT industry is booming and will continue to grow as a major driving force for the global economy and as a major contributor to the Indian economy. Meanwhile, the demand for IT professionals is also continuing to grow. The IT industry will thus serve as the backbone of the economy and will create millions of jobs.

Unleash
your Creativity...
Submit your Idea!!

Pioneering CMOs infuse a customer
centered culture that shapes marketing
strategy



It is a great time to be a marketer. Opportunity abounds for those who get relevance right...The brand owners have to feel that "marketing is not a department but a mission. Alliances and partnerships are critical elements of a company's transformation journey and its participation in a digital ecosystem.





How Your Organization Can Win in Today's Data Economy

VIMAL VENKATRAM
Managing Director, India, Snowflake



The skyrocketing value of data has created a global supply and demand for data, data applications, and data services. This new data economy is powered by technologies that enable data access and sharing, including cloud platforms, exchanges, and marketplaces.

Companies that plug into the data economy are discovering a wealth of opportunities, including uncovering new market opportunities, developing new products and services, delivering more personalized customer experiences, and optimizing and streamlining operations. Businesses that don't participate in the data economy risk becoming obsolete.

In this new data economy, how many companies are best positioned to benefit from it? Very few, according to Snowflake's new report, *How to Win in Today's Data Economy*.

In a global survey of 1,000 senior business and technology executives conducted in November and December 2021, just 6% said their company has the ability to fully leverage data. (Base: 1,000 respondents overall; Data Economy Leaders = 63; Data Economy Laggards = 163) This includes:

Having unimpeded access to their data, no matter where it resides

Using data to inform all or most of their business decision making

Using data to advance strategic goals, such as growing revenue and identifying new business opportunities

Having the ability to share data securely with external partners

These "Data Economy Leaders" are data-forward companies whose employees can access, share, use, and gain insights from internal and external data. These companies are also achieving significantly better business results than their peers. For example, over the past three years, 77% of Leaders experienced annual revenue growth versus 36% of "Laggards," the lowest-performing survey group. 60% of Leaders saw their market share grow compared with only 31% of Laggards. And 67% of Leaders claim increased customer satisfaction vs. 50% of Laggards.

Organizations that successfully participate in the data economy deploy technology, execute organization-wide strategies, and use data in ways that were unthinkable just a few years ago. Snowflake's research shows most surveyed organizations have ambitions to do the same, but struggle to manage and extract value from data effectively. Just 38% of respondents say that data informs most or all decisions their organizations make. Only 45% say they are able to share data with or access it from external partners.

BECOME A DATA LEADER

According to Snowflake's report, there are three major pillars that separate Data Leaders from Data Laggards.

People: Data Leaders commit to data from the very top levels of leadership down, while Data Laggards coordinate data from the bottom up.

Process: Data Leaders have IT and business teams that work more closely together and ensure data sharing and collaboration internally and externally; meanwhile, almost half of Data Laggards say they don't share data.

Technology: Data Leaders' IT teams have invested in cloud technologies that enable them to analyze real-time data and deliver data faster; Data Laggards often use a mix of cloud and on-premises technologies, and suffer from IT barriers and legacy systems that are less scalable or elastic.

While they constitute only 6% of all firms, the Data Economy Leaders are present in all the industries represented in the survey. The healthcare and life sciences and technology industries have a slightly higher number of Leaders. Other industries, including financial services, retail, CPG, advertising, and media firms, have slightly fewer high performers.

Snowflake's findings highlight four ways companies can become Data Economy Leaders:

Articulate a data strategy: Data Leaders develop and promote a strong data strategy that opens opportunities for generating insights that deliver business value. These strategies are led by end goals, not by the data itself.

Build a strong, top-down, data-driven culture: For 63% of Data Economy Leaders, there is a C-level mandate to become data-forward, versus just 39% among Laggards. Data Economy Leaders foster a strong, collaborative data culture that includes executive support, data and analytics leadership, and enterprise-wide data literacy and training.

Ensure your approach is collaborative, closely aligned to the strategy, and tightly governed: 62% of Leaders have a data or analytics center of excellence that coordinates data policies, and 54% enable users to access all available data through a single system or application. But the efficient and effective use of data does not require centralizing data-strategy implementations. Instead, data-strategy objectives must be aligned and coordinated across teams that can easily collaborate on data.

Build an infrastructure that's scalable, interoperable, and collaborative: "At the core of every Data Economy Leader's technology strategy," according to the report, "is a cutting-edge cloud data platform offering the latest cloud architecture and features."

To learn more about the data economy, what your organization stands to gain from using data effectively, and how to become a Data Leader, download the report overview, *How to Win in Today's Data Economy* - <https://www.snowflake.com/data-economy/data-economy-home/>



JOIN THE DATA CLOUD

Mobilize Your Data





SONICWALL®

SonicWall's go-to-market model creates for itself a strong brand value proposition

DEBASISH MUKHERJEE

Vice President, Sales APJ - SonicWall

BRAND ROADMAP 2022

SonicWall creates numerous successful product generations while navigating the dynamic and ever-changing global threat landscape. Its bid to provide technology that is as affordable and effective keeps the brand one step ahead in safeguarding the needs of its customers, partners and growing networks across the 215 countries and territories.

Furthermore, SonicWall's unwavering commitment to its customers - from SMBs to large enterprise and government customers has had a major impact on its global business. Despite a difficult economic climate, the company posted strong financial results, 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. SonicWall's new Generation 7 products have contributed to 90% of sales over the past year.

SonicWall is a 100% channel partner driven company with more than 17,000 strong and active partners worldwide. The partners form the extended arm in protecting customers' businesses every day and confirming SonicWall's place as one of the unquestioned leaders in the cybersecurity space.

STRIKING THE TECH-CHORD FOR ITS CUSTOMERS

SonicWall's strengths lie in creating futuristic security solutions for organisations. In order to ensure security for virtual businesses, the company has developed solutions like Boundless Cybersecurity that protects operational integrity while mitigating risks.

SonicWall is also a leader in Zero-Trust Secure Network-as-a-Service. Its worldwide Cloud Edge Secure Access service is designed to free businesses from the notion of fixed locations and rigid cybersecurity solutions.

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.

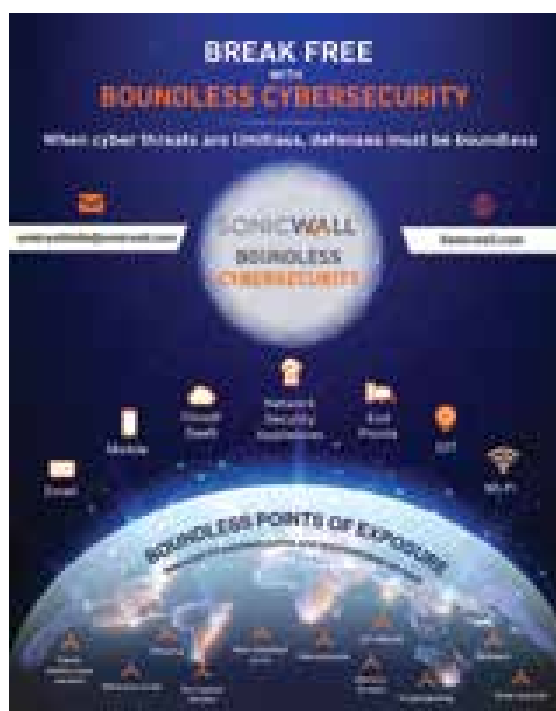
BUILDING AN EFFECTIVE CYBER SHIELD

The latest 2022 SonicWall's Cyber Threat reports 21.682% increase in ransomware attack YoY across Asia, while India is recorded to have witnessed an exponential 981% increase in ransomware attacks in 2021. With threats of almost every type on the rise, is it imperative that

there are strategies and resilience systems in place that respond almost instantaneously.

SonicWall Capture Labs threat researchers diligently and continuously tracks the dramatic rise in ransomware and other attacks helping the company stay focused on bringing out the right solutions accordingly.

SonicWall believes in a layered approach to meet the needs of advanced threats while keeping business objectives a priority. Layered defence starts with Security Awareness followed by Strong authentication, Email security, Mobile & Remote Access Security, Wireless Security, Endpoint Security, SSL/TLS Decryption & Inspection and Real time sandboxing.



CUSTOMER EXPERIENCE VS LOYALTY

SonicWall has continuously evolved based on ever-changing customer demands from a trusted firewall vendor to an advanced next-generation security leader comprising comprehensive security services across cloud, hybrid, and traditional environments. Today, SonicWall's 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. The brand 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 you can trust. The unwavering commitment to SonicWall's customers reflects through its recent performance report which recorded a double-digit growth across all customer

segments, from SMBs to enterprise and government customers. The report stated over 90% customer retention rate, a 10% increase in partner annual recurring revenue and a 34% growth in new customer unit volume, and a 40% increase in per-transaction value for SonicWall.

SonicWall's recently held virtual international marquee partner event Boundless 2022 saw a new 16% increase in attendance of partners worldwide.

COMPLEMENTING MAKE IN INDIA

SonicWall is committed to India and is actively supporting the Govt of India's initiatives. Its investment in the R&D center in Bangalore (Embassy Tech Village) which happens to be the second largest facility for SonicWall is one such example. There will be many other such initiations and collaborations going forward for SonicWall.



SONICWALL®

THIRD-PARTY TESTED SONICWALL'S FLAWLESS FIVE

SonicWall Capture ATP with patented Real-Time Deep Memory Inspection™ faced 160 total days of rigorous testing by ICSA Labs during five straight certifications

5

Consecutive Perfect Scores

SonicWall NSa 3600 NGFW
with Capture ATP and
RTDMI was tested.

SonicWall identified

100%

of malicious samples
with 0 false positives



HOW SONICWALL STACKS UP THAT MEANS



Over
160
days
of testing



SonicWall
Capture
ATP was
subjected
to
6,719
test runs



Correctly
identifying
3,131
new and
little-known
threats



While
flagging
0 of **3,588**
innocuous
apps



CAPTURE ATP'S RECORD-BREAKING SUCCESS

Capture ATP and RTDMI leverage
proprietary memory inspection, CPU
instruction tracking and machine
learning to constantly improve at
recognizing and mitigating unknown
threats.

About ICSA Labs

ICSA Labs is certified by ANSI as an Authorized Certification Body (ACB) for the US Federal Government. ICSA Labs provides third-party testing and certification of security and health IT products, as well as network-connected devices, to measure product compliance, reliability and performance for most of the world's top technology vendors.

FIND OUT MORE

SONICWALL®



sonicwallindia@sonicwall.com

Sonicwall.com



Sparsh has achieved almost 80% domestic value addition through its products

SANJEEV SEHGAL
Founder & MD – Sparsh CCTV



BRAND ROADMAP 2022

With an ever-growing R&D team, Sparsh has a strong focus on enhancing technology continuously, be it by adding AI features like Human Detection and Face Recognition even in the most basic cameras and recorders or by focusing on the indigenization of all components. To keep pace with these developments, Sparsh plans to multiply its R&D team 10 times this year.

India is a treasure trove of talent, which can be fully utilized only by providing people with opportunities within the country and Sparsh is playing its part in doing so. Quality is of foremost importance at Sparsh. It has recently become the first company in Uttarakhand to receive the ZED (Zero Error Zero Defect) certification. Endless efforts in advancing technology and refining quality have helped improve its rankings and Sparsh plans to continue on the same path. Its aim is to be in the World's Top 10 CCTV companies in the next 3 years.

STRIKING THE TECH-CORD WITH CUSTOMERS

The customer is key to any business. With the help of its R&D team, Sparsh is continuously working on new models as per customer requirements. It focuses on providing solutions as per the problem statement to facilitate user-friendly product operation, with special emphasis on improving the looks and finish of the product. Sparsh has also built a local ecosystem, by spending 7% of its turnover on R&D and working on every small detail. Personal touch with the best quality as per industry standards helps Sparsh to provide its customers with a wonderful experience and increase ROI.

STEPS TOWARDS CYBER RESILIENCE

As a CCTV company, Sparsh understands the importance of security and privacy above all. It is a social necessity to ensure cyber security in the CCTV industry as its base lies in video surveillance. Sparsh has launched its Camera series with OWAPS 2.0 level security and has also pledged to upgrade all its products to this level by end of this year. The brand's

manufacturing and processes are approved as per ISO/IEC 27001: 2013, ISO certification for Information Security Management System. As technology progresses, so does its vice. With the aim to deliver safety to its customers, Sparsh believes it is its utmost priority to focus on ensuring the safety of Sparsh products.

CUSTOMER EXPERIENCE VS LOYALTY

The company's brand marks its identity. It is only through the brand identity, that the products are instantly recognized by the customers. Sparsh believes that it is the customer itself who builds the brand and acts as an ambassador for the product and hence its prime focus is on improving the customer experience. The Sparsh team provides customized solutions for building the reputation and trust with its users and makes continuous efforts to advance its technology and cameras, for a better user experience.

COMPLEMENTING MAKE IN INDIA

Make in India is what Sparsh believes is its DNA. In 2008, Sparsh was India's first company to design and manufacture CCTV in India, in a technical tie-up with Sony Electronics. Qualified as Class-I type CCTV OEM as per DPIIT's Public Procurement Policy - Make in India (PPP-MII), Sparsh products qualify for preference under the PMA Policy. The brand has achieved almost 80% domestic value addition through its products. Through backward integration, Sparsh has developed indigenously and manufactured most camera parts domestically.

As of today, except Lens, all the parts of Analog and Basic IP Cameras are being domestically manufactured. The target of Sparsh is to achieve the same for the complete range except for PTZ cameras by 30th September 2022. Several departments and Ministries have started implementing PMA and the situation is improving each day. This policy, Sparsh believes, is going to be critical in helping the brand become a major player in the domestic market and towards an Atmanirbhar Bharat.





OIL & GAS SECTOR
SOLUTIONS



POWER SECTOR
SOLUTIONS



SMART CITY
SOLUTIONS



NATIONAL HIGHWAY (NHAI)
SOLUTIONS



Customized **CCTV
Solutions for "All"
from India's 1ST
CCTV Manufacturer**

RAILWAY/AIRPORT
SOLUTIONS



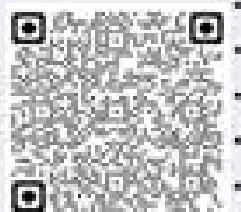
POLICE/PARAMILITARY
SOLUTIONS



TRAFFIC/ENFORCEMENT
SOLUTIONS



DEFENCE SECTOR
SOLUTIONS





VISHAL SHAH

Co-founder and CEO -
Synersoft Technologies

BRAND ROADMAP 2022

Synersoft Technologies believes that however complex and sophisticated technologies are used in the development of its products, they must be simple and minimal in the hands of the customers. With cost-effective and minimalistic products, Synersoft caters to MSMEs in non-IT verticals who don't have IT talent by their side.

The IT company defines its key priorities to make its design approach towards developing Effective, Affordable, Dependable, and Scalable products, while also enriching its offering on CAPEX and OPEX business models. One of the most substantial competitive advantages the brand has is covering various product categories in a single product. Its BLACKbox is a single hardware - single software - multiple solutions product, and its cloud version is a single service - single software - multiple solutions offering.

STRIKING THE TECH-CORD

Synersoft has already discovered the V version of BLACKbox with an overall rating of more than 4.5 on Capterra (A Gartner Company) and it continues to further refine it.

With the deployment of its IT in a Box product, BLACKbox Synersoft becomes an extended IT team of MSME customers and it strives to become an integral part of their organization as an IT team. The company enhances their customer experience by proactive advisory, complimentary audit service, clarity on the scope of services, effective escalation matrix, and of course, prompt service. It also continuously invests in better call centre systems, employee training, AI-driven IVR systems, availability of standby devices, and spare parts. This year, Synersoft plans to create an ecosystem for BLACKbox by launching an academy for BLACKbox certified professionals who will install and maintain BLACKbox with an entrepreneurial spirit.

BLACKbox is an emerging brand in newly charted space of "IT in a Box" solutions for MSMEs.

STEPS TOWARDS CYBER RESILIENCE

Synersoft follows a zero-trust policy in all its information security practices. It uses a virtual private network to allow external access to its applications and data to ensure cyber security. It uses anti-virus on all its devices. The devices used by the team at Synersoft are hardened to allow users to access specific applications and data and restrict users from installing any other applications.

Synersoft uses a firewall to allow users to access websites required for their professional work. It also uses its patented automatic data isolation technology when the user accesses the Internet for research or business development purposes in which restrictions are minimal.

CUSTOMER EXPERIENCE VS LOYALTY

Since the beginning, Synersoft has maintained the subscription renewal rate for its IT in a Box product BLACKbox, above ninety per cent. It boosts brand affinity by investing in out of the box ideas that are not related to IT. It also supports UnitedSMEs that organize productive activities for MSMEs to guide them on HR, Management, Technology, and Legal matters. Besides, Synersoft organizes generic and specific skills development programs for its customers' employees.

The brand firmly believes that a value proposition can bring new customers, but the sense of belonging inspires loyalty.

THE IT INDUSTRY IN INDIA

There is no doubt that the IT industry is shaping the future of India. Adoption of IT and digitizing G2C (Government to Citizens) service is in its top gear. Government is one of the most prominent investors in IT with a futuristic vision. UPI, Fastag, Traffic Camera, Jandhan Direct to Account, Faceless Assessments, the new avatar of IRCTC, digilockers, m-parivahan, CBS (Core Banking Solution) are just the tip of the iceberg.

The IT industry is all set to shape the future of corporate India with IoT, Smart Manufacturing, Industry 4.0, Analytics, and Robotics. India's robust startup ecosystem and the inclination of more and more startups toward B2B products in these fields will be a dark horse shaping the future of India.

The future of MSMEs is the future of India. They are the highest employment creators, the highest foreign exchange earners, and the most significant contributor to the GDP. However, they are still seen struggling with very basic things. It's time the IT industry recognizes the collective potential of hundreds of thousands of Indian MSMEs and develops DIY products like BLACKbox specific to MSMEs' needs. By doing so, the IT industry will have its lion's share in shaping the future of India with recognisable value addition to SME-IT.



An IT in a Box Product for Indian MSMEs

Single Hardware - Single Software Solution for

Device Hardening | Information Security | Business Continuity Maintenance

Watch the following videos to know more



Data Leakage
Prevention



Data Loss
Prevention



Autocratic
Centralization



Recovery of
Deleted Data



Recovery after
Ransomware Attack



Business
Continuity Plan



Off-Premise
Backup



USB Controls



Email Vigilance
and Policies



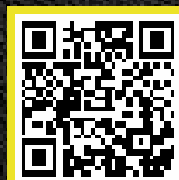
DLP over
Internet



DLP over
Mobiles



BYOD
Security



Laptop Backup



Deduplication



Backup Versioning



Performance
Features



5th Floor, Onyx 2, Beside Navchetan High School, Jalaram Mandir Road, Paldi Bus Stand,
Ahmedabad 380007  +91 84870 64649 | info@synersoft.in



TeamViewer's strong partnerships have positioned it as a global technology brand

BRAND ROADMAP 2022

The technology market is rapidly evolving and is becoming increasingly competitive. Therefore, it becomes imperative for brands to devise strategies that create brand differentiation. TeamViewer has last year announced two landmark sports partnerships to build a global tech brand – the company entered into a partnership with Premier League football club Manchester United. This provided TeamViewer an unrivalled global platform with an enormous reach to showcase its unique capabilities to transform the way the world works and interacts. TeamViewer also started a partnership with the Mercedes-AMG Petronas Formula One Team, where it is implementing joint projects to demonstrate how TeamViewer enhances the team's operations on and off the race track with cutting-edge software innovation.

For the next few years, these two strategic partnerships will drive TeamViewer's brand awareness, strengthen brand equity, and position TeamViewer as a truly global technology company. The company is also planning to collaborate with other global tech players such as SAP, Microsoft or Google Cloud.

STRIKING THE TECH-CORD WITH CUSTOMERS

TeamViewer's connectivity solutions have demonstrated their capabilities to run on any major operating system, device, and machine. This offers interoperability and bridges the inconsistency of modern IT complexity. Flexibility and scalability are the foundation of its products. Moreover, TeamViewer offers numerous use cases and pre built integrations with popular IT and business applications. Its solutions offer fast, high-performance connections also in low bandwidth environments.

TeamViewer's enterprise AR platform Frontline helps improve manual work processes across industries based on the latest wearable computing technologies. They empower the human worker in an increasingly digitized working environment to enhance efficiency and reduce costs.

BUILDING AN EFFECTIVE CYBER SHIELD

As a leading technology organization based in Europe, data protection and security is in TeamViewer's DNA. It provides a connectivity platform to remotely access, control, manage, monitor, and repair devices of any kind. The solutions are equipped with high-security mechanisms, as they are constantly enhanced based on the latest knowledge and information around security. TeamViewer ranked number one remote connectivity provider worldwide and is among the top five percent of around 75,000 technology companies in BitSight's database.

TeamViewer has an internal team of about 50 security and data protection experts as well as world-class external partners. A24/7 Security Operations Center is monitoring the company's systems landscape, regular penetration tests of the entire infrastructure, and relevant audits and certifications, for example by ISO or HIPAA. Moreover, TeamViewer recently introduced a Bug Bounty program and has been authorized as CVE Numbering Authority.

With its most recent releases, TeamViewer continued to add industry-leading product security features including enforceable multi-factor-authentication with biometric option, one-time passwords, smart card redirection, zero-knowledge password recovery, as well as smart setup guidance to prevent users from choosing weak passwords.



SOJUNG LEE
President – APAC, TeamViewer

CUSTOMER EXPERIENCE VS LOYALTY

With an increase in internet penetration, brands are becoming more agile to provide its customers with enhanced experiences to build brand affinity and loyalty. TeamViewer's connectivity solutions empower its customer with interoperability, flexibility, and scalability – ensuring a seamless customer experience across devices. Its long-standing partnerships with global technology brands like SAP, Microsoft, Google etc. further deepens its customer's trust in TeamViewer technology.

TeamViewer's strategic brand positioning with exclusive partnerships with two of the leading sports teams - Manchester United and Mercedes-AMG Petronas Formula One - has also helped the company drive long term considerations from customers.

THE IT INDUSTRY IN INDIA

The IT industry in India is growing at an accelerated pace and shows immense promise for the development of the country. The increased investments in infrastructure and manufacturing have been playing an imperative role in boosting India's economy.

India has been an important market for TeamViewer and has been playing a crucial role in accelerated transformation of companies based out of APAC. Through its broadened solution portfolio, TeamViewer is effectively supporting many large enterprises across industries with its latest Augmented and Mixed Reality technologies. A trusted digital transformation partner in other regions of the world, TeamViewer strongly believes its expertise and offerings can not only help India become instrumental in driving digital transformation, but also position India as a major global IT hub.



TeamViewer Tensor™ Multitenancy

TeamViewer Tensor enables medium-, and large-sized enterprises to easily and efficiently manage licenses across their organization. Multitenancy ensures that central IT departments can eliminate the complexity of managing separate licenses for their local- and regional-IT saving on time and effort.



Key Challenges

Standardization of platforms and solutions across central headquarters and satellite business units is always a challenge. This is further compounded by the usual complexity of managing licensing for central IT and keeping a track of whether those licenses are utilized in an efficient manner at a local and regional level.

TeamViewer Tensor: Multitenancy

Multitenancy ensures that central IT has better overview of existing licenses and how they can further optimize the use of TeamViewer Tensor enabling the same secure, scalable support experience for their employees and associated business units.



Track, monitor and control Tensor license usage across your central and satellite organizations



Use Multitenancy to scale your support experiences in cost efficient and optimal manner



Multitenancy helps you in streamlining license management preventing over-, under-utilization of your existing Tensor licenses



Central IT administrators can easily manage, consolidate or separate users, devices, and groups based on the needs and requirements of the business

Feature Highlights

Centralized management

Centrally manage TeamViewer Tensor licenses as a company administrator through the Management Console.

Easy to set up

Company profiles and a valid Tensor license is all that is needed to get started. Company administrators can send out links for other administrators to join the main organization.

Comprehensive reporting

Activation of Tensor licenses, number of full agents and how many are currently assigned are all visible to the central company administrator with an option to filter and dropdown as needed.

Key Benefits

Using Multitenancy enables Central IT to:



Streamline usage

Understand usage across central and satellite units and share licenses



Easy management

Split Tensor licenses to different satellite units as and when required



Eliminate complexity

Central procurement and distribution of licenses saving on complexity in the long run



TP-Link is known as a brand offering cutting-edge solutions to customers and partners

BRAND ROADMAP 2022

TP-Link has been at the forefront of providing cutting-edge solutions to its customers & partners. The brand is ranked No.1 WLAN provider by IDC for consecutive quarters over the last 10 years. Moreover, TP-Link has been featured in the Gartner Magic Quadrant in the Niche Category. All these point towards the strong product offering and value for money solution that TP-Link offers to its customers. WiFi-6, SDN, IoT and Security will be the key offerings from TP-Link in 2022-23.



SANJAY SEHGAL
Sr. VP – SMB & Telco, TP-Link



STRIKING THE TECH-CORD WITH CUSTOMERS

TP-Link takes utmost care to ensure that customers and partners are provided an experience which assures them of their right decision to select our solution & products. It advises and encourages the customer to conduct a Proof of Concept test of the solution or product they intend to use. The prime intention is to right size the solution so that there is no gap between expectations and delivery of solution.

TP-Link's in-house Pre sales or consulting team interacts closely with partners and customers to provide an optimized bill of material and also provide Heat Maps for large Wi-Fi installations. For certain key accounts / installations, the company provides a certain percentage of products purchased at no cost to customers/partners, which is in addition to its support, RMA policy.

CUSTOMER EXPERIENCE VS LOYALTY

Retaining customers should be on the top priority list of any organization; retaining customers means big sales and increase in profitability. Loyal customers are likely to spend more and try new offerings. Moreover, they are the best brand ambassadors and are more likely to refer the brand to new customers.

When customers are loyal to a certain company, their buying decision is not influenced by the price or availability. It is a known fact that customer acquisition costs exceed retention costs. Retained customers will bring more profit to a company for a reduced cost and help to boost sales and revenue.

Future-Proof Your Business with Full 10G Fiber Switch



TL-SX3016F

TL-SX3008F

JetStream 16-Port 10GE SFP+ L2+ Managed Switch

JetStream 8-Port 10GE SFP+ L2+ Managed Switch



16x 10G SFP+ Ports



Console Port



Advanced L2+ Features



Static Routing



IPv6 Support



Link Aggregation



RPS



IP Interfaces



DHCP Server



8x 10G SFP+ Ports



Console Port



Advanced L2+ Features



Static Routing



IPv6 Support



Link Aggregation



High Switching Capacity



IP Interfaces



DHCP Server

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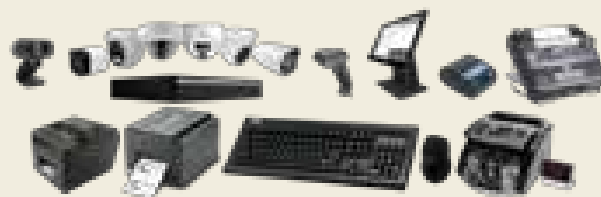
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TVS Electronics' journey of evolution from being an Electronics manufacturer to a customer-centric one-stop-solutions provider

BRAND ROADMAP 2022

TVS Electronics has always brought forth many firsts in the industry that were ahead of their time. Right from their early days, TVS-E ensured accessibility of innovative POS technology and IT peripherals, not just for the key markets but also for the underserved segments of the market. In addition to the legacy products like IT peripherals and POS hardware, where they continue to be market leaders, TVS-E has also added a range of services covering the entire spectrum of product life-cycle management.



In today's day and age, a customer wants the best solutions regardless of what they can afford or pay for. Having understood this, the Product Solutions Group (serving the Retail, Banking, Shipping & Logistics, Defence, PSUs and DISCom sectors) of TVS Electronics has launched a slew of POS hardware solutions coupled with Billing Software, Analytics, Payment Solutions and Surveillance solutions for the flourishing retail segment.

STRIKING THE TECH-CORD WITH CUSTOMERS

TVS Electronics has a 4-part approach when it comes to adding value to the customer and enhancing the customer experience -

1. Enabling Omni-channel touchpoints and help easing the process of discovering its products and services,
2. Reducing dependency on mainstream businesses by proactively building adjacency and downstream businesses to extend value to customers
3. Consciously leveraging the existing brand equity and B2B expertise to serve the D2C segment
4. The role of digital and digitalisation across its offerings to innovate for the future.

TVS Electronics has in the past 3 years established a fairly reasonable digital, social media, and e-commerce presence to cater to customers who want to make an informed choice at their convenience.

Being in the business of electronics and after-sales service for over 3 decades, TVS Electronics has built a strong cluster-based service network and repair capabilities across India. They now offer Deep Repairs as a service through a dedicated facility at Tumakuru with expertise across Defence, Avionics, Telecommunications equipment, and Consumer Appliances, Smartphones and IT Products. This is backed by a parts and logistics ecosystem for sourcing a range of genuine spares from anywhere in the world.

Keeping in line with their vision of innovating for India, TVS Electronics has launched a dedicated Digital + Innovations Lab at IIT-M Research Park, Chennai. The brand is eager to deliver futuristic and cutting-edge solutions to customers across their flagship offerings and services businesses.

STEPS TOWARDS CYBER RESILIENCE

TVS Electronics has always been very sensitive and will continue to be when it comes to privacy. They work closely with global OEMs and have access to millions of customer data points. However, they have been very mindful when it comes to building their digital platforms and CRMs with the highest level of security to confine the usage



SRILALITHA GOPAL
Managing Director
TVS Electronics Limited

of customers' data.

TVS Electronics is also very selective when it comes to remarketing and retargeting the existing customers to cross-sell their other offerings. The priority is on providing a better customer experience and sustaining their NPS through technology interventions rather than bombarding customers with sales and marketing-driven cross-selling messages.

CUSTOMER EXPERIENCE VS LOYALTY

Customer experience and loyalty are interconnected; one begets another. Every single time a customer goes through a memorable experience while interacting with your brand across touchpoints; the customer automatically becomes loyal.

For a brand like TVS Electronics, which has been around for over 3 decades as one of the longest-standing Indian electronics brands, customer experience is always a prime focus, which in turn begets customer loyalty. They are very rigorous when it comes to providing a seamless experience for all their customers, regardless of which product or service they are coming for across touchpoints.

COMPLEMENTING MAKE IN INDIA

As an organisation providing Electronics Manufacturing Services, TVS Electronics designs, manufactures, sells, and provides break/fix solutions for electronic components and assemblies for original equipment manufacturers (OEMs). Following the Government of India's 'Make in India' initiative, they have undertaken backward integration of some of their processes and replaced imports from neighbouring countries with in-house production of certain materials and components. In the last couple of years, TVS Electronics has added 20% value to their production within India which will further increase beyond 20% by this year. The products developed under the Make In India initiative are POS printers, barcode scanners, passbook printers, Touch POS systems, label printers, and membrane keyboards.

TVS Electronics has an active presence in the government e-marketplace as a preferred Class 2 supplier and for various Defence and Government of India establishments and PSUs and will move to Class 1 supplier status for some of their products by August 2022.





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UiPath deepens its commitment to local markets in enabling the ‘fully automated enterprise’

RAJESH KUMAR

Vice President, Marketing
UiPath Asia & South Asia



BRAND POSITIONING STRATEGY 2022

UiPath is driven by its mission to unlock human creativity by enabling a fully automated enterprise and empowering workers through automation. UiPath speed of innovation, depth of technology, and ecosystem breadth drive its market leadership.

The enterprise automation company offers an end-to-end software automation platform – the UiPath Platform that makes automation accessible to all. It helps organizations to discover various opportunities across processes using artificial intelligence and inputs from their own employees.

In India, UiPath has a talented and robust Engineering Development Center. India also has a Global Customer Support team, a Professional Services team, and an Experience Center designed to help customers across the globe understand the various possibilities of automation. With the market maturing, UiPath has an extensive ecosystem of Go-to-Market, Technology, and Business Partners to cater to a customer base spanning BFSI, manufacturing, healthcare, and retail, among others. It caters to them through support services and forums besides sales and marketing and tries to gauge the different routes to market that a customer is looking for.

STRIKING THE TECH-CORD

UiPath has been positioned by Gartner as a Leader in the 2021 Gartner “Magic Quadrant for Robotic Process Automation” research report and for the third consecutive year, placed highest in the Leaders quadrant for ability to execute. UiPath has a deepening commitment to local markets in enabling the ‘fully automated enterprise’ beyond products – through training, education, partnerships, and the Community. It strives to democratize information, access and learning around the formative era of automation.

The company has recently expanded its Academic Alliance program which now includes more than 500 higher education institutions and workforce development organizations in the Asia Pacific (APAC). With more than 1.9+ million members globally, the UiPath Community is the largest automation Community in the world. The UiPath partner ecosystem extends the power of its leading automation platform to companies of all sizes across industries, and helps make customer success possible.

For instance, Firstsource wanted to drive technology adoption by providing people with tools and skills that enable them to identify opportunities, design, and build their own automated solutions. UiPath established a Citizen Development program for them, adding value to internal processes by reducing errors and freeing up employee time. It helped Firstsource drive innovation to boost revenues and profitability, thereby saving \$2,400 a year. By deploying UiPath bots, Firstsource has been able to save 460 days’ worth of employee hours a year, which has also led to \$56,355 in business savings.

Similarly, Bajaj Allianz General Insurance sought to experiment with technology to reduce repetitive tasks and improve the accuracy and efficiency of business processes. By using the UiPath enterprise automation platform, the information is captured without human intervention and the reports are generated automatically, helping streamline processes, reduce manual efforts, and achieve higher customer satisfaction and accuracy at scale. 22 processes were automated and 10 robots are in production as of date. With an increasingly better understanding of the technology, the company has deployed the platform to achieve improvements in process accuracy, scalability, and quality, which has further led to business excellence.

THE IT INDUSTRY IN INDIA

Automation is at the center of the most important tech trends of the decade, and it is a game-changer at the individual, organizational, and industry levels. With the power to help organizations operate more strategically and maximize their teams’ potential, automation stands at the forefront of software development. Today, there is an increasing number of organizations and employees working side by side with software robots.

The role of key c-suite executives for each company has become pivotal in this transformation. Therefore, it has become imperative for businesses today to understand the changing requirements of the Fourth Industrial Revolution or Industry 4.0 when planning the way forward for technology adoption at scale.

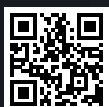
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A data first approach is what makes **Varonis** different from other brands

MAHESWARAN SHAMUGASUNDARAM

Country Manager -
Varonis

SECURITY ROADMAP 2022

Given the current threat landscape, it becomes apt to focus on the threat detection capabilities. Data growth, the dependence on critical data, and the increased profitability of stolen data has led to threat actors continuing to refine and sharpen their strategies. As cyberattacks continue to increase in frequency, sophistication and severity, companies around the world have more urgency to protect their sensitive data.

Between state actors and commercial groups, cyberattacks are in the headlines every day, and the target is always sensitive data. The Varonis data-first approach continues to resonate, validating both the company's strategy and what it has been preaching for many years – that the perimeter is essential but isn't enough. Organisations need to be focussed on securing their sensitive data.

Varonis' data first approach will continue to differentiate the brand from the competition.

STRIKING THE TECH-CORD WITH CUSTOMERS

Customer success is at the core of everything Varonis does. Every one of its customers has access (at no additional cost) to a world-renowned team of support specialists that offer assistance in areas including -

- Incident Response
- Configuration troubleshooting
- Training
- Alert tuning and optimization
- Compliance reporting
- Quarterly Business Reviews focused on providing demonstrable value / ROI.

In addition to this, Varonis is committed to hiring the best talent that India has to offer. It believes in people who are key to ensuring a differentiated customer experience.

BUILDING AN EFFECTIVE CYBER SHIELD

Varonis believes that every cybersecurity leader and company should "assume breach," because it's not a question of "if", but "when" they will be compromised. When a company assumes breach, the next step is to analyse the "blast radius" – all the data that an attacker could steal if one employee or vector is compromised – and then make the blast radius as small as possible. A smaller blast radius makes the attackers' job harder, and gives the detective controls more chances to catch attackers as they work to overcome stiffer resistance.

The unparalleled ability of Varonis to reduce the blast radius – to take inventory of sensitive data, to ensure that only the right people have access, and to put go-forward detective and corrective controls in place to keep it locked down – is why customers continue to describe its platform as a "must have."



We protect data.

Is your data safe?

At Varonis, protecting your file and email systems from cyberattacks and insider threats is our primary focus. We're fighting a different battle — so your data is protected first. Not last.



Learn more at www.varonis.com.



SANDEEP BHAMBURE

Vice President
Veeam India & SAARC

BRAND ROADMAP 2022

Veeam is constantly innovating and is at the forefront of delivering Modern Data Protection to its customers, spanning across the ecosystem of cloud, virtual, physical, SaaS and application-specific environments. Thanks to its consistent performance, Veeam is the tied #1 Data Replication & Protection Provider (DR&P) worldwide in IDC's Semi-annual Software Tracker for 2H '21.

Veeam is committed to further enhancing its internal cybersecurity capabilities, with a focus on cyber resilience and enriching the security-first mindset of its customers. Veeam's key focus for this year would be to deliver modern data protection solutions for the multi-cloud enterprise and help customers manage and back-up all the new types of data that are critical to their environment. While doubling down on modern infrastructure in the Kubernetes space, Veeam has announced the new Kasten by Veeam K10 V5.0 Kubernetes data management platform at the annual user conference – VeeamON 2022.

Speaking about the India market, Veeam's strategy is to achieve rapid growth over the long term for its customers, channel partners, and the organizations with which it collaborates in the alliance's ecosystem. As Veeam continues to gain market share and grow in India, the company is also looking at expanding its scale by investing in technology, talent, and areas that can help customers and partners grow.

STRIKING THE TECH-CORD WITH CUSTOMERS

With businesses continuing to rapidly adopt digital transformation and embrace hybrid cloud, Veeam wants to help partners add greater value and build more strategic relationships with customers. Its partner programs and investments in the channel community are designed to help partners grow. Veeam and its channel partners are committed to ensure business continuity across industries through uninterrupted access to any data and application across any hybrid-cloud, multi-cloud infrastructure.

veeam

**Veeam is at the forefront
of delivering Modern Data
Protection to its customers**

Veeam is a firm believer that the success of its partners reflects on the brand's success as an organization. It continuously strives to bring constant innovation to its product portfolio as well as to its partner programs to stay relevant in the industry. With the primary aim to support its partners in meeting the changing needs/requirements of customers and to accelerate their business as well as strengthen their revenue, Veeam is constantly driving competencies, simplicity, and consistency.

ESTABLISHING BRAND CREDIBILITY

Veeam has always differentiated itself with the ability to look forward and also the strength in the products that it releases to the market. Having understood that cloud computing would be the next big thing, Veeam offers native protection for the three big cloud providers and continues to provide support for those. The company is now building competencies around Kubernetes with Kasten acquisition, which is the next phase after hybrid cloud.

Veeam is highly preferred by a lot of partners. It understands that its partners from different cities have different needs and a standardized program might not work for everyone; hence Veeam ensures to consider the requirements of every partner and design plans that are aligned with their unique needs. Veeam has designed its Partner Programs with the aim to empower all its partners to thrive in the evolving business landscape and better respond to customer demands. Over the years Veeam has built an extensive partner network to constitute a strong channel ecosystem across markets.

THE IT INDUSTRY IN INDIA

During 2020 and 2021, there was a shift in focus to improving remote working capabilities, access to cloud infrastructure and securing data. Over the next year, businesses will desire more control of their data, with a greater focus on the ability to facilitate portability and seamless response to the changing demands of the future.

As per Veeam's Data Protection Trends Report 2022, 93% of Indian organizations plan to increase their data protection budgets during 2022 – spending an average of around 7% more than in 2021. Furthermore, there will be a continued focus on democratising data in the cloud and the power dynamic between the public and private clouds is likely to somewhat balance out. Furthermore, the combination of AI and cloud services will provide a cost-effective solution to the expensive on-site hardware and is a reliable alternative to traditional setups.



Modern Data Protection

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Cloud Acceleration



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ViewSonic continues to surprise as it becomes the fastest growing monitor brand in selected market and category this year

SANJOY BHATTACHARYA,
Director Sales and Marketing –IT Business,
ViewSonic India

BRAND ROADMAP 2022

Being a company based on visual solutions, ViewSonic believes in constantly innovating and introducing the latest technology in display/screens to its users. The brand will continue to tap its key segment of corporate and commercial space which will be supported by research and in-depth analysis of users' demands. In the year 2021, ViewSonic achieved an average CAGR of more than 100% growth quarter and quarter and also managed to attain more than 3% value market share in India in the mid and premium segment. The company continues to be the only visual-solution brand in India that has a product catalogue offering a wide array of monitor solutions catering to the extensive audience and the ever-changing needs of multipurpose requirements.

For the year 2022, as a part of its expansion plans, ViewSonic is all set to revamp its product range with the introduction of 35-40 new monitors in the Indian market. It also aims to achieve 5% market share by the end of the financial year of 2022.

STRIKING THE TECH-CORD WITH CUSTOMERS

ViewSonic takes pride in offering monitor solutions through a wide range of product catalogue catering to an extensive audience and their ever-changing needs and multipurpose requirements. With monitors in almost every category like Professional, Gaming, Workspace, Colorpro and Entertainment, the brand has the best-in-class innovation and technology in the mid and premium segment of the market.

LEVERAGING THE LATEST TECHNOLOGIES

Reimagining the business processes with the right technology can dramatically improve productivity and efficiency. Today's working population is quite particular about the product they are investing in. ViewSonic's vast product catalogue is equipped with the latest technology upgrades and put together according to the needs and demands of the users. Productivity-enhancing features like larger & brilliant screen, eye care technology, multi-screen options, and a variety of ergonomics, etc offer a holistic view of the interplay between technology and businesses. Additional modern features like One Cable Solution (type C connectivity) with a chargeback, the high refresh rate for the gamers and content creators, smooth touchscreen and portability, high-res video conferencing camera, etc upgrade the workstations and greatly impact the growth of the business and overall workforce for good.

THE IT INDUSTRY IN INDIA

The potential for the IT industry in India is huge; given the immense talent concentration and its affinity towards tech. Reports suggest that the subcontinent has the potential of achieving \$300-350 billion in annual revenue by 2025.

ViewSonic is capitalizing on this potential enabling the company to innovate its product offerings with changing times. The corporate segment is at the heart of tech advancement in the Indian economy and ViewSonic has created a space for itself within its operational infrastructure. Keeping innovation at its forefront, ViewSonic is building products that empower the industry, giving impetus to growth opportunities.

ESTABLISHING THE BRAND CREDIBILITY

To succeed in a competitive market, the recall value of a brand is its identity. However, it is not just 'a name' that works for the audience anymore. Today's consumers are knowledgeable and indulge in market research before investing in a product. Therefore, an in-depth understanding of one's audience and the need gap paving the way for a diversified product portfolio is vital for building preference. In addition, the audience is always looking for something new. Therefore, brands must continue upgrading their offerings by introducing new features that enhance their experience.

ViewSonic has developed the ability to meet the ongoing demands of users through its distinct range of products. The brand has also set higher customer experience standards by offering an extra two years above the standard warranty of 3 years on all its products. ViewSonic is the only brand in India that offers an international warranty of 5 years with an onsite service turnaround time of maximum two working days. Aiming to build a strong brand-customer relation, ViewSonic has always strived hard to provide the best customer support to all its consumers across the country. This has been made possible through 200 service centres and approximately 20,572 serviceable pin codes across the country.

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WESTERN DIGITAL CONTINUES TO INTRODUCE PRODUCTS FOR A DIGITAL ECONOMY

KHALID WANI

Senior Director - Sales, India, Western Digital



BRAND ROADMAP 2022

At Western Digital, the vision behind introducing any new product is – how it can make consumers' lives easier. Thus, as a technology-first company, Western Digital is constantly innovating with an emphasis on bringing convenient products with newer, better, and faster technology. Given its vast network worldwide, the data storage brand is continually researching the market trends to provide its customers with customized solutions.

The unsurmountable trust that consumers have in the products of Western Digital is a testament to the superior technological innovations it brings for them. It values the position it enjoys in the market because of the faith customers have in the brand. Keeping “the customer at the center” strategy in mind, the Western Digital brand offers the best experiences. Going forward, it will continue strengthening its focus on bringing innovative technologies to the marketplace and providing purpose-built and customized products.

STRIKING THE TECH-CORD WITH CUSTOMERS

The current environment has accelerated the need for different tech gadgets in the lives of customers. Today, data is defining our identity. Working from home has led to a rise in the need for backup data solutions and transfer devices. Additionally, there is a demand for internal storage solutions to upgrade the PC. Students attending classes at home have put much stress on digital devices such as PCs and smartphones to manage their studies. As they create and consume much content, they naturally look for the right solutions to manage their class and homework. Professionals working from home also have similar needs.

Western Digital storage solutions are designed to fit into the consumers' lifestyles. It continues to innovate and introduce products to help customers flourish in a digital economy.

STEPS TOWARDS CYBER RESILIENCE

Data can bring incredible value to our lives and the world. Today's most innovative companies are using a huge variety of data to identify bigger patterns in consumption, mobility and preferences. The best of the organizations are endlessly trying to decode what's working and what needs improvement in the world. Those who deeply understand human interactions with technology and the world through user-generated data will have an edge in creating innovations and solutions that will be more applicable and adaptable.

Building a scalable, flexible data infrastructure is incredibly important to our future. Systems designed to collect the amount of information pouring in from IoT devices, smartphones, internet usage, social media and apps must also be designed for security and accessibility. Additionally, emerging technologies such as object storage are changing the way information is fundamentally organized so that separating the edifying data from the personal data can be done more easily.

CUSTOMER EXPERIENCE VS LOYALTY

Western Digital always has the interests and needs of consumers at the center. It is in the best of its interest to provide the best-in-class solutions to the consumers so they can effectively preserve, store and analyse their data as and when needed. All of the marketing initiatives of Western Digital are also designed to deliver the best experience to consumers. The onus as a brand is to give the consumer all the necessary information that they require to make an informed decision. Western Digital closely monitors market trends and the needs of consumers to create innovative solutions that empower them to share their world and create what's next.

THE IT INDUSTRY IN INDIA

The world we live in today has metamorphosed into a digital one, and technology plays a significant part in this. Consumers spend a significant chunk of their day in front of their smart screens, be it phones, tablets, PCs, laptops, or television sets. With such reliance on smart devices, consumer electronics brands are also constantly bringing in innovative new technology to ease users' lives and step closer to the vision of a connected ecosystem.

Western Digital closely monitors market trends and consumer requirements to create innovative solutions that empower consumers to share their world. The growing volume of data augments the demand for a storage architecture that is flexible, scalable, reliable, and secure, with reduced hardware costs. With evolving storage needs, the industry will also grow exponentially.





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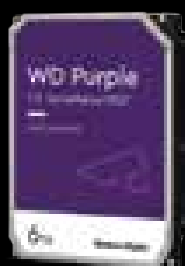


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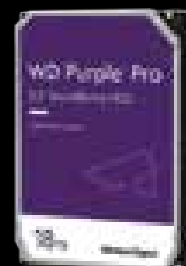
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RUSHIKANT SHASTRI



DR. PAVAN DUGGAL



KERSI TAVADIA



MILIND VARERKAR



VENKATESH BABU S

Technology is driving change in almost every major industry. Cloud computing, machine learning & AI, and big data are cited as the sub-sectors of the IT industry that will make the biggest impact. The accelerated digital transformation, uncertainty, and the pandemic's ripple effects have led to pessimistic sentiment.

CIOs play a balancing act between managing traditional IT operations and driving strategic initiatives, as the Cyber attackers are more organized and sophisticated than ever with transformational changes high on the agenda. Cyber risk and IT security is becoming a growing concern with businesses across all industries.

A survey reveals that, 93% of CIOs and CTOs believe that, "their organization was either currently engaged in, or planning to engage in, a digital transformation program," with only 6% of businesses claiming to have completed their transformation.

Technology is an important part of almost every job today. No matter what industry you are in, the technology you use is developing rapidly. Emerging technologies have the potential to transform the organization, but with so many technologies being hailed as the 'next big thing', it is difficult to know what to invest in and what to discount as hype. Adding to this, emerging technologies also pose a problem in training and specialist skill requirements, which may not be easy to solve.

Overnight the role of CIOs becomes really important and they become responsible for their organization's direction towards digital transformation. Research shows 40% of the CIOs are responsible for digital transformation, while only 27% of CEOs are there in the list.

Another fact is, CIOs and CISOs don't have a seat at the board level and are not involved in core conversations. As a result, while the board and management know there's a problem, they aren't fully informed about what the company needs to do by the

people with expertise in the area. Thus, they have difficulty determining how much to spend on cyber protection or where to allocate funding.

Cyber Security is becoming a severe issue for individuals, enterprises, and governments alike. Cyber Security challenges come in many forms, such as ransomware, phishing attacks, malware attacks, and more. India is among the top 3 most-affected nations in Asia in 2021. Server access attacks (20 percent) and ransomware (11 percent) were the top two attack types on Asian organisations in 2021, followed closely by data theft (10 percent).

Going forward, we are going to face the next-generation cyber-attack which is AI-driven. Cyberattacks haven't been featured heavily to date, you can expect this to change over the next five years. According to a report by Forrester, "mainstream AI-powered hacking is just a matter of time". This means that using AI offensively already exists, from open-source AI research projects and sophisticated malware to the ruthless, financially-motivated criminals who are inclined to use them. It is estimated that worldwide, cybercrime will cost \$10.5 trillion annually by 2025.

With this CIOs are reeling under the pressure of increasing cybercrime, since it costs a huge damage and destruction of data, stolen money, lost productivity, theft of intellectual property, theft of personal and financial data, embezzlement, fraud, post-attack disruption to the normal course of business, forensic investigation, restoration and deletion of hacked data and systems, and reputational harm.

Since IT is a driver of value, the transformative CIO also needs a new set of skills and capabilities that embody a more expansive role. Working on tech transformations with hundreds of CIOs, we have featured the response of hundred CIOs' best practices that we believe are markers of success. These industry warriors will be recognised as the Eminent CIOs of India at the 20th edition of Infotech Forum 2022 in New Delhi.



VIJAY SETHI



DR. HAROLD D'COSTA



DR. KARNIKA SETH



SANJAY KUMAR DAS



AVNEESH VATS



DR. SANDIP PRADHAN



SUBROTO PANDA



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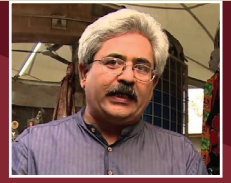
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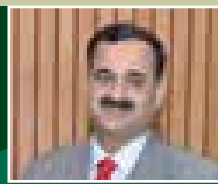
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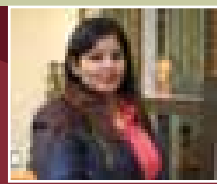
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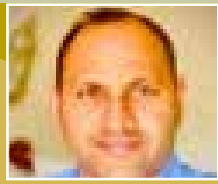
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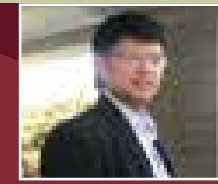
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SARAVANAKUMAR KRISHNAMURTHY



SAURABH GUGNANI

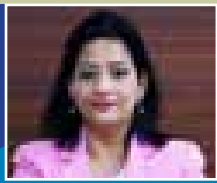


SAURABH GUPTA

THE EMINENT CIOs OF INDIA



SHAILENDRA CHOUDHARY



SHWETA SRIVASTAVA



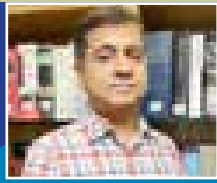
SIVAKUMAR NANDIPATI



SOURAV DAS



SREENI VENUGOPAL



SUBROTO PANDA



SURENDRA NEMANI



DR. SUSHIL KUMAR MEHER



TARUN BALI



TEJAS SHAH



UPKAR SINGH



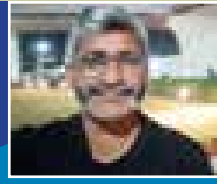
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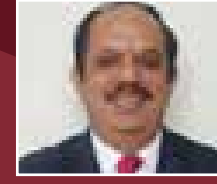
VARUNDEEP KAUR



VENKAT RAMANI



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DR. VINEET BANSAL



VINOD BHAT



VISHWAJEET SINGH



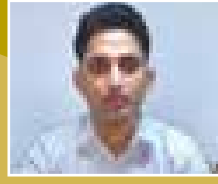
VIVEK DHARIA



VIVEK KHARE



VIVEKANANDA NASKAR



YOGENDRA SINGH



YOGESH DADKE

EMINENT CIOs OF INDIA

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JAIDEEP KHANDUJA
CTO
AccioMango

“The roadmap to enhance our digitization journey has become realistic”

CIO PRIORITIES FOR 2022

We ensured none of our talent pools left us during the last couple of years. It was very important to keep them engaged in high tech projects and keep them fully passionate about what they were doing while mostly working from home. It was important during this period to provide them with a right balance of emotional, financial, and other strengths.

DIGITIZATION - OPPORTUNITIES GALORE

AccioMango is a community-based startup, managed and operated by Deaf professionals with more than 5 years of experience in the field. Our goal is to innovate solutions and create social impact by advocating for equality and opportunities for the Indian Deaf community in compliance with the Rights of Persons with Disabilities (RPWD) Act, 2016. The aim is to provide the best quality services and products in India ranging from technology-based solutions to promoting Deaf talent through art, from translation services to social entrepreneurship training for the Deaf.

We already had digitization (vertical as well as horizontal) on the top of our organizational priorities. During this period, our journey and roadmap to enhance that journey has become crispier and more realistic by assimilating most of our energies towards it.

TECH TALENT: A CHALLENGE

We ensured no exit of our talent pool. In addition, at all levels, we ensured that each individual attained expertise in one or more tech zones. That really helped in building a cross functional backup talent pool.

IT: THE FUTURE OF INDIA

Challenges are increasing exponentially everyday for the IT industry on various scales of business maturity. Businesses are being pushed to stay ahead of customers, deliver fast, produce best, and be there for customers beyond business. A large number of successful startups are one of the main reasons why they have been able to survive the market.

“Brands want to use privacy as a differentiator”

CIO PRIORITIES FOR 2022

Digitalization is no longer an option, it is a basic need to sustain in the market. So it will be more difficult to be decisive about the key priorities, but the goal will be to grow the business. Last few years, throughout the industries, data has become the top driver of any decision-making and indicated top priorities will be –

- Monetization of Data/Information: Digitalization incubated various sources to enrich the corporate with the structured data and it is the time to maximize the utility of data and showcase the ROI of the recent past investment.
- Shortfall of emerging technology skill-set and talent: The penetration of cloud infrastructure-based applications is surpassing the legacy or traditional infrastructure application; engaging from 'anywhere' culture, emerging cyber security threats require a new level of skill-set and talent to encounter; So, getting talent and retention of talent will be the top priority for any corporate.
- Data Security and Privacy: Over time, we learnt data is a double-edged sword, especially in the hybrid work culture. So maintaining confidentiality, integrity, and availability will be super critical to protect the business.
- Next-Gen digital transformation: Next-gen digital transformation is a key focus and digital transformation remains the major initiative in 2022.

DIGITIZATION - OPPORTUNITIES GALORE

There is no doubt in the last couple of years, COVID has been disrupting the business equation and workplace. Digitization is a continuous journey - integrating digital technology, applications and appliances in the offices and home just took pace during the COVID-19 crisis. Nowadays, more people have been working and spending additional time at home, increasing the reliance on various IoT devices, helping reduce CO2 emissions and much more. But still a lot is pending.

At the same time, it is bringing some adverse effects as well, the data security and privacy issues, mental health, social connect become the concerns we are facing; hybrid work models also create various demands, so the problem and demand are the best catalyst to open new opportunities.

TECHNOLOGY & BRAND AMALGAMATION

It is evident that data privacy is here to stay. However, data privacy is not only a legal requirement or brands are capturing the data with consents.

Brands want to use privacy as a differentiator, it is super important to know customers' value, create transparent policies aligned to human/emotional values and value based addressing culture for privacy issues.



NASEEM HALDER
CISO
ACKO General Insurance



NITIN KUMAR ROHILLA
CIO
Adani Power

“The IT industry has steadily augmented and accelerated the growth of India”

CIO PRIORITIES FOR 2022

Acquiring the right talent is not an easy task. Even after spending a lot of effort and money on recruitment activities, it is often found that searched candidates did not match the position. The problem is that many employers go through the hiring process without giving any consideration to competencies. This is generally due to the shortage of resources and it often leads to hiring the wrong candidate in the wrong position. Today, the world is leveraging Artificial Intelligence and Machine Learning into their system to source and attract the top talent. The employee referral program is one of the least utilized resources. However, it is considered as one of the most effective tactics.

So, looking for the right candidate for the right job is our key priority.

DIGITIZATION - OPPORTUNITIES GALORE

IT has to move ahead from IT operations and software implementer roles to a digital evangelist who is an enabler to business transformation.

TECH TALENT: A CHALLENGE

The talent acquisition strategy must align with the organization's goals and priorities. Our job is to find out the desired soft skills, technical requirements, and much more that will serve well into the company.

IT: THE FUTURE OF INDIA

In the present time, when the COVID-19 pandemic has grappled the whole world and economies have been hard hit. The Indian IT industry is still showing positive signs and has the pliability to overcome this exceptional catastrophe. It has arisen as a global economic force and a major contributor to the Indian economy in particular and the world in general. The IT industry has steadily augmented and accelerated the growth of India. This Industry absorbs a large pool of Indian skilled human resources which makes the country a global IT hub.

The IT Industry has been instrumental in transforming the whole Indian economic and governance landscape. India's IT industry is gaining footsteps in new disruptive technologies and will play a leading role in the ongoing fourth industrial revolution globally. Atmanirbhar Bharat initiative of the current government is bringing big change in the IT sector. Earlier, the hardware sector was somehow neglected. Now, focus is also on building hardware manufacturing in India.

Digital transformation brings ample opportunities

CIO PRIORITIES FOR 2022

The primary focus remains on the customer as we deliver win-win solutions; we anticipate the needs of the market, be upfront and proactive for fulfilling the customer needs with fulfilment of value proposition.

DIGITIZATION - OPPORTUNITIES GALORE

There are many direction gains as a result of organization wide digital transformation.

- Improved Productivity

Factory automation technologies improve output rates and reduce error rates. Digitalization can also improve most – if not all – manufacturing processes. Additionally, sensors and machine learning technologies can improve OEE and reduce breakdowns, leading to further improvements in productivity.

- More Efficient Use of Resources

The digitalization of a manufacturing business involves using machines and software to perform functions that are currently performed by people. This allows companies to redeploy and reallocate their resources in a more effective way.

Not only does digitalization make it possible for this process to be done remotely; digital twin technologies take it much further. Digital twin technologies allow support engineers to keep a virtual twin of the equipment or machine, updated with real-time data. The engineer will, therefore, know there is a problem at the same time as the manufacturer.

- More Effectively Working with Supply chain ecosystem (Suppliers, Regulators, and Others)

By digitally transforming a business, it is possible to build digital bridges with companies and organizations in distribution and supply chains. Automating these processes reduces errors as well as decision-making times.

- Improving Communication and Oversight

Digitalization makes communications more efficient while also adding transparency to communications. Digitalization also means there is no longer a need to be in a physical location to have a full management overview of what is going on. Among other things, systems can send reports with real-time data, while it is also possible to remotely operate processes, functions, and systems.

- Product Customization opportunity

Product customization is a manufacturing trend that is going to become bigger and more important to a wider range of companies.

- Enhancing the Customer Experience

Opportunities like product customization enhance the customer experience but there are other ways digitalization can make this happen too.

- Improved Safety



YOGESH DADKE
IT Leader
Global Control & Compliance
Adient



SOURAV DAS

CDIO,
Aditya Birla Group Essel Mining &
Industries

Cyber Security and Data Privacy: Top priorities for Essel Mining & Industries

CIO PRIORITIES FOR 2022

In the past, job security, decent compensation, or at least a tangible opportunity was the price of entry for people coming into organizations. Now a massive number of employees not only want to feel invested in the work they do, but they also want to see that their employer is invested in the same things they value and believe in.

Employees want to:

- Feel valued
- Feel a sense of belonging among caring and trusted colleagues
- See the potential to grow
- Have the flexibility to integrate work with their personal lives

We along with HR are working to fulfil the employee expectation and creating culture so they will feel proud to be working with ABG group.

DIGITIZATION - OPPORTUNITIES GALORE

We are in the process of doing business transformation through digital intervention. We are holistically looking at some of the opportunities through digital interventions. Those are:

- Generate new Digital Revenues
- Excel in Customer Experience
- Achieve Operational Excellence
- Optimize Asset Utilization
- Minimize Risks

TECH TALENT: A CHALLENGE

We believe in multi-skill and knowledge enhancement in our talent so we can maximize our digital transformation journey. We are continuously working on people's development in new technology and certification. Also, we are adopting new technologies like Low-Code No-Code where the business people can participate in developing the app on their own.

TECHNOLOGY & BRAND AMALGAMATION

Brands have to be very sensitive to data privacy concerns of consumers even as they need to provide a real time intuitive experience. Companies compete on data protection, and the extent to which companies protect users' data can be a competitive advantage. There are incentives for companies to invest in products and policies that offer greater levels of protection to users' data. We have taken Cyber Security and Data Privacy as our top priority with the latest tools and technology. Also, we are continuously improving our data privacy maturity through people, process & technology.

IT: THE FUTURE OF INDIA

India's technology services industry can achieve \$300-350 billion in annual revenue by 2025 if it can exploit the fast-emerging business potential in Cloud, Artificial Intelligence (AI), Cyber Security and other emerging technologies, according to a report by industry body Nasscom and global consulting firm McKinsey.

Digitization bringing countless changes to businesses has been a great boon for CIOs

CIO PRIORITIES FOR 2022

Ever since the pandemic hit, there has been a shift in employee behaviour. The widening gap between the demand and supply of the right talent at the right time is causing companies to lose out on competitive advantage and revenues. To address this risk, we have been exploring various options and trying out new tactics to retain our top talents in our organization.

DIGITIZATION - OPPORTUNITIES GALORE

Digitization and technology have reconfigured the whole business landscape and have brought countless changes in business. Due to the implementation of digital technologies, workflows are becoming streamlined and there are fewer human errors. All of the operations are executed more efficiently, thanks to these streamlined workflows which enable businesses to reduce operational costs.

At Air Works, we have leveraged technology to redefine our customer-facing interactions and ways of working. Employees embracing technology across the Enterprise, have upgraded and literally revolutionized Customer interactions at Air Works. For internal customers, digitization has transformed the way of working. In a 72 years old legacy organization, technology-led initiatives for both External and Internal scenarios, has delivered significant improvements, both in terms of time saved and reduced costs, boosting organizational productivity.

"As a technology leader at our mission critical aviation safety driven organization, we are continuing to use the technology to create clearly defined synergies for career development as progressive levels of Responsibility, Authority and Accountability. This is made feasible by the available current state of practice system engineering and low code development. The emphasis of Information technology tools becomes collaboration in context to address process integration for problem solving. IT professionals are enabled to working hand in hand with the Engineering, Planning and Production Planning and control side of the organization develop a shared sense of being part of decision making for defining and meeting KRI at their level."

BRIDGING THE TALENT-TECH GAP

It is very essential to know the true capabilities and potential of our workforce beyond the bullets of their job description and build and augment our workforce's capabilities through technology. To stay ahead of growing competition and continue to drive business strategy, we strive to make our organization a career destination in the aviation industry with a focus on technology innovation, our brand, and necessary shift in culture, mindset, career paths and reframing the perception of IT within our Aviation MRO organization. To hire and retain the right talent and skill sets, we are strategically prioritizing hiring and retention efforts, and focus on mission-critical technology priorities.



RAMKUMAR MOHAN

CIO
Air Works Group



**GANESH
VISWANATHAN**
SVP - PMO & CISO
Aithent Technologies

The key priorities of a CIO are improving productivity at workspace and ensuring better monitoring solutions for the employees

CIO PRIORITIES FOR 2022

2021 was the second year of pandemic disruption that forced the workforce to work out of home. For achieving the business goals in the New Normal the IT play book is needed to meet the challenges posed by new business models, technologies and regulatory changes. Key thrust areas are improving productivity at the workspace by focusing on the digital agility in a hybrid work environment and ensuring better monitoring solutions for the employees. Also, with business getting digital, cyber threat vectors are getting more sophisticated, complex, severe and omnipresent. From infiltrations on infrastructure and crippling data breaches to ransomware, spear phishing, zero-day attacks and brute force one needs a better alignment between business and security function.

Cyber security training of the workforce as well as leveraging AI/ML based cyber security tools for better detection and protection of the crown jewels of the business are paramount. Leveraging data analytics to support the business by mining the humongous data that is available to improve the performance is another focus area for the CIO.

DIGITIZATION - OPPORTUNITIES GALORE

The global pandemic, a black swan event has accelerated the adoption of digital transformation. Business leaders are forging ahead with their digital initiatives and digital transformation has become the lifeline of the business.

It helps organization to be agile and alert to the changing business environment, customize the products to the needs and wants of the ever-demanding customers, assist in streamlining and automating the processes thus improving the productivity & profitability. IT has to play a pivotal role as a catalyst in this digital transformation thus bringing the CEO & CIO on same course to achieve the business goals.

IT: THE FUTURE OF INDIA

The Indian tech industry is expected to reach \$227 billion in revenue in FY22, crossing \$ 200 Billion for the first time with a stellar growth of 15.5% which is the highest-ever since 2011 as per a report from NASSCOM, the IT Industry's apex body. The IT Services vertical is set to log \$116 billion in revenue in FY2022, the BPM sector is set to clock \$44 billion; ER&D vertical \$36 billion; hardware segment \$17 billion and software products, \$13 billion.

By 2026 the revenue is expected to gallop at a scorching pace to reach \$ 350 Billion.

The human workforce needs to reevaluate its skillset and develop competencies

CIO PRIORITIES FOR 2022

The focus of every media shifted more and more to digital. Social media like YouTube, Facebook and Twitter are becoming more powerful, with viewers increasing rapidly. We have upgraded our social media tools & systems to adapt to a faster environment.

Software and data analytics tools can collect and analyze data at a speed and accuracy unmatched by humans. Workers then use that analysis to help them make decisions faster than they could without advanced technologies. We adopt modern IT architectures designed to consolidate processes and seamlessly enable data flow across all departments.

DIGITIZATION - OPPORTUNITIES GALORE

Modern IT architectures are designed to consolidate processes seamlessly and enable data flow across all departments. It helps in our decision-making much faster, employees can effectively increase their efficiency & productivity, improves revenue, and helps to engage customers/viewers more actively on our social media platforms.

BRIDGING THE TECH GAP

With technology taking over many of our jobs, the human workforce needs to reevaluate its skillset and develop competencies to help them stand out. Talent gaps can be problematic because they stunt personal growth and affect company growth and development. To overcome this, there needs to be a proper skill gap analysis, re-structuring the hiring process by determining the company needs,

processes, and providing a training section for existing talents.

BRIDGING THE TECH GAP

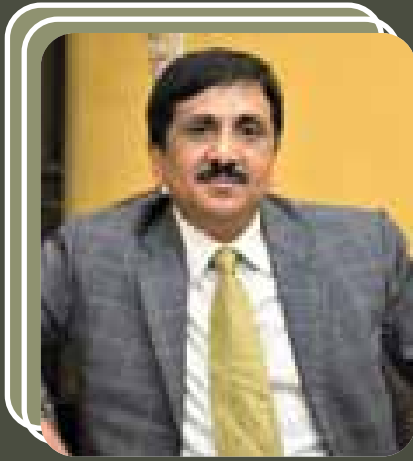
We need to adapt our leadership style by understanding what each generation expects, then develop the technologies in a friendly way. We should have a simple training program for developing each generation to grow and adapt to the new Technologies. Even better we should be an active listener, hold personal integrity, and aim for purposeful help.

IT: THE FUTURE OF INDIA

According to Nasscom, the Indian IT industry is growing much faster in revenues in software development. The Indian IT companies have already made a strong footprint in the global IT Sector. We expect the Indian IT industry to get major revenues from off-shore & on-shore business. The Indian industry should also focus more on Artificial Intelligence & Machine Learning, Robotic Process Automation (RPA), Edge Computing, Virtual Reality and Augmented Reality.



VENKATARAMANI G
CTO
ALLIANCE BROADCASTING
(NEWS7TAMIL)



DR. SUSHIL KUMAR MEHER
CIO, Department of Computer
Facility, All India Institute Of
Medical Sciences (AIIMS)

“Future belongs to India with a great share of work from different parts of the world and placement of Indian experts across the globe”

CIO PRIORITIES FOR 2022

The priorities are:

a) STREAMLINE THE HIRING PROCESS

Competition for available talent will remain tight in the new year. “The procedure of selection of a candidate is to be streamlined and the approach is to select the best man for the job and the person is supposed to deliver the results.”

b) BUILD A CULTURE THAT DELIVERS

For those who can look beyond numbers, “team and company culture can be a major factor, a team work is required to achieve desired results”.

c) TO KEEP PACE WITH PRESENT WITH AN ADVANCE STEP IN FUTURE

It is very essential to be familiar with the latest advancements in technology and its use in the healthcare industry. The members of the team should keep a track on the new technologies and

its usage in their organization. The core members must keep a track on the integration of new technologies and government ideology.

TECHNOLOGY & BRAND AMALGAMATION

Digital transformation is an ongoing process of constantly assimilating new knowledge, and using it to create the best experiences for our consumers. The pace of innovation is accelerating, and the fragmentation of consumer attention is accelerating even faster.

Organisations have realised that digital is no longer an option and has to pervade all levels of an organisation. Digital adoption and smart data analytics enable an organisation to become more agile, improve customer experience and drive operational efficiencies.

However, with the rise and rise of technology, cybersecurity has also taken a vital position. After all, data breaches are becoming a common event today.

IT: THE FUTURE OF INDIA

In the present time, when the COVID-19 pandemic has grappled the whole world and economies have been hard hit. The Indian IT industry is still showing positive signs and has the ability to overcome this exceptional catastrophe. It has arisen as a global economic force and a major contributor to the Indian economy in particular and the world in general.

In the last decade, India has emerged as an IT hub for the software companies of the world and Indian software companies have taken prominent positions in the global IT sector. India has become the world's largest sourcing destination for the IT industry. Online retailing, cloud computing and e-commerce are all contributing to the speedy growth of the IT industry.

The Indian IT industry has grown rapidly with an exponential growth rate after the economic reform of 1991-92. Indian IT companies have set up thousands of centres within India and around 80 countries across the world. The majority of global corporations are sourcing IT-ITES from the Indian IT industry, accounting for approximately 55% of the global service sourcing market (US\$ 200-250 billion) in 2019-20.

The market size (especially export) of the IT industry has grown manifold from approx. 67 billion US dollars in 2008-09 to 191 billion US dollars in 2019-20. The revenue is further expected to grow in the coming years with an accelerating growth rate and expected to reach 350 billion US dollars by 2025.

The remarkable feature of India's IT industry is that along with its expansion in terms of market size it is also incrementally adding a significant share to India's gross domestic product (GDP) and consequently boosting the growth and development of the country.

The IT industry has steadily augmented and accelerated the growth of India. This Industry absorbs a large pool of Indian skilled human resources which makes the country a global IT hub. The IT Industry has been instrumental in transforming the whole Indian economic and governance landscape. India's IT industry is gaining footsteps in new disruptive technologies and will play a leading role in the coming future.

The Atma Nirbhar Bharat and ABDM initiative of the current government is bringing big change in the IT sector. Earlier, the Hardware sector was somehow neglected. Now, focus is also on building hardware manufacturing in India. The biggest step is to start manufacturing integrated chips (IC's) in India, TATA has taken up initiative under Atma Nirbhar Bharat and the first manufacturing plant is being set up in Tamil Nadu.

India is expected to have a digital economy of \$1 Trillion by 2025.

One of the largest electronics markets in the world anticipated reaching \$400 bn by 2025.

Indian Electronics Manufacturing Service (EMS) Industry is expected to grow 6.5x from \$23.5 bn to reach \$152 bn by 2025.

Future belongs to India with a great share of work from different parts of the world and placement of Indian experts across the globe. Central government has initiated a transformation process in the education sector.

In the next few years, the last year of a degree course will be treated as an R&D year and the syllabus is being developed based on the latest technological advancements, skills and knowledge. This will surely add value to our graduates not just as job seekers however will be job creators.



KRIPADYUTI SARKAR

Group CIO
AmbujaNeotia

IT now considered as “Profit Generating Centre” from “Cost Incurring Centre”

CIO PRIORITIES FOR 2022

During the Pandemic, the real estate sector was one among the most badly affected sectors as the demand fell down drastically. We have started 2022 with a positive note as the demand is catching up rapidly but customer expectations have changed a lot (compared to pre-COVID) as far as i) the communication channels; ii) property/site visit are concerned. Digital channels of communications, VR (Virtual Reality) for visualization, digital design simulations etc. becoming their choice of preference. In this context, IT priorities reshaped as below:

- Upgraded collaboration technologies for external as well as internal customer
- Adaptation of advanced technologies and Automation
- Sustainable & flexible architecture for external customer, customer centre and partner channel
- Using AI/ML-based cyber security tools
- Modern Data Analytics for ever changing KPIs

DIGITIZATION - OPPORTUNITIES GALORE

To deliver key priorities listed above, digital transformation is the only answer. This even brings further opportunity to reduce human intervention in the operation and also create newer avenues for marketing and sales. The creation of the “WoW Factor” during marketing, sales and even post sales service are made very easy with this transformation.

TECH TALENT: A CHALLENGE

Last year, IT leadership had been forced to face “Great Resignation” at mid-senior to junior level. This event clearly leant CIOs a lesson that top talent are always agile to learn and aspire to adopt the latest technology to simplify business processes. To retain top talent, we have taken following steps

- a) Creating an environment where learning and adaptation of latest technology can happen seamlessly
- b) Creating a pool of resources with proper training
- c) Create a conscious decision to retain few additional shadow resources on key/niche areas.

IT: THE FUTURE OF INDIA

The pandemic taught us globally that the role of IT in any organisation can become a “Game Changer” from just an “Enabler to Business”. It’s a shift that makes IT to be considered as “Profit Generating Centre” from “Cost Incurring Centre”. In India, IT can drive this transformation journey even further to make IT systems take seamless business decisions through data analytics and AI & ML.

Amity University exercising Hybrid mode of work prior to pandemic

CIO PRIORITIES FORT 2022

With respect to delivering education and managing operations through technology was not at all a challenge for us. Where the education institutions have been focused on orthodox physical mode of education, we have been prior pandemic too exercising Hybrid mode and we always saw that as the need of the future. So today, we can say we have been well prepared and leading the path smoothly and successfully.

DIGITIZATION - OPPORTUNITIES GALORE

As the emerging technologies are coming up, the people and the organizations have been adapting to it. We can see a much bigger role of IT within the enterprise to implement technologies like AI, ML, Blockchain, Robotics etc. at various levels and domains, and the right skillset to manage the same to bring in optimum productivity.

TECH TALENT: A CHALLENGE

There is a huge gap in IT talent and to reduce the same the executives should be told to regularly upgrade themselves and go for certifications. Apart from this, we are also partnering with technology companies to set up a Center of Excellence in our campuses and involve not only the students but also the IT executives and faculties to excel on it.

IT: THE FUTURE OF INDIA

The 21st century is earmarked as Information Technology driven and India is at the centre of global attraction and considered as a knowledge powerhouse. The IT industry covers IT services, IT-enabled services (ITES), e-commerce (online business), software and hardware products. With the evolution of emerging technologies in Digital India, the world is looking towards India as the technologists working and thinking out of the box.

With the learnings from Covid-19 and lockdown, it is very clear that the technology is not limited to a certain segment of group, companies or people rather it is the need for any and every human to survive under any given scenario. Technology is not only limited to ease the life of a person but is now being used to make predictive analysis, robotics, Machine Learning to overcome many unseen aspects.



NIKHIL KUMAR NIGAM

Associate Director –Technology
Amity University



SUBROTO PANDA

CIO - Information Technology
Group, Anand and Anand

“Brands that support customers in directing their own data privacy stand to gain priceless customer loyalty”

CIO PRIORITIES FOR 2022

We are prepared and below are the steps to position our organization with the growing competition:

- Identify who will be on the digital employee experience (DEX) team
- Determine the actual end-user requirements
- Evolving technologies and standards: e.g. using Blockchain
- Adapt transformation plans and pivot when necessary
- Evaluate existing tool sets for each dynamic persona

DIGITIZATION - OPPORTUNITIES GALORE

The digitization of legal data constitutes another megatrend transforming work- flows and business models. The volume of data used in legal advice has increased exponentially—a pattern seen in many other industries as well.

Become the fastest learner

This reality requires CIOs to develop an expansive view of learning that goes far beyond training modules and certification programs. It includes developing regular skills projections based on future need and value, rolling out reskilling programs that target people with “adjacent skills” (such as training an enterprise architect to be a Cloud architect), working with outside institutions to provide their people with opportunities to develop new skills, and creating a learning architecture that allows people to easily learn and share.

Make security an enabler of speed and growth

It is true that as cyber threats increase, there is a danger that security concerns simply choke off a business’s speed and flexibility. The solution to this conundrum lies in recognizing that security is primarily a cultural and managerial issue rather than a technical one.

Choose better over more when it comes to data

It is not much of an exaggeration to say that no important value-creating initiatives for the business are possible without good data. It is literally the lifeblood of the business and should be treated that way.

TECHNOLOGY & BRAND AMALGAMATION

It is clear that data privacy is here to stay. However, data privacy is not only a legal requirement. Consumers are growing ever more skeptical of brands’ data collection, storage and dissemination policies - demanding that their data is handled responsibly. Consumers are acutely aware of the value of their personal data.

Brands that support customers in directing their own data privacy stand to gain priceless customer loyalty.

So, brands worldwide have been working to implement robust consent frameworks informing consumers why, when, and how their data is collected transparently.

In all its solutions, ANDD Tech Services provides special attention on information security and data privacy

CIO PRIORITIES FOR 2022

We have always focused on talent management and consolidation. This will continue to be one of the top priorities for us in 2022. It is very important to not just retain good talent but give them the right responsibilities and growth opportunities - monetary and role wise. We will continue to provide a culture of growth and opportunities to our existing talent while also bringing in newer relevant talent into our fold. Providing a good learning and innovation environment will also continue to be our focus.

DIGITIZATION - OPPORTUNITIES GALORE

The pandemic has already acted as a catalyst for digital transformation in all industries. We believe that in 2023 – the expected level of digital transformations has already occurred by now and it is only going to continue further. This will be our focus area this year - as more SMEs continue their journey of digital transformation. Another sector that will grow is IT and Tech security. Many digital journeys started during the pandemic without focus on security - mainly because of lack of time and money. This will not start getting into focus.

TECHNOLOGY & BRAND AMALGAMATION

Data privacy has always been important from the global perspective. However, India has been a little slow to catch on. With the new Data privacy laws coming up and people getting more aware and ready to act on, it will certainly be one of the key points to look for while defining a product and solutions. In all our solutions, we pay special attention to this and provide a good information security and data privacy architecture to all our client enterprises. With enterprises also focusing on it, getting the right architecture and tools in place has become simpler.

IT: THE FUTURE OF INDIA

It is not going to see a reversal ever. Pandemic has accelerated IT spending and digitalization tremendously. That acceleration may reduce but it will keep moving on. In the near future, some sectors will see tremendous growth - Cloud, IT security, IoT, Data analytics. These sectors will continue to flourish for the next few years until they become the norm.



NEERAJ BHOPLE

CTO
ANDD Tech services



BADAR AFAQ

Head Information Technology
Antara Senior Living

“Organisations should have a roadmap to bridge technology-branding gaps”

CIO PRIORITIES FOR 2022

The key priorities are:

- Digital Transformation
- Data Analytics
- Process Automation
- IoT devices for the tracking and emergency alerts
- Cyber Security & IT Governance

DIGITIZATION - OPPORTUNITIES GALORE

With digitization of the entire process, the organisation will have the entire customer journey with data. The decisions can be taken based on the available data with predictions. Services and products can be designed accordingly.

TECH TALENT: A CHALLENGE

The role of a CIO has grown to a business leader. Technology is the backbone of any organisation which enables faster process and service delivery. IT talent is limited and there will always be a need for industry specific IT professionals.

TECHNOLOGY & BRAND AMALGAMATION

Organisations should have a roadmap to bridge technology-branding gaps as it is a critical process. CMOs and CIOs should work together to map the entire customer journey and Automation and integration of the processes.

IT: THE FUTURE OF INDIA

Our Prime Minister's vision is Digital India and IT can be utilised to integrate all the government schemes, services and connect with the end users.

The Indian IT industry playing a leading role in the Industrial Revolution 4.0 globally

CIO PRIORITIES FOR 2022

In 2021, employers had to respond to major workforce demands for remote work, flexible schedules, higher pay, and respect for health and safety. Kids are back in school, and as the environment shifts, so will workplace expectations.

Differentiation will be the challenge for employers who need to hire in 2022. Talent has options now. It created a more acute awareness of what they are willing to accept and what they are not, whether it be relocation, whether it be salary, whether it be culture.

DIGITIZATION - OPPORTUNITIES GALORE

Business transformation is an umbrella term for making fundamental changes in how a business or organization runs. This includes personnel, processes, and technology. These transformations help organizations compete more effectively, become more efficient, or make a wholesale strategic pivot. Organizations across industries enjoy the benefits of digital transformation - it enables businesses to modernize legacy processes, accelerate efficient workflows, strengthen security, and increase profitability.

TECH TALENT: A CHALLENGE

- Know your customer as well as you know your technology
- Put cloud at the centre of your tech strategy
- Become the fastest learner
- Make developer experience the cornerstone of talent strategy
- Make security an enabler of speed and growth
- Identify your strengths and weaknesses.
- Revisit your current job requirements.
- Review your recent performance evaluations.

IT: THE FUTURE OF INDIA

The Indian IT industry has grown rapidly with an exponential growth rate after the economic reform of 1991-92. India's technology services industry can achieve \$300-350 billion in annual revenue by 2025 if it can exploit the fast-emerging business potential in cloud, artificial intelligence (AI), cybersecurity and other emerging technologies

The IT industry has steadily augmented and accelerated the growth of India. This industry absorbs a large pool of Indian skilled human resources which makes the country a global IT hub. It has been instrumental in transforming the whole Indian economic and governance landscape. India's IT industry is gaining footsteps in new disruptive technologies and will play a leading role in the ongoing fourth industrial revolution globally. The future belongs to India with a great share of work from different parts of the world and placement of Indian experts across the globe.



DOMINIC VIJAY KUMAR

VP & CTO
ART Housing Finance (India)



SANDEEP JAMDAGNI

Head IT & IS
Ashiana Housing

Ashiana Housing's digital transformation focuses on end customer experience

CIO PRIORITIES FOR 2022

As the economy is reviving from pandemic, so as real estate is recovering. Organizations which aligned themselves with digitalization had already enjoyed the edge of keep running the business during the pandemic. It will be a benchmark now to gear up for digital transformation.

Ashiana is already moving with pace on its digitalization drive. We are utilizing Cloud services, working on RPA for the repeated processes in accounting/sales. Our ERP and CRM are already on the Cloud platform.

This year our main focus is on strengthening our Information security posture. To remain competitive in the market with skilled manpower we are also focusing on building in-house leadership across all domains. Separate career growth and skill enhancement plans are made to have the right skilled manpower to support the digital journey.

DIGITIZATION - OPPORTUNITIES GALORE

Digitization brings new fronts of opportunity for the organizations. With our digital transformation we are focusing more on the end customer experience, right from the property selection to the lifelong property maintenance. We are looking for more opportunities in acquiring new customers

and improving our maintenance services. We have already moved into this direction by upgrading all manual processes to digital automated processes, extensive use of mobile apps and Cloud services.

All these give a next level of confidence among internal and external customers for the data security and improvements in the process efficiency. Ultimately all these help in building trust with customers resulting in more referral sales.

IT: THE FUTURE OF INDIA

IT Tech is the power of emerging India. There are numerous opportunities available in the IT industry for all business verticals. We are already in the Industry 4.0 version, IoT, Cloud computing and analytics, AI/BI and ML into their production facilities and throughout their operations. There is a lot of scope in the digitalization of various processes which are still in manual mode, whether in accounting/ maintenance services/customer support/construction. As in our case, we are moving out from manual processes to the digitalization of various processes in our construction and maintenance services, which is generating more jobs and more revenue for the country.

CIOs at strategy level will have better understanding of the business

CIO PRIORITIES FOR 2022

Hiring new talent is often left to the HR team, but the real work and ownership should lie with CIO and IT leadership. CIOs must provide HR with inputs on the most relevant elements of a role's requirements, the necessary capabilities, the criteria for evaluating candidates, the best sources of talent, along with a forecast of their talent needs in future. To address the talent challenge, I plan to automate some repetitive or mundane tasks to free internal resources for newer technology projects.

COVID-19 crisis had both immediate and long-lasting implications for how people work and participate in society. The top priority therefore for IT Leaders is to make rapid, highly-informed decisions and take immediate actions to protect and support their employees and ensure that critical business operations continue in order to help continuity.

DIGITIZATION - OPPORTUNITIES GALORE

In the current global situation, better and connected healthcare platforms are the need of the hour. Avexa Systems is developing a connected healthcare platform using AI / ML and Blockchain for Insurance, Hospitals, Patients, Doctors and Labs and we have a digital transformation strategy in place. The world is small today because the virtual world has united and opened new doors for us. WFH is definitely the new normal and is here to stay for a long time to come. It may have its merits and demerits but we have to learn to live with it.

Technologies that allow organizations to connect directly with customers, to monitor social feeds, and to re-adjust their supply chain in an instant requires an agile technology leader as their CIO. I believe that when CIOs play an active role in business strategy, IT performance improves on a wide range of functional and business tasks. Also CIOs involved at the strategy level have a better understanding of their businesses along with near and long-term technology needs.

IT: THE FUTURE OF INDIA

Data handling and analytics will become an important differentiator for businesses. Avexa's major spend shall be on Business Intelligence and Analytics, security of Internet of things devices, mobility-based apps for the sales and operations teams, customer insights applications and marketing automation.



BOHITESH MISRA

Co-Founder and
CTO
Avexa Systems



YOGENDRA SINGH

Head-IT/SAP
Barista Coffee Company

AI and IoT hold immense opportunities in manufacturing sector

CIO PRIORITIES FOR 2022

- Business process improvements and Automation - Digital transformation was more of a focus during the pandemic. Automating tasks through software can be called digitalization and it is the first step to complete the business process automation journey.
- Digital transformation or modernization- There are two ways to adopt digital transformation, either you develop or buy. Most organizations became more digitalized during the pandemic. But how they pursued it depends on their IT maturity.
- Strengthening cybersecurity skills- Because of growing security concerns, driven by persistent ransomware, and vulnerability exploitation attacks in recent years, companies are increasingly deploying emerging security solutions to protect their data, devices, and end-users.
- Supporting revenue growth or recovery- Latest developments in the field of technology, specifically around disruptions introduced by emerging concepts such as cybersecurity, AI, cloud computing, and data-driven analytics are the pointers to be understood and implemented in the organization to achieve revenue growth.
- Better collaboration- Web Conferencing, Integration with Instant Messaging, Document Collaboration are few pointers that can enhance business related communications to increase business opportunities.

DIGITIZATION - OPPORTUNITIES GALORE

Changing the role of IT can generate new business opportunities for sure but only if the IT Leader understands Business Process and the pain areas. Nowadays, the CIO's role is quite changing from a typical IT Leader to a Business Transformation Leader. Thus CIO to future CEO is the drastic change in the industry and best part is business owners are accepting this change.

BRIDGING THE TECH GAP

If I had one single piece of advice, don't look for a standard guidebook to tell you how to optimize the business or organization you support. Take the time to understand the people, business process and technology dimensions specific to your business model, your organization, and the key stakeholders on both sides of the fence.

"Technology is touching every aspect of the business with speed, agility and efficiency"

CIO PRIORITIES FOR 2022

Over the last two fiscal years, India Inc's earnings have been a rollercoaster ride. Following a significant drop in earnings in 2020-21 as a result of COVID-induced disruptions, earnings increased in 2021-22 and in fact this will be the toughest and more opportunistic financial year to succeed with bigger innovations, inclusive transformation and people, process and technology alignment.

Below are some of the key priorities that will help us better position ourselves in the face of growing competition.

- Internal Digital Maturity assessment and bridging the gaps
- Creation of data platforms across all functions with 360 degree view
- Creating transparent layer between end consumer and business users while connecting everyone in the organization with a customer centric mindset
- Development of Hybrid teams both from tech and business to better coordination and ownership to make stable feature rich platforms.
- Focus on simplicity, transparency, consistency and personalisation across all touch points with boundaryless departments and functions

DIGITIZATION - OPPORTUNITIES GALORE

Digitalization entails changes in all functions and departments, not just IT. The overall goal is to synchronise people, processes, and the technology that supports and complement each other. One platform and one ecosystem that integrates and collaborates business processes, applications, and infrastructure in line with company vision need to be built.

With a connected platform using an always-on just in time relationship with suppliers and end consumer brands can develop new product lines. IT can impact and automate the entire business value chain right from sourcing, product cataloguing, merchandising, customer interaction, product recommendation and post purchase feedback. Technology is touching every aspect of the business with speed, agility and efficiency.

IT: THE FUTURE OF INDIA

The Indian IT industry is rapidly expanding and gaining a sizable market share in both hardware and software solutions globally. The Indian government is also investing heavily in smart cities, automation, and digital projects, which will benefit industry multi fold in the future. Every business sector in India is willing to spend more money on technology, and their technology budgets are almost identical to their marketing budgets. Even the government is sponsoring the production of semiconductors, which are at the heart of all automation. This will further encourage greater innovation and have a positive impact on local tech companies to grow globally.



TARUN BALI

VP - IT
Beauty&Beyond
Skandhanshi Group



JAGANNATH SAHOO

Head Service Delivery &
Operation - Cyber Security
Bharti Airtel

“The future India will need to strategize, implement and execute the next generation tech like Artificial Intelligence, Smart Cities, Block chain, IoT”

CIO PRIORITIES FOR 2022

Present IT industry is having more than 40% average attrition and 32% average attrition within six months' old employees. Now the question is the company is hiring with the candidate's requirement of salary/skillset but still 32% attrition within six months. So money may or may not be the reason of attrition. As money cannot bring happiness so money cannot retain resources.

So priority set by our organization is to

- create talent pool from fresher's/management trainees
- create friendly/connected atmosphere for employees
- create more engagements with employees
- activity outsource for all SME role
- activity outsource for all highly critical and very less critical activities
- keep full control of People, Process, Technology and Governance
- keeping pool of T&M resource who will backfill

DIGITIZATION - OPPORTUNITIES GALORE

Digitalization makes communications more efficient while also adding transparency to communications. We want to bring digitization which will bring quality of life

- by creating paperless office
- by focusing more on automation
- by simplifying business process of process
- by enhancing connectivity, financial inclusion, access to trade and public services
- by generating new opportunities of growth

IT: THE FUTURE OF INDIA

Cloud infrastructure will move towards a hybrid, multi-cloud environment, allowing workloads to scale across cloud types.

Artificial Intelligence (AI), Machine Learning (ML) and cyber security and other emerging technologies are going to be the game changer.

The future India will need to strategize, implement and execute the next generation tech like Artificial Intelligence, Smart Cities, Block chain, Internet of Things (IoT).

“Data is the key to unlocking brand transformation and differentiation”

CIO PRIORITIES FOR 2022

At Birlasoft, we continue to prioritize digitalization, Automation, having the right talent on board and consider ourselves as a very confident company. As far as 2022-2023 is concerned, we are making investments in transformation programs to help bring agility, drive faster growth, set up service lines and invest in talent and skill developments and productivity.

We believe talent is and will remain one of the key elements for business growth and sustainability. Overall, we think that we are well prepared for any future challenge and are on the road to achieving our U.S.\$ 1 billion goal.

DIGITIZATION - OPPORTUNITIES GALORE

The pandemic has given businesses the necessary push they needed to digitally equip themselves, not only for the present but for all future endeavours. Adopting newer technology has helped them automate their processes, improve customer experience, and cut costs while maintaining their business continuity.

As these businesses move forward in their digital transformation journeys, we can expect them to increasingly utilize the power of Analytics and AI to make informed business decisions. They will be able to prepare for the future trends that are anticipated to take prominence. Additionally, with advancements in the field of IT, businesses will be able to overcome the physical limits of their supply chain by restructuring and moving their production closer to the point of demand, ultimately improving customer satisfaction. There is also tremendous opportunity in integrating sustainability in the business processes. Through the use of tech, Predictive Analysis, and Automation, businesses will be able to formulate their ESG goals better and create sustainable value for themselves and stakeholders.

TECHNOLOGY & BRAND AMALGAMATION

Data is the key to unlocking brand transformation and differentiation. However, with the ongoing rise in cyber security-led threats, it has become extremely difficult to secure data and keep the business' future safe and secure. To counter this, we understand that our clients must go through countless hours in order to complete cyber security self-assessments and lengthy supplier risk assessments. The time taken in undergoing such tasks can be mundane and can also affect profits in the longer run.

For the same, our Cyber security Regulatory Compliance Automation in partnership with Regulativ.ai helps our clients put their privacy at the forefront by simplifying cyber security compliance with AI and Automation. This allows them to eliminate tedious manual risk assessments, save more than 40% in costs, effectively collaborate between multiple teams and focus energies on proactive cyber defense strategies.



ANAND SINHA

CIO & Global Head – IT
Birlasoft



KERSI TAVADIA

CIO
BSE

“At BSE, the outlook of IT section and its team is business driven and not IT driven”

CIO PRIORITIES FOR 2022

The priorities for the year are mainly going to be in the area of modernising Data Center, adoption of application modernisation, accelerating digital adoption, building a strong service model.

In terms of priorities, few immediate steps that we have initiated and getting prepared for competition are;

- Creating a hybrid model for officials to work from home and/or office.
- Implementation of application modernisation especially with the help of DevSecOps to seamlessly deliver and maintain the agility of roll outs.
- We are also rationalising our service model by transforming our services into a hosted service model, similar to SaaS i.e. Software as a Service.
- During the year, we are planning to make major and vital infrastructure changes to sustain the expected growth for next four to five years in our mission critical applications and cyber security.

DIGITIZATION - OPPORTUNITIES GALORE

At BSE, the outlook of the IT section and its team is business driven and not IT driven.

Within the next six months, our next generation Cyber Security Operations center will undergo major technology change that is expected to be a reference model for other participants of the financial market.

We are also extending our automation scope in other critical operations activities and in turn provide better opportunities to our operations team to transform their roles. We plan to extend our RegTech experience from our surveillance activity to other areas, where more data can be processed meaningfully and draw out the trends.

IT: THE FUTURE OF INDIA

Today, the IT industry is capable of leveraging the benefits of newer technologies, like Artificial Intelligence, Internet of Things, Machine Learning, Cloud computing and Big Data and introduction and implementation of Microservices, DevSocOps and Automation in most of the sectors. These technologies are now well accepted and implemented as daily business needs.

This year the demand for cloudification is expected to grow, especially demand as a service model. Small, mid-size and start-ups are now dependent on cloud service providers for their business needs. Therefore, SaaS based models are bound to increase in India and will continue to grow. This will further boost the growth of new enterprises and ventures.

The future of the IT industry in India is bright.

Hyperautomation critical to retail enterprises with legacy business processes

CIO PRIORITIES FOR 2022

The focus for 2022-2023 is solely on optimising business profitability across channels. IT will play a critical role in ensuring seamless exchange of knowledge and data, presenting insightful analytics and the tools to ensure that the insights are effectively translated into effective campaigns and seamless customer journeys. Coffee Day as an organisation is at an inflection point and hence offers the right talent opportunity to be a part of this transformation on both B2B as well as B2C spaces.

DIGITIZATION - OPPORTUNITIES GALORE

There is significant opportunity to use IT and Automation to achieve cost efficiencies, effective campaign executions, better resource utilisation and more. Hyperautomation is the idea that anything that can be automated in an organization should be automated. It is especially critical to retail enterprises with legacy business processes that are not streamlined, creating immensely expensive and extensive issues for organizations. Many retail businesses are supported by a “patchwork” of technologies that are not lean, optimized, connected, clean or explicit.

At the same time, the acceleration of digital business requires efficiency, speed and democratization. Organizations that do not focus on efficiency, efficacy and business agility in this day and age will be left behind.

TECHNOLOGY & BRAND AMALGAMATION

As an organisation we are mindful about privacy concerns and also conscious about our responsibility as first-party data owners. Essentially, to maintain privacy and data security, business leaders must tap into technologies such as Cloud and SaaS platforms while driving overarching digitization efforts. With this objective, we must retain focus on reviewing remote access policies and tools, migration to Cloud Data Centers and SaaS applications, and securing new digitization efforts to minimize in-person interactions.

IT: THE FUTURE OF INDIA

IT can increasingly be likened to the brain of the organisation. Tools now available including AI / ML based data analytics, marketing automation, ERP solutions etc. will all be key in not only making intelligent business decisions but also in seamless executions and post-execution measure of impact. It will be a tool for learning and for application of the learning.

Digitalization is also opening up new avenues for business growth. A steadily growing customer experience trend is to “be where the customer is.” Over the past decade, forward-thinking organizations have been working to engage customers according to their preferences of when, where, and how. Delivering services whenever and wherever the customer is, retail CIOs need to look at capitalizing on technologies such as social listening, enterprise content management, and mobility.



VENKATESH BABU S

President & Head IT
Coffee Day Global



RISHI AGGARWAL

Sr. Director IT
Concentrix India

India's IT industry to play a leading role in the ongoing fourth industrial revolution globally

CIO PRIORITIES FOR 2022

2022 is looking very competitive from an overall technology landscape perspective and especially retaining top talent will be a big challenge. Below are few of the measures to retain top talents in growing competitions:

- Grant flexible work options
- Offer opportunities for growth
- Provide learning opportunity and enhance skills
- Create wellness programs
- Provide regular feedback
- Offer a superior benefits package
- Provide retention bonuses

DIGITIZATION - OPPORTUNITIES GALORE

The role of IT has changed over the period of time. IT was being considered as a support function. From being the support function to business enabler to part of the business and IT contributes in the revenue generation and margin expansion. IT plays a key function within organizations to take the business to the next level and has been helping the business to go digital, tap the millennials, develop products to meet the needs of Gen Y.

TECH TALENT: A CHALLENGE

It is very evident that there is a shortage of tech talents and retaining the top talents is a big challenge. As a leader, we need to work on bridging the gap between the demand and supply to deliver IT services and be part of organizational success. We need to work on creating a positive work environment for our top talents. We should embed the learning culture by engaging with training partners to upskill and enhance the knowledge of our top talents. We should create a rewarding program for the top talents.

IT: THE FUTURE OF INDIA

The IT industry has steadily augmented and accelerated the growth of India. This industry absorbs a large pool of Indian skilled human resources which makes the country a global IT hub. The IT industry has been instrumental in transforming the whole Indian economic and governance landscape. India's IT industry is gaining footsteps in new disruptive technologies and will play a leading role in the ongoing fourth industrial revolution globally.

“As businesses begin to refocus and reformulate business strategies, ensuring alignment between technology and the business is going to be the key”

CIO PRIORITIES FOR 2022

The past two years have seen many changes within companies in terms of work model, strategies, and CIO agenda due to the global pandemic. Furthermore, IT teams have been shifting rapidly to address emerging demands, including remote work and virtual business to meet the operational needs of the organization.

As businesses begin to refocus and reformulate business strategies, ensuring alignment between technology and the business is going to be the key. Alignment is critical especially when technology is no longer just a supporting tool for business, but the way the business itself is conducted. Overall, CEO perspectives shifted significantly in 2022, impacted by the ongoing effects of the pandemic and more recently the Russian invasion of Ukraine. However, CEOs' digital business ambition continues to rise, unabated by the pandemic and related crises.

DIGITIZATION - OPPORTUNITIES GALORE

Remote operation and automation are the key areas which can improve business value.

There are many repetitive tasks in the organisation which are time consuming and have a significant impact on the workforce. Automating redundant and cost in-efficient processes will not only help organisation evolving customer needs but also better position to affordably meet increasing business expectations.

IT: THE FUTURE OF INDIA

The swift advancement within the IT industry and liberalisation policies such as reducing trade barriers and eliminating import duties on technology products by the Government of India are instrumental in the evolution of this industry. Furthermore, various other government initiatives like setting up Software Technology Parks (STP), Export Oriented Units (EOU), Special Economic Zones (SEZ) and foreign direct investment (FDI) have helped this industry in attaining a leading position in the world IT industry.

It has steadily augmented and accelerated the growth of India and absorbs a large pool of Indian skilled human resources which makes the country a global IT hub. The industry has been instrumental in transforming the whole Indian economic and governance landscape and is gaining footsteps in new disruptive technologies as well as playing a leading role in the ongoing fourth industrial revolution globally.

As India's digital economy expands, IT companies are establishing their centres in tier II and tier III cities which will further enhance the growth and reduce the existing disparities.



AVNEESH VATS

Head (IT)
CESL



DR. HAROLD D'COSTA
President
Cyber Security Corporation

“Business transformation have reconfigured the whole business landscape, transitioning from traditional analogue to digital”

CIO PRIORITIES FOR 2022

IT is the biggest enabler, where the convergence of technology and human minds can bring the desired results. With most of the employees now being vaccinated, slowly and steadily we are now focussing on onsite work. On part of the talent force, we have streamlined the hiring process.

Holistic environment along with flexibility of work timings and salary compensated according to work carried out shall be a major challenge to retain the top talent. To augment the fact of churning out good talent, the internet shall play a critical role to match up the requirement along with the talent with the employees. Experienced resources along with innovative thoughts and minds with the younger folks can make a great and winning combination.

DIGITIZATION - OPPORTUNITIES GALORE

Digitization in business has been the greatest success story for any organization. New business models, effective decision support systems, effective executive information systems so that effective and efficient decisions can be taken.

Automating marketing activities to processing their orders, businesses have fully leveraged on digitization. Business transformation have reconfigured the whole business landscape, transitioning

from traditional analogue to digital. Data is not stored anymore on any storage devices but on the Cloud, thus ensuring there are no data silos. Cloud computing has helped us to gain competitive advantage amongst our competitors.

We use cloud databases on a daily basis, as they have proven to have an enormous impact on team collaboration and performance. Data loss is prevented and data backups are automated. By embracing digital technology, we have found that customers are now reaching us through the online mode and that's where digitization has given us a definite edge in this competitive world.

IT: THE FUTURE OF INDIA

India is considered to be the hotspot of global attraction. We are now a knowledge powerhouse covering all the aspects in the digital sector. Information technology has given a tremendous impetus to our economy and made governance more competent, reliable and efficient. With 70% of our population below the age of 35 years and with better infrastructure provided to the younger generation in terms of quality education, the opportunity to generate millions of jobs cannot be ruled out.

This shall improve the social economic status of India. With liberalised policies and reducing trade barriers and eliminating large chunks of import duties on technology products, the IT sector looks to be the safest bet to boost not only the economy but also good and decent living.

Indian IT industry needs upgradation of knowledge in every level

CIO PRIORITIES FOR 2022

As a government service delivery agent; our outcomes for the current year have been kept at the highest bracket to achieve both counts – equity and service. When Return on Investment (RoI) is measured through social audit, as a facilitator in IT and ITeS domain, West Bengal is presently poised for a hockey-stick growth. Industry has shown great interest in using Karmobhumi the skill-registry platform for the IT/ITeS sector. Web3.0 is exploited by various government services with Blockchain based Death & Birth Registration, Land Records Certification, Drone Data as a Service among many other efforts. StartUps are mentored, hand-held to develop solutions, given the opportunity to conduct Proof of Concept (PoC) studies and are launched by providing the opportunity to get government orders. Most importantly, with nearly five-years of all-encompassing cyber-hygiene awareness drive and cutting-edge upskilling of LEAs and government employees; cyber-crime reporting in the State has increased seven times while, West Bengal is among the top States delivering time-bound justice both in cyber-crime and in cyber-adjudication cases. In 2022-2023; the ambitious target of the State is to cover every household with cyber-hygiene awareness.

DIGITIZATION - OPPORTUNITIES GALORE

With COVID, the society has been transformed into the Being Digital mode where digitisation is a pre-requisite to existence. With this transformation, along came a humongous number of cyber-intrusions. This in turn, has given rise to Cyber Security. The demand of security related tools, consulting and governance solutions along with cutting-edge skills to fight the menace, is on an exponential rise curve. Hence, industry driven solution creators and especially Encryption as a Service providers will become super-successful in the coming years.

IT: THE FUTURE OF INDIA

The IT industry in India requires upgradation of knowledge at every level. Therefore, cutting edge technological knowledge needs to start at High School. While industry needs to take initiative in making educational institutes aware, teach and train the budding minds on emerging technology. Many states in India along with West Bengal are addressing the need of the industry by bridging them with educational institutes. Collectively, India is on the right track as more and more R&D labs are set up across the country that leverages the powerhouse of knowledge available in abundance. There is little doubt that with facilitating policies and guidelines, the boom in the IT sector will continue unabated in the foreseeable future.



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“Banks need to focus on educating their customers and creating awareness among them about the distinct products and the common setting controls”

The banking industry witnessed a 1318% increase in ransomware attacks in 2021. This means the industry is one of the most vulnerable sectors prone to cyberattacks. 2022 will be more critical for the sector due to the fast adoption of digital payments globally. This is a constant but growing concern for the CIOs and CISOs. Hence upskilling and educating customers are the priorities for the BFSI sector.

However, there is an overflow of awareness all around regarding cybersecurity and the solutions available around. This creates a camouflaged effect for them to pick the perfect fit. “The banking industry is mature enough to tackle cyberattacks. And that is primarily due to the strong focus from the regulators like the RBI or SEBI. They give enormous focus on the cyber security front and have made it mandatory for the BFSI sector to keep all cybersecurity measures in place,” Ranjith Purushothaman, Chief Manager ISG & IS Audit, Dhanlaxmi Bank explains on how to come out of this maze and help their company and customers have a safer banking experience.

According to him, the regulatory bodies have made it mandatory for the banking sector CIOs and CISOs attend various webinars. Even the RBI itself is conducting mandatory training sessions for the C-level executives. This will ensure that BFSI firms have all the security measures in place to prevent any cyberattack.

Asked if he thinks there is an overdose of awareness on cybersecurity for the BFSI sector, which is creating a camouflaged effect for the CIOs and CISOs to pick the correct solution for their firm, he says, “Of course. We have a lot of articles and resources being published on creating awareness among the CIOs and CISOs.

However, it is up to each individual to pick the right information they need to fix their problem. The right to take a call is theirs.”

“For instance, over the last two years, startups have emerged as the powerhouse providing incredible solutions and technologies to the banking sector. But what we feel is that, unlike the traditional IT systems, cybersecurity products are not matured, or we do not have a proper benchmark to evaluate their capabilities.

To me, this is correct to some extent, and it is here that the CIOs and CISOs need to take a cautious call.”

Post the data protection law was passed in the parliament, various vendors are coming up with various security variations on database encryption, masking and others. “But we are not sure if the product is mature enough to protect our data or how will it impact when an application will go down. We also must consider if these solutions will be government approved or provide ROI on the losses. There may be hidden pointers too that we may not be aware of. But how to bring these things to the surface?”, Ranjith questions.

Cybersecurity is ever-changing, and hence existing solutions need to be fine-tuned while new solutions should be created keeping the future in mind. Finally, it is about accessing the existing solutions and measuring ROI for the particular investment.

Opining on a one-size-fits-all approach leading to any cybercrime, he felt, ‘one-size-fits-all’ is an old adage now, which should be deleted from the dictionary. “It doesn’t work anymore for any industry. Banking functions have their own critical components and hence it is important to cautiously evaluate the existing and new technologies or solutions. A small miss and you open the door to cyber attackers losing millions or billions of your clients’ money and your reputation goes kaput.”

While the big banks and the small banks may offer similar services, but their process differs, which means we need to have different security solutions. However, we need to take a cautious call if our security measures aren’t paying off. We need to evaluate our ROI and scrutinise if we have made the right investment. After all, the call on having cybersecurity installed in your organisation or department depends on your balance sheet or the size of each department.

Asked if the banks are truly interested in investing in cybersecurity in the APAC region and his opinion on that the entire banking system is eager to have a better and stronger security side, he feels that there is a strong focus at the board level right now. They are even approving budgets for having strong security measures.

FOCUS OF BANKING CYBER SECURITY IN 2022:

The Indian government is pushing various digital products and hence banks need to ensure that they have their digital payment systems in place which is foolproof and can secure our customer’s money. Customer awareness is also a key aspect. “They should know about the company and how to utilise the product.

Hence banks need to focus on educating their customers and creating awareness among them about the distinct products and the common setting controls. Hence 2022 will see a large focus on digital payment security from the BFSI industry. “, Ranjith concluded.

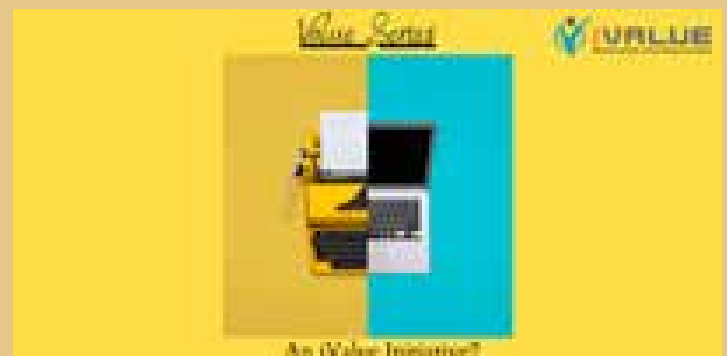
EDUCATE THEIR CUSTOMERS IN TERMS OF THEIR PRODUCTS AND SECURITY:

On the end-consumer level awareness, he said, banks are undertaking several measures to make their customers aware specifically in terms of cybersecurity through newspaper ads, Youtube videos, and even SMS. But ultimately, the customer also must become aware of certain scenarios of force because other forces (hackers) are too smart to fool the customers.

They create a critical situation to make customers panic and then share confidential information with them. Exploiting the customers emotionally is the key for hackers.

Concluding on his suggestions for the fellow banking CIOs, he said that “We need to be more proactive in identifying risks specifically as digital banking is gaining pace.

Even the older generation are using digital products. Hence, we need to understand their difficulties precisely on the cybersecurity front. We must be their gatekeepers in keeping away any attacks.”





MANIKANT SINGH

CISO
DMI Finance

Businesses highly dependent on IT projects to fulfil customer requirements

CIO PRIORITIES FOR 2022

Fintech has been witnessing a dearth of talent for a long time. With growing competition and thinner margins, keeping up with talent competition is a war by itself. Growing the digital way and creating a career progression, transparency to employees have seen good results and better ways to keep up with competition.

DIGITIZATION - OPPORTUNITIES GALORE

IT has transformed itself from keeping the "lights on" to business enablers long ago. While businesses are highly dependent on IT projects to fulfil their customer requirements. The exponential explosion of customer requirements is hitting hard on the technology ecosystem. Besides the line up of huge digital transformation projects in every organisation, digital employee onboarding, training, multi cloud management are gaining high speed implementations and investments.

TECH TALENT: A CHALLENGE

For a decade we have been hearing about the talent crunch. Everyone has tried all combinations - upskilling, cross skilling, fresh talent, rewards and recognition yet the best of the best organisations could not stand ahead of many start-ups who swept these talents. Moving to tier 2 and tier 3 cities, finding local talents via incubators and talent hubs, have a strategy to recruit fresh talent from

Universities, making existing loyal employees more accountable by providing them with people, process and technology can be seen as a plan to bridge this talent gap.

TECHNOLOGY & BRAND AMALGAMATION

We are still speaking of privacy on the air without a law. We cannot see this coming into our land any sooner. Keeping the outdated IT Act 2000 and branding of IT is like reinventing the wheel. We all need more stringent laws to accomplish this gap.

IT: THE FUTURE OF INDIA

One of the initiatives by the Government of India - 'The Atmanirbhar Bharat' is bringing big change in the IT sector. Hardware manufacturing, Make in India, integrated chips are gaining huge support to the IT industry.

Getting many government services and information is easier and inexpensive. Information technology is also making management and delivery of government services – such as health services, educational information, consumer rights and services etc. more meritorious with enhancing transparency.

IT makes organizations agile and efficient

CIO PRIORITIES FOR 2022

Our key priority for 2022 is to grow the top line and bottom line. To do this we are introducing new products and selling through omni-channel. We are bringing sales visibility through all channels across all markets. General Trade (GT), Electrical outlets (EOD), Modern Trade, e-Commerce and Professional lighting verticals. We are also accruing new talents based on business needs

DIGITIZATION - OPPORTUNITIES GALORE

IT has transformed from a support function to a business enabler role. All sales and operations processes are being automated. Exception reporting through Analytics is making the organization agile and focused on growth.

TECH TALENT: A CHALLENGE

IT talent is a matter of concern. Retention of proper talent is a bigger concern. We are trying to bridge this gap in consultation with HR.

We have introduced employee welfare programs and flexi pay. We are also trying to keep the employees engaged through rewards and recognition for the right kind of talent.

TECHNOLOGY & BRAND AMALGAMATION

We are introducing solutions in line with product portfolio management. Product life cycle management is another area we are working on to stay ahead of competition.

IT: THE FUTURE OF INDIA

The IT industry is playing a major role in shaping the future of India. Today, in this super connected world, IT is the backbone for growth. Be it in the Business or government sector, today's requirement is to conduct business anytime from anywhere. IT infrastructure and networking solutions are providing a paradigm shift in the way business is being conducted today. IT is making organizations agile and efficient.



ARUP CHOUDHURY

CIO
Eveready Industries India



DR. SANDIP PRADHAN
CIO
Exide Industries

CIO: “Career Is Over” or “Career Is On”

The COVID pandemic has pushed enterprises to rethink and recalibrate how they operate. It is now required across market segments to structurally reimagine their growth, development, and sustainability strategies—the need to shift from traditional approaches and embrace new, more transformational methods across functions. Today, technologies have a vital role across segments due to their empirical characteristics.

The current crisis has also necessitated adding a new dimension to policy work, proactive approaches to doing business like the car, battery, tyre as a service, etc.

Redesigning business strategies with the integration of digitization and emerging technologies is required to alleviate the impact on revenues and for a more secured and sustainable economic and business plan.

Due to the exceptional lengths of the pandemic, and social distancing guidelines, there is a never-before-imagined dependency on technology. What happened in 2020 will significantly impact how technology shapes up in the current year and the coming years soon.

The frontier technologies like Artificial Intelligence (AI), Machine Learning (ML), Augmented Reality (AR), Robotics Process Automation (RPA), and industrial IoT (IIoT) are set to be a part of every industry now, even more so in the so-called remote age, which almost all of us have accustomed to.

The impact of Covid-19 on individuals, communities and organizations is rapidly evolving. It is difficult to predict the long-term implications of covid-19 across industries across market segments. When normalcy returns, the industry will have learned a few lessons like-new operation models, alternate work arrangements, migration to digital channels and connectivity and many more.

Today, there is hardly any enterprise, public or private, that doesn't run on IT. Digital is real now. It will continue to transform all industries and its key end-user segments. Today every business is a technology business. Technology will unlock the growth potential. Technology is a competitive weapon. So, every company will be digital for better customer service and reduce costs. Business leaders should remember three broad pictures:

(1) Technology Trend changes everything - Technologies like in-memory computing, cloud and enterprise mobility have already started impacting industries. The cutting-edge technologies, i.e., IoT, AI, ML, advanced analytics, and Blockchain, provide exciting competitive and strategic advantage opportunities.

(2) Leaders are emerging quickly from Nowhere – Industries boundaries are getting blurred. Players such as Google, Samsung, and Tesla are engaged in sustainable, innovative energy generation and management. Key strategic imperatives are:

- How to sustain and grow customer relationships with new digital services?
- Which market spaces are the most attractive for new disruptive competition?
- Who are potential partners in the digital network?

(3) Early Adopters are winning – Excellence in operations and innovation are essential for profitability for any industry. In Q1 20-21, CIOs were facing the most significant challenges of their career. We saw infrastructure break-down, denial-of-service attacks, sites going down because of traffic load, and more crises. Every day it's something new. Even companies grapple with the implications of the ongoing pandemic. It is already established that CIOs during the COVID outbreak play a central role in navigating the crisis. All eyes are on CIOs. Now, CIOs can do a lot more for the Organization. The pandemic shapes CIOs roles in three phases:

In phase 1: Ensure stability and business continuity while containing the crisis. The CIO is the driver of Business Continuity.

In Phase 2: Establish a new way of working and protecting critical data & information.

In phase-3: Using learning from the crisis to prioritize technology transformation for resilience.

Today's CIO has rightfully assumed a much more prominent place in the strategic thinking of the business, not simply enabling other members of the C-suite to achieve their vision but actively setting the plan for the future of the self-running enterprise.

In the post-pandemic, something new is happening where the role of the CIO is concerned. Many CIOs showed their capabilities outside IT, including strategic planning, operations and shared services. These CIOs have convinced their peers and superiors that they can lead.

Now, cyber security is a board room agenda. It is an increasing priority for boards, which must manage increased regulatory pressure. The CIO understands this conversation and the broader business implication of security. In this way, CIO's office is becoming an attractive destination for executives throughout the enterprise.

CEOs are recognising that fact by demanding more from CIOs and placing promising executives in the role. CIOs are CEO's top strategic partner. The CIO is the ideal CEO for the post-pandemic world.

So, what do you think? Are you ready to consider the CIO role?



SIVAKUMAR NANDIPATI
CDO
Fedbank Financial Services

Automation, Omni-channel communication, ML based use cases: Drivers of Digital transformation

CIO PRIORITIES FOR 2022

The three mantras that customers crave for – Quality, Speed and Comfort. So looking at the following verticals from an organization point of view.

Automation – Identify bottleneck and slackness in existing process, remove manual intervention to automate respective process

Omni-Channel Communication – Not all customers have the same taste. While few value e-mails, some are comfortable with notifications

ML based use cases – AI/ML helps us to tell – “what customer needs” before he can discover or articulate clearly. Working on this provides qualitative customer delight

Voice Bot/Blast – Simply put, conversation is richer, quicker and comfortable

DIGITIZATION - OPPORTUNITIES GALORE

If some management is - treating IT as a cost centre and support function, they should wake up. Digital is not just a new revenue driver, but turned to be crucial customer expectation even in Tier-2 and 3 cities. Thanks to e-commerce and startups which has proved in the last decade – an inspiration is taken for traditional companies to adapt. Digital products and services itself are objects which customers seek. If not a first mover, be a fast follower. The priorities discussed

like – automation, Omni-channel communication, ML based use cases on core systems etc. will be drivers for digital transformation.

TECHNOLOGY & BRAND AMALGAMATION

Digital is the bridge between two old school towers - technology and branding. Mastering and thinking digital brings a holistic approach to the organization. Privacy has improved a lot – taking an example of finger print in 2FA – which is more comfortable and secure. Personalization has taken privacy to the next level by customizing the contents and action parameters to be shown to respective customers. Not only - this helps for cross-promotion or customer delight, but also ultimately it will result in brand differentiation. Commenting on S/w Products and solutions- Build vs Buy is always a debate – but it is time to consider the new child in town – which is the 3rd approach – “Partner”.

DIGITALIZATION : THE FUTURE OF INDIA

Demonetization has re-defined payment in India. Instant loans and Quick needed funds to account is now a comfort and no more a luxury.

Pandemic has made people re-think on their travel and contact which pushed Mobile Growth multi-fold. Lot of forms for services are getting replaced with higher security from apps at finger tips. Physical movement with limbs replaced by Digital taps with finger taps. Customer expectation as well as Knowledge sharing between industries is growing at a rapid pace. IT stalwarts inspire from other industries to grow together aiming for newer heights. Automation, AI/ML based use cases, Voice will be the future of Indian industries.

Genisys Information Systems follows strict data life cycle policies

CIO PRIORITIES FOR 2022

As of now most of organizations are facing this challenge of retaining talent and become a trend of resource volatility, to mitigate this issue we partnered with our HR to incentivize the key performers in their respective projects and line up for relevant resources so that we provide them on job training and let them work on the respective project processes. This way, we not just lead new resource to have learning on team collaboration and up skilling with technical / behavioral aspects but also to have growth not just as professional but also as individual, we also guide them to be responsible for their job assigned and accountable for their actions performed.

DIGITIZATION - OPPORTUNITIES GALORE

IT has been in continuous change for the past decade and now leading towards user / customer experience (UX/CX), it's no more contextual towards infrastructure or application or digital transformation alone, it's more about user experience. However, user experience may be achieved by digitization or digital transformation or Automation or AI/ML inclusion in existing processes.

TECHNOLOGY & BRAND AMALGAMATION

Data safety and privacy is always a concern to any organization especially to service or software product companies as they are not only bound with legal or contractual obligation but also bound with their own brand reputation.

We as an organization ensure that all data is encrypted at rest and during transition by the means of appropriate cryptographic solutions in place. We also ensure the data life cycle is maintained as per customer requirement or legal obligations, and all relevant data is destroyed once the data lifecycle is completed. We adhere to very strict data life cycle policies in line with customer contractual requirements, which enabled the customer trust and increased brand value of the organization.

IT: THE FUTURE OF INDIA

If we have a look into past five years of Indian IT industry growth, we can find that we have got 80+ unicorns' companies in India (reported by venture intelligence). India become number one in the world using digital banking transactions with the help of UPI, digital wallet, and online banking systems. India's digital footprint marks its biggest strength for AI development, and established platforms like Aadhaar, UPI along with massive digital infrastructure create a “unique opportunity” for this futuristic technology. India, meanwhile, continues to be the third-largest startup hub globally with more than 25,000 tech startups. Industry's “people first employee-centric” approach saw tech firms quickly adapt to Hybrid work models and scale up the industry's digital capacity/capability building programs with industry growth of average 15-20% in coming years.



ARVIND KUMAR
Head IT
Genisys Information Systems



ASHISH BANSAL

Principal,
ERP Service – Global Operations,
GSK India Global Service

“We have been quite aggressive in adopting latest disruptive technology to stay competitive, deliver more to customers and keep talent aspiring to do more”

CIO PRIORITIES FOR 2022

In 2022, optimizing the entire candidate experience, from phone screen to first day joining is the key as the employer-employee dynamic has flipped in favour of good candidates having key multi-disciplinary skills and expertise which are scarce. The major reason for the shortage could be the Great Resignation with no hurry to return to the workforce, or they are taking advantage of sudden supply-and-demand leverage. Candidates want their prospective employers to showcase a commitment to growth, equity, community, and workplace flexibility while competitive pay is not the only key motivator anymore.

TECH TALENT: A CHALLENGE

Apart from performing the steps around how the brand is perceived, steps were performed to refine the employee value proposition, focusing on showcasing the culture and values of the company. Given the current market dynamics, candidates are evaluating the company's recruitment process and company culture as much as the company is assessing them. Our hiring approach has become much more efficient and impressive while ensuring easy process, fast execution and pleasing experience throughout for the candidate which have been a key competitive advantage for us in given times. Also, provisioning the preference to accommodate fully or partially remote working post-pandemic has really helped retain and attract the talent.

TECHNOLOGY & BRAND AMALGAMATION

We have been quite aggressive in adopting the latest disruptive technology to stay competitive, deliver more to our customers and keep the talent always aspiring to do more with innovation to stay above the industry benchmark. Cloud first approach with Cloud ready platform focus, Data Analytics from basics to AI/ML and keeping a closer eye in the space for Blockchain/growing metaverse and Automation through RPA are some of the initiatives adopted. While adopting newer technology, consistent focus on data privacy and security is of utmost importance and necessary steps are performed consciously to not leave any stone unturned.

IT: THE FUTURE OF INDIA

Our company value and belief statement showcase the focus on technology and how important it is for our growth in the pharmaceutical industry in future. We expect massive growth in the pharmaceutical industry enabled by use of technology innovations and orientation. One of the biggest benefits that the computer and IT industry provides in India is the employment it can generate. Other benefits are export and Foreign Direct Investments (FDI).

Technology transformed marketing by making campaigns more personalized and immersive

CIO PRIORITIES FOR 2022

Defining a Strategy is important factor to start any digitization journey, Normally Strategy is approved at a higher level but you need to take inputs by engaging the stakeholders at middle management. This way implementation & adoption becomes easy. 2022 is a year post Pandemic wherein we are revisiting our business strategy and aligning the Digital Strategy around it and prioritizing the area of Excellence in Operation & Safety using Digital technologies.

DIGITIZATION - OPPORTUNITIES GALORE

With vast area of Digitisation CIO's has to do prioritization and drive the digitization accordingly. There is a Myth that Digital will replace Physical but actually it is "Both/ and" so it is a journey that CIO's will drive alongwith the other functions within the organization by leveraging different technologies namely Operational Maintenance using Industry 4.0 & IOT, Process automation leveraging RPA and Data Analytics using BI/ Analytics tool.

TECH TALENT: A CHALLENGE

A CIO should encourage the team on building capability and upskilling themselves in new edge technologies like Low Code development, AWS/AZURE stack.

TECHNOLOGY & BRAND AMALGAMATION

Technology has transformed marketing by making campaigns more personalized and immersive for people and creating ecosystems that are more integrated and targeted for marketers. And it is not just the interface between brands and people that have been transformed. We are committed to make our brand stronger by increasing our presence in social media and also doing a facelift of our websites.

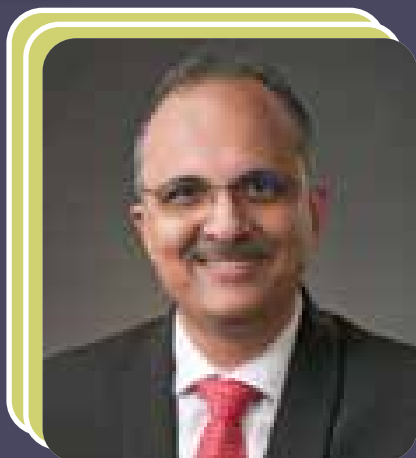
IT: THE FUTURE OF INDIA

Indian IT sector sees highest growth in a decade, adds 4.5 lakh new jobs. India's information technology (IT) sector is set to become a USD 227 billion industry in FY'22, registering a 15.5% growth which is the highest in over a decade.



SAURABH GUPTA

Group Chief Digital & Information
officer, Gujarat Fluorochemicals



DHAVAL MANKAD

VP – IT
Havmor Ice Cream

Organizations realize the importance of data and technology led processes

CIO PRIORITIES FOR 2022

Year 2022 is looking very promising in terms of business after two years of uncertainty and inconsistent business patterns for many industries like ours. With an increased business potential there is a greater competition amidst talent crisis, attrition is rising at an unexpected rate.

From the IT perspective, the key priorities remain to work with a lean team mainly consisting of business champions and outsourced all standard support including infrastructure and development management. For us this is working well and we have been able to manage and sail through the ongoing talent crisis. The other IT priorities remain data democratization, leveraging data for business insights and taking forward steps in the journey of cloud adoption by going the cloud native apps way.

DIGITIZATION - OPPORTUNITIES GALORE

IT's role has changed significantly over the years, and over last year IT is at the forefront to drive business transformation and resilience. We have been on the journey of digitization and digital transformation for the last three years and this journey continues. For the coming year, the major focus areas are Data Analytics, CRM, and Digitization of Supply chain processes. Another important area is to move few applications to cloud native environment which are currently running on Cloud infrastructure.

IT: THE FUTURE OF INDIA

Each type of businesses has understood the importance of data and technology led processes, we will continue to see exponential growth in areas of digital transformation which could be a combination of digitization, data analytics, consumer analytics, Cloud adoption and platform-as-a-service. There would be global headwinds going forward due to the current geo-political situation and other economic aspects which could be temporary, Indian software firms are ruling the global market and will continue to do the same in time to come. The catalysts to all the above is all the digital and connected ecosystem leaving no scope for others but to get on this journey of IT enablement.

RPA, Blockchain, AI/ML, Cloud hold potential to transform businesses significantly

CIO PRIORITIES FOR 2022

These are the golden days for IT & IT professionals. Last two challenging years have made the industry understand the importance of technology in running the businesses. Technologies like RPA, Blockchain, AI/ML, Cloud etc. have the potential to transform the businesses significantly. These technologies are not only required for business growth but even to sustain the existing business.

DIGITIZATION - OPPORTUNITIES GALORE

Huge growth in power demand and shortage of coal presents challenging opportunities for IT to provide solutions for supply chain improvement, demand prediction, reduction of plant downtime using predictive maintenance tools etc.

TECH TALENT: A CHALLENGE

Acquiring the right talent has definitely become a huge challenge. It is difficult to get good resources particularly on new technologies. Not only that, retaining good talent is also a big challenge. We have adopted a strategy to hire freshers, get them trained in the required technologies and give them an environment to grow so that we can retain them. We have envisaged to create a pool of resources on niche technologies.

IT: THE FUTURE OF INDIA

The way the software industry has grown during the last 25 years, it has made India a soft power. It has significantly added to the country's GDP. One can find Indian talent in almost every IT based company across the globe. Digital initiatives run by the Government of India have significantly improved governance. Encouragement to start-ups, is helping to create many unicorns. Digital platforms like UPI, Co-win and new initiatives like digital currency have shown the technical prowess of the country. IT enablement will reduce corruption significantly and ensure that wealth reaches the masses.



HARSH ARORA

Group Head IT
Hindustan Power



DR. CHITRANJAN KESARI
CIO
Hive Carbon Zero Developers

Digital: The core of Hive Carbon Zero Developers

CIO PRIORITIES FOR 2022

A proper mission and vision for our approach make us great in this business. Our core priority is to enable 200% Work From Home approach and users' work life balance becomes easier when they travel to HO/Project locations for work. Core GIS based fencing and Cloud security plays an important role and we are working to enhance our core security. Also, we are trying to improve ERP performance from brand based to result based. What not, our improvement in the Automation project is a continuous journey for us.

DIGITIZATION - OPPORTUNITIES GALORE

As an MNC company, digital is at the core. We focus and work closely with our HO to enhance our grey area for improvement and linking with core applications.

TECH TALENT: A CHALLENGE

IT transformation is a complete reassessment and overhaul of an organization's information technology systems in order to improve the efficiency and delivery in a digital economy. Playing a leadership role, we can create a vision and can motivate people to make it a reality. A good leader can inspire everyone in an organization to achieve their best. Human capital is the differentiator in this knowledge based economy that we live in. We are following "3M" for our team, Mentoring, Motivation and Money. Mentoring our team for the long run, Motivating for career growth and sharing ideas of Money saving plays an important role in everybody's life.

TECHNOLOGY & BRAND AMALGAMATION

Compliance is core to our business and we have implemented, maintained and monitored very closely for our customer's data. We have taken a tech driven approach to check and fulfill everything.

IT: THE FUTURE OF INDIA

IT is a shining industry with an innovative and innovative approach. We completely depend on this industry to grow our business.

"IT Industry in India is transforming at a much more rapid pace than anticipated"

CIO PRIORITIES FOR 2022

Let's first understand the situation and then try localizing the root cause. It's a fundamental principle of demand and supply. Based on the climatic conditions there may be a scarcity of raw material and therefore the price may go up. This means the raw material exists; however, a lot of people need it and therefore whosoever pays the highest bid, gets the raw material. In the case of talent, it is quite similar.

With the pandemic, there has been a drive for the Great Resignation where employees have higher choices v/s employers. In other words, scarcity of key skills.

To attract key skilled candidates, some organizations have to overlook their C&B policies and hire people even at a higher premium forgetting the fact that skills are the 'raw material' for the overall product the company offers to their clients. Some organizations that are able to sustain the spike of high premiums by raising their product or service rates with their clients sustained this model.

An ideal way to be prepared is to ensure the raw material is home-produced. This means, developing the capabilities in-house. This not only offers growth opportunities to existing staff but also develops a sustainable long term model.

TECH TALENT: A CHALLENGE

The identification must be for the 'will' instead of the 'skills' because the skills can be attained and developed however the 'willingness' to learn and adapt to change determines the success. Developing the talent v/s getting the talent is one sustainable model where cross-functional domain expertise and cross-pollination of capabilities can bring great results.

TECHNOLOGY & BRAND AMALGAMATION

The voice of the customers is the greatest branding v/s any other PR or conventional branding. That is what Elon Musk, the richest person on this planet follows for his organizations. He does not have any PR or marketing team. He goes out to open on social media for direct feedback from his customers and that is what the true capabilities of organizations. Branding is a by-product, the focus must always remain on solving customer's problems.

IT: THE FUTURE OF INDIA

The IT Industry in India is transforming at a much more rapid pace than anticipated. The recent budgets and policies have also helped grow the business as a source.



ARCHIE JACKSON
Sr. Director
Head IT & Security, Incedo INC.



SANJEEV SINHA

President – IT & Digitization
India Power Corporation

Utility sector undergoing technological changes like never before

CIO PRIORITIES FOR 2022

Key priorities for this year would be to take forward the digital initiatives which got more focus during Covid time. We have a higher budget now for several approved digital projects. Pace of implementation is expected to be faster because of greater support from stakeholders. Digital adoption pace has definitely picked up in the last couple of years and is expected to continue this year too.

DIGITIZATION - OPPORTUNITIES GALORE

Since our organization is in the utilities space, we see many such opportunities in this space, utilities sector is undergoing technological changes like never before and IT plays an important role with the objective of digitization and automation. For example, many cities are being converted into smart cities. Government has planned to implement 250 millions smart meters in the country in the next few years with optimum usage of data that gets generated. Such initiatives are opening up opportunities for IT not just to take up these projects for ourselves but extend these expertise for other organizations as well. Hence, we see IT emerging as another revenue earning vertical for such companies whose core activities are not IT.

Also, we see IT as an enabler of digital transformation which most non-IT organizations are now focusing on. During Covid times, most of the digital transformation has been expedited and so is the importance of IT in implementing these changes.

IT: THE FUTURE OF INDIA

India's IT spend has crossed US\$ 105 Billion (Source: Gartner) in the current year. This is reassuring because India is investing heavily on IT driven initiatives for the future. This is expected to grow by 5.5% in the next few years. While software continues to be the higher area of adoption, the growth is driven by new technology areas like Artificial Intelligence, Business Intelligence, Machine Learning and other areas of Data Analytics and other digital solutions like Blockchain etc. That is because some high growth industries like renewable energy rely on digital means to grow and with them the digital adoption grows too. Smart cities are another high growth area. Overall IT industry is shaping the country to become more digital. The country has a lot to catch up on digital competitiveness on the global scale and it's the IT industry which will make it happen.

Organisations that can adapt to the new technological changes will survive

CIO PRIORITIES FOR 2022

Since we are into cyber security & information security audit & consultancy, we do not have the pressure of bringing new innovations or technology. However, we do need to have a deeper research on identifying risks associated with new technologies which are readily adopted by our clients. The biggest challenge will be to retain the best talents, and if lost, to retain the knowledge base.

DIGITIZATION - OPPORTUNITIES GALORE

Artificial Intelligence and Machine Learning will be an integral part of the service. Adoption of Blockchain & Metaverse is something we are keen to watch over the coming one year. Metaverse can be a game changer over the next one year.

TECH TALENT: A CHALLENGE

The Kolkata based Indian School of Anti Hacking has several years of experience in the IT Security Industry working with Governments, law enforcement agencies and corporate clients. Working over the last many years we have felt the lack of well-trained individuals in the IT Security industry. We have therefore opened a college which teaches the required skills we need. So we have a ready supply for talents. Furthermore, we conduct hackathons on a regular basis among youth. We provide internships to the winners and absorb them into the organisation. It has worked well for us till now.

BRIDGING THE TECH GAP

We have been working on data governance, data protection & privacy for the last many years, ever since GDPR was enforced in Europe. We have helped several clients to get ready for this.

IT: THE FUTURE OF INDIA

New age technology will rule the market and old technologies will die. Only those organisations that can adapt to the change will survive. Companies that can bring the change will be the new trillionaires. The world tomorrow will be dominated by startups. The Indian startup market looks promising.



SANDEEP SENGUPTA

Founder & Director
Indian School of Anti Hacking



SURENDRA NEMANI

Head - Security Engineering,
Cyber security Technology,
Information Security Group (ISG)
Infosys

SASE supports dynamic secure access needs of digital enterprises with a high-performance experience for all users

FACTORS DRIVING SASE ADOPTION IN INDIA AND GLOBALLY

Secure Access Service Edge (SASE) refers to a core framework suggested by Gartner, it is a paradigm shift to enable workforce to securely access Internet, Corporate Internal Applications, Internet based applications, Cloud services, and Corporate Resources in a seamless manner, by shifting connectivity infrastructure and security services from legacy on-prem/perimeter devices with performance limitations within conventional data center architecture to cloud delivered, fast, secure, reliable, scalable access architecture that allows unified access while ensuring security and following 'Zero Trust' policy-based model that explicitly verifies based on user identity & other contextual aspects.

SASE framework will help organizations embrace Cloud and Mobility by combining comprehensive 'Network' and 'Security' services to support the secure digital transformation, and dynamic secure access needs of organizations by connecting people and devices to services in any location, from a common cloud-delivered architecture and framework.

There are various factors driving SASE adoption globally – Digital workforce, Data proliferation, Cloud computing, Dynamic threat landscape, Sophistication in cyber-attacks, Work from home, BYOD, need to improve User experience of Hybrid workforce, Eliminating redundant vendors and point products, and finally Reduced complexity, Operations & Costs.

COMPONENTS OF THE SASE MODEL

SASE represents the convergence of 'networking as a service' and 'security as a service' within a single unified cloud fabric to match the requirements of the modern digital enterprise. SASE Cloud Infrastructure model can be divided into two high level components – a. Security Service Edge (SSE) and b. WAN Service Edge (WSE).

THE NEED FOR SASE

Today's technology landscape is dynamic and security threats will take new forms. Security solutions will also continue to evolve to curb such risks. SASE is one such emerging offering combining SSE and WSE capabilities to support the dynamic secure access needs of digital enterprises with a high-performance experience for all users.

With users, services, applications, and endpoint devices existing virtually everywhere, organizations need to ensure a productive, reliable, and seamless user experience while keeping data safe and preventing threats, with cloud-based enterprise security framework. By removing multiple point products and adopting a single cloud-delivered SASE solution, organizations can reduce complexity while saving significant technical, human, and financial resources.

SASE architecture identifies users and devices, applies policy-based security, and delivers secure access to the appropriate application or data or corporate resources through Zero trust access principles. This approach allows organizations to apply secure access no matter where their users, applications or devices are located. SASE will enable - Secure Digital Transformation, Zero Trust Access, Strengthens Security, Address New Business Scenarios, Increase Effectiveness of IT and Security Staff, and Reduce Complexity & Costs, by combining complete suite of both network and security services in a single, unified, secure access service edge.

SSE

Not every vendor is able to deliver the idealized SASE vision, so Gartner introduced SSE bundle option as companies/industry preferred to implement few focused technologies like SWG/Cloud proxy, DLP, CASB and ZTNA as per their need. In 2021, Gartner introduced a new term - Security Service edge (SSE), an emerging cybersecurity concept. SSE is a subset or portion of Gartner's SASE eliminating the SD-WAN component, focusing on consolidation and delivery of security services, capabilities, and functions through cloud centric architecture. While other subset - WAN Service Edge (WSE) essentially focuses on SD-WAN, network connectivity and infrastructure including network bandwidth control, acceleration, and WAN optimization aspects.

SSE platform provides comprehensive security by integrating various key security functions in Cloud fabric like Zero Trust Access control, Security Web Gateway (SWG), Cloud Access Security Broker (CASB), Data Leakage Prevention (DLP), Zero Trust Network Access (ZTNA) – VPN/VPN Less, Advanced Threat Protection (ATP), Remote Browser Isolation(RBI), Firewall as Service(FWaaS), Unified Security Monitoring, Acceptable-use control enforcements using zero trust principles.. Etc, with unified approach to enhance security through a cloud native scalable architecture and as close to the end user and device as possible.

SSE will provide centralized visibility and control, Identity based authentication, Continuous threat assessment and trust validation, Data leakage and Threat prevention controls, Granular uniform security with ZTNA policies, and contextual visibility of identity, users, devices connecting to internet or applications, to ensure their behaviors and actions are not harmful to the organization. In short, SSE will safeguard organizations by adopting a single, cloud-delivered security platform that boasts a variety of integrated technologies and provides them at the edge—for any user anywhere, by eliminating legacy security architectures and eliminate point security products.

SSE MODEL BENEFITING BUSINESSES

SSE provides: a suite of controls that can shield a remote workforce from malicious activities through the deployment of a zero-trust model governing access control and monitoring, browser and cloud services security, supply chain attacks prevention, continuous trust validation and data protection. Etc.

- SSE SWG (Secure Web Gateway) helps organizations to control access to web, cloud and non-web applications and enforce security policies that protect all ports, protocols, and applications combined with DNS security and FWaaS service.
- SSE CASB (Cloud Access Security Broker) helps you understand which SaaS apps are being used and where sensitive data is going, no matter where users are located and connect employees to SaaS applications like Office 365, GSuite and Salesforce.
- SSE ZTNA (Zero-trust network access) connects employees to private corporate applications that run in on-prem data centers or in the cloud and will phase-out legacy VPNs in favor of ZTNA
- SSE DLP (Data Leakage Prevention) accurately and consistently identify, monitor, and protect sensitive data everywhere - across networks, clouds, and users.
- SSE ATP (Advanced Threat Protection) prevents exploits and malware by using the latest threat intelligence as well as advanced ML and AI capabilities to protect employees, devices, and data, along with additional security functions like UEBA, Sandboxing. Etc

SSE reduces IT costs and complexity, provides distributed offering that supports multi-tenancy, enables business to scale globally and dynamically based on demand, can deliver a great user experience by providing optimal bandwidth with the lowest latency path, ultimately reduces risk, attack surface and improve operational resiliency by connecting users to applications based on true zero trust network access (ZTNA). Additionally, SSE will hide the corporate network and source identities from the internet to prevent adversaries targeting you with attacks such as DDoS.





SANJEEV JAIN
CIO
Integreon

“Digital transformation requires a holistic approach and a common goal”

Digital transformation is not an option; it is necessary to escape the comfort zone, reinvent themselves and compete in this world overrun by technological advances. Digital transformation is not a single project, but an organization-wide streamline that extends to the people, the operations, and the technology. Digital Transformation is, whether we like it or not, the way of the future.

Digital transformation is changing the way companies conduct business. It is about taking a step back and revisiting everything they do, from internal systems to customer interactions. A key element of Digital Technology is to understand the true potential of leveraging existing tools and technology.

- Mobility is a key component of all digital transformation projects
- Mobile technologies are on the advance. With billions of mobile devices in the hands of users around the world and the increasing use of every user. Mobile revolution is already in full swing. If services are not offered on the move, or at least can be called up on the move, then we will already be met with great incomprehension on the part of customers today, which could have a negative impact on business and reputation
- Product, Service and Business Innovation is a team sport
- Digitization has an element of innovation; therefore, both are strongly connected and need the right team. Customers, Employees and Business partners are all important stakeholders that must be involved in the transformation
- Digital Transformation can only work if everyone pulls together
- Digital transformation requires a holistic approach and a common goal
- Digital Transformation is more than just technology – it’s about results
- One should focus on those areas that represent important elements of business success and bring added value, i.e. deliver results, and not just be driven by technology
- Data is the driver for digital transformation. Collecting data and evaluating it in real time is the starting point for Digital Transformation

Digital transformation can not only unlock efficiencies for each business function, but also deliver more seamless, insightful experiences for customers. This spans from email communications to user portals, digital products, and even the pace by which one can reach out to new prospects. Digital transformation will certainly improve efficiency and profitability. Implementing right tools and technology that work together can streamline workflow and improve productivity. By automating many manual tasks and integrating data throughout the organization, it empowers team members to work more efficiently.

“Digital transformation is an ongoing process of constantly assimilating new knowledge and using it to create the best experiences for our customers”

CIO PRIORITIES FOR 2022

Every year is a challenge for the technology leaders. The technology world is constantly evolving, and it has changed a lot over the last couple of years. That means the business and especially the technology team need to keep up or risk being left behind.

The past two years have proved many things, the importance of rapid adaptability in the face of uncertainty. In 2021, technology leaders focused on operational agility more than ever before. In 2022 companies must further accelerate their digital transformation initiatives and prioritize specific technology trends.

DIGITIZATION - OPPORTUNITIES GALORE

For leaders, it is their responsibility to create a playbook that can be followed in times of uncertainty. The key is not just to have the plan in place but to act quickly when disruption occurs to meet the needs of a changing market.

Customers have big expectations. They want highly personalized products and services. To fulfill the customer satisfaction business should adopt digital transformation, which applies to adopting new technology and processes to modernize business.

Every team at the organization has a role in enterprise transformation. The most successful transformations start as an executive mandate with meaningful collaboration across departments.

TECHNOLOGY & BRAND AMALGAMATION

Digital transformation is an ongoing process of constantly assimilating new knowledge and using it to create the best experiences for our customers. The pace of innovation is accelerating, and the fragmentation of customer attention is accelerating ever faster. Thus brands need to have a very agile transformation model, which involves creating multiple pilots, trying out new things, and absorbing those that deliver results for that specific brand.

IT: THE FUTURE OF INDIA

The IT industry has steadily augmented and accelerated the growth of India. India's technology services industry can achieve US \$300-350 billion in annual revenue by 2025, if it can exploit the fast-emerging business potential in Cloud computing, AI, Cyber security and other emerging technologies.

Central government has initiated a transformation process in the education sector. The IT industry is the backbone for our economy to prosper exponentially and to generate millions of jobs. Growth in the IT sector will push us to grow at par with China in every sector and will help in grabbing the global market.



SHAILENDRA CHOUDHARY
VP & HEAD-IT
Interarch Building Products



DR. PAVAN DUGGAL

Chairman
International Commission On
Cyber Security Law

India's New Cyber Security Legal Regime

In today's ecosystem, cyber security is gaining tremendous significance and is extensively being targeted both by state and non-state actors. In this regard, we need to appreciate that today India does not have any dedicated cyber security law in place. Instead we are now relying upon the Indian Cyberlaw, which is the Information Technology Act, 2000 for us to be guided on cyber security.

Way back in 2008, we came up with very extensive definition of cyber security under the Information Technology (Amendments) Act, 2008. The said definition defines cyber security to mean protecting information, equipment, devices, computer, computer resource, communication device and information stored therein from unauthorized access, use, disclosure, disruption, modification or destruction. This is a futuristic kind of legal definition that has stood the test of time in the last 14 years and continues to guide us.

Under the amendments to the Information Technology Act, 2000, we did come in with some cosmetic provisions pertaining to cyber security. However, the vast gamut of cyber security issues have still not been covered under the Information Technology Act, 2000 and the rules and regulations made thereunder.

The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 have mandated intermediaries to implement reasonable security practices and procedures being ISO 27001, while discharging their obligations under the prevailing law. Meanwhile, in 2013, we saw India coming up with National Cyber Security Policy. The said Policy was a great Policy document except that as a nation, we have not been able to implement it. National Cyber Security Policy 2013 transformed itself into a paper tiger. With the result, we are all waiting for the National Cyber Security

Strategy that is about to be released very shortly by the Government, that should actually guide all stakeholders in the governmental and private ecosystem on their respective roles and duties on cyber security. On 28th April, 2022, the Government of India introduced a new set of directions. These Directions have been issued under Section 70B of the Information Technology Act, 2000 specifically by the Indian Computer Emergency Response Team (CERT-In). We need to note that in India, the nodal agency on cyber security is the Indian Computer Emergency Response Team (CERT-In) which is thanks to the specific provisions in this regard under Section 70B of the Indian Information Technology Act, 2000.

Through these Directions, India has sought to really identify and address some of the loopholes that exist in the cyber security legal frameworks in the country. These Directions are very significant because they represent a great resolve of the Government to go ahead and work towards strengthening the cyber security of the Indian networks and of Indian Critical Information Infrastructure. Under Section 70B, the Indian Computer Emergency Response Team (CERT-In) has the power to go ahead and issue any number of directions which is essential for protection and preservation of cyber security.

These Directions got published on 28th April, 2022. The time of 60 days has been given to all stakeholders to comply with its parameters.

We need to understand that these Directions are not directory, they are mandatory and they apply to five distinct categories of legal entities. They apply to service providers, intermediaries, data centers, body corporates and governmental organizations. In a nutshell, these Directions are very comprehensive. They cover cyberspace, Internet of Things (IoT), Artificial Intelligence, Blockchains and variety of these newly emerging paradigms like Machine Learning, 3D and 4D printing, additive manufacturing and drones. The service providers can always be given an order or direction by Indian Computer Emergency Response Team (CERT-In) and the directions can be given for the purposes of cyber incident response, protective and preventive actions related to cyber incidents.

Once, such a direction is given, then the service provider/intermediary/data centre/body corporate is mandated to take action or provide information or any such assistance to CERT-In, which may contribute towards cyber security mitigation actions and enhanced cyber security situational awareness. The order / direction may include the format of the information that is required (up to and including near real-time). The next time any legal entity gets a mandate or an order from the Indian Computer Emergency Response Team (CERT-In), it will be duty bound to provide the said information. CERT-In can use the said information, analyze the same and take steps to ensure that other stakeholders are not impacted by similar stuff. The concerned service provider will have to maintain electronic logs of all their ICT systems securely for a rolling period of 180 days.

Further, there are data localization requirements. All logs of ICT systems shall be maintained within the Indian jurisdiction,

These will have to be provided to CERT-In along with reporting of any incident or when ordered / directed by CERT-In.

Logs retention and electronic information retention is a crucial element of the said Directions. So covered stakeholders cannot feign ignorance and have no choice but to comply with the said Directions. These Directions will further help the Government to protect Indian governmental and corporate computer systems, computer networks, computer resources as also data resident therein. Imposing criminal liability is really very interesting legal strategy that has been adopted by these very directions for the purposes of enforcing them in a stringent manner.

The beauty is that these Directions have also been given extra territorial applicability.

The central key message is that Compliance is of crucial mandatory necessity. Non-compliance by with these Directions will tantamount to playing with fire, not only the corporates and covered organizations would be exposed to criminal prosecution but also the relevant officer incharge of cyber security or who are looking after the networks and computer systems of the said organizations shall also be exposed to criminal liability. These Directions represent a major milestone. Let's not take them as a normal notification that the Government has given. There is a criminal liability attached and having documentary proof of compliance will be of crucial necessity for all stakeholders.

India is not reinventing the wheel. Globally countries are coming up with similar data breach notification laws. They are ultimately aimed in the direction of strengthening the hands of the sovereign nation states in fighting the menace of cyber security breaches and strengthening their cyber security ecosystem. Lot of countries already have either dedicated laws on data breach notification or some of them have put data breach requirements as essential elements and ingredients of their national cyber security laws. India's foray in data localization is also nothing new. Russia has already come up with data localization under its RuNet law. China has also extensively followed data localization in its cyber security law.

India is only begun to wake up to the immense power and the potential of humungous data that is getting generated by Indians and therefore generation and retention of data within India becomes of crucial necessity. We are all working in the direction of data economy and Web 3.0 where more and more data is going to fly all across and cyber security breaches will become the new normal. Hence, corporate and other stakeholders are best advised to ensure compliance and save their exposure to criminal liability and legal consequences. Due diligence, caution, care and due compliance with law are the only steps to safeguard the relevant body corporates.

This is an area where all of us have to learn. I am sure that the legal jurisprudence is going to constantly evolve as we go forward in India's new cyber security legal framework. This may be the first big initiative but definitely not the last. We are going to see far-far more initiatives in this regard in the coming future.



LAKSHMANA VADAGA

Head – IT
Imagicaaworld Entertainment

“Entertainment CIOs and CTOs must develop innovative delivery models to solve the problems they face in their day-to-day operations”

CIO PRIORITIES FOR 2022

The ability to transform processes and business models, empower workforce efficiency and innovation, and personalize customer/citizen experiences. To do this, we need a Digital Business platform that is outcome driven and enabled by technology. Digital Business Transformation is the application of technology to build new business models, processes, software and systems, it results in more profitable revenue, greater competitive advantage, and higher efficiency.

Project: To make IT Department as a Revenue Centre, our in-house team had developed a Park Entry Ticketing application, Food & Beverages billing, Merchandise and Rental Billing application, which allowed us to make revenue by selling it to other amusement parks (approx. 30L) and also reduced the AMC cost by replacing existing applications, saved (approx. 25L per annum). However, this application also will help us in implementing new parks, within the organization.

DIGITIZATION - OPPORTUNITIES GALORE

Business opportunities plans would centre around the current trends, innovation, improvement, cost of business work, and digitization. We are going to work upon digitization, IoT and Mobility and Automation.

TECHNOLOGY & BRAND AMALGAMATION

A data-aware and data-driven system can significantly improve processes, reduce errors, unlock the value of the information and make it actionable keeping in mind the customer satisfaction. Developing such kinds of systems require missionary zeal, both in developing and maintaining systems. The challenges include legacy transformation, quality of data, maturity, and quality of resources, digital literacy, besides timely funding to drive these initiatives.

IT: THE FUTURE OF INDIA

Entertainment CIOs and CTOs must develop innovative delivery models to solve the problems they face in their day-to-day operations, and they must have the ability to stay ahead of the curve. The transition from Chief Information and Technology Officer to Chief Innovation Officer is the need for the day. Such a transition could unleash significant benefits for the entire user community. Ideas must include Innovation centres to incubate new solutions which can solve common problems faced in daily operations, transforming technology, data, besides providing a new generation of solutions for practice management.

Disruptions happening in the technology field include working on augmented reality, AI-driven systems, Immersive experience, API driven integration with external systems, real-time analytics, and automated conversational platform for consistent and superior patient experience and wellbeing.

iXcheck Technologies focusing on offering seamless enterprise solutions to its users and customers across globe

CIO PRIORITIES FOR 2022

Create values, not volumes.

We believe in investing into culture, not just monetary payouts. Monetary benefits can never sustain for long, rather it is not good for organizational growth as well. We work along with the resources to make them responsible and remain attached to the core values.

DIGITIZATION - OPPORTUNITIES GALORE

We have started living in a virtual world and we need to think accordingly. There is nothing impossible, it is just our determination and vision which can bring it closer to reality.

Our focus has been offering seamless enterprise solutions to our users and customers across the globe.

TECH TALENT: A CHALLENGE

We do not agree to it completely, it is very subjective. We have enough talent in our country, we should just focus on hiring and retaining these resources.

We have started working like western world, without adopting all their practices. We cannot be just focusing on what we want, we have to listen to others as well.

And if we do not learn from the present, the future will be more difficult.

TECHNOLOGY & BRAND AMALGAMATION

We are into a domain where privacy or Data Security is the base of our existence. We cannot compromise on this front. We have stringent policies and are following all the standard compliances to support our statement.

IT: THE FUTURE OF INDIA

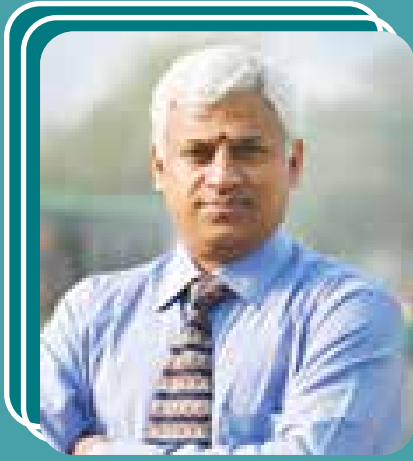
IT has significantly contributed to establishing India's presence across the Globe and it will continue to be.

We have now moved from just working on the “Support” to being “Innovative” and it will further accelerate the dominance. As per the industry predictions, India's technology services industry can achieve \$300-350 billion in annual revenue by 2025. It shows the potential and commitments.



VISHWAJEET SINGH

SR. VP & CIO
iXcheck Technologies



V RANGANATHAN IYER

Group CIO & EVP - IT
JBM Group

“Transformation is more meaningful when interest in adapting technology is felt by business users”

CIO PRIORITIES FOR 2022

To compete in growing competition, one must ensure manual operations are eliminated affecting safety/quality, however if one can bring in value addition to safety/quality with elimination of process would be one of most preferred outcomes of the whole process.

We realized, many data are available which never got collected and we now started drawing meaningful decisions are taken as a first step. This approach has given us a right focus on what is missing, and we could plan what should be done as part of the future requirements are concerned.

DIGITIZATION - OPPORTUNITIES GALORE

Transformation is more meaningful when interest in adapting technology is felt by business users, which is a fact post pandemic era. Changing the role of IT is very minimal in the present circumstance, because, post pandemic, business users are ready to embrace new ways of doing things with the right kind of mind frame.

This new approach of business function is pushing the IT department to think in different ways, the solutions are more meaningful and are addressing the requirements of the business owners.

TECH TALENT: A CHALLENGE

Shortage of tech talent will be there for the future also. To combat this situation, we have in-house talent developed for our mass requirements, products can be developed internally and consumed, and improvements/suggestions are incorporated by the in-house team during the product developing process. There are instances where we need to take help from outside agencies where the requirements are niche and internal resources are not available, this will bring time to develop a reduced timeline. We started eliminating proprietary solutions, by way of adapting open sources and cloud platforms.

IT: THE FUTURE OF INDIA

India as for R&D was very weak a few years back. We have slowly moved up the ladder and we started developing new products. The new start-up ecosystem is a good example, where we think, design, develop and deploy the same across the globe. In the next three to five years, the amount of growth we are going to see is in the manufacturing industry along with the government push to do Make in India will change how manufacturing is going to happen in the future. Manufacturing embracing IoT, Industry 4.0 which is the game changer, which will contribute to compete the global competition.

Manufacturing should create a platform for IoT and Industry 4.0 so that one is agile to accommodate changing international demand. By adapting such a platform, it will be much easier for manufacturing to scale up with minimum risk and maximum growth.

Digital transformation, Cyber security and migration to Cloud: Key priorities of Jekson Vision

CIO PRIORITIES FOR 2022

Our key priorities are digital transformation, Cyber security and migration to Cloud. As of now we are working on Atlassian Jira, Salesforce and MS Dynamics CRM applications for the best customer experience.

DIGITIZATION - OPPORTUNITIES GALORE

Business transformation is an umbrella term for making fundamental changes in how a business or organization runs. This includes personnel, processes, and technology.

These transformations help organizations compete more effectively, become more efficient, or make a wholesale strategic pivot, as we are a technology organisation, we have completely digitised all our business functions with tools like ERP, Atlassian Jira, Salesforce and MS Dynamics CRM.

TECH TALENT: A CHALLENGE

The relocation was the biggest challenge for that now we have adopted the Work From Anywhere model that helps us to get the good talents across the globe, as we are into the IT software and manufacturing business, our major challenges are with IT software, but we are now focusing more on the Work From Anywhere and flexible timing model to get quality tech talents across the globe.

TECHNOLOGY & BRAND AMALGAMATION

“We take privacy very seriously”, as now IT becomes a business enabler so we need to be more focused on business needs, also the business needs to understand the IT needs so we need to set up a common objective and common goal that will help to achieve the business vision. For brands that want to use privacy as a differentiator, it is important to know what the customers value, and create policies to align those values.

IT: THE FUTURE OF INDIA

After COVID lockdown, the demand for the technology has increased and that helps India's IT industries very much, as India is the hub for the IT industry and talents worldwide so this will give a booster to the Indian IT industry and its growth, for next three to five years will be for the Indian IT Industries' as golden era.



GAURAV VYAS

Head - IT
Jekson Vision



RD MALAV

VP - IT
Jindal Poly Films

Digital transformation becomes the key to future proof the business

CIO PRIORITIES

These are times when digital transformation has precedence and businesses are driven by technology. Contrary to the general belief, successful digital transformation hinges on competent, skilled employees rather than just the technology. Hence, retention of Talent should be the priority for the CIOs.

DIGITIZATION - OPPORTUNITIES GALORE

Data being the new oil, digital transformation becomes the key to future proof the business. Gone are the days when IT was branded as EDP and pushed to a corner, it's now in the forefront and has scaled up from being an enabler to a driver.

There are some very important aspects to be successful in the digital transformation journey

- Active and regular involvement of business leaders
- Agile IT strategy with built in security
- Reliable partner ecosystem
- Digital readiness of organisational/consumption of digital strategy

TECH TALENT

Hybrid approach to the Talent is what will keep organization in good stead. A mix of inhouse and partner resources not only ensures business continuity but also ensures sustained inflow of knowledge from the 'outside-in' perspective. Retention of resources is not a one time affair hence should be approached from the perspective of nurturing the talent and providing them an environment which is invigorating.

Organizations leveraging latest technologies are growing fast

CIO PRIORITIES FOR 2022

2022 is very competitive and fierce for top talent because the market is almost running on difficult mode. Since the last two years, we have been trying to recover from difficult situations like COVID pandemic and the Ukraine war. Such situations increase the oil rate, inflation and material cost. Margins are becoming lower and prices of daily usage products are going higher.

In this situation organisations are also planning to reduce the company expenses and many talents are also becoming the victim of such situations.

DIGITIZATION - OPPORTUNITIES GALORE

In the current scenario everything is running in a fast way to recover the market backlogs. Everybody is trying to make things error free with the help of new technologies. IT Heads and IT Leaders are more accountable in such situations. Organisations which are based on new technologies are growing very fast and those who are working in a traditional way are on the verge of closure. Work From Home and online are the real time examples of adoption of new culture in IT.

TECH TALENT: A CHALLENGE

Talent Gap is the biggest problem in Indian industries. We always look or search for the multi-talented person. To work with multi-talent, we always forget the real talent who can give us realistic and professional results. It is my professional advice that if we work with multi-talented professionals, they can run the system and business but they cannot give realistic performance on specific products and areas.

TECHNOLOGY & BRAND AMALGAMATION

Everyone likes privacy because of security. Normal human beings use privacy for personal security and organisations use privacy for data security. Excess of security sometimes increases the gap between the brand and its customer. If an organization has the best brand image with latest technologies along with a high level of security, then sometimes users face more difficulties and feel uncomfortable with such products.

We need to build such a framework of technology and branding in which users feel comfortable and happy.

IT: THE FUTURE OF INDIA

In the past the IT industry covered IT services, IT-enabled services (ITES), e-commerce (online business), software and hardware products. But now IT is used to increase productivity, ease of doing business, grow efficiently and economically.



PARSHANT KUMAR SHARMA

Manager - IT
KHD - Humboldt Wedag India



SREENI VENUGOPAL
Group CIO and CISO
KIMSHEALTH

Its important for a CIO to elevate IT as a business enablement function

CIO PRIORITIES FOR 2022

An organization must offer learning opportunities in both business and technology domains to attract and motivate top global talent. At KIMSHEALTH, we have embraced the latest trends in technology across development platforms, databases, business analytics and IoT, which are key areas that top talent wants to participate in. This opportunity that combines business learning with latest technology exposure will be of great value to aspiring tech talent.

DIGITIZATION - OPPORTUNITIES GALORE

In traditional business organizations, IT is mostly seen as a cost and seldom as a business enabler. It is important for the CIO community to elevate IT as a business enablement function to receive due importance and budget consideration.

In our healthcare domain, we are elevating IT to a revenue stream by introducing digital patient (customer) offerings – like remote health monitoring and post-operative support via connected wearables, mobile apps and AI enabled health analytic solutions. Our digital transformation efforts have enabled focused marketing and customer retention. Patients can be reached more effectively via our mobile App and other digital marketing channels. This elevation of IT has generated direct revenue streams, lower costs, reduced manual errors, better regulatory compliance and higher patient satisfaction.

TECH TALENT: A CHALLENGE

From a CIO perspective, there are 2 ways to look at how to execute your ideas and strategies. Either you hire talent to do the work in-house or you look externally to your technology vendors and partners to support you. We follow a multi-pronged approach. For customer critical areas where intellectual property plays a part, we offer lucrative work packages to hire and retain the right talent. For areas that are best executed by an expert technology vendor, we leverage our partners to execute our strategies.

IT: THE FUTURE OF INDIA

Without any doubt, IT is the most significant enabler of the future. From an India perspective, it is very encouraging to see that the government is very focused on IT and has launched various schemes, regulations and programs promoting quantum computing, AI, healthcare technology, cybersecurity etc. We will see proliferation of technology in all domains from healthcare, transportation, power, manufacturing, government and defence. This will enable IT being seen as a necessary enabler and help IT attain the importance and position that it deserves.

“All transformations require to rethink how enterprise creates value today and in the future”

CIO PRIORITIES FOR 2022

Most employees prefer companies with good cultures, competitive pay and advancement opportunities. It is also important to see what employees need which will help us to attract and retain talent. We must appreciate employees through employee-recognition programs, performance bonuses and comfortable work environments.

DIGITIZATION - OPPORTUNITIES GALORE

All transformations are required to rethink how enterprise creates value today and in the future. It involves strategic decisions which will result in how the organization grows and operates, and what kinds of performance improvements one can expect to get maximum business opportunities.

TECH TALENT: A CHALLENGE

To get skilled IT talent we must adapt and modify the hiring methods to meet demand. We must create an environment and culture that fosters continuous learning and training.

TECHNOLOGY & BRAND AMALGAMATION

The brand gap is a risk for every business. To achieve a strong brand, we need a new approach to marketing. We must get inspired and start planning the perfect technology brand design to become a leader in a competitive market.

IT: THE FUTURE OF INDIA

The 21st century is earmarked as Information Technology driven. The future of the work technologies market is set to double in the next four years in India. Workplaces are transforming to adopt evolving hybrid operating models with increasing demand for on-demand workspaces.



VIVEK DHARIA
CIO
KNP Securities



KAPIL MADAN

Global Head - Information Security,
Risk and Compliance
Max Healthcare

Privacy by design, today's need in the era of "big data".

Organizations understand the need to both innovate and safeguard the personal and confidential data of their customers, employees, and business partners. This has become increasingly challenging in the era of "big data".

Privacy by Design states that any action a company undertakes that involves processing personal data must be done with data protection and privacy in mind at every step.

This includes internal projects, product development, software development, IT systems, and much more. In practice, this means that the IT department, or any department that processes personal data, must ensure that privacy is built into a system during the whole life cycle of the system or process. Up to now, tagging security or privacy features at the end of a long production process would be fairly standard.

Ensuring privacy and security—through every phase of the data lifecycle (e.g. collection, use, retention, storage, disposal or destruction)—has become crucial to avoid legal liability, maintaining regulatory compliance, protecting brand, and preserving stakeholder's confidence.

That's especially true for organizations that are increasingly subject to heightened scrutiny both internally by their boards and externally by their regulators and business partners. By taking a dynamic, proactive approach to privacy protection, Privacy by Design framework will give organization the ability to:

- Ensure compliance by getting ahead of the legislative curve and minimizing compliance risk
- Reduce the likelihood of fines and penalties, including financial losses and/or liability associated with privacy breaches
- Better manage post-breach incidents to regain consumer trust and confidence
- Maintain best practices by seeking independent testing of privacy and security controls rather than more self-reporting or testing.

Privacy by design is a concept in which organizations emphasize privacy concerns at the outset of data processing practices, rather than applying features retroactively.

"Digitalization and automation are the game changers for mastering the challenges of today and tomorrow"

CIO PRIORITIES FOR 2022

The challenges that IT leaders will face in 2022 have been significantly impacted by the disruption caused by COVID-19 such as resistance to digital adoption, IT leaders continue to play a pivotal role in driving digital transformation across the organization.

IT leaders have played a crucial role in helping organizations in many ways like to stabilize IT, reduce overheads, manage employee engagement, and meet changing customer demands.

DIGITIZATION - OPPORTUNITIES GALORE

Digitalization and automation are the game changers for mastering the challenges of today and tomorrow. Due to the ever-changing needs of the customers, manufacturers must introduce products more quickly, despite the increasing complexity of their products.

When it comes to traditional competition, the larger and more powerful adversary has always prevailed over the smaller and more agile one. We will never be able to digitalize without creating smart production facilities (factories). As a result, we must focus on achieving these goals in accordance with the needs of our customers, the size of our company, and the industry in which we operate.

Transition from automation to autonomy, enhancing real-time connectivity between machines, physical systems, and people (IoT). The automotive ecosystem has grown significantly in India over the past two decades as well.

IT: THE FUTURE OF INDIA

IT means Intelligent Technology which channelize the human virtual imagination into reality. In the present era IT sector is a field that is undergoing rapid evolution and is drastically changing the shape of Indian business standards. It is one of the top two industries in the country today. The IT industry is one that is not limited to software development alone.

Technology can be applied in libraries, banks, airports, shops, prisons, hotels, hospitals, train stations, and many other places through database management systems, or through custom-made software as seem fit. It is undoubtable that the IT industry is the backbone for our economy to prosper exponentially and generate millions of jobs.

Growth in the IT sector will push us to grow at par with many developed countries in every sector and will help in grabbing the global market very soon. This will improve the socio-economic status of Indians as well.



KAMLESH KUMAR

IT Manager & SAP Basis
Administrator
MG Contractors



DR. MUKESH MEHTA
Group CIO
Monarch Network

CIO's biggest priority for coming year to be around privacy

CIO PRIORITIES FOR 2022

Moving to the Cloud is one of the easiest ways for an organization to reduce the environmental impact of its Data Centre and IT operations.

CIOs should suggest to business to prioritize the areas where automation is already built into platforms and applications. Using this approach, businesses will quickly show proof of success in terms of speed, savings, and quality before moving to more autonomous capabilities.

Another thing to help businesses (may be indirectly) would be to identify the areas in which they are not likely to be able to grow their own talent and for these areas, consider managed services.

DIGITIZATION - OPPORTUNITIES GALORE

Opportunities for CIOs will continue to reduce security risks, IT spend and adopting new technologies.

The critical plan for next year is Automating redundant and cost-inefficient processes, this will not only help enterprises accommodate evolving customer needs following the pandemic but also better position the organization to affordably meet increasing business expectations.

As a CIO, the biggest priority for the coming year will be around privacy. We need to ensure that our strategy, policies, and processes are focused on protecting our data and our customers' privacy, and guide and steer our decisions along these lines. The enterprise systems must be constructed to remove any temptation to use data inappropriately.

IT: THE FUTURE OF INDIA

What can India expect from IT Industry in next few years:

- India's technology services industry can achieve \$300-350 billion in annual revenue by 2025 if it can exploit the fast-emerging business potential in Cloud, Artificial Intelligence (AI), Cyber Security and other emerging technologies
- India's AI industry is predicted to reach \$7.8 billion by 2025, rising at a CAGR of 20.2%. By the end of 2025, the AI software category will have dominated the market, growing at a CAGR of 18.1% from \$2.8 billion in 2020
- India's Software-as-a-service industry could reach \$1 trillion in value and create nearly half million new jobs by 2030 as businesses around the world accelerate digitization and Automation
- Online retailing, Cloud computing and e-commerce are all contributing to the speedy growth of the IT industry.

RPA, Digital Transformation in patient care, Data privacy, Business Intelligence Reporting – Key priorities of Neotia Healthcare Initiative

CIO PRIORITIES FOR 2022

We have shortlisted some of our key priorities for the financial year 2022-2023, as a part of digital transformation.

- Robotic Process Automation (RPA) – To reduce the manual and repetitive work, we are introducing the RPA process based on the UiPath platform, so that the man-hours can be used in other creative activities.
- We have taken into consideration the priorities to automate a couple of HR processes like, Recruitment process, Performance Management System (PMS) and Employee Training process, to bring more transparency and efficient system considering employee's satisfaction.
- We already launched Business Intelligence Reporting, Beta version 1.0 in April 2022, to get a better understanding of operational performance, identify the gap's and to take corrective action.
- Digital Transformation in the patient care area to provide clinical intelligence, personalised care, decision support system, patient & doctors engagement and to build a strong data lake for clinical research.
- In terms of Data privacy, Data Security and to take preventive action against cyber-attack, we will go for Information Security Management System (ISMS). Considering the scope of ISO 27001:2013, we will start the implementation by the end of July 2022.

Besides the above mentioned initiatives, we are working for paperless hospitals in the patient service area by SMS Link, Patient Mobile App, various links through emails and WhatsApp integration.

DIGITIZATION - OPPORTUNITIES GALORE

In healthcare service, there is no significance of "opportunities", patient satisfaction, timely care management, preventive measures and engagement of doctor and patient which matter at the end.

IT: THE FUTURE OF INDIA

This pandemic and lockdown has pushed the digital transformation on top of any priorities. Today all the industries are looking for digital transformation. Cloud infrastructure, DR Site, Web Application, Mobile Apps, Payment Gateway, RPA, and a lot of AI based applications have come in these two years and to protect this data finally cyber security is in place. Nowadays every industry is looking towards IT development and adoption of new technologies. Now all the industries are driving digital transformation, and it has a significant role for future India in terms of Developing new products, Quality of Product, Service Quality, Optimum usage of resources, Customer satisfaction and many more.



BIBHAS SEN CHOUDHURI
DGM – IT
Neotia Healthcare Initiative



AMIT JAOKAR

CISO & CDO
NKGSB Bank

Digital Payments India V/s Rest of World

It has been a thrilling and fantastic journey the way RBI has been driving a successful digital payment system that is able to reach the common man. Over the last three years, UPI has seen multi fold growth as scaled as nine times in transaction volume. From about five billion transactions in FY19 to around 60 billion in FY22 and hence, accounting for more than 60% of non-cash transaction volumes in FY22.

Among the 56 countries using digital transactions currently, India ranks at the highest position with over 60 billion real-time online payments in 2021. Thus, leaving China and the United States far behind.

GROWTH CONTRIBUTED IN DIGITAL PAYMENT

In the past couple of years, customers' acceptance of digital ways of payments has increased, particularly since the demonetization happened in November 2016. The further rise in the trend surfaced because of the COVID-19 pandemic which forced people to stay indoors. Therefore, leaving the digital form of transactions as the most efficient way of making purchases.

WHAT'S UPI IN NUTSHELL- (UNIFIED PAYMENTS INTERFACE)

With a rise in digital payments, UPI has become the most dependable and widely used method for online transactions. Joining hands with multiple banking services, UPI allows for a smoother fund routing for merchant payments. Users can complete the transactions from their mobile phones using various applications of their choice. UPI has indeed moved India's transition away from cash payments, especially in person-to-person (P2P) fund transfers and low-value merchant (P2M) payments.

THE FUTURE OF DIGITAL PAYMENT

As per the latest update, the RBI is presenting a new way of allowing the use of credit cards for UPI payments. The step will add more choices for customers' preferences and strengthen a cashless economy even further. This move is certain to encourage users to use UPI for payments and will also provide the liberty to enjoy short-term credit, offered by credit cards. With the introduction of credit cards to UPI, customers will have a more balanced choice of payment methods. It will improve India's digital payment footprint, and strengthen merchant partnerships with card networks.

CHALLENGES IN DIGITAL PAYMENT ADOPTION

The industry is still growing, considering its rapid expansion. To fully realize the potential of digital payments, several structural and technological difficulties must be solved. Including cyber-frauds, transaction costs, communication infrastructure, awareness, and adoption.

THE CONCLUSION

UPI has been a boon to Indian customers. It has made financial transactions a lot easier with a payment facility available 24*7 resulting in higher digital transactions in India. Because it only needs a virtual payment address (VPA) to complete the payment, it has eliminated the need to enter the bank details or other sensitive information each time when a customer initiates a transaction. Thus, making it a convenient and faster option for digital payments.

"Digital transformation creates better customer experience and improves service levels of all stakeholders involved in the value chain"

CIO PRIORITIES FOR 2022

Key Priorities for 2022 for Oncquest are more related to Digital Transformation. As a CIO the focus is on key areas:

- Strategic alignment: As the business begins to refocus and reformulate business strategies, as a CIO will need to reformulate IT strategies. If we do not address basic IT operations, other efforts will be wasted so the first step is to standardize the basic IT operations and above those different technologies can be strategized.
- Building the right team: Building the right team will involve creating a training plan to get the team where it needs to be. Second, the need of the hour is to identify areas in which we are not likely to be able to grow our own talent soon, for these areas, consider managed services.
- Advancing automation: Automating redundant, cost-inefficient processes will not only help enterprises accommodate evolving customer needs following the pandemic but also better position organizations to affordably meet increasing business expectations.
- Committing to the cloud: We are making cloud transformation a priority because we see many benefits that it can offer to our organization and customers, including a more scalable workload, innovative practices, and an enhanced customer experience.
- Strengthening cyber security skills: We need to think about privacy now more than ever, we need to ensure that our strategy, policies, and processes are focused on protecting our data and customers' privacy, and guide and steer our decisions along these lines.

DIGITIZATION - OPPORTUNITIES GALORE

Today, digital transformation is an enterprise-wide effort as organisations focus on both provider centricity and customer-centricity. Digital transformation creates a better customer experience, as well as improves service levels of all the stakeholders involved in the value chain, including doctors. Technologies like portals, mobility systems and kiosks present a unified experience that strengthens the bonds between clients and labs. Better customer experience will lead to better positioning of the organization in the market and thus increase in revenue (Top Line).

TECHNOLOGY & BRAND AMALGAMATION

Innovation is widely recognized as the key to bridging the gap between business and technology. The IT department needs to take a new approach to ensure that they maintain the control of technology and security while addressing the needs of the business. Technology needs to be understood as a critical enabler in every part of the organization from the front line to the back office. IT creates new value by crunching data to deliver new insights, spurs innovation, and disrupts traditional business models.



POOJA CHATRATH

CIO - IT
Oncquest Laboratories



SANDIIP KOTHAARI

Sr. General Manager – IT
Orre Fine Jewellery

IT & ITeS helping change the standard of Indian businesses

CIO PRIORITIES FOR 2022

Some of the key priorities for the CIO will be –

1. Knowing the customer as well as the technology
2. Working closely with both product managers and customers as effective at spotting needs as product teams are with the added benefit
3. Making developer experience the cornerstone of talent strategy
4. Becoming the fastest learner
5. Continuous learning and being a lifelong learner
6. Making security an enabler of speed and growth
7. Choosing better over more when it comes to data
8. Implementing quality over quantity policy
9. Driving effective data governance through a balance of centralized data-management and governance roles.

DIGITIZATION - OPPORTUNITIES GALORE

With the changing role of IT, we have observed significant business transformation. It has led to better resource management, improved customer engagement, increased efficiency & productivity, faster time to market and continued relevance of technology.

TECH TALENT: A CHALLENGE

To address the talent crunch, we take adequate steps like upskilling our staff, hiring youth that will help in increasing their adaptability to learn new things faster, encouraging flexible work arrangements and outsourcing round-the-clock support tasks.

BRIDGING THE TECH GAP

We have a very strong privacy policy while we record customer data. Strict NDAs are signed with the employees for data privacy and similar NDAs are signed with Service providers, Consultants, and Product companies. We are also in the process to encrypt customer data and our other internal sensitive data.

IT: THE FUTURE OF INDIA

The Information technology and Information Technology enabled Services (IT-ITeS) sector is a field forming an integral part of India's corporate today. It is undergoing rapid evolution and is helping to change the shape of Indian business standards. This sector includes software development, consultancies, software management, online services, and business process outsourcing (BPO).

Paul Merchants Finance constantly innovating service delivery

CIO PRIORITIES FOR 2022

Paul Merchants is aggressively exploring, evaluating, experimenting and embracing different ways to transform customer experience. Going Digital is no more a choice, its need of the hour and that is what our agenda is as well. In the past few years the digital payments industry has seen a complete revolution. Since Paul Merchants is in the business of offering financial services, we have not only adapted to the changes in the industry but also are constantly innovating the service delivery. Recently taken tech based initiatives were around Application Modernization, Cloud Migration and Mobility. Some of the key priorities for the company in this financial year would include initiatives leveraging AI/ML, Data Analytics, Contactless Payments etc.

DIGITIZATION - OPPORTUNITIES GALORE

Role of IT has significantly changed in the past few years. IT has become indispensable. From "keeping the lights on" to directly contributing to business outcomes, IT has proven that it is no more a cost centre. Digitization within the organization has opened a whole lot of opportunities in front of the business. Some of the advantages of Digitalization include:

- Scalability
- Agility
- Increased efficiency
- Increased productivity
- Lower operating cost
- Enhanced customer experience
- Quicker decision making
- Cost optimization etc.

IT: THE FUTURE OF INDIA

The IT industry is on a boom and is going to be the backbone for all other industries. We are in an era which can be conveniently termed as the digital era. Our lives revolve around mobile devices, Cloud computing, Artificial Intelligence, Data analysis on a day to day basis. It would not be an exaggeration to say that IT is going to generate the highest levels of job growth, revenue, and output in the next decade.

Startups in our country have grown remarkably over the last six years. There were about 14000 new startups in the last financial year 2021-22 out of which 60% were tech based startups. A lot of these have also become unicorns. Industry is expecting an exponential growth in next couple of years wherein tech shall support other industries as well as drive certain new revenue streams.



SHWETA SRIVASTAVA

CTO
Paul Merchants



SAURABH GUGNANI

Head IT & Security
Peoplestrong

Data Privacy - the highest priority for Peoplestrong to sustain and build trust among customers

CIO PRIORITIES FOR 2022

We are an HR Tech firm and being a product-based organization we have been facing challenges in retaining good people as per the new analogy of "The mass resignation". This is happening in the industry in technical setups and to ensure we retain the right people and also they feel happy we have set our vision around six predominant areas:

- Retaining key skilled workers
- Prioritizing worker health and well-being
- Ensuring equal treatment in the workforce
- Implementing onboarding plans for new workers
- Providing reskilling and upskilling opportunities
- Building on global expansion

DIGITIZATION - OPPORTUNITIES GALORE

IT is an integral part of business and in the new age IT functions are the ones driving business strategic goals henceforth by breaking silos digitization is bringing a lot of opportunities and to name a few as per my vision will be:

- Improved productivity
- More efficient use of resources
- More effectively working with suppliers, regulators, and others
- Improving communication and oversight
- Product customisation
- Enhancing the customer experience
- Product development
- Improved safety

TECHNOLOGY & BRAND AMALGAMATION

We are a product based company in SaaS offering which is helping enterprises in Work Force Management. We always ensure that Data Privacy is of the highest priority for us to sustain and build trust among customers. We always warrant that we have the right compliances onboarded and looked at by the biggest of the auditing firms to build that trust in clients and prospects and this approach is helping us build the Tech-Brand gaps.

IT: THE FUTURE OF INDIA

India has seen great growth since the early 2000 riding on the success of the IT and ITES firms and with the new start-up culture and many unicorns like Nykaa, Paytm, Bharatpe, etc. rising their head high from India projects that India is on the right trajectory. According to Gartner estimates, IT spending in India was forecasted to be US\$ 81.89 billion in 2021 and further increase to US\$ 101.8 billion in 2022, a 24.31% YoY increase. So in nutshell, if IT can exploit the fast-emerging business potential in Cloud, Artificial Intelligence (AI), Cyber Security, and other emerging technologies then the growth is just a number.

Web3 development helps in brand differentiation

CIO PRIORITIES FOR 2022

The priorities are:

- Web3 development as a platform
- Using AI/ML for automate the process
- Virtual reality, the metaverse
- Crypto blockchain

DIGITIZATION - OPPORTUNITIES GALORE

- Innovation and digital mindset
- To develop an environment in the organization which promotes digital thinking and fasters continuous innovation through the use of data analytics and break-through technology

TECH TALENT: A CHALLENGE

The demand is not only for replacement hiring - to find a leader for a post that has gone vacant - but also for growth hiring which are for new roles being created by companies through expansion "what used to be 90% replacement hiring and 10% growth hiring is now 70% replacement hiring versus 30% growth hiring. A significant uptake in growth hiring is a positive sign.

TECHNOLOGY & BRAND AMALGAMATION

Customer experience is a key strategy for every organization in the digital economy for brand building using security and new technology like Web3 development helps in brand differentiation.

IT: THE FUTURE OF INDIA

India is a big market of consumption of technology so that we are the fastest growing digital economy.



DHEERENDAR K SRIVASTAV

General Manager IT – Infra
Poonawalla Fincorp



VIVEKANANDA NASKAR

Director – IT, India
Protegrity

IT should be seen as a revenue centre and not a cost centre

CIO PRIORITIES FOR 2022

Protegrity offers one of the best career development opportunities to the niche IT talents by giving them a chance to work on trending technology areas. The compensation, facilities, and support in Protegrity are one of the best in the industry. We also have a very robust rewards & recognition program that keeps employees always enthusiastic and willing to go for that extra mile. We literally empower our employees in every aspect of their role. By doing this they feel they are more closely aligned with organizational goals.

DIGITIZATION - OPPORTUNITIES GALORE

Since IT is at the heart of most enterprises, digitization will make IT departments one of the decision makers and major contributors too. We need to see IT as a revenue centre rather than a cost centre.

TECH TALENT: A CHALLENGE

Protegrity offers one of the best career development and learning opportunities. This makes our IT talents ready to work in emerging and niche technology areas and makes them lucrative in the talent market. Apart from that we have a great Learning and Development program, which enables employees to access numerous rich resources across different platforms to enhance their skills.

BRIDGING THE TECH-GAP

Being a Data Protection Software Company, we have a robust Privacy Policy and Methodologies in place. A regular tool based and manual audit of our whole IT landscape is done to ensure there is no privacy breach and we are able to conform to the regulatory requirements of all of our customers.

IT: THE FUTURE OF INDIA

India has proved that "Data is the New Oil". As per the latest report, our yearly IT export has surpassed total oil export by Saudi Aramco. With digitization in full swing, India would lead the IT growth across the globe. We have already established our credibility in this space through different platforms e.g. UPI, CoWin and more.

Digital Workplace becoming the new normal to enhance productivity and efficient deliveries for optimum customer experiences

CIO PRIORITIES FOR 2022

Among the main priorities like Digitization, Cyber Security, Modern Data Analytics, etc., skilling or finding and retaining technology talent has become one of the top ones. An endemic talent shortage in practically every job and vertical enduring through 2022. Besides automation to the level possible, designing a talent strategy by creating the right organizational culture that delights the existing IT and DevOps teams, keeps them interested, and attracts suitable potential candidates has become essential. The digital workplace enabling tools, services, and processes must become the new workforce operating model.

DIGITIZATION - OPPORTUNITIES GALORE

Data fabric integrates data across platforms and users, making data available everywhere it's needed. Data fabric deployments will quadruple data utilization efficiency while cutting human-driven data management tasks in half, which will help the organization find significant business opportunities in their sectors. Gaps in their data must hold back many organizations' innovations. By integrating fragmented data assets, it can reuse data, reduce time to market by two-thirds, and create a monetizable data fabric.

TECHNOLOGY & BRAND AMALGAMATION

Data privacy is a continuous process and not a one-time activity. Organizations and their leaders must ensure that as part of their "business as usual," they continuously assess risks, monitor controls, and run enhancement programs to ensure that new technologies and processes do not render their privacy framework un-contextual and obsolete.

IT: THE FUTURE OF INDIA

Digital Workplace to serve from anywhere, anytime, any device is becoming the new normal to enhance productivity and efficient deliveries for optimum customer experiences.

Intelligent automation with modern analytics is starting to transform the way business is performed in nearly every sector of the Indian economy.

5G's low latency, high speeds, and high capacity will make it the first generation of networks to support the Metaverse efficiently. 5G with the possibilities of 4G and multiplying them tenfold will be opening the door for innovations and opportunities for the Indian IT Sector to participate. This means we will likely see a whole new world of businesses created that we cannot currently conceive of and perhaps entirely new industries.



UPKAR SINGH

VP- IT
RMSI



PRAGNESH MISTRY

Manager Group IT
RPG

“One way to differentiate brands with the customers is to demonstrate that the organization values their privacy”

DIGITIZATION - OPPORTUNITIES GALORE

Adoption of digital platforms has led to fundamental changes to the way a business operates. Organizations across industries enjoy the benefits of digital transformation:

- It enables businesses to modernize legacy processes, accelerate efficient workflows, strengthen security, and increase profitability.
- Data driven customer insights, better customer service and experience, providing the team with the right set of tools to build a digital culture.

TECH TALENT: A CHALLENGE

Upskilling is the way to bridge the talent gap. As an organization, our HR policies and employee friendly programs help key talents to upskill themselves in the domain they are interested in. The integration of goals with the LMS helps to have an organized approach.

TECHNOLOGY & BRAND AMALGAMATION

The focus being customer experience, one way to differentiate brands with the customers is to demonstrate that the organization values their privacy. Give the customer the control of how their

data is collected and used, and empower them with the autonomy to make decisions around their data.

IT: THE FUTURE OF INDIA

Tech industry is shaping every corner of our country. The Atmanirbhar Bharat has given a platform to many startups to fully utilize technology to cater to the needs of common man, be it food delivery, education, healthcare, giving a better experience to customers by adapting to new technology trends.

IT: The backbone of Indian economy to prosper exponentially

CIO PRIORITIES FOR 2022

The key priorities are:

- Consumer-driven manufacturing: Consumer demands shift just as fast as technology evolves, which makes it difficult for manufacturers to act quickly to provide in-demand products and services.
- Predictable, consistent supply chains: Manufacturers are dealing with a time of dynamic fluctuation in market supply and demand.
- Connected services: As technology enhances business operations, it is also changing what manufacturers can offer their customers.
- Smart factories: Also called digital factories or intelligent factories, smart factories incorporate highly automated and self-adapting equipment and machinery to enhance efficiency and flexibility.
- Industry 4.0 and the digital economy: We are living in the fourth industrial revolution, or Industry 4.0. While the third industrial revolution brought us the first digital technologies.
- Sustainability: Manufacturers are expected to deliver products at speed and scale around the globe, which inevitably puts pressure on our environment.
- Hyperautomation: Hyperautomation is powered by an orchestrated use of technologies like AI, sensors, machine learning, robotic process automation (RPA), low-code development platforms, and business process management (BPM) tools.

DIGITIZATION - OPPORTUNITIES GALORE

Digital transformation is a significant undertaking for any business, especially for manufacturers with manual processes, legacy systems, and siloed operations and data.

TECHNOLOGY & BRAND AMALGAMATION

Aligning marketing operation programs are the foundation for profitability and growth which can help to build and deliver an effective strategy based on market-insights and technology that meets the needs and capabilities for business.

IT: THE FUTURE OF INDIA

Information Technology not only contributed to the economic growth of the country but it has also made governance more competent and approachable. It has made management and delivery of government services – such as health services, educational information, consumer rights and services etc. more meritorious with enhancing transparency. The IT industry is the backbone for our economy to prosper exponentially.



KAUSHIK CHAKRAVARTY

IT Head, DGM – IT
Rashmi Group



RAKESH KHARWAL
CEO
RockLadder

“Digitization accelerated by the COVID pandemic in the last two years is making every company a technology company”

CIO PRIORITIES FOR 2022

Shortage of skilled manpower or skill gap is the number one problem facing the industry today. This problem gets further amplified for the services industry as they are scouting for talent from the limited pool that is hopping jobs or being poached at unrealistic and unsustainable salaries due to project pressures/deadlines.

We at RockLadder are trying to address the talent shortage by focusing on the following three areas:

- Focused on hiring the right talent with the right attitude, passion and alignment towards the organisational goals. We are also looking at talent from outside the industry who possess these attributes and are training them for the job.
- We are building standardized service offerings through our Managed Security Practice, which can be scaled to multiple customers and managed with fewer professionals.
- RockLadder apart from the stated goal of “elevating customer experience”, is super focused on building a world-class culture which will be second to none. A culture where people will be treated as equal stakeholders in the company and will be provided a platform to excel, innovate and develop entrepreneurial skills to become world leaders in the years to come.

DIGITIZATION - OPPORTUNITIES GALORE

Digitization accelerated by the COVID pandemic in the last two years is making every company a technology company.

This technology led business transformation is also providing a huge impetus to the cyber security industry. On one end where the perimeter is disappearing due to employees working from home/anywhere, vendors/partners accessing systems, proliferation of IoT devices, BYOD policy, is creating new attack surface areas that require to enhance and rework on security architecture. On the other hand, automation/Industry 4.0/connected factories, operational technology (SCADA systems) need to connect to the external world and now needs to not just look at their security compliance but also needs to invest in security solutions and integrate with the larger IT networks and security monitoring solutions to prevent and respond to threats in real time.

IT: THE FUTURE OF INDIA

The Indian IT narrative is strong. 2021 numbers were robust, with \$200+ billion in revenue and a growth rate of 15.5%. This has provided a huge momentum and will likely continue through this decade. With the Make in India and Atmanirbhar Bharat campaigns and the Venture Capitalists focusing and pumping in a lot of money in the Indian startup ecosystem, we will see more technology companies emerging out of India and competing with the world. The next 10 years will belong to India and the IT industry will create millions of jobs not just in India but the world over.

“Post-pandemic the workforce landscape is defined by employees making wholesale re-evaluations of their professional purpose”

TECH TALENT: A CHALLENGE

Talent strategy is the core of any business strategy. All business problems are finally people’s problems. Some companies have long recognized this truth. Others have learned—or are learning—the hard way. Post-pandemic the workforce landscape is defined by employees making wholesale re-evaluations of their professional purpose.

For HR and hiring managers, that puts accuracy at a premium level. We need to know that a candidate has the skills to succeed, but also that they will fit within the team and company culture.

Good candidates for key roles are scarce. They left jobs during The Great Resignation in no hurry to return, or they are taking advantage of sudden supply-and-demand. Many highly skilled professionals, across a range of industries, are fielding multiple interviews at a time, parlaying the competition into a best-possible package.

The best talent is seeking more than a gaudy contract offer. As Harvard Business Review noted, more workers want their prospective employers to showcase a commitment to growth, equity, community, and workplace flexibility. With their skills and experience in relatively short supply, these leverage-wielding labourers are willing to weigh organizations and their offers against each other.

The hiring approach has to be efficient and impressive. The candidates evaluate the recruitment process and company culture as much as an HR assessing them.

That makes hiring in 2022 a high-stakes competition—but one in which the companies with a talent strategy can separate themselves and create a competitive advantage. Using scientifically validated assessments to gauge a candidate’s behavioural and cognitive abilities is a great start, but in 2022, there’s a lot more to it.

IT: THE FUTURE OF INDIA

In the present time, when the COVID-19 pandemic has grappled the whole world and economies have been hard hit. The Indian IT industry is still showing positive signs and has the ability to overcome this exceptional catastrophe. It has arisen as a global economic force and a major contributor to the Indian economy in particular and the world in general.

In the last decade, India has emerged as an IT hub for the software companies of the world and Indian software companies have taken prominent positions in the global IT sector. India has become the world’s largest sourcing destination for the IT industry. Online retailing, Cloud computing and e-commerce are all contributing to the speedy growth of the IT industry. The rate of growth in the IT sector for 2021-22 is approximately 10%.



ARIJIT DASGUPTA
Head IT
Rupa & Company



DR. MAKARAND SAWANT
VP - IT
Sahyadri Group

IT influencing companies to adopt AI and Machine Learning for business forecasting

CIO PRIORITIES FOR 2022

Organizations are now focusing on having a long term and short term digital strategy. It has to cover all the business functions and entire operations for identifying possible IT and digital interventions which can add value to overall business operations to fulfil strategic goals and leverage latest technologies.

DIGITIZATION - OPPORTUNITIES GALORE

IT has to drive digital interventions across organizations to tap new opportunities for growth and efficiency that can take the organization to the next level. Digital strategy and roadmap will play a critical role in enabling further expansions and growth of business.

TECH TALENT: A CHALLENGE

To encounter this challenge of skill sets organizations will have to leverage solutions that can be delivered as a service by the solution providers so that they do not have to depend on hiring and maintaining different skill sets. Adoption of cloud and SAAS solutions can overcome this challenge to some extent.

TECHNOLOGY & BRAND AMALGAMATION

The traditional sources of competitive advantage and typical barriers to entry like distribution, scale, and brands are melting away as technology enables overnight unicorns with global access to customers through digital channels. Branding has to be maintained through digital platforms created by companies to ensure brand value.

IT: THE FUTURE OF INDIA

The IT industry is helping many companies turn to AI and Machine Learning for business forecasting as it can monitor, analyze and adapt to changes in Big Data, and they can also find correlations in thousands of seemingly disparate metrics. The main advantage of Machine Learning for business forecasting is that one can take thousands of metrics that one has at the disposal and consider each one for the prediction at hand to plan far more accurately than with manual methods. Many Indian companies are adopting digital platforms in business for enabling business and leveraging technology to forecast the growth.

The traditional sources of competitive advantage and typical barriers to entry like distribution, scale, and brands are melting away as technology enables overnight unicorns with global access to customers through digital channels. Branding has to be maintained through digital platforms created by companies to ensure brand value.

“The role of IT industry is pertinent in scaling the country to greater heights”

CIO PRIORITIES FOR 2022

Converging all the business and IT activities towards customer centricity is the primary focus which is being adapted now for staying competitive. This will enable for a) reaching the un-reachable customers, b) satisfying the existing customers through pro-active responses and services and towards customer retention, c) customer personalization and d) acquiring more business through value added services. Existing CRM application is being strengthened with these focus areas. Gaps between the customers and the company are being reduced to the possible extent. Applications are being provided to the customers and the customer facing team to enhance the services with the reduced TAT: Turn-Around-Time.

Internal stake-holders are facilitated with Self-Servicing tools for effectively deploying the processes which are getting re-engineered by eliminating the non-value-added activities. Data analytics is getting enriched for effective decision making with predictive features using AI/ML tools. Enhancing the areas of employee excellence and process excellence are directly supporting to achieve customer excellence.

DIGITIZATION - OPPORTUNITIES GALORE

IT is no more a function just to 'keep the lights-on' and to maintain the core business applications. Undoubtedly, it can become a key strategic business enabler for enhancing excellence in the following key focus areas using the suitable digitization or digital transformation initiatives.

- Customers
- Employees
- Processes
- Information Security
- Corporate governance/Compliance

The role of CIOs is very eminent here with active involvement with the management representatives, the peers of other functional areas and the external stakeholders.

IT: THE FUTURE OF INDIA

The role of the IT industry is pertinent in scaling the country to greater heights [\$5 trillion goal in 10-15 years]. The contribution of the IT industry for GDP must grow a lot in the years to come. COVID dust is settling down and hence, exponential growth is expected in the software export. Very high enhancement in the digital experience would result in building broader public trust and can lead to more engaged citizens. Modernizing Cyber security could converge with national security and public safety. Digital transformation will support to scale services with prioritized user experience, enable to achieve sustainability goals through collaboration, empower the workforce of the future and mainly push towards developing ethical data and technology practices.



DR. N. RAVEENDRAN
VP – Enterprise wide solutions [CIO]
Sakthi Finance



CHANDRA MOULI

Technology Advisor
Sankara Nethralaya Medical
Research Foundation

“Healthcare IT is poised for significant disruption and growth”

CIO PRIORITIES FOR 2022

Sankara Nethralaya being a trusted and globally reputed leading Eye care provider of global and a not-for-profit organization with a mission to provide high quality and affordable care both to paying and non-paying patients is in a unique position to attract top talents of the industry.

There are varying options available to serve the patient community at large through volunteering, gig work, specialized healthcare professionals and industry consultants.

Unique opportunities exist within the organization to manage their individual careers providing options of serving the community, or enhancing their academic profile through internships and pursuing higher education or their careers and all in one place. This gives the ability for Sankara Nethralaya to face the needs of the society at large besides enhancing their services and maintaining a leadership position.

DIGITIZATION - OPPORTUNITIES GALORE

There is no denying that COVID-19 has changed our world forever, most notably in the healthcare sector. Early on in 2020, healthcare providers and facilities had to make a multitude of changes to their processes and spaces to adjust to the influx of COVID-related impact on patients.

The bulk of these changes has involved going digital and adopting automation processes wherever possible. Tele Ophthalmology got significant attention. The initial screening processes

before the consultants see the patient in the clinic saw a significant jump in the adoption of digitization of care.

The fear factor of COVID, demand from patients and innovative practices lead to disruption of virtual care both by patients and by consultants. This significantly enhanced quality of care and disrupted access to quality care at affordable costs. We also saw a significant increase in compliance through smart use of technology through automated reminders, and personalized messaging besides automated bots doing many of the routine work.

IT: THE FUTURE OF INDIA

Healthcare IT is poised for significant disruption and growth. From a global perspective, we see disruptive changes happening across the entire landscape of Wellness, Chronic care and Critical care areas. The democratization of screening and tests leveraging mobile technologies and the much-awaited 5G transformation will be the tipping point. Most of the care provided in a clinical setting can be made available to the consumer at their homes or at a convenient point leading to a significant reduction of costs and enhanced quality through better availability of Data.

Digitization brings ease of operations and continuous engagement with customers

CIO PRIORITIES FOR 2022

Today, the banking industry is facing challenges of competing not only with the peer banks but also with the fintechs, ecommerce companies as they offer loans online. This required us to relook at the way the customer acquisition is handled. Acquiring the customer digitally helps in reducing the TAT and a digitally acquired customer also needs to be engaged with to ensure stickiness. We have enabled multiple modes of online transactions and built secured and resilient infrastructure.

DIGITIZATION - OPPORTUNITIES GALORE

IT has become a business enabler from just managing the technology. The digitization for both customers and employees has helped in bringing ease of operations and continuous engagement with customers. The legacy banks like ours have to unlearn the old processes and learn the new ones to ensure faster response to customer needs.

TECH TALENT: A CHALLENGE

Getting the right resource for IT has become a huge challenge. As a CIO we are constantly under pressure from business to deliver new things. If the right resource is not available, then the project deliverables are not achieved both time and functionality wise. Acquiring as well as retaining good talent has become a task in itself. Banks cannot match the salaries offered by technology companies and hence it is necessary to tie up with IT service providers to either outsource the services or hire the resources as necessary.

IT: THE FUTURE OF INDIA

The IT industry in India has an advantage of a low cost talent pool available in India. Some of the innovations in payment industry and with the advent of fintechs, India has seen a phenomenal rise in digital transactions reducing the currency requirement. This definitely will bring down the cost significantly. Also the IT industry due to its low cost talent and offshore resources being offered to Western countries, is contributing to the nation's growth.



MILIND VARERKAR

Dy. Chief General Manager IT
Department
Saraswat Co-operative Bank



R K SHASTRI
VP Technology
SBI

AI, ML, IoT, Data Analytics must be used to create identity, information and experience for end users

CIO PRIORITIES FOR 2022

Following four steps process may be followed by:--

Step 1 – Begin with the end

To understand the skills a business needs, it is best to start at the end of the business processes to understand the key outputs, products and services that need to deliver.

Step 2 – Depict out the perfect skillset

For each department, team or individual, it is now time to map out the exact skills they need to deliver those business outputs.

Step 3 – Correlate to current situation

After identifying the perfect set of skills each of the departments, teams, or individuals need to possess, it is time to compare them against what actually one has within the business.

Step 4-- Stopple Talent Gap

To fix the talent gap, there are two options – train or recruit.

DIGITIZATION - OPPORTUNITIES GALORE

Optimum utilization of available IT resources

Approach with partial digitization wherever end to end digitization for certain business processes is not possible

Make use of latest technologies like AI, ML, IoT, Data Analytics to create identity, information and experience for end users.

TECH TALENT: A CHALLENGE

With the rapid technology growth and owing to impacts from events like pandemic most of the organisations are suffering from talent gap.

The problem is further supplemented as many organizations do not even realize they have a talent problem, because issues are not isolated to individual businesses. Hence proper Identifications, Analysis and Execution of talent gap rescue plan may be the need of the hour.

Skill/Talent Gap: To fully understand the shape and size of the skills gap, one needs to implement a talent gap analysis process. Much like a traditional business gap analysis, this process will allow to effectively map out the skills missing in the business. In simple words, a talent gap occurs when an organization's workforce does not have the skills it needs. All organizations will have an inherent level of skills gap.

"IT industry is the backbone for our economy to prosper exponentially and to generate millions of jobs"

CIO PRIORITIES FOR 2022

The key priorities are:

- Retaining key IT skills with prioritising their health and well-being, also providing reskilling and upskilling opportunities, strengthening cyber security skills.
- Successful Digital Transformation with Industry 4.0, Automation and IoT Analytics
- SAP S/4 HANA with Rise with SAP and Strengthening E-Commerce
- Reinforcing privacy

DIGITIZATION - OPPORTUNITIES GALORE

We are discovering new ways every day so that we can automate functions to better utilize resources and talent. We are encouraging our team to find and propose new ways that we can automate.

TECH TALENT: A CHALLENGE

This requires a vigilant consideration of personal brand, significant shift in culture, mindset, career paths, and reframing the perception of IT within their organizations. We prioritize the truly differentiating technology skillsets and develop a laser focus on hiring and retaining top talents, we outsource, automate, or partner for skills that we do not have in-house i.e. hybrid model.

TECHNOLOGY & BRAND AMALGAMATION

We need to double-down on privacy to protect customers, as we are into e-commerce (B2C), partners and employees. Now, we need to be thinking about privacy more than ever. First and foremost, we need to think about protecting people's right to privacy and being extra vigilant on our responsibilities in this area. We need to ensure that our strategy, policies, and processes are focused on protecting our data and our customers' privacy, we prefer enterprise systems to be constructed so as to remove any temptation to use data inappropriately.

IT: THE FUTURE OF INDIA

IT based services are crucial for any organization to increase productivity, ease of doing business, and grow competently and economically in this competitive world. IT not only contributed to the economic growth of India but it has also made governance more competent and available. It has made access to government services and information easier and inexpensive. Information technology has also made management and delivery of government services – such as health services, educational information, consumer rights and services etc. more meritorious with enhancing transparency. The IT industry is the backbone for our economy to prosper exponentially and to generate millions of jobs. The Atmanirbhar Bharat initiative of the present government is bringing big change in the IT sector. India is expected to have a digital economy of \$1 Trillion by 2025.



AJAY YADAV
Head- IT & SAP
SBL



MEETALI SHARMA

Corporate Head - Risk
Compliance & Information
Security, SDG Software India

Ensuring data security & privacy will always be the top priority of a CIO

CIO PRIORITIES FOR 2022

As a team leader, it is very important to focus on team building of the team. I try my best to keep my team focused through constant communication, collaboration, skills enhancement through training & workshops, continuous feedback, open communication, measuring performance against KRAs and through empathy towards each member in the team. In order to retain employees, it is critical to ensure that employees love the work they are doing and are assigned appropriate roles. In addition, it is important that there is knowledge sharing amongst the team members to enhance their skills.

DIGITIZATION - OPPORTUNITIES GALORE

When the pandemic COVID-19 struck, we enabled remote working for all employees with adequate security measures and additional tools over and above the existing tools. Since a major part of our operations were digitized, it resulted in a smooth and quick transition to remote working. We have seen this as an opportunity and started giving advisory services in the form of Compliance as a Service (CaaS) to customers around areas related to cybersecurity, compliance & BCP.

BRIDGING THE TECH-GAP

With remote working taking the front seat, ensuring data security & data privacy will be the top priority of a CIO. Keeping that in mind, SDG has its own GRC Platform TruOps which is designed in a manner to ensure privacy of data while monitoring compliance posture for the organization.

IT: THE FUTURE OF INDIA

Even though the pandemic has rippled the economy, the Indian IT industry is still showing positive signs of overcoming this catastrophe. With the increase in cloud adoption and digitization in the coming years, it will be a priority for CIOs/compliance leaders to secure application data and infrastructure within the cloud environment.

Since the integration of AI, ML, automation, data analytics and RPA can analyze a huge volume of information and has the ability to automate entire processes or workflows, it will be the next trend to watch for in 2022-23. Blockchain and bitcoins will also continue to dominate the IT economy in the coming years. In addition to this, organizations would look at partners, tools and platforms who can help automate the compliance activities for the organization and enable a mechanism for continuous monitoring of the environment.



DR. KARNIKA SETH

Cyberlaw expert & Founder
Seth Associates

Seth Associates follows strict protocols of confidentiality and privacy both digitally or otherwise

CIO PRIORITIES FOR 2022

Post pandemic we made several changes in how we render legal services to our global clientele. Upskilling our employees, better coordination tools, shifting meetings to VOIP platforms, and better client connect with technology has been our driving force.

DIGITIZATION - OPPORTUNITIES GALORE

Businesses have been transformed by deploying new tech tools and software, better research capabilities, legal libraries, efficiency enhancement using VOIP enabled tools, e-learning opportunities and communications at our law firm.

TECH TALENT: A CHALLENGE

Theoretical knowledge needs to be supplemented with practical experience. It's the need of the hour. Upskilling the talent pool is the most promising solution.

TECHNOLOGY & BRAND AMALGAMATION

Tech branding comes through our success stories and global projects we take on. We have strict protocols of confidentiality and privacy at our law firm both digitally or otherwise.

IT: THE FUTURE OF INDIA

In a very positive way. IT is the main impetus and driving force of the Indian economy. Policies and regulations are mapping now with changing dynamics of IT. We will soon have a crypto legislation, and the PDP bill may get enacted soon. IT has affected every facet of our lives from healthcare to legal industry or e-commerce to communications sector.

With AI, Blockchain we envisage better access to justice, safer and secure IT services in the digital India paradigm, better consumer confidence and increase in productivity leading to upsurge in India's economic growth.



PRINCE JOSEPH
CIO
SFO Technologies

“IT industry is now once again in an enviable position with technology driving all businesses”

DIGITIZATION - OPPORTUNITIES GALORE

The opportunities are enormous when one starts taking a big picture view of the enterprise and also pan across to see the customers, suppliers and the supporting ecosystem of partners. The first place to start is by seeing the silos we still have in operation, the gaps in data and latency in information flowing across.

The focus on digitalising the supply chain, having near real time demand changes being managed through API connects with our customers, suppliers and outsourcing partners provides a tremendous opportunity. In addition the enhancement of data coming now directly from machines and equipment revealing a more accurate position of work status, production actuals, machine conditions and state offer tremendous correlation challenges which when addressed can provide unprecedented visibility.

TECH TALENT: A CHALLENGE

The quantum of work and the methods of execution and delivery have improved and there is a need to upskill and continuously educate on process and internally follow best practice. We have an existing workforce that can look after legacy but also can be trained and to take on new engineering tasks. We find availability at the higher end of the hierarchy however the packages and bands followed traditionally are causing a bottleneck hence we take our time to ensure the right fit.

We have also now accepted that skill building requires time and we are more open than before to accept freshers, strengthen them and also build loyalty. Once we made plans to have the IT team members really internalise the process, the quality of solutions and changes and innovation was markedly higher and the desire to go the extra mile increased significantly.

IT: THE FUTURE OF INDIA

The IT industry is now once again in an enviable position with technology driving all businesses, services, government, travel, education, manufacturing, finance, defence, healthcare, hospitality etc. The common thread that now weaves customers and service providers is built on technology. India is expected to be a \$1 Trillion digital economy soon.

In terms of digital payments, we have overtaken even China and are a clear leader in the shortest amount of time. The number of unicorns and decacorns with Indian promoters is another surging wave. The coverage has also made India's merchants more accessible and eCommerce has now touched even small towns in a spectacular way. The trend is clearly providing billions with an opportunity to integrate, consolidate and leverage the best value in service and also overall quality of life.

Data Fabric, Cyber security Mesh, Cloud-Native Platforms, Hyperautomation, AI Engineering: Priorities of a CIO

CIO PRIORITIES FOR 2022

The priorities are:

- **Data Fabric:** Data fabric provides a flexible, resilient integration of data sources across platforms and business users, making data available everywhere it is needed regardless where the data lives
- **Cyber security Mesh:** Cyber security mesh is a flexible, composable architecture that integrates widely distributed and disparate security services. It enables best-of-breed, stand-alone security solutions to work together to improve overall security while moving control points closer to the assets they are designed to protect
- **Cloud-Native Platforms:** Cloud-native platforms are technologies that allows to build new application architectures that are resilient, elastic and agile — enables to respond to rapid digital change
- **Decision Intelligence:** Decision intelligence is a practical approach to improve organizational decision making. It models each decision as a set of processes, using intelligence and analytics to inform, learn from and refine decisions
- **Hyperautomation:** Hyperautomation is a disciplined, business-driven approach to rapidly identify, vet and automate as many business and IT processes as possible
- **AI Engineering:** AI engineering automates updates to data, models and applications to streamline AI delivery
- **Autonomic Systems:** Autonomic systems are self-managed physical or software systems that learn from their environments and dynamically modify their own algorithms in real time to optimize their behaviour in complex ecosystems



DINESH KAUSHIK
CIO
Sharda Motor Industries

DIGITIZATION - OPPORTUNITIES GALORE

Digitalization can bring many novelties in the business landscape. Below are some specific novelties and how they benefit your business.

- Increased efficiency of all operations
- Safer data storage in the cloud
- Enables data analysis
- Fewer human errors
- Reduced operational costs

IT: THE FUTURE OF INDIA

The explosive growth of the IT industry in India in the last two decades has changed the discernment of the whole world about India's storehouse of knowledge and skills along with its explosive economic growth. The swift advancement within the IT industry and liberalization policies such as reducing trade barriers and eliminating import duties on technology products by the Government of India are instrumental in the evolution of this industry. Also, various other government initiatives like setting up Software Technology Parks (STP), Export Oriented Units (EOU), Special Economic Zones (SEZ) and Foreign Direct Investment (FDI) have helped this industry in attaining a leading position in the world IT industry.



V. SENDIL KUMAR
CTO
Shriram Capital

Mobile applications, Cloud adoption, Automation to shape the IT industry on both products and services

CIO PRIORITIES FOR 2022

Focusing more on Hybrid approach let it be on the working environment, managing the application and hosting the application apart from Cloud. With a more hybrid approach, security plays a major role. Enhancing security on End point is one the high priorities where we are focusing on. Retaining employees by giving them training, skill developments like hackathons, ideathons etc. Further, we have automated many areas of operations by reducing mundane jobs with AI based products. This motivates the team as they can focus more on building new and technology skills instead of monotonous work. These are a few key priorities for 2022.

DIGITIZATION - OPPORTUNITIES GALORE

Our technology transformation involves using digital technologies to remake and redesign the current process to become more efficient and effective. The adoption of this technology is not just to replicate an existing service in a digital form but also to use the technology to transform the current service into something significantly better. Our ultimate aim is to delight the customer experience with operational agility. Areas we are concentrating on are simplifying the process on loans disbursement and collections for our financial companies and accelerating the claims process and reducing claims losses for insurance companies. For this, we are enabling Artificial intelligence (AI) and Machine Learning (ML). Further, we are moving towards the Hybrid cloud approach.

TECHNOLOGY & BRAND AMALGAMATION

When applications are moved in the SaaS environment (Software as a service) and in the OPEX environment, we can handle privacy. As the industry moves towards pay per usage, organisations can consider and adopt using software products whenever needed instead of purchasing in advance.

IT: THE FUTURE OF INDIA

As organisations are moving towards digital business, India is advancing on technology. Digital economy has increased 100% from the previous year. Currently businesses are aligned with technology and organisations want to simply and reach the untapped business, adopting digital strategies. Mobile applications, cloud adoption, automation like AI/ML etc. will shape the IT industry on both products and services. It is currently playing a major role and still will mature and play further a big role.

Data privacy and Security – A strong focus area for Shriram Properties

CIO PRIORITIES FOR 2022

As we have seen in the recent past, how the pandemic has impacted the business continuity of many organisations, we at Shriram Properties takes pride in forward planning with utmost care to stay competitive with our technology adoption in a way that least impacts the business. Being in the real estate industry we have multiple dependencies on both the customer side as well as the supplier side to stay competitive and provide the best of the services, cost optimisation and seamless business process internally. We have adopted various cloud as well as the latest technologies and applications to always maintain a step ahead in business. As asked about our priorities for 2022-23, we have adopted SAP HANA in a way that enables our business across various layers and are looking forward to a hybrid environment deployment for all of our technology adoption.

DIGITIZATION - OPPORTUNITIES GALORE

Digital transformation has been the DNA of Shriram properties, and we have been at the forefront of technology adoption for business continuity and seamless services. In fact, our transition before the pandemic to a Cloud-plus environment and Zero Trust architecture has helped us stay ahead and had the least impact during the pandemic.

TECH TALENT: A CHALLENGE

This is one of the key challenges across the industry and it has impacted many organisations. We strongly believe there is talent available but as a practice, we believe it is also a big responsibility for the CIOs to train and empower internal talents to learn and grow together. Our internal processes of training, rotations and skill development opportunities have helped us groom the talent inside and also provide them with growth opportunities.

TECHNOLOGY & BRAND AMALGAMATION

Privacy in terms of data and security is a strong focus area for us, which builds the trust of our customers and also suppliers to work with us. With decades of experience in providing in time deliveries, Shriram properties have built a reputation of its own and have expanded across India. With that note, we have also adopted technology to empower us to provide seamless services to our customers.



HARIHARAN SUBRAMANIAN
VP - IT
Shriram Properties



DR. AMRUT URKUDE

CIO & Corporate HR
Shubhalakshmi Polyesters

The roadmap of the CIO has evolved after the pandemic

CIO PRIORITIES FOR 2022

As a growing competition, we had prioritized our digital transformation journey as below -

1. Strengthening Business Application by implementing SAP s4 HANA 2021
2. Implementation of Mobile Applications like Flory on various functions
3. Strengthening the MPLS Network
4. CRM & DMS Application with mobile features
5. Cybersecurity to reduce cyber-attacks
6. Robotics Process Automation on various Processes
7. Integration & IoT implementation
8. Retaining the talent for future

DIGITIZATION - OPPORTUNITIES GALORE

Business transformation is a change management strategy which can be defined as any shift, realignment or fundamental change in business operations. We had started the digitalization, Process automation, Business Intelligence and Collaborative solutions implementation journey and evaluating various products and solutions suitable to our business. Today IT acts as a Business Enabler. A CIO must therefore reinvent and implement innovative new cutting edge technology and solutions in the organization from time to time.

TECH TALENT: A CHALLENGE

After the pandemic, the roadmap of most CIOs has evolved and the main focus now remains on Hybrid workplace. The management is flexible on IT investment and is ready for new technology. But many CIOs are facing challenges on Product selection, Budget and mostly Talent acquisitions and retaining. Due to this, important projects are getting delayed, project cost is increasing and businesses are suffering.

We therefore decided to outsource skilled jobs to the Partners and recruit resources from third parties so that an industry like us is not wasting their effort and resources on Acquisition, Retaining and Training. It will definitely increase the IT cost but then a CIO can reduce their stress and focus on their IT roadmap and Digital Transformation journey.

BRIDGING THE TECH GAP

Amid the pandemic, the working relationship has taken on new significance, as the face-to-face aspect of the sales process has largely been replaced with video calls. Data privacy legislation and consumer demands have substantially changed the rules of digital marketing.

To bridge the Technology Branding gap we planned to evaluate some Products and solutions like Integrated marketing automation/CRM platforms, Real-time, dynamic reporting, Data visualization dashboards, collaboration and project management solutions.

Artificial Intelligence, Machine learning, IoT, Blockchain and Data Intelligence to shape the future of India

CIO PRIORITIES FOR 2022

Key priorities for the year 2022-23 – IT & Cyber Security, Cloud Computing, IoT, Artificial intelligence and Machine learning, Robotics, Mobile app base application, Virtualization.

DIGITIZATION - OPPORTUNITIES GALORE

Post pandemic digital transformation is not a choice but a fundamental need of every business. Digital Transformation provides better collaboration, more personalized ways to engage with customers, high quality innovation to improve the employee productivity and more accurate insights from data which helps faster decision making to grow business. With the result every organisation is increasingly demanding more agile hybrid IT services and networking capability which is a critical part of business transformation.

TECH TALENT: A CHALLENGE

Shortage of tech talent is not new and has been a matter of concern over the years, all the organisations and top management know this fact but they have no plan to address such shortage. However, we strongly believe in domain base training of the existing staff and outsourcing for the areas where capabilities are not available, as far as filling the gap is concern we must encourage and provide the opportunities to the new talents to let them grow to the best of their capabilities and develop themselves as per the business and technological needs.

TECHNOLOGY & BRAND AMALGAMATION

In the current digital age the transformation is going to bring a lot of confidential data online and this data needs proper safeguard and protection from getting hacked and being misused. However, in order to maintain the privacy of the customer data and adopt the digital technology it is important to ensure that the cyber security and data protection to be built along with the product or service by default to develop the trust of the customer.

IT: THE FUTURE OF INDIA

In India IT Industry including education, healthcare, manufacturing and heavy engineering as well as the government sectors are moving towards Cloud as it is going to be the future of technological horizon. However high Cloud adoption will be seen largely in financing, supply chain, logistics and service industries. Also in future Cyber security will be seen to be an essential part of every solution and without security no solution will be accepted in the business world. Artificial Intelligence, Machine learning, IoT, Blockchain and Data Intelligence are going to be the future technology and play a pivotal role in shaping the future of India.



ANAND RUHELA

Head - IT
Sikkim Manipal Technology



VARUNDEEP KAUR
CIO - Technology & Research,
Spice Money

“Spice Money follows Customer first, People first mindset”

CIO PRIORITIES FOR 2022

Key priorities are defined around growth, digitalization, digital transformation & disruption and efficiency.

- For accelerating growth, data needs to be viewed from a different lens. Instead of measuring data for key metrics, we have to mine insights. Data-first approach, not only monitoring metrics as numbers however using these as placeholder for asking more relevant questions for product performance and innovation is important
- For digitalization, digital transformation and business disruption – hyper-automation – spanning across DataOps, MLOps and DevOps, AR/ VR, Blockchain are key enablers. Data Quality tools, Workflow, CDC, RPA, low-code/ no-code tools, data pipelines, workflow management/ BRE will play an important role for quality, speed, agility and reducing technical debts as well. Focus has to be on customer centric aspects, real time and intelligent data integration
- For efficiency – Hybrid platforms, prescriptive cyber security and data fabric and analytics are important. Convergence of data warehouse and data lake to provide best of both worlds ensuring data swarms do not get created. Hence, just in time data availability and extensive automation, quality control and partnering with right service providers is important. Cyber security and Zero trust has never been so important, and is becoming more relevant
- Bridge talent gap, build flexibility and agility

DIGITIZATION - OPPORTUNITIES GALORE

IT or tech is no longer limited to tech only, they have embraced the hat of business as well. With tech talent getting scarce, businesses getting more agile, innovative and huge market turbulence, there is a strong need to digitize and bring digital transformation. Spice Money follows Customer first, People first mindset - where both customers and people are important and critical to us. Operating into rural fintech space. While digital transformation would have different meaning for different organizations and individuals, that has one common denominator - how to create value today and for the future.

- People and processes are now getting digitally transformed which brings in opportunity to create wider opportunities and diversities in the way we work, approach technical deliveries
- Extensive use of automation - RPA, low/ no code technologies solving for manpower crunch, faster, cost efficiency, productivity and agile deliveries
- Leverage data for product innovation, solving experience problems, understanding customer pains and solving for it
- Use of forward looking technologies like AI/ ML for innovation, disruption and redefining problems.

AI and IoT holds immense opportunities in manufacturing sector

CIO PRIORITIES FOR 2022

India is full of talent, especially the technical workforce. Competition always exists in the crowd but top talent always has an advantage in the competitive world. We are doing lots of IT transformation projects in our organization and henceforth required talent to implement, support and run business functions smoothly. We should keep our talent updated and trained in new technology.

DIGITIZATION - OPPORTUNITIES GALORE

Automation in manufacturing is an opportunity using which quality of products can be improved and cost can be brought down. Key drivers of automation in the manufacturing industry are digital transformation using AI and IoT.

AI and IoT will have significant business opportunities in the manufacturing sector, quality products with lower cost can change the market dynamics, which is only possible through digital transformation. Digital platforms like ecommerce platforms or DMS portal are changing the way of selling products to customers.

TECH TALENT: A CHALLENGE

No doubt, there is a crunch of tech talent in the country. The only way to minimize the crunch is we need to convert our technical workforce into tech talent, we should give them the opportunities and training to convert them into the right talent. To execute any great idea, the right talent is required and to minimize this problem, tech companies should train freshers and give them a chance and the gap can be minimized soon.

TECHNOLOGY & BRAND AMALGAMATION

Most of the software companies now go on cloud and provide Software-as-a-Service and are hosting their software on certified cloud providers and privacy is not a concern with such cloud providers. Application privacy is definitely a challenge with non-branded software and that should be taken care of by them. Lots of start-ups are bringing good and unique solutions, we need to analyse them and resolve their privacy issues.

IT: THE FUTURE OF INDIA

The adoption of technology, digital transformation in India is very high and increasing day by day. Government is also very aggressive in the technology space and business has to be updated and cannot function without technology. Henceforth, the IT industry has to grow in the same way to support massive industries and workforce in India.



DR. VINEET BANSAL
Group CIO
Surya Roshni



TEJAS SHAH

Deputy Director – IT
SVKM

“IT is a part of the decision making since it is the backbone of any new requirement or product”

CIO PRIORITIES FOR 2022

With ever increasing new technology solutions coming in the market, organizations need to constantly keep an eye on new features available and to be the market first movers is one of the key priorities.

Apart from this, the need to ensure the deployment of latest technology to leverage all the available solutions along with system support from partner experts to provide seamless experience to both internal and external facing customers.

DIGITIZATION - OPPORTUNITIES GALORE

IT is a part of the decision making since it is the backbone of any new requirement or product.

As a part of digitization, we have many solutions available from being data available, mobile apps to digitize all old documents in a single application for further reference.

TECH TALENT: A CHALLENGE

Since the last couple of years we have seen drastic change in demand for subject matter expertise. As an organization we need to keep the morale high for IT employees.

Once there is retention we see that filling the position takes ages as most of the talented people are not available to join.

As an organization, we need to try to retain the staff as much as possible and give a good work environment and benefits to stay for a long duration.

IT: THE FUTURE OF INDIA

A huge and an immense demand for IT can be witnessed for well-established as well as start-up companies.

Combined approach of training and development programs with support and motivation are crucial for employees to achieve developmental milestones

CIO PRIORITIES FOR 2022

In 2021, employers had to respond to major workforce demands for remote work, flexible schedules, higher pay, and respect for health and safety. Differentiation will be the challenge for employers who need to hire in 2022 "Talent has options now". It definitely created a more acute awareness of what they are willing to accept and what not, whether it be relocation, salary, or culture.

Six ways to better compete for talent in 2022:

- Streamline the hiring process
- Increase compensation, including benefits
- Build a culture that delivers
- No wishy-washy positions on working arrangements
- Reconsider employee expectations,
- Show DEI work

DIGITIZATION - OPPORTUNITIES GALORE

Businesses cite efficiency, resiliency, productivity, ROI and competitive advantage as critical reasons to digitally transform their operations in the wake of COVID-19 disruptions.

Organizations that had fully embraced digital transformation benefits in preceding years were in position to make rapid adjustments, relying on their cloud architecture, modern security protocols, an agile company culture and their full range of business-enabling technologies to support vast new work-from-home environments, as well as newly virtualized business transactions and interactions.

TECH TALENT: A CHALLENGE

- Conduct a Skills Gap Analysis
- Revisit Hiring Process
- Train Existing Talent

One has to be strategic and aggressive in approach to bridge the talent gap. Periodically analyze the talent gap to figure out if the strategy to make it smaller is working or not. A combined approach of training and development programs, along with support and motivation, is crucial to help employees achieve developmental milestones and crush the talent gap.

TECHNOLOGY & BRAND AMALGAMATION

Data collection and processing are at the core of rapidly growing business models, underpinning the activities of technology companies and acting as a source of market power. The key role played by data in the competitive dynamics of digital ecosystems has brought competition policy and data protection regulation closer together and raised important questions about the substantive relationship between these two branches of law. After identifying the specific ways in which data create and power digital ecosystems and examining the effects of digital privacy (or lack thereof) on consumer welfare, we compare the legal obligations imposed by competition policy and data protection regulation. We then map the interfaces between these two branches of law and critically assess the areas of substantive overlap between them.



MANI BHUSHAN

Director
Tekrosta Cloud



KUMAR RAVI
CISO
Teleperformance India

“Teleperformance in India continues to be a pioneer in adapting RPA, AI and Cloud technology to offer advanced, omnichannel services to our clients”

PRIORITIES FOR 2022

At Teleperformance, we are aware of the immensely critical role organizations play in the changing landscape of the industry. Our key priorities include continued investment in Diversity and Inclusion, Innovation and Transformation, and being the pioneers in adopting latest technology to offer simpler, faster, safer solutions with a 'High-Tech, High-Touch' approach; and most importantly, being a people-centric company that believes in giving back to the community.

We believe that our employees are our biggest asset, and are focused on creating great workplaces, with exciting learning and career growth opportunities to attract desired talent. We are an equal opportunity provider, leading the change with cross-skilling and upskilling of resources, hiring at pan India level to cultivate a rich and diverse workforce.

DIGITIZATION - OPPORTUNITIES GALORE

Teleperformance in India continues to be a pioneer in adapting RPA, AI and Cloud technology to offer advanced, omnichannel services to our clients. Starting with three clients on Cloud in 2020, in the middle of the pandemic, today we serve over 55 clients on Cloud.

Evolving role of Information & cyber security to meet business objectives

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 Cyber Security will always play a significant role in meeting the business objectives. At Teleperformance, we have a robust Information and Cyber Security Program and the team is recognized for innovation in security solutions and best practices.

IT: THE FUTURE OF INDIA

Over the last couple of decades, the IT industry has been a significant contributor to India's growth. Not only it holds a significant portion of India's GDP but also attracts a lot of young talent due to being a higher paying sector. Government has also shown growing focus on the industry by supporting the IT hardware manufacturing and IT startups in India. The IT industry is definitely shaping the future of India.

The pandemic indirectly pushed enterprises to shape up by way of digitization

CIO PRIORITIES FOR 2022

Indeed 2022 is looking very competitive for good talent. We are following the model of outsourcing of IT activities and services, and maintain a small in-house team to coordinate with our partners and service providers. This reduces our burden significantly of retaining talent or finding replacement talent at various skill levels in IT. Nevertheless, we can see our outsourced partners struggling to retain their talent.

As regards our internal team we have embarked on multiple levels of training programmes to discover home grown talent and skill them up for specialised jobs.

DIGITIZATION - OPPORTUNITIES GALORE

The pandemic has indirectly given a big push to enterprises to either shape up by way of digitization or fall considerably behind by ignoring it. Work from Home is the new mode during the pandemic and a Hybrid model of working combining physical presence at offices and Work from Home is the new model from which there is now no going back. Enterprises have experienced enhanced productivity and lower costs of operations in the new working model which needs more digitization to tap new business opportunities.

TECH TALENT: A CHALLENGE

The way forward is for our enterprise to acknowledge talent crunch and adapt themselves to meet these sustainable and green aspirations of the workforce and put more effort in training and development of new skills in their IT resources. This is the path we are taking. Another is to recruit fresh graduates and skill them up so that the enterprise has a bench strength.

TECHNOLOGY & BRAND AMALGAMATION

Enterprises need to take a serious look at new age security solutions using AI and ML and Cloud offerings for adoption. Use of these will strengthen security concerns as well as address data privacy issues of customers. On our part we have also reviewed our data collection strategy and have removed the requirement of data of personal nature.

IT: THE FUTURE OF INDIA

The Indian economy has recovered well inspite of the pandemic and the Russo Ukraine war. An average of various growth estimates predict our economy to be the fastest growing globally at a minimum of 8% to 9% in the coming years. All these are getting powered by the adoption of IT and the embracing of digitization, coupled with the innovative talent of the younger entrepreneurs. We are encouraging upgrading of skills to benefit from these growing opportunities.



MANMOHAN GOYAL
Advisor IT Corporate
Tide Water Oil Co. (India)



PROF. TRIVENI SINGH

IPS, SP - Cyber Crimes
Uttar Pradesh Police

India needs legislation to combat cybercrime

In this growing digital world, the biggest challenge for every country is to secure itself from the threats coming from the virtual world. Frequent cyber-attacks on critical infrastructure, state-sponsored attacks, data leaks, and other sophisticated malware have already shown the impact it can have on government, enterprises, and the common man.

SECURING CRITICAL INFRASTRUCTURE

Critical Information Infrastructure (CII) refers to assets, systems, or sections of systems that are deemed critical to a country's normal operation. We have begun to see a rampant attack on key infrastructure and large computer networks in order for hackers to disrupt daily operations.

As new technologies such as the Internet of Things (IoT) are incorporated into our national vital infrastructure, new cyber security dangers develop that must be addressed with appropriate security solutions. This, together with a growing trend toward convergence and multi-system interconnection, has given rise to a number of security concerns that jeopardise normal economic and social operations.

MORE INVESTMENT FOR DIGITAL DEFENCE

Given the threats posed by cyber-attacks, India must enhance its investments in upgrading its cyber security system. The separate allocation would allow the country to fund its cyber security projects on a regular basis while also encouraging innovation. Developed economies are designating

distinct funding for cyber security objectives, and India should consider doing the same to ensure that 1% of its GDP is spent on cyber security to secure government networks, corporate ecosystems, and the country's socioeconomic fabric.

LACK OF SKILLED CYBER EXPERTS

The risk of cyber-attacks has increased as digital transformation has progressed. However, due to scarcity of people to secure and manage the online world, there is a high demand for cyber security professionals. However, businesses are having difficulty finding qualified security specialists. In India, there is a scarcity of appropriately skilled cyber security workers. This scarcity, which is felt at both the government and industry levels, may have an impact on India's fight against cybercrime. The government should support research and education on cyber security. If the government invests in the capacity building of cyber security specialists, India is likely to develop a robust cyber security ecosystem.

WAY FORWARD

There is currently no explicit regulation in India that protects against cybercrime. The Information Technology Act of 2011 must be reviewed since the scope and mode of operation of cybercrime have grown and will continue to evolve. To combat cybercrime, India requires legislation. This legal framework must be built with the ever-changing nature of technology in mind. It is also vital to ensure that conviction rates in cybercrime cases rise. This could be accomplished through legal capacity building.

Digitization: A boon for the banking sector

CIO PRIORITIES FOR 2022

The competition is very high in the banking sector particularly in the Cooperative Banks, who are less tech-savvy, getting the highly technical people is a big challenge due to various factors like salary etc. We have already taken-up the challenges and started the shared or outsourced model in various areas like Payment system, Data Centre, DR Site and other hi-tech areas where co-operative banks are lagging behind, but has to offer all kinds of digital services to its customers.

DIGITIZATION - OPPORTUNITIES GALORE

The digitization has been a boon for the banking sector, we have been working on various digital channels for our customers which indirectly will reduce the cost of transactions, increase reachability, roll-over of new products become easy, ultimately increasing the profitability.

TECH TALENT: A CHALLENGE

Being a bank we have to provide all kinds of services 24x7 to our customers, we cannot afford the disruption of the services due to lack of technical staff. We have decided to go for the outsourced model wherein our ASP will be providing all kinds of services in a secured manner, hence the dependence on the technical staff is reduced drastically.

IT: THE FUTURE OF INDIA

The future of IT Industry is very bright, there are various segments in the industry which are going at rapid speed like digitization of payment channels, e-governance, increased usage of cloud in India, the government is pushing for the digitized economy, localised data storage due to which data centre services are having very bright future, networking and security is one of the area where the growth rate is very high. India is already a power-house of software development. The IT industry in India is growing very rapidly and will be one of the core engines for the economy of the country.



BHASKAR RAO

Asst. General Manager – IT
Vasai Vikas Sahakari Bank



VIVEK KHARE

Director IT
VerSe Innovation

IT: no more an enabler but the driver of businesses

CIO PRIORITIES FOR 2022

Key priorities to retain the leadership position are:

- Provide outstanding user experience
- Personalize the user experience using AI/ML
- Maintain uptime to give service assurance to users
- Scale up the infrastructure and optimize at the same time to expand our footprint in the market
- Secure the organization from growing cyber threats by all possible means

DIGITIZATION - OPPORTUNITIES GALORE

IT is not a department or function anymore, it is the core business itself. It does not enable the business anymore, it drives the business. And thus, the key advantages of technology for any organization will help cultivate following:

- Next generation user experience
- New user acquisition
- Go-to-market speed and new market exploration
- Faster integration of disparate solutions

TECHNOLOGY & BRAND AMALGAMATION

Respect to privacy is in our DNA. We do not collect Personal Identifiable Information (PII) from our users. We have been ISO 27001 certified for the last 12 years. We have clear policies, processes and procedures to protect the privacy of our organisation and its users. In fact, we leverage our platform in an unconventional way to provide customized experience to our users without collecting any PII.

IT: THE FUTURE OF INDIA

India has seen most unicorns (including us) in the last two years than ever. It shows the growth potential, strength of the market, trust of the investors and users into the Indian market and companies. Government policies have also enabled a lot of startups, enterprises to make in India and capitalize the 1.2 billion mobile user market and 750 million smartphone user market. This is worlds' second largest market with the talent within to cater to its demands. India will soon lead the cyber security, manufacturing, digital transformation enabler, FinTech and pure digital verticals in the world.

Vianaar identifies its technology priorities for 2022-23

CIO PRIORITIES FOR 2022

Our Key priorities for the year 2022-23 are as follows:

- **CYBER SECURITY:** Planning to use Artificial Intelligence (AI) and Machine Learning (ML) tools which can support the goals of cyber security. These solutions have the ability to identify risks at great speed, helping organizations respond quickly to new cyber-attacks.
- **Cloud Computing Implementation:** It will help to provide advantages of scalability, speed, and flexibility.
- **Data Analytics:** Data analytics is to improve the performance. Data volume is growing fast and the more it grows, better are the chances of improving performance with increased insights. By using modern technologies – to support businesses in pulling critical information from massive amounts of data.
- **Upgradation of Collaboration technologies:** To support hybrid working collaboration tools need to be upgraded further to make the collaboration part smooth and efficient.
- **Productivity Improvement:** Leverage more all-in-one solutions that will help the organization with an ideal solution that can perform active monitoring of employees, time tracing, sending meeting requests, document management, and provide multiple views in the processes.
- **Adoption of Advanced Technologies:** Will implement Technologies like AI, ML, IoT, robotic process automation (RPA) which can help people engage in more meaningful, strategic, and critical work, while automating the redundant work.



PARVEEN KUMAR SHARMA

CTO & Consultant – IT
Vianaar

DIGITIZATION - OPPORTUNITIES GALORE

Opportunities due to digitalization in the organisation are:

- Improved productivity
- More efficient use of resources
- Effective working with Suppliers and Vendors
- Enhanced customer experience
- Improved Reliability and Security
- Better Decision making
- Creating a productive digital workplace and culture

IT: THE FUTURE OF INDIA

The Atmanirbhar Bharat initiative of the current government is bringing big change in the IT sector. Earlier, the Hardware sector was somehow neglected. Now, focus is also on building hardware manufacturing in India. The biggest step is to start manufacturing integrated chips (IC's) in India, TATA has taken up initiative under Atmanirbhar Bharat and the first manufacturing plant is being set up in Tamil Nadu.



VIJAY SETHI

Digital Transformation and
Sustainability Evangelist and
Advisory Board Member

CIO Priorities over next 12-18 months

While 2020 and 2021 would go in the history as the years of Pandemic, it is also true that 2020 and 2021 were also the years that took the digital and IT interventions in the organizations to a different level. Be it digitizing internal processes or customer facing processes and making them 'touchless' or focus on Cloud migration or on use of technologies like AI, ML, RPA, Cloud, last two years have been game changers from usage of technology perspective.

IT strategy or IT plans of nearly all organizations had to be rewritten over last two years as no one had imagined at the beginning of 2020 what the world will go thru over next two years and what they would need to do from digital interventions perspective in their organizations.

People at all levels in organizations also realized that had it not been for technology, "Work from Home" or "virtual meetings" would not have been possible during pandemic and companies would have faced bigger issues.

CIOs and their IT teams tried their best in the last two years to ensure that not only employees are able to work smoothly and securely from their homes or any other remote locations, but they also provide technology solutions that take care of changing customer expectations and emerging business needs.

Now, as the world is hopefully transitioning out of Pandemic, the expectations from IT from management, employees, customers and partners and other stakeholders have sky rocketed. It is

not about keeping the lights on but about technology enabling each and every aspect of business and its growth.

Another thing that has happened is realization in lot of business managers in organizations about the benefits of going paperless and totally digital. Cloud, AI & ML, IOT, digital payment gateways, virtual meetings, business continuity etc have now become part of business lingo of companies rather than just being in IT domain.

So, what does it mean for CIOs and their teams going forward? IT has decisively moved from 'push' to 'pull' – there is enough pull from business about technology interventions in their area and expectations have gone through roof. Onus is now on IT teams to meet these expectations and if these are not met, I am sure there will be a huge increase in Shadow IT as business managers would want those tools and technologies irrespective.

With this background, the following could be top five priorities for CIOs over next 12-18 months.

- **MODERNIZE, CONSOLIDATE AND REJUVENATE IT:** In the last 2 years as the CIOs and their teams worked overtime on various IT initiatives, somewhere the modernization of current applications and infrastructure took a back seat. Also, there have been many initiatives that have been adhoc (and that was perhaps the need of hour).

As such, as CIOs now need to look back at as to what got missed out in 2 years and what may not eventually fit into IT strategy. I expect a major focus on IT Modernization and Consolidation going forward as companies have also put up many 'digital islands' in last 2 years. IT policies and support processes and mechanisms also need to be relooked considering the lessons learnt over last couple of years and the increasing expectations of both internal and external customers.

- **ACCELERATE THE DIGITAL WAVE:** Reality today is that at the back of mind of each business leader, there is a thought that such pandemic or disruption could happen again and that technology is one of the key elements that can help the organizations tide over any such eventuality. So, companies are today ready to not only welcome technology projects but would like those to be done at a never seen before pace. Expectation many times is IT projects should now be done in few weeks if not in few days.

CIOs and their teams need to do their best to accelerate this digital wave and help their organizations transform digitally - some of the technologies that will play a key role in this transformation would include Cloud computing, Internet of Things (IoT); Artificial Intelligence (AI) and Machine Learning; Robotic Process Automation (RPA); Virtual Reality and Augmented Reality, Mobility, digital payments, Block Chain.

CIOs would need to also hone their teams Project Management skills as lot of parallel initiatives and multi tasking would be going on.

- **FOCUS ON MAKING ORGANIZATIONS CYBER SAFE:** Year 2021 saw maximum number of cyber attacks globally till date and 2022 is expected to be even worse. The attacks– be it phishing, malware; ransomware, spyware, Trojans, financial frauds, hacking, denial of services or other attacks – are growing and becoming more sophisticated.

With an ever increasing Attack surface area both due to increasing technology interventions including IOT and due to employees working from multiple devices and from multiple locations and cyber attackers using even more sophisticated tools, cyber security has to be a huge focus area for CIOs. It has to be about focussing on all the facets of policy and procedures, technology and people. From a technology perspective to make organizations cyber safe, I feel Artificial intelligence, Cyber threat intelligence and adopting zero trust security model could play a key role in making organizations secure

- **FOCUS ON ANALYTICS:** As digitization in the organizations increases, so do the opportunities for data analytics. Good analytical abilities not only help organizations optimize their performances, reduce costs, improve customer and employee delight, improving products, increasing quality etc. but also many times identify new business opportunities, revenue streams and even new business models.

CIOs need to focus on advance data analytics capabilities in the organization and also act as a change agents to bring in a data driven culture in the organization.

- **FOCUS ON TALENT:** We all are aware of major challenge that CIOs and IT organisations globally are facing today – huge talent shortage. To support the current areas, enhance them and to explore all the new areas CIOs need trained manpower.

CIOs would need to focus a lot on retention of current talent, upskilling them and also attraction of new talent. In addition, IT consulting organizations and gig workers / freelancers / start-ups could be a major source of talent for the CIOs and CIO would need to focus on them.



KUSHAL VARSHNEY
CTO
Veriscent Infrastructure

IT: A business driver and business partner

CIO PRIORITIES FOR 2022

Last year we invested a lot in technology and created a robust platform to support our inorganic growth achieved by Merger and Acquisitions (M&A). Since inception in 2020 (born in pandemic), we are a data first and digital first organization and are already embracing Cloud and SaaS technologies.

We have already implemented SAP S/4 HANA PCE (Private Cloud Edition) along with SAP BPC (Business Planning and Consolidation), SAP CPI (Cloud Platform Integration), Legal & Compliance system, HRMS, security, DMS, Access Management etc. This year our focus will be to take Cyber-Security to the next level.

DIGITIZATION - OPPORTUNITIES GALORE

IT is no more a support function nor just a business enabler, now actually IT is a business driver and business partner and the pandemic has proved this. Still a mindset shift is required, and people have to accept that now we are living in a digital society. The companies who invested in technology have not only survived but thrived during the pandemic. CIOs should now talk in terms of business value proposition - improved productivity, digital revenue, brand reputation, automation, secured enterprise etc. and translate all this (qualitative-quantitative, tangible-intangible and direct-indirect benefits) in numbers.

TECHNOLOGY & BRAND AMALGAMATION

In this digital world, many brands struggle to maintain a balance between intuitive experience and privacy. Right from data collection to categorisation, protection and access to authorized persons only for the intended use, each and every stage it needs to be safeguarded from internal as well as external modern threats. Through employee awareness including making them aware about the consequences of any security or privacy breach along with latest DLP (Data Leakage and Prevention) and managed security solutions, privacy related risks can be reduced / mitigated.

IT: THE FUTURE OF INDIA

IT has made organizations agile and resilient, and also opened new business models/streams. Information Technology not only contributed to the economic growth of the country but it has also made governance more competent and approachable. It has made access to government services and information easier and inexpensive. The IT industry is the backbone for our economy to prosper exponentially.

“Practicing strong data privacy are not only risk minimizing but also a potential source of competitive advantages for any reputed organization”

DIGITIZATION - OPPORTUNITIES GALORE

Digital transformation is a broad IT concept and difficult to define in a word. But the main objective is to replace manual processes with digitally automated tools and techniques. There are different processes and approaches to digital transformation to improve company's performance and success.

We have already experienced that during COVID situation, how digital transformation and change of information technology concepts can improve business opportunities. But it is true that adopting digital transformation is very difficult for many industries even after they passed through this pandemic situation. Now most of the industries are customer centric and want maximum improvement of customer satisfaction with use of cutting-edge technology and this is the main object of digital transformation.

Using data analytics to understand customer feedback and utilizing it to make marketing strategies for better customer service and improvement of product quality and services.

TECHNOLOGY & BRAND AMALGAMATION

As a Consumer product company, it is very crucial for maintaining customer's data privacy for continuing its brand value and corporate reputation. In today's digital world, according to most of the consumers, online privacy is nothing but an illusion. According to statistics, very big players having global brands leaked consumer's data despite having robust security policies. So practicing strong data privacy is not only risk minimizing but also a potential source of competitive advantages for any reputed organization. We are all aware that, most of the consumer product companies use to collect huge consumers personal data for analyzing and planning of marketing strategy, but at the same time, its required to maintain certain security compliance for maintaining customer's data privacy.

IT: THE FUTURE OF INDIA

Rapid growth of IT Industries across the world in the last two decades, India has become the world's IT hub as well as knowledge powerhouse with 80% skilled IT talent. Explosive growth of IT industries has not only contributed to economic growth of the country, but also made the government better and smart management capability in various sectors/ departments.

Indian IT Industries made an exponential contribution in the economic growth of the country and captured the global market approximately \$ 200-250 billion in 2020-2021. It is expected that within 2025 Indian IT market will reach \$ 350 billion, which is 65% of the global market. India's IT sector has contributed 11% of India's GDP, which is really a massive increment compared to 1998-2000.



DEBOJYOTI MITRA
Head - IT
Vishva Electrotech



VINOD BHAT
CIO
Vistara Airlines

Touchless Travel to get stronger in the future as safety and hygiene continue to be amongst the top considerations for customers

Touchless travel is quietly gaining precedence and will be accepted as a norm in the coming times. Vistara is the first airline to have introduced touchless/paperless boarding at a few Indian airports two years ago. Vinod Bhat brings with him close to three decades of experience in driving business transformations leveraging digital technologies and others. He has worked in multiple geographies and spends time building next-level leadership.

"Aviation industry has been under a lot of pressure and got significantly impacted during the pandemic. The demand and supply patterns have been dynamic and fluid, which has forced airlines to be cost nimble, agile, resilient, and adaptable.

Airlines started looking at prioritizing CAPEX and optimizing OPEX spending." Vinod said further adding that the customers' expectation of a consistent experience across channels while maintaining safety and hygiene became the new norm. Digital technologies have played a significant role in this transformation from B2E and B2C perspective.

TOUCHLESS TRAVEL

"Industry 4.0 Technologies like Automation, Artificial Intelligence, ML, Cloud, IoT, Big Data and Analytics, have also been playing a key role in helping airlines optimize operations, improve revenue, better plan, and utilize resources etc.

This has been very helpful given the financial stress that the pandemic had put on the industry. Another notable transformation, more from a customer behaviour perspective, is the growing preference for non-stop, direct flights to avoid the risk of contracting the virus while in transit. We have witnessed this trend emerge and expect it to get stronger in the future as safety and hygiene continue to be amongst the top considerations for customers while travelling," Vinod added.

It has been said that the pandemic has stimulated years of innovation in a matter of months. Before the pandemic, innovation to introduce touchless or low-contact travel was being done to create a more enjoyable, hassle-free experience for the customer.

Vistara introduced several tech-enabled processes to minimize physical contact between customers and staff. Casting of kiosk screens on passenger mobile, scan & fly, self-tagging, self-baggage drop, self-boarding, e-gates, biometrics/face recognition, e-boarding passes, and bag tags are all touchless solutions that have been helpful in the direction of making air travel safer and getting passengers to repose their trust in flying.

This has proven to be a game-changer for Vistara. Today, the entire aviation ecosystem is investing in several technologies, including touchless, to make the customer journey safer and more convenient.

Speaking on the changing trends in the airports, he says, "At airports, the contactless journey will be supported by biometric innovation, data exchange and digital cooperation between airlines and airports. Facial recognition at check-in and baggage drop-points, touchless biometrics to verify passenger identity, QR codes and smart cameras for identification, automated e-gates, robotics, and AI are some of the technologies that have already been deployed around the world to ensure minimum contact."

Also, according to him, IoT technologies will play a significant role in making airports smart. There will be automated, sensor-based systems, which will collect customer information and will accordingly guide customers at various checkpoints like security, passport verification, baggage submission etc. It will help in avoiding long queues and decongest the counters.

CHALLENGES IN IMPLEMENTING TOUCHLESS TRAVEL

Customer expectations have significantly changed when it comes to travel and contactless solutions are now a crucial factor. However, the adoption and streamlining of these operations can pose a challenge. Also, the right infrastructure for running, maintaining and constantly upgrading these technologies is also important. I feel that the industry must come together to not just implement technology enhancements across different touchpoints, but also make sure the process is sustained well and regularly reviewed to maintain efficiency.

Technologies like biometric, facial recognition, QR codes and most of the other technologies have already been in use in many parts of the world, while others are in the process of deploying them.

Vinod firmly believes that technologies like biometric facial recognition, QR Codes, smart cameras and other robotics backed by AI and big data analytics will, eventually, be able to assist customers throughout their journey without having to physically interact with any person or surface. "Right from the moment a customer enters the airport getting his or her ID verified, to check-in, security checks, boarding and so on, all these will be powered by technologies that can make data-based decisions to make it increasingly more convenient, and more importantly, safer. There will be greater use of thermal cameras powered by high bandwidth like 5G, supported by edge computing," he said.

FUTURE OF AVIATION

Vinod, speaking on the vaccine passports (or travel/health passes), predicts they are expected to become key to the future of global travel, given the vital role vaccination is playing in the fight against COVID-19 across the globe. These are also the right way forward to ensure a safe and sustainable rebound for the aviation industry.

In the near future, a person without digital health passport/vaccination certificates may be able to travel but will have to go through COVID-19 or other tests at the airport, making his/her travel experience quite frustrating. "Sooner or later, digital health passports will be the new and only way to travel. The Future of aviation will be based on Biometric travel seamlessly supported by digital identity and digital health passport," he concluded.



An (Value Initiative)



S K RUDRA
CIO
WPIL

“Digitization initiatives are expected to bring multiple opportunities to the businesses”

CIO PRIORITIES FOR 2022

The key priorities for 2022 are:

- Addressing the existing issues that need immediate attention
- Introducing automation across the processes and functions along with working on the improvement points in the existing ERP system
- Stress on the cyber security framework, procedures and best practices
- Ensuring systems availability over technology adoption like Cloud
- Optimization and standardisation of technology resources to ensure higher RoI while maintaining lower TCO

DIGITIZATION - OPPORTUNITIES GALORE

Digitization initiatives are expected to bring multiple opportunities to the businesses. It could be increased customer engagement, loyalty and the chance of higher revenue through leveraging the power of digital communication channels. Better data analytics beside the increased operational efficiency while reductions in operational costs. Safer data storage in the Cloud. So on and so forth.

TECH TALENT: A CHALLENGE

It is true there is a shortage of good talents in the country and often that is becoming a major challenge when people are trying to implement the great ideas.

To address this challenge, based on the skill-set required, we are opting for either of the following or combination of both.

- Upskilling the existing resources
- Outsourcing the service based on the skill-set.

“In today’s world, mere digital presence of an organization is not enough to win customers”

CIO PRIORITIES FOR 2022

Recruitment of top talents in the field of Information Technology is always a challenge. More so, in the upcoming years as new technologies evolve rapidly, resource crunch for filling up the requirements will be felt more severely. In this regard, our organization has already started investing in our internal resources through various means of training such as skill development processes like certifications, online/offline classroom training and on-job shadowing. We hope to manage the requirements primarily through our internal resources in the coming years.

DIGITIZATION - OPPORTUNITIES GALORE

IT's role has evolved drastically over the recent past as organizations started to embrace digital transformations on a large scale to be relevant in the market and be ahead of their competitors. In today's world, mere digital presence of an organization is not enough to win customers; the whole organization needs to change and accept transformational changes both internally and externally to be prominent in the marketplace.

IT can play a decisive role here as through IT organizations can reach a wider audience with products for which needs are yet to be explicitly defined by the audience. Further, internal process improvements, seamless integration between various departments, systems and processes are some of the key transformational activities that can be performed by IT with inputs from business.

TECH TALENT: A CHALLENGE

It is through the development of internal tech talents in our organization by which this talent gap is being bridged. It is a well-known problem and thus requires us to invest on our resources to upgrade them and make them suitable to take up new technologies.

TECHNOLOGY & BRAND AMALGAMATION

We are a brick and mortar organization with products that meet the housing needs of the population. Our branding is primarily focussed with adverts displaying our capabilities and delivery performances in various mediums.

IT: THE FUTURE OF INDIA

The IT industry is slowly becoming the driver of India's economy, as organizations both domestically and internationally operating require IT to survive and sustain. The IT industry is now one of the largest employers in India apart from the core sectors and further progress is expected over the years as new frontiers are opened and Indian companies establish new markets.



**BIPRADAS
BANDYOPADHYAY**
CIO
Zuari Infraworld India



SARAVANAKUMAR KRISHNAMURTHY

Executive Vice President - Technology Engineering - IT
Network & Cyber Security
YES BANK

Can regulations and compliance be the answer to global cybersecurity risks?

With cyberattacks becoming a commonplace within the digital world and with business models and technologies changing, the need of the hour is to have a compliance and a regulatory framework for every organization across industries

For a CIO in 2022, there remains several challenges that need to be tackled but the major concern will always be security.

Though businesses started moving their assets to the cloud even before the pandemic, the switch to a remote workforce further accelerated the process and with it, IT monitoring and security became one of the top priorities for a CIO.

"With the increase in SaaS based applications, organisations are required to build stringent security controls at their edge networks," says Saravanakumar Krishnamurthy, Executive Vice President – Technology Engineering - IT, Network & Cyber Security at YES BANK.

"The underlined statement should always be to secure the data, whether it is on the cloud or on premises. At the same time I believe that internal threats, which are mostly unknown or internal dark web for many organisations will be one of the key issues CISOs need to address on a war foot basis.

Cyberattack groups are openly challenging and stating openly they are injecting attacks on big organisations. The Lapsus\$ group is one of the classic examples," he adds.

The BFSI (Banking, Financial Services and Insurance) sector has always remained a primary target of cybercriminals over last several years, given the amount of sensitive data that they have to deal with.

As someone from the BFSI sector, Saravanakumar believes that some of the top cybersecurity threats that continue to threaten this sector are Ransomware, DDOS, Bots, Phishing, Data Exfiltration (Data Theft), DNS & Domain Hijack. "These are the most sophisticated attacks that give real threats to the BFSI sector," he says.

THE NEED FOR REGULATIONS & DATA PROTECTION LAWS

A data breach or a cyberattack of any kind can have a long-term psychological effect on an individual or a business, while also impacting the reputation of a brand. Also, every society perceives threats differently and so every different kind of threat has to be measured and addressed in a different manner and approach. The key concern however still remains the 'Awareness'.

"The amount of initiatives and programs relevant to Cybersecurity happening across the globe and in our country are still in a minuscule percentage as compared with the amount of cyberattacks taking place. Many countries in fact do not have adequate policies and strategies in place to combat these kind of cybersecurity issues," Saravanakumar observes.

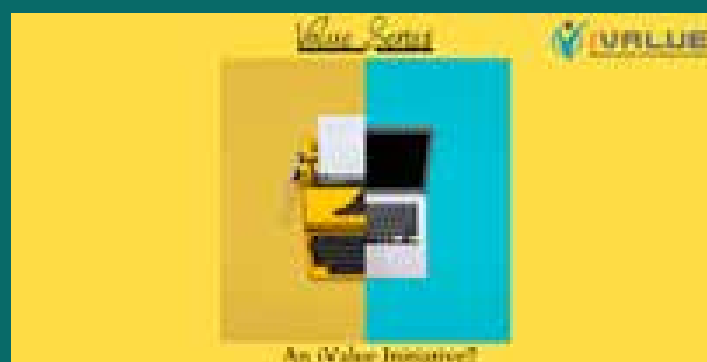
In a country like India, where business model are mostly technology driven and businesses adopt all the latest technologies well in advance than many developed countries, Saravanakumar says that ground level issues should be addressed first before formulating any security policy.

"Security policies, frameworks and standards should be aligned after addressing these issues and only then it will get easily assimilated into the culture itself," he explains.

The regulatory landscape is however slowly changing with most nations coming up with their individual data protection laws and regulations.

But as Saravanakumar explains, before understanding exactly what we expect from a Data Protection law, we need to, as an organisation segregate the data as structured and unstructured; classify the data; secure the data and then should know how to govern the data.

"We should first formulate a proper data lifecycle model first and then implement the data protection or privacy regulations. As far as the BFSI sector is concerned, the Reserve Bank of India (RBI) should bring more data awareness programs and publications and make an assessment of the industry," he concludes.





WOMEN LEADERSHIP IN TECHNOLOGY DIVERSITY BRINGS BUSINESS VALUE



NIVRUTI RAI



SINDHU GANGADHARAN



ARUNA SUNDARARAJAN



ARUNDHATI BHATTACHARYA



DAISY CHITILAPILLY



ROOPA RAJ



PRITI MEHTA



ROSHNI NADAR MALHOTRA

In the Brand Book, we take a mission to put women technology leaders under the spotlight. The responsibility increases when anyone gets the power, it is no different for a woman. According to a report by MSCI ESG, companies with women leadership generated a return on equity of 10.1 percent compared to 7.4 percent globally.

Women have been equally involved in the Indian startup industry, having founded/co-founded some of the prominent ventures. During the pandemic, the world witnessed that countries which had women in the leadership positions were in a much better shape than the rest. Women have time and again proven that they are focused on continuously finding solutions for challenging situations.

In the BRAND BOOK, we dedicate a section to put the women technology leaders under the spotlight. True empowerment will be a 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. Women in Tech activities aim to discuss how women could have larger roles in creating success stories in business and technology.

Today we can see a number of women not only entering the technology industry but also paving ways to the top C-suite. Many large tech companies have made public commitments to improve gender diversity, including increasing women in their technical and leadership ranks. 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.

Digitalization has brought empowerment to the entire world, particularly to women. 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. So, to summarize it in two points, one is that there is an unparalleled inclusion of women in the Indian economy, boosted by technology platforms and secondly women are increasingly pushing the boundaries of technology development. Ample opportunities for women in the STEM space (Science, Technology, Engineering, Mathematics) exist and women are no longer at risk of missing out on the most promising jobs of the digital age.

With the work from home (WFH) model, homemakers and stay-at-home mothers got the opportunity to harness technology's power to find relevant jobs and upskill to fill the career gap. Additionally, working mothers can strike a better balance between work and home responsibilities with the integration of technology into the renewed working model.

The increasing trend for women in business is growing. Women have been excelling across several departments and overcoming all the hurdles coming in front of them. Empowering women can help the society to grow and develop at a faster pace. We are definitely redefining the world!

Here we have listed out some top women executives from India who have made a path breaking success in the IT industry.



WOMEN IN TECH



AANANDITA BHATNAGAR
DIRECTOR, CORPORATE
COMMUNICATIONS-NETAPP



ANNIE MATHEW
CIO
MOTHERDAIRY



APARNA KUMAR
CIO
HSBC BANK



ARUNA SUNDARARAJAN
INDEPENDENT DIRECTOR
L&T INFOTECH



ARUNDHATI BHATTACHARYA
CEO
SALESFORCE INDIA



BIPASHA CHAKRABARTI
DIRECTOR COMMUNICATIONS
FACEBOOK



DAISY CHITILAPILLY
PRESIDENT
CISCO INDIA & SAARC



DEBJANI GHOSH
PRESIDENT
NASSCOM



DEEPA MADHAVAN
SR. DIRECTOR
PAYPAL



FALGUNI NAYAR
CEO
NYKAA



HARLEEN SACHDEVA
HEAD COMMUNICATIONS
HEWLETT PACKARD ENTERPRISE



HARMEEN MEHTA
CIO & INNOVATION OFFICER
BRITISH TELECOM



IRINA GHOSE
COO
MICROSOFT INDIA



KIRAN DHAM
MD & CEO
GLOBUS INFOCOM LIMITED



KOMAL SOMANI
INDEPENDENT DIRECTOR &
CMO- ESDS SOFTWARE



KRISHITA MOTWANI
HEAD OF MARKETING
TRELLIX



LATA SINGH
REGIONAL SALES DIRECTOR
IBM INDIA



LEENA NAIR
GLOBAL CEO
CHANEL



MANASI KIRLOSKAR
EXECUTIVE DIR & CEO
KIRLOSKAR SYSTEMS



MONIKA GUPTA
VICE PRESIDENT-IT
AIRTEL



NEELAM DHAWAN
INDEPENDENT DIRECTOR
ICICI BANK LTD.



NIVRUTI RAI
COUNTRY HEAD
INTEL INDIA



NUPUR SHARMA
HEAD OF MARKETING
CROWDSTRIKE INDIA



PRITI MEHTA
GROUP CEO
ACUUTECH



PURNIMA SAHNI MOHANTY
GROUP HEAD, COMM
AMAZON WEB SERVICES



NOLOGY LEADERSHIP



RADHA VEMBU

PRODUCT MANAGER
ZOHOMAIL



RADHIKA GHAI

FOUNDER & CEO
KINDLIFE.IN



RADHIKA SAIGAL

PARTNER
EY



RASHMI SINHA

FOUNDER
SLIDESHARE



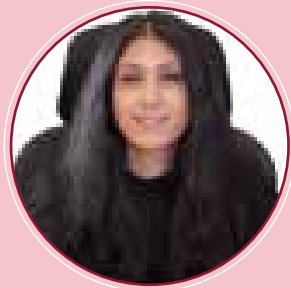
REBECCA KURIAN

V.P.-GLOBAL MARKETING
APPVIEWX



ROOPA RAJ

VP GLOBAL HEAD OF
ENGINEERING - VMWARE



ROSHNI NADAR MALHOTRA

CHAIRPERSON
HCL CORPORATION



RUCHIKA BATRA

VP, MKT & COMMS.
ERICSSON INDIA



SABINA CHOPRA

CO-FOUNDER
YATRA ONLINE



SARAH GIDEON

SR. DIR. & HEAD CORP.
COMM. - FLIPKART



SHARMILA KARVE

GLOBAL DIVERSITY LEADER
PWC INDIA



SHARMISTA DUBEY

CEO
MATCH GROUP



SHAVETA WADHERA

MANAGING DIRECTOR
ACCENTURE CONSULTING



SNEHA HIRANANDANI

GLOBAL CIO
CIPLA



SHIKHA RAI

VICE PRESIDENT
CANON INDIA



SHIKHA SHARMA

ADVISOR
GOOGLE PLAY



SINDHU GANGADHARAN

SVP & MD
SAP LABS



SRILALITHA GOPAL

MANAGING DIRECTOR
TVS ELECTRONICS LTD.



SUCHARITA MUKHERJEE

CO-FOUNDER & CEO
KALEIDOFIN



SWATI DHAWAN BHARGAVA

CO-FOUNDER
CASHKARO.COM



SWATI MOHAN

CHIEF BUSINESS OFFICER
HEADS UP FOR TAILS



UPASANA TAKU

CO-FOUNDER & COO
MOBIKWIK



VANDANA SHENOY

CORP COMMUNICATION
DIRECTOR-ORACLE INDIA



VANI KOLA

MANAGING DIRECTOR
KALAARI CAPITAL

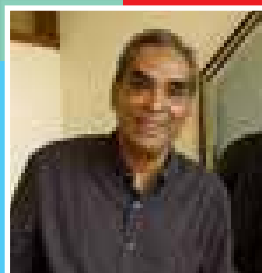


ZARIN DARUWALA

CEO
STANDARD CHARTERED BANK



TECHNOLOGY



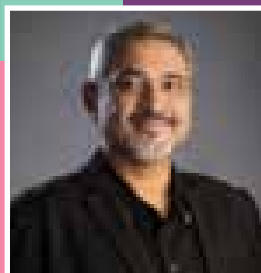
AJIT BALAKRISHNAN
CHAIRMAN & CEO
REDIFF.COM



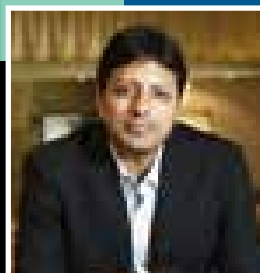
AKHILESH TUTEJA
GLOBAL CYBER SECURITY
PRACTICE CP-LEDER- KPMG



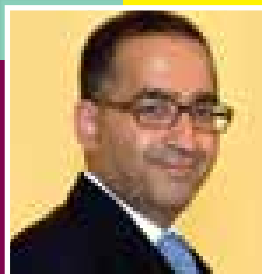
ALOK OHRIE
M.D & PRESIDENT
DELL TECHNOLOGIES



AMAR BABU
PRESIDENT
LENOVO ASIA PACIFIC



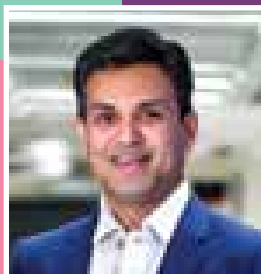
AMIT AGARWAL
COUNTRY HEAD
AMAZON INDIA



AMIT CHADHA
CEO & MD
L & T TECHNOLOGY SERVICES



AMITABH KANT
CEO
NITI AAYOG



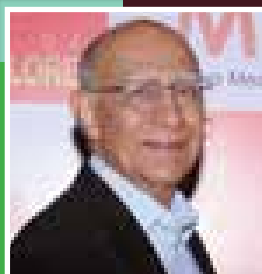
ANANT MAHESHWARI
PRESIDENT
MICROSOFT INDIA



ANIL CHAUDHRY
COUNTRY PRESIDENT & MD
SCHNEIDER ELECTRIC INDIA



ASHISH KUMAR CHAUHAN
MD & CEO-BSE



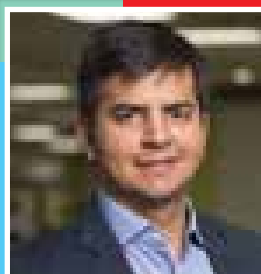
ASHOK SOOTA
EXCCUTIVE CHAIRMAN
HAPPIEST MINDS



ASHWINI VAISHNAW
UNION MINISTER OF
ELECTRONICS & IT



BHARAT GOENKA
MD
TALLY SOLUTIONS



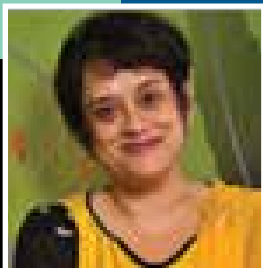
BHAVISH AGGARWAL
CO -FOUNDER & CEO
OLA CABS



BYJU RAVEENDRAN
CEO
BYJUS



C P GURNANI
CEO
TECH MAHINDRA



DEBJANI GHOSH
PRESIDENT
NASSCOM



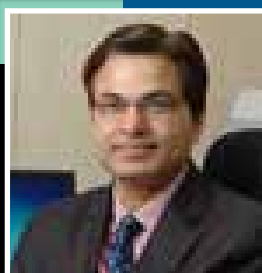
DEEPIINDER GOYAL
FOUNDER & CEO
ZOMATO



DILIP ASBE
MD & CEO
NPCI



DR. AJAY KUMAR
DEFENCE SECRETARY
GOVERNMENT OF INDIA



DR. RAJENDRA KUMAR
ADDITIONAL SECRETARY
MEITY- GOVERNMENT OF INDIA



DR. ANAND AGARWAL
GROUP CEO
STERLITE TECHNOLOGIES LIMITED



DR. P. D. VAGHELA
CHAIRMAN
TRAI



DR. R S SHARMA
CEO
NATIONAL HEALTH AUTHORITY



DR. SANJAY BEHL
D.G- CERT-IN

ICONS OF INDIA



GAUTAM ADANI
CHAIRMAN
ADANI GROUP



GIRISH MATHRUBOOTHAM
CEO & FOUNDER, FRESHWORKS



HARI OM RAI
CMD
LAVA



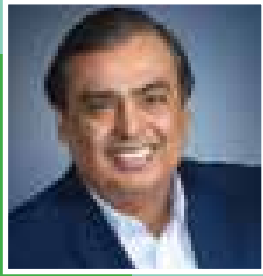
KETAN PATEL
MANAGING DIRECTOR
HP INDIA



KULMEET BAWA
PRESIDENT & MD
SAP INDIA



LT GEN RAJESH PANTH (RETD)
CHIEF-NATIONAL CYBER
COORDINATION CENTRE CHIEF



MUKESH D. AMBANI
CHAIRMAN & MD
RELIANCE INDUSTRIES



NANDAN NILEKANI
CO
FOUNDER-INFOSYS



NATARAJAN CHANDRASEKARAN
CHAIRMAN-TATA GROUP



PROF. N. BALAKRISHNAN
INSA
SENIOR SCIENTIST-IIS



RAJEEV CHANDRASEKHAR
MINISTER OF STATE FOR
ELECTRONICS & IT-GOI



RAJIV MEMANI
CMD
EY INDIA



RAVINDER TAKKAR
MD & CEO
VODAFONE IDEA LTD.



RISHAD PREMJI
CHAIRMAN
WIPRO LIMITED



RITESH AGARWAL
FOUNDER & CEO
OYO HOTELS



ROSHNI NADAR MALHOTRA
CHAIRMAN- HCL TECHNOLOGIES



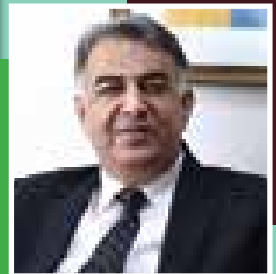
SACHIN BANSAL
CEO
NAVI



SANDIP PATEL
M.D. - INDIA & SOUTH ASIA
IBM



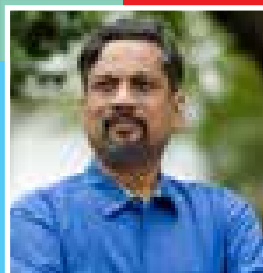
SANJAY BEHL
PRESIDENT & COO
DELOITTE INDIA



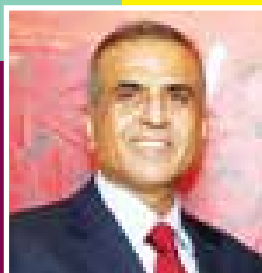
SHAILENDER KUMAR
MANAGING DIRECTOR
ORACLE INDIA



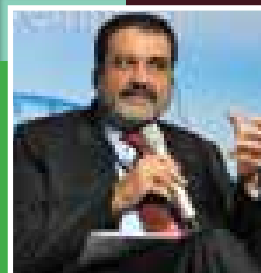
SOM SATSANGI
MANAGING DIRECTOR- HEWLETT
PACKARD ENTERPRISE INDIA



SRIDHAR VEMBU
CEO
ZOHIO CORPORATION



SUNIL BHARTI MITTAL
CHAIRMAN
BHARATI ENTERPRISES



T.V. MOHANDAS PAI
CHAIRMAN, AARIN CAPITAL &
MANIPAL GLOBAL EDUCATION



VIJAY SHEKHAR SHARMA
CEO- ONE 97 COMMUNICATIONS



AJIT BALAKRISHNAN



Ajit Balakrishnan is the Founder, current Chairman and Chief Executive Officer of Rediff.com. Balakrishnan served as the Chairman of the Board of Governors of IIM Calcutta for two five-year terms ending in March 2017. He presently serves on the Governing Council of Centre for Development of Advanced Computing (CDAC). 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.

AKHILESH TUTEJA



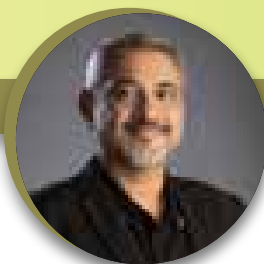
Akhilesh Tuteja serves as the Global Cyber Security practice Co-leader and leads the IT Advisory practice for KPMG in India. He also heads the Risk Consulting practice for KPMG in India. Akhilesh has played an instrumental role in the industry, and is widely recognised for his strong blend of business and technical skills. Akhilesh is a frequent contributor to business and technology publications. He is a notable speaker on cyber security and its implication on enterprise businesses.

ALOK OHRIE



Alok Ohrie leads Dell Technologies India as President and MD. He is also responsible for Sales, Business Strategy and Development, Operations, Marketing, Manufacturing and Government Engagements. Recognized as the architect of Dell's innovative go-to-market strategy in India, Alok spearheaded the transformation of the company into an end-to-end technology solutions player. A keen believer in technology, market and business dynamics, Alok likes to think out of the box and leads by example. Prior to joining Dell, he has held various leadership roles at IBM, AMD and EMC, with over three decades of cumulative experience in the IT/ ITES sector.

AMAR BABU



Amar Babu is the President of Lenovo Asia Pacific. He leads the company's business in the overall Asia Pacific region, including Japan, Korea, Taiwan, Hong Kong, ASEAN, Australia, New Zealand, and India / South Asia. He was Vice President and Chief Operating Officer of Lenovo Asia Pacific for three years, and prior to that was Managing Director, Lenovo India and South Asia starting from 2007. Before joining Lenovo, he held a number of leading technology positions, including at HCL, Citibank, and intel.

AMIT AGARWAL



Amit Agarwal, Senior Vice President India and Emerging Markets at Amazon, is the man behind the staggering rise of the company surpassing all the internal milestones in the Indian e-commerce market. Known for his customer obsession and outstanding business development skills, he envisages Amazon to be the most customer-centric company by transforming the online business trend in India.

AMIT CHADHA



The Chief Executive Officer & Managing Director of L&T Technology Services (LTTS), Amit Chadha is responsible for providing business & technology leadership, market direction and strategic vision to drive the company's performance. Amit was instrumental in driving the company through a high-profile Initial Public Offering (IPO) in India and successfully listing it on the National Stock Exchange and the Bombay Stock Exchange. Amit was previously Deputy CEO & Whole Time Director, running the gamut of business operations, delivery and sales & marketing at LTTS, and preparing the technology roadmap for the company's future.

AMITABH KANT



Amitabh Kant was the second CEO of NITI Aayog (National Institution for Transforming India). He is a 1980 batch retired IAS Officer of Kerala Cadre. He is the author of Branding India - An Incredible Story. He has been a key driver of the "Make in India", Startup India, "Incredible India" and God's Own Country" initiatives that positioned India and Kerala State as leading manufacturing and tourism destinations. Kant is also involved in various initiatives of the World Economic Forum.

ANANT MAHESHWARI



Anant Maheshwari as President of Microsoft India, is responsible for Microsoft's overall business and presence in India. His role leads engagement with policy makers, customers, business partners, and the industry ecosystem. He is accountable for all of Microsoft's product, service, and support offerings across India. Anant's role is pivotal as the country focuses on growth themes in the country including Digital India. Anant is committed to ensure that the collective presence of all Microsoft assets in India are helping this digital transformation and support the growth objectives globally and in India.



ANIL CHAUDHRY



Anil was appointed as the Managing Director and Country President of Schneider Electric India in the year 2013. Prior to this, he was the Senior Vice President, Global Sales Organisation, Infrastructure and a member of the Leadership Team in Paris. In his over 30 years of experience, Anil has held leadership positions in management, operations, sales, strategy and business development with Global responsibility based out of Europe and India. Anil is extremely passionate towards promoting diversity & inclusion.

ASHISH KUMAR CHAUHAN



Ashish Kumar Chauhan is the MD & CEO of BSE (Bombay Stock Exchange), the first stock exchange of Asia. He is one of the founders of India's National Stock Exchange ("NSE"). He is best known as the father of modern financial derivatives in India due to his work at NSE. He was instrumental in setting up India's first fully automated screen based trading system and first commercial satellite communications network. He also created several path breaking frameworks including Nifty index, NSE certifications in financial markets etc.

ASHOK SOOTA



Ashok Soota, Executive Chairman of Happiest Minds Technologies, is widely recognized as one of the pioneering leaders of the Indian IT industry. As a serial entrepreneur, he has led both companies where he was founding Chairman to very successful IPOs: Happiest Minds (2020) and MindTree (2007). Ashok has been the President of Confederation of Indian Industry (CII), a member of the Prime Minister's Task Force for IT and was on the Advisory Council for the World Intellectual Property Organization, Geneva.

ASHWINI VAISHNAW



Ashwini Vaishnaw is India's Incumbent Minister of Railways, Communications and Electronics & Information Technology (IT). He is former Indian Administrative Service (IAS) officer who was born on July 18, 1970, in Rajasthan. 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.

BHARAT GOENKA



Bharat Goenka is the Managing Director of Tally Solutions, India's leading company in business accounting software. Bharat Co-founded Tally Solutions with his father, Shyam Sunder Goenka in 1986 after searching for software to manage their accounting books. The latest version is Tally 9 is the world's first concurrent multi-lingual business accounting and inventory software. He received the Padma Shri honour from the Government of India for his contribution in the field of trade and industry.

BHAVISH AGGARWAL



Ola Co-founder and 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. Today, Ola app offers mobility solutions by connecting customers to drivers and a wide range of vehicles across bikes, auto-rickshaws, metered taxis, and cabs, enabling convenience and transparency for hundreds of millions of consumers and driver-partners.

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. In July, 2019 Byju's acquired Indian cricket team jersey rights. In 2011, he founded Byju's with his wife, Divya Gokulnath. As of March 2022, Byju's is valued at US\$22 billion and has over 115 million registered students.

C P GURNANI



C.P. Gurnani is the MD and CEO of Tech Mahindra Limited -a USD 5.2 billion digital transformation, consulting and business reengineering services and solutions provider with 125,200+ professionals across 90 countries. His inimitable style of leadership, combined with his sharp focus on customer experience has helped Tech Mahindra emerge as one of the leading digital IT solution providers of India. He led Tech Mahindra's transformation journey, and one of the biggest turnarounds of Indian corporate history - the acquisition and merger of Satyam



DEBJANI GHOSH



Debjani Ghosh is the first woman president of NASSCOM, the umbrella body of India's software industry. A veteran of the technology industry, she is the fifth president of NASSCOM and the first woman at the helm. As President of NASSCOM, Debjani is responsible for establishing new growth areas for the technology industry in India and works with governments and industry stakeholders to establish policies and initiatives that help accelerate the growth of the sector in India and across the world.

DEEPINDER GOYAL



Deepinder Goyal is the Founder and CEO of Zomato. Prior to starting Zomato, Deepinder worked as a management consultant with Bain and Company in New Delhi. It was at Bain that Deepinder conceived the idea of an online restaurant information service after seeing the demand for menu cards among his colleagues. He left Bain in 2008 to start Zomato (then foodiebay) out of his apartment and has since overseen strategy and product development.

DILIP ASBE



Dilip Asbe is the MD & CEO of National Payments Corporation of India (NPCI). Formally he was the Chief Operating Officer (COO) of NPCI. He has played an important role in designing, building, operationalisation and management of large scale innovative payments processing platforms like Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), Immediate Payment Service (IMPS) and India's home grown card network RuPay. He was awarded the 'Changemaker of the Year' award for UPI.

DR. AJAY KUMAR



Dr. Ajay Kumar is the Defence Secretary of India. He is an officer of the Indian Administrative Service, of the batch of 1985. He is an alumnus of IIT Kanpur and the University of Minnesota and was awarded two separate fellowships by the University of Minnesota. Kumar has served in various posts in both the Government of India and the Government of Kerala, such as Principal Secretary (IT), Managing Director of the Kerala State Electronics Development Corporation, Secretary (Industries), Managing Director of the Kerala State Co-operative Agricultural and Rural Development Bank.

DR. RAJENDRA KUMAR



Dr. Rajendra Kumar is an Additional Secretary, Ministry of Electronics and IT (MeitY) at Government of India. In his current capacity, he is leading the policy formulation and implementation of various schemes under the Digital India, e-governance, emerging technologies, data protection, cyber laws and cyber security domains in the country. Prior to his current assignment, he was the Principal Secretary, MSME Department in the Government of Tamil Nadu, where he led the implementation of various government schemes for startups and MSMEs in the state.

DR. ANAND AGARWAL



Dr. Anand Agarwal is the former CEO and Director of Sterlite Technologies. As per the company, post-resignation, he would remain in the advisory role and support the company during the upheaval. He joined Sterlite in 1995 and has held various positions, including manufacturing, quality assurance and business development. Prior to joining Sterlite, he worked with Siemens. Anand completed his BTech in metallurgical engineering from the IIT Kanpur and was awarded Masters and PhD from the Rensselaer Polytechnic Institute, USA.

DR. P D VAGHELA



Dr PD Vaghela serves as the Chairperson of Telecommunications Regulatory Authority of India (TRAI) under the Department of Telecommunications. Vaghela is a 1986-batch Indian Administrative Service (IAS) officer of Gujarat cadre. Dr Vaghela has been at the helm of policy changes brought about by the Govt in the Pharma sector. Prior to this he had served as Commissioner of Commercial Tax in Gujarat.

DR. R S SHARMA



Dr. R S Sharma is the CEO of National Health Authority, MoHFW (Govt. of India). He was the first Director General of the Unique Identification Authority of India and was subsequently appointed as the Chairman of Telecom Regulatory Authority of India (TRAI). Dr. Ram Sewak is responsible for implementing India's \$1.43 billion public health insurance / assurance scheme Ayushman-Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY). Dr. Sharma's philosophy has been to keep the customer at the focus of all regulatory action.



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). Prior to joining Microsoft, Sanjay was the global CSO of Tata Consultancy Services (TCS).

GAUTAM ADANI



Gautam Adani is the Founder and the Chairman of the Adani Group which ranks among the top 3 industrial conglomerates in India.

Adani, a first-generation entrepreneur, is driven by the core philosophy of infusing "Growth with Goodness" through his vision of nation-building. Each of the Group's businesses is focused on helping build world-class infrastructure capabilities to help accelerate the growth for India. In May 2022, Adani family acquired Ambuja Cements and its subsidiary ACC from Holcim Group for \$10.5 billion, through an overseas special-purpose entity.

GIRISH MATHRUBOOTHAM



Girish Mathrubootham envisioned and Co-founded Freshworks (then Freshdesk) in 2010 to create a better way to service and delight customers. What began as a single product focused on customer service is now a company that operates in 13 global locations to deliver a comprehensive suite of products to nearly 50,000 customers worldwide. 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, the Co-founder, Chairman and MD of Lava International started his entrepreneurial journey in 1992 by founding Biogentek - a venture in the field biotechnology. Lava has shown tremendous growth over the years with its annual turnover crossing \$1.2 Billion. 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. He is also the proud winner of the coveted 'Entrepreneur of The Year' award.

KETAN PATEL



With 16 years in the HP family - 13 spent in India and three in the Asia-Pacific region, Managing Director Ketan Patel has held a variety of increasingly responsible roles, and through them seen the company through many iterations and changes. Ketan has exhibited leadership in Strategic planning and operational excellence through expert management of cross functions, multi-disciplinary teams in a matrix organization.

KULMEET BAWA



Kulmeet Bawa presides 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. Earlier he was the Vice President and Managing Director for Adobe South Asia, helping organisations in their digital transformation journey. Seeking newer challenges, his mid-career move into the corporate world was founded on the belief that extraordinary success is brought about by extraordinary leadership.

LT. GEN. (RETD.) RAJESH PANT



Lt. Gen. (Retd.) Rajesh Pant is National Cybersecurity Coordinator in the National Security Council of India at the Prime Minister's Office. He is responsible for coordinating all cybersecurity activities across multiple sectors. He holds a Ph.D. in information security metrics. Previously, he was the head of the Army's cyber training establishment for three years. He served in the Army Signals Corps for 41 years and was honoured three times by the president of India for distinguished service of the highest order.

MUKESH D. AMBANI



An Indian billionaire businessman Mukesh Dhirubhai Ambani is the Chairman, Managing Director, and largest shareholder of Reliance Industries. Mukesh Ambani spearheaded the creation of the world's largest grassroots petroleum refinery at Jamnagar in Gujarat, India. Reliance Retail is the largest organized retail player in India. He has created global records in customer acquisition for Jio, Reliance' digital services initiative. He led and established one of the world's most expansive 4G broadband wireless network offering end-to-end solutions that address the entire value chain across various digital services in key domains of national interest.



NANDAN NILEKANI



Nandan Nilekani is the Co-Founder and Chairman of 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 Nilekani is the author of "Imagining India", co-authored his second book with Viral Shah, "Rebooting India: Realizing a Billion Aspirations" and co-authored his third book with Tanuj Bhojwani, "The Art of Bitfulness: Keeping calm in the digital world" released in Jan 2022.

NATARAJAN CHANDRASEKARAN



Natarajan Chandrasekaran is 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.

PROF. N. BALAKRISHNAN



Prof. Narayanaswamy 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 and a Visiting Professor of Jawaharlal Nehru Centre for Advanced Scientific Research. Balakrishnan was honored by the Government of India, in 2002, with the fourth highest Indian civilian award of Padma Shri.

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 an Indian 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. He also served as National Spokesperson of BJP and was Vice-Chairman of the Kerala wing of the BJP-led coalition National Democratic Alliance.

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.

RAVINDER TAKKAR



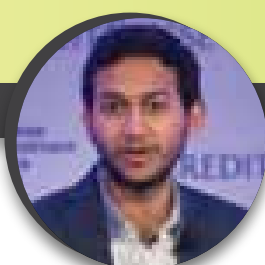
Ravinder Takkar is the Managing Director (MD) and Chief Executive Officer (CEO) of Vodafone Idea Limited (Vi). The Vi CEO has worked in several leadership positions across Vodafone's operating companies over the last two decades. Takkar has been involved in the Indian telecom industry since 2006 when Vodafone Group entered the Indian market and has been associated with Vodafone Group since 1994. He has held a number of senior roles in strategy and business development and was the CEO of the enterprise business.

RISHAD PREMJI



Rishad Premji has been named as the 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. 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. However, Agarwal is not on either Forbes or Business Insider billionaires list. Agarwal is also a recipient of the Business World Young Entrepreneur Award. 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 the Chairperson of HCL Technologies and the first woman to lead a listed IT company in India. She is responsible for providing strategic guidance to the organization. HCL Technologies is a leading global technology organization with a market capitalization of \$32 billion. She is also the Chairperson of its CSR Board Committee. In 2019, she was ranked 54th on the Forbes World's 100 Most Powerful Women list. Roshni is a Trustee of the Shiv Nadar Foundation.

SACHIN BANSAL



Sachin Bansal is best known as the Co-founder of Flipkart, which was acquired by Walmart at \$16 billion in 2018. During his over 11 year career at Flipkart, Bansal was CEO and Chairman. In 2018, Bansal exited with Flipkart following the Walmart deal. A few months after his exit from e-commerce major Flipkart, Bansal had turned his attention to the financial services space with Navi. He strongly feels that, by bringing a consumer tech thought process into the financial services space.

SANDIP PATEL



Sandip Patel is the MD for IBM India/South Asia region. He is responsible for all of IBM's sales, marketing, services and delivery operations in the region, including Bangladesh, Nepal and Sri Lanka. Sandip also plays a key role in enabling capabilities across IBM's global missions in India, including research and innovation labs. Sandip took up this role in 2020 with a mandate to make IBM the number one Cloud and Cognitive solutions company in India/South Asia.

SANJAY BEHL



Sanjay Behl is a Deloitte Consulting Principal (Partner) in the US. Since April 2018, Sanjay has served as the Lead Consulting Partners of a key healthcare account for Deloitte. He is accountable for selling and delivering consulting services at the account. Prior to his current role, Sanjay was the President and Chief Operating Officer for Consulting in Deloitte India. During his tenure, Sanjay transformed and grew the practice to be a marketplace leader with broad offerings.

SHAILENDER KUMAR



Shailender Kumar is Senior Vice President and Regional Managing Director for Oracle India. He is a committed leader with more than 30 years of experience building successful teams and running successful businesses. 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 and has built a team of professionals to serve the India ecosystem.

SOM SATSANGI



As India Managing Director, Som Satsangi leads HPE's second-largest employee base globally. He is responsible for delivering on the vision of leveraging technology to advance the way we live and work; ensuring excellence to customers; and fostering a culture of collaborative innovation. Som is actively involved in HPE Pathfinder, venture investment and partnership program to encourage transformative external innovations and Startups.

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. Vembu has followed a number of unique strategies to build Zoho. These include creating a product that is very similar to Salesforce's customer relationship management product but affordable and attractive for small businesses.

SUNIL BHARTI MITTAL



Padma Bhushan Sunil Bharti Mittal is the Founder and Chairperson of Bharti Enterprises, which has diversified interests in telecom, insurance, real estate, education, malls, hospitality, Agri and food besides other ventures. Sunil is one of India's first generation corporations, with interests in Telecom, Space, Insurance, Real Estate, Hospitality and Food. Bharti Airtel, the flagship company of Bharti Enterprises, is a global telecommunications company with operations in 20 countries across South Asia and Africa.

T.V. MOHANDAS PAI



Padma Shri T. V. Mohandas Pai is a Director, Manipal Universal Learning and former CFO, Infosys. He is also the co-founder of Akshaya Patra, the world's largest midday meal program, and works actively with government and regulators on policy recommendations and guidelines. Mohan has served as the Chairman of the Board of SEBI, and is now a Board Member of the National Stock Exchange in India.

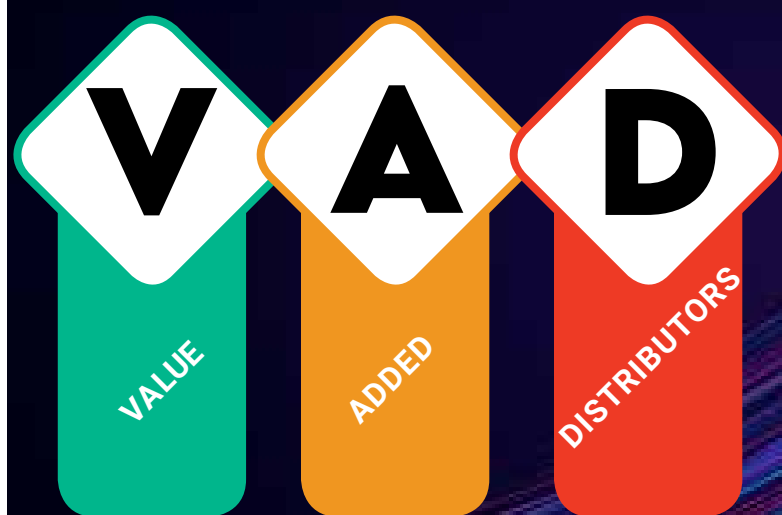
VIJAY SHEKHAR SHARMA



Vijay Shekhar Sharma is the Chairman, Managing Director and CEO of One97 Communications and its consumer brand Paytm. 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.



DISTRIBUTORS AND VAD'S IN INDIA



Technology companies expand their market reach through the Value Added Distributors (VADs). Distributors and VADs represent the OEMs to the end-users or customers. These days both distributors and VADs add value to their offerings to maintain the top line, since the box pushing time has gone and we are into the era of smart distribution. The channel growth is shifting from transactional to contractual and contactless business. 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.

Armed with the best-of-breed technology solutions, Distributors and VADs are transforming their style of functioning like suggesting customers on how disruptive technologies could enhance their customers top and bottom line at the same time.

Value Added Distributors (VADs) are providing an enhanced and superior level of services to the partners and customers, so that they can select the best combination of software, hardware and services to meet the desired objectives. Partners will be able to better advise their customers on the solutions that are necessary to accelerate their digital transformation and thrive in an increasingly volatile, uncertain and complex business environment. In this scenario the role of distributors and VADs are becoming very important as part of the overall growth strategy of every corporate.

Technology Distribution has been changing the conversation with partners in significant ways over the last couple years regarding what they bring to the table. As certain OEMs are focusing on cloud, advanced and specialty technology solutions, in addition to mobility and commercial/consumer technologies, distributors enables business partners to operate more efficiently and successfully in the markets they serve.

The distributor plays a critical role in selecting the right vendors and products to enable this one-stop shopping to facilitate customers' business growth. Secondly, as cyberattacks become more sophisticated, leaders are looking to bolster cybersecurity as well as shift from legacy to modern data platforms. Distributors are now moving towards offering cloud based services.

Distributors today are aware of the fact that, in order to be successful in this globally changing market, they must make efficient use of large amounts of data to make the most of business intelligence and become agiler. They are now continuously looking out to improve operations, increase profitability and reduce inventory and they are now beginning to adopt cloud-based ERP in large numbers.

Channel partners are integral to the overall success of the corporate go-to-market strategy for delivering an excellent customer experience. 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, and complement the product.

There are distribution companies including Ingram, Redington, Savex, Techdata, Compuage, R P Tech, Supertron, Iris Global, Beetel and Fortune Marketing who have gone very aggressive in promoting various offerings to the channel through their traditional channels and some are through their cloud services. This year's Brand Book looks at the current dynamics in the technology distribution space where the role of VADs is also getting extremely important in terms of business leading to improve productivity, efficiency and collaboration.

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. AIL has the unique distinction of securing more than a million locations across a wide spectrum of varied industries, government establishments, retail chains, educational institutions, financial institutions, public spaces and infrastructure projects.



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 a distributor of IT security solutions in India. The company takes pride in being the Country Partner for Bitdefender solutions. BD Software distributes solutions from world known companies having some of the best solution available in their fields. It is operating from a registered premise in the satellite city of Navi Mumbai. It has acquired more than two lakh users within a short period. Recently, it has entered into a strategic partnership with Priyam Infosystems Pvt. Ltd. as a national distributor for its customized add-on tool Smart Tally for Tally users.



BEETEL TELETECH LTD.

Head of the Organization : **SANJEEV CHHABRA**
 Designation : MD & CEO
 Address : 1St, Plot No. 16, Udyog Vihar, Phase Iv, Gurgaon – 122015, Haryana
 Website : www.beetel.in

Core competency : Beetel Teletech Limited (Beetel) is a leading distribution and manufacturing company in India offering a wide range of innovative products in mobile handsets and accessories, fixed line telephone, enterprise solutions and IT peripherals. Beetel creates long-lasting relationships with customers by offering the latest technology, products and solutions at the most competitive prices. Beetel's distribution reach across India includes more than 500 distributors, 10,000 retailers and 28 warehouses. We are proud to be associated with the leading telecom operators and biggest brands in the OEM space.



COMPUAGE INFOCOMM LTD.

Head of the Organization : **ATUL MEHTA**
 Designation : CMD
 Address : Lotus Corporate Park, D Wing 601/602, Western Express Highway, Goregaon (E), Mumbai – 400063
 Website : www.compuageindia.com

Core competency : Compuage's rich and long standing legacy of 3 decades and sustained growth rate in recent years highlights the seamless adoption of our innovative business frameworks to house a range of diverse and competitive brands. At Compuage, we firmly believe that we grow when your business thrives. Compuage creates enterprise advancement opportunities for its channel partners through aggressive market development and continuous innovation. With offices and service centres pan India, we serve our growing network of 12000+ online/offline partners and system integrators- facilitating convenient business operations.



CREATIVE PERIPHERALS & DISTRIBUTION LTD.

Head of the Organization : **KETAN C PATEL**
 Designation : CEO
 Address : 3Rd & 4Th Floor, Plot No. 137Ab, Kandivali Co Op Industrial Estate Limited, Charkop, Kandivali West, Mumbai – 400 067, Maharashtra
 Website : www.ecreativeindia.com

Core competency : It offers world-class brand partners that as an established Modern Retail and E-commerce Market-Entry Specialist in India, Middle East and other markets, we will leverage our experience, expertise and knowledge of local markets to enable best customer experience and business outcomes for their products and services thereby enhancing their topline. It has 26 branches with two international offices. Exclusive distributors for 23 brands and works 50000 dealers across the country. It supports the partners in leveraging their market positioning and enhancing their bottom line.



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, is into IT-trading company has expanded into an out-and-out distribution company for electronic security and computer hardware products with a solid pan-Indian presence and appeal. Fortune today distributes more than 1000 products provided by some top-tier global brands, through its 4,000 channel partners in the country and 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.





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 Distribution Services industry providing Value Added Distribution in Cyber Security, Networking, UC and Collaboration, AIDC & POS, Infrastructure & Application Software, Storage Management and Electronic Security products & related Services in South Asia with revenue run rate of USD 370+ Million. Headquartered in Bangalore, It has a presence in 15 locations. Having direct relationships with 40+ Global Technology vendors. Inflow Technologies does business through its 2300+ channel partners globally, & one or more solutions is offered to 7000+ end customers.



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 helps businesses fully realize the promise of technology—helping them maximize the value of the technology that they make, sell or use. 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 deal—which was expected to be finalized by the second quarter of 2021—took seven months to complete. 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-tech products and solutions in the Government, BFSI and Telecom space, with a focus on India and Africa. Integra has been at the forefront of innovation and has brought out several class leading products to the domestic and international markets. These include office automation products on UNIX, WAP Gateway and browser, products for billing, communications and several utility software products in the telecom space, particularly for wireless Internet. Recently, 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 Inc, Hewlett-Packard, IBM and others. Headquartered in New Delhi, 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. 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 our own offices and warehouses equipped to handle online transactions catering to the needs of over 10,000+ Channel partners. deep expertise in IT Distribution, Technology Solutions, IT Support Services & Financial Services enables our business partners to operate efficiently and successfully in the markets they serve.



IVALUE INFOSOLUTIONS PVT. LTD.

Head of the Organization : **SUNIL PILLAI**
 Designation : Co-Founder & MD
 Address : Vgr Essor, #1140, 3Rd Floor, 17Th Cross
 Road, 6Th Main Road, Sector 7, Hsr
 Layout, Bengaluru- 560102, Karnataka
 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. The team at iValue have helped 6000+ Customers across size and vertical in Governance, Risk and Compliance front, through solutions and services in DNA protection and management area, in partnership with 22+ OEM's and 600+ System integrators. iValue chose to focus around Data, Network and Application, (DNA of every business) availability, performance, security and scalability needs of enterprise and corporate customers. Key Verticals serviced by iValue include Banking Finance and Insurance; IT enables services, Manufacturing, Telecom, Pharma, Hospitality and Education. Today, it has operations across the Asia Pacific, Middle East, Europe, and the Americas, giving them a global reach with a local flavor.



M. TECH SOLUTIONS (I) PVT. LTD.

Head of the Organization : **BHAVIN BHATT**
 Designation : Managing Director
 Address : # 201, Indraprastha Equinox (2Nd Floor),
 100 Feet Inner RingRoad, Koramangala,
 Bengaluru-560095, Karnataka
 Website : www.mtechpro.com

Core competency : The M.Tech companies are part of the Singapore Exchange-listed Multi-Chem Group. 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. Established in May 2002, M.Tech is headquartered in Singapore and has a network of 32 offices in 16 countries . have a specialized technical team providing a host of comprehensive professional services and 24/7 technical service and support, ensuring your organization's seamless operation. 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, entered into another phase of growth in 2017, where Macnica Networks Corporation, entered into an equity partnership with Netpoleon. The equity partnership with Macnica, a leading Value-Added Distributor of Network Security solutions to the Japanese and the Global market has elevated Netpoleon into the Global arena where Netpoleon can engage global players in the market with offices in APAC.



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 : Incepted in 1989, RP tech India (a division of Rashi Peripherals Pvt Ltd) is the fastest-growing B2B technology solutions provider in India. RP tech India is recognised as the most preferred B2B partner of 25+ renowned global technology brands. RP tech India has a strong network of 50 Branches and 50 Service centres that cater to 9000+ immensely satisfied B2B customers and millions of end-users in 750+ 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. RP tech India is an ISO 9001: 2015 compliant company. It is serving to over 30 renowned global brands.



RAH INFOTECH

Head of the Organization : **ASHOK KUMAR**
 Designation : Founder & Md
 Address : 6 A/B/C, Tower B-4, Spaze I-tech
 Park, Sohna Road, Sector-49,
 Gurugram-122018, Haryana
 Website : www.rahinfotech.com

Core competency : 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 is amongst the country's top value added distributors with an extensive portfolio of information management solutions. With wired and wireless solutions that range from large-scale enterprise campus networks to small offices, we are a one-stop shop for a complete, secure, easy-to-manage networking solutions that will meet your needs today and tomorrow. Headquartered in Gurgaon, RAH Infotech has presence across the country with International presence in Netherlands, Singapore, UAE, UK and USA. As a VAD, RAH Infotech is focused on adding value to its partners and customers.



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. The Company and its subsidiaries operate in India, the Middle East, Turkey, Africa and South Asia countries. Its IT products include Personal Computing & Printing; Commercial, Enterprise & Infrastructure; Cloud Services, and Software & Security. The incredible journey has seen us emerge from one brand, one product category, and one market into a US \$7.7 billion distribution and supply chain solutions provider to over 245+ international brands in IT and Mobility spaces, serving 37 emerging markets. Today, new-age technologies like Artificial Intelligence (AI), Robotics, Big Data and Analytics, Internet of Things (IoT), and 5G communications are opening new possibilities and new opportunities 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. 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 presence across the country in Delhi, Kolkata, Chennai, Bangalore, Coimbatore, Hyderabad, and Pune. The company provides end-to-end Security solutions for all categories of Information Technology products for major international brands and relationship 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. Savex Technologies serves customers worldwide.





SONATA SOFTWARE

Head of the Organization : **P SRIKAR REDDY**
 Designation : Managing Director
 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 Global IT Services company that provides services in business intelligence and analytics, application development management, mobility, cloud, social media, testing, enterprise services, and infrastructure management services. Sonata's domestic business has two parts-services and remarketing products and services for global companies. As world leaders in digital technologies including IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, Sonata's people and systems are nurtured to deliver on our commitment to excellence in business technology solutions.



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 connects the world with the power of technology. Synnex, Tech Data Merge To Create \$57B Distribution Titan. For more than 40+ years, Tech Data has provided the logistics capabilities and value-added services that enable resellers to efficiently and cost-effectively support the diverse technology needs of end users in more than 100 countries. Two of the world's largest IT distributors will join forces to create a \$57 billion giant with more than 150,000 customers and 22,000 employees. Tech Data's Center of Excellence (CoE) is an adaptive virtual lab environment built for the channel ecosystem. Our 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.



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 is Importer & Independent Distributor for a wide range of Industrial & Professional grade Electronic Components, Plastic & Aluminum Enclosures and Test & Measuring Instruments in India. Texonic represents few overseas manufacturers & many domestic manufacturers. It is a pioneer in the High Technology industry and high speed communication market in India. Texonic is uniquely positioned to provide products and services to clients ranging from SOHO to Enterprises. As a leader in Information Technology, Texonic has developed close relationships with major vendors for value added distribution. It is an integral value adding partner that specialize in IT Distribution & Services.



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 points, 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. Supertron has recently launched Enterprise Solutions, a new business vertical to serve corporate clients with Networking, Servers and Cloud Computing solutions.



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

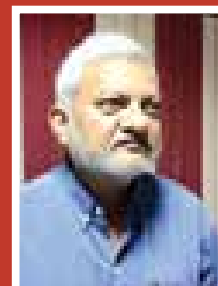
Core competency : TechnoBind's business model is focused on identifying and partnering with vendors who are focused on plotting the future. This means taking into the market best of breed disruptive technologies based on its use-case based approach and defining the next-gen IT deployments. Technobind has instituted the knowledge and skills to meet 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 & Recovery or Cyber Protection. TechnoBind to the forefront, representing some of the most innovative technologies in India.



WPG C&C COMPUTERS & PERIPHERALS PVT. LTD.

Head of the Organization : **RAJEEV BAJPAI**
 Designation : President
 Address : Building No 26, 2Nd Floor, Okhla Phase Iii, 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. With 5,000 staff in about 100 sales offices around the world, WPG achieved US\$20.65 billion in 2020 revenue. WPG, the first holding company in the semiconductor components industry, has the global operation, local flexibility and long-term development in Asia-Pacific Market. WPG is operating through four leading semiconductor components distributors (WPIg, SACg, AITg and YOSUNG) serves as a franchise partner more than 250 worldwide suppliers. With 5,000 staff in about 80 sales offices around the world, WPG achieved US\$27.81 billion in 2021 revenue.



GOVERNMENT BODIES AND AUTHORITIES

Technological progress allows for the more efficient production of more and better goods and services, which is what prosperity depends on. It plays an important role than the capital formation, thus it is the prime-mover of economic growth. The role of government becomes prominent when adopting any type of technology.

Government bodies helps in felicitating the process of economic growth involves the increase in the production of goods and services. Increase in production can be achieved either through the use of more resources and/or through the realization of higher productivity by means of using the resources of labour, capital and land more efficiently. These organisations are helping the country to achieve the dream of a \$5 trillion economy, where digital transformation to act as a catalyst.

The adoption of technology by developing countries has had profound effects on their economies, such as reducing the national costs of production, establishing standards for quality, and allowing individuals to communication from a distance. Technological progress is essential to economic growth and development, and the more advanced the technology available, the more quickly the local and global economy can improve.

Information technology is the single most important element in the success and growth of international trade and job market growth, allowing businesses to share information and conduct trade in less time than the blink of an eye. Digital technologies and trends are redefining our world every day.

Secondly, Digital transformation (DX or DT) leverages technologies to create value and new services for various stakeholders (customers in the

broadest possible sense), innovate and acquire the capabilities to become future-ready, agile, and resilient in an increasingly digital economy.

Rapid growth in internet penetration and increasing smartphone usage are driving growth in online activities such as e-commerce and digital payments. The pandemic has further accelerated the rise of the new-age digital consumer, positioning India among the fastest growing digital economies globally.

By 2025, core digital sectors such as IT and business process management, digital communication services, and electronics manufacturing could double their GDP level to \$355 billion to \$435 billion. Newly digitising sectors, including agriculture, education, energy, financial services, healthcare, logistics, and retail, as well as government services and labour markets, could each create \$10 billion to \$150 billion of incremental economic value in 2025 as digital applications in these sectors help raise output, save costs and time, reduce fraud, and improve matching of demand and supply

BUREAU OF ENERGY EFFICIENCY

Shri. Abhay Bakre

Director General

4th Floor, SEWA Bhawan

R. K. Puram, New Delhi - 110 066

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BUREAU OF INDIAN STANDARDS (BIS)

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Fax: +91 11 2323 9399

Website: www.bis.gov.in

BHARAT BROADBAND NETWORK LIMITED (BBNL)

Shri. Sarvesh Singh

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3rd Floor, Office Block - 1,

East Kidwai Nagar, New Delhi -110023

Phone: 011-24668400, Fax: 011-24668400

Website: www.bbnl.nic.in

CENTRE FOR DEVELOPMENT OF ADVANCED COMPUTING (C-DAC)

Shri. E Magesh

Director General

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Fax: +91-20-2569 4004

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Executive Director

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Fax: 011- 26803338

Website: www.cdote.in

CELLULAR OPERATORS' ASSOCIATION OF INDIA (COAI)

Dr. S.P. Kochhar

Director General

14 Bhai Veer Singh Marg, New Delhi - 110 001

Tel: 011 - 23349275, Fax: 011 - 23349276

Website: www.coai.in

CSC E-GOVERNANCE SERVICES INDIA LIMITED (CSC)

Shri Sanjay Kumar Rakesh

CEO

Electronics Niketan, 6, CGO Complex, Lodhi Road, Pragati Vihar

Lodhi Road, New Delhi-110003

Tel: +91 11 24301349

Website: www.csc.gov.in

CONTROLLER OF CERTIFYING AUTHORITIES (CCA)

Dr. Rajendra Kumar

Controller of Certifying Authorities

Ministry of Electronics and Information Technology, Electronics Niketan, 6, CGO Complex, New Delhi - 110 003

Tel.: 011- 24363075, Website: www.cca.gov.in

DEPARTMENT OF TELECOMMUNICATIONS (DOT)

Shri. Anshu Prakash

Chairman (Telecom Commission) and Secretary (Telecom)

Sanchar Bhavan, 20 Ashoka Road

New Delhi - 110 001

Tel: +91 11 23372071, Fax: 011 - 23711514

Website: www.dot.gov.in

DIGITAL INDIA CORPORATION (DIC)

Shri. Abhishek Singh

MD & CEO (Addl. Charge)

Electronics Niketan Annexe, 6 CGO Complex, Lodhi Road, New Delhi-110003

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Website: www.dic.gov.in

EDUCATION AND RESEARCH NETWORK (ERNET)

Shri. Sanjeev Banzal

Director General

5th Floor, Block-I, A Wing,

DMRC IT Park, Shastri Park, Delhi-110053

Tel: +91 11- 22170578

Fax: 011-22170602

Website: www.eis.ernet.in

FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY (FICCI)

Shri. Dilip Chenoy

Secretary General

Federation House, Tansen Marg,

New Delhi - 110 001, Tel: 91-11-23738760-70

Website: www.ficci.in

GOVERNMENT E-MARKETPLACE (GEM)

Shri. Prashant Kumar Singh

CEO

IIIrd Floor, Jeevan Bharti Building,

Tower-2 Connaught Circus,

New Delhi -110001

Toll Free Numbers: 1800-419-3436

Website: www.gem.gov.in

CERT-IN

Dr. Sanjay Bahl

Director General

Ministry of Communications & Information Technology

Government of India

Electronics Niketan, 6, CGO Complex, Lodhi Road, New Delhi-110003

Tel: 011-24368572, Website: www.cert-in.org.in

INTERNET AND MOBILE ASSOCIATION OF INDIA (IAMAI)

Shri. Sanjay Gupta

Chairman

406, Ready Money Terrace

167, Dr Annie Basant Road, Mumbai -400018

Tel: 022 6176 6666, Website: www.iamai.org.in

INTERNET SERVICE PROVIDERS ASSOCIATION OF INDIA

Shri. Rajesh Chharia

President

1509, Chiranjiv Tower, 43 Nehru Place

New Delhi - 110 019

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Website: www.ispai.in



INVEST INDIA

Shri. Deepak Bagla

Managing Director and CEO
110, Vigyan Bhawan Annexe,
Maulana Azad Road, New Delhi – 110 001
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INTERNATIONAL SOLAR ALLIANCE (ISA)

Dr. Ajay Mathur

Director General
International Solar Alliance Secretariat
Surya Bhawan, National Institute of Solar Energy
Campus
Gwal Pahari, Faridabad-Gurugram Road,
Gurugram, Haryana – 122003
Tel: +91 11- 124 2853090
Website: www.isolaralliance.org

ITI LIMITED

Shri. Vivek Banzal

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Doorvaninagar, Bangalore-560 016
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MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY (MEITY)

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MINISTRY OF INFORMATION AND BROADCASTING (MIB)

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MYGOV

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Lodhi Road, New Delhi - 110003
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NATIONAL INSTITUTE OF ELECTRONICS AND INFORMATION TECHNOLOGY (NIELIT)

Shri. Dr. Madan Mohan Tripathi

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Website: www.nielit.gov.in

NATIONAL INSTITUTE OF SMART

GOVERNMENT (NISG)

Shri. J. Rama Krishna Rao

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New Delhi-110003
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NATIONAL INTERNET EXCHANGE OF INDIA (NIXI)

Shri. Anil Kumar Jain

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NATIONAL INFORMATICS CENTER SERVICES INC. (NICS)

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MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP, GOVT. OF INDIA, (MSDE)

Shri. A.M. Naik

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NATIONAL CYBER SECURITY CENTRE (NCSC)

Lt. General (retd.) Rajesh Pant

National Cyber Security Coordinator,
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New Delhi- 110001
Tel: 011-23747965, Website: www.ncsc.gov.uk

POWER GRID CORPORATION OF INDIA LIMITED (PGCIL)

Shri. K Sreekant

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Website: www.powergrid.in

RAILTEL CORPORATION OF INDIA LIMITED (RAILTEL)

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SOFTWARE TECHNOLOGY PARKS OF INDIA (STPI)

Shri. Arvind Kumar

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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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Head of Telecommunication Engineering Centre
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TELECOM REGULATORY AUTHORITY OF INDIA (TRAI)

Dr. R. S. Sharma

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Hussain College), Jawaharlal Nehru Marg (Old
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TELECOM DISPUTES SETTLEMENT AND APPELLATE TRIBUNAL (TDSAT)

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Website: www.tdsat.gov.in

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA (ASSOCHAM)

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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)

Shri G.K Agrawal

Wireless Adviser
WPC Wing
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Fax: +91-11-23716111
Website: www.wpc.dot.gov.in

OTHER RESPONSIBLE NODAL AGENCIES AT THE STATE LEVEL

ANDHRA PRADESH

Andhra Pradesh Technology Services Limited (APTSL)

Shri. Nanda Kishore Mullangi, IIS
Managing Director
3rd Floor, R&B Building,
MG Road, Labbipet, Vijaywada – 520010,
Andhra Pradesh,
Tel: +91 0866-2479417, 2489417
Website: www.apts.gov.in

ARUNACHAL PRADESH

Arunachal Pradesh State Council for Science and Technology

Sri Ajay Chagti, IAS
Secretary- Science & Technology
ITANAGAR-791113
Tel: +91 0360- 2292379
Website: www.arunachalpradesh.gov.in

ASSAM

Assam Electronics Development Corporation Ltd (AMTRON)

Shri Shri S. Sundar, IFS
Managing Director
Industrial Estate, Bamuni maidan
Guwahati- 781 021
Tel: +91 0361 2650111,
Fax: +91 0361 2724222
Website: www.amtron.in

BIHAR

Bihar State Electronics Development Corporation (BSEDC)

Sri Arvind Kumar Chaudhary, IAS
Director
Beltron Bhawan, Shastri Nagar
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Website: www.beltron.in

CHANDIGARH

Chhattisgarh Infotech Promotion Society (ChiPS)

Shri. Sameer Vishnoi
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3rd Floor, State Data Centre Building,
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Civil Lines, Raipur- 492001, Chattisgarh
Tel: +91 (771) 4014158 /4023123,
Fax: +91 (771) 4066205
Website: www.chips.gov.in

GOA

Goa Electronics Ltd. (GEL)

Shri B.S. Borkar
Managing Director
Ground floor, Shramshakti Bhavan,
EDC Complex, Patto Plaza,
Panjim, Goa – 403001
Tel: +91 832 2437220 / 2437248,
Fax: +91 832 2437220
Website: www.goaelectronics.co.in

GUJARAT

Gujarat Informatics Limited (GIL)

Shri Sachin Gusia, IRS
Managing Director
Block No. 2, 2nd Floor, C & D Wing,
Karmayogi Bhavan Sector - 10 A,
Gandhinagar- 382010, Gujarat
Tel: +91 079-23256022,
Fax: 79-23238925
Website: www.gujaratinformatics.com

HARYANA

Haryana State Electronics Development Corporation Ltd (HARTRON)

Shri Vikas Gupta, IAS
Managing Director
C-13 & 14, Institutional Area, Sector-6, Panchkula
-134109
Tel: +91 0172-2590481,
Fax: 2705529, 2720113
Website: hartron.org.in

JAMMU AND KASHMIR

Jammu and Kashmir e-Governance Agency (JaKeGA)

Shri. Abhishek Sharma
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Website: www.jkit.nic.in

JHARKHAND

Jharkhand Agency for Promotion of Information Technology (JAP-IT)

Shri. Manoj Kumar
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Near Golchakkar, Dhurwa, Ranchi, Jharkhand
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Fax: 0651 2401040
Website: www.japit.jharkhand.gov.in

KARNATAKA

Centre for e-Governance (CEG)

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KERALA

Kerala State Electronics Development Corporation Limited (KELTRON)

Shri. N. Narayanamoorthy
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MADHYA PRADESH

Madhya Pradesh State Electronics Development Corporation (MPSEDC)

Shri. Amit Rathore, IAS
Principal Secretary - Science & Technology
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State IT Centre, 47-A, Arera Hills,
Bhopal- 462011 (M.P.)
Tel: +91 755 2518300/ 755 2518586/755 2518500
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ODISHA

Odisha Computer Application Centre (OCAC)

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Tel: +91 674-2567280/2567064/2567022,
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Website: www.ocac.in

PUNJAB

Punjab Information and Communication Technology Corporation Limited (Punjab Infotech)

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Managing Director
5th - 6th Floor, Udyog Bhawan,
18- Himalaya Marg, Sector 17, Chandigarh
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RAJASTHAN

RajComp Info Services Limited (formerly RajCOMP)

Mr. Akhil Arora, IAS
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1st Floor, C-Block, Yojana Bhawan
Tilak Marg, C-Scheme, Jaipur-302005 (Raj)
Tel: +91 0141 510 3902 ,
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Website: www.risl.rajasthan.gov.in

TAMIL NADU

Electronics Corporation of Tamil Nadu Ltd (ELCOT)

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Anna Salai, Nandanam, Chennai-600 035
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TELANGANA

Telangana State Technology Services (TSTS)

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UTTAR PRADESH

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Lucknow - 226010,
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UTTARAKHAND

Information Technology Development Agency (I.T.D.A.)

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WEST BENGAL

WESTBENGAL ELECTRONICS INDUSTRY DEVELOPMENT CORPORATION LTD. (WEBEL)

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Chairman
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Fax: +91 33 2357 1708/ 2357 1739
Website: www.webel-india.com

INDUSTRY BODIES IN INDIA

Industry associations play a critical role in establishing a bridge between the industry and the government. Besides, they also work for the industry's interests by imparting education, formulating technical standards, conducting surveys, helping to penetrate export markets, etc. It plays an important role in providing a collective voice for individual businesses within an industry.

Association members regularly share information, discuss issues, develop standards and establish rules for best practice within their industry. This is often legitimate commercial behaviour that benefits businesses and consumers, however, there is a risk that some actions may breach the Act's rules against anti-competitive conduct.

Despite the economic devastation caused by the virus, India's agile response has been commendable, especially as the country rallied to manage a deadly second wave of the virus early in 2021. India was the first country to feel the impact of the virulent Delta variant but quickly swung into action to ensure that as many people as possible were vaccinated.

India ranks #2 in innovations with quality into top positions in the quality of scientific publications and the quality of its universities among middle-income economies. The innovation in India is not just limited to certain sectors. We have seen start-ups solving

problems in 56 diverse industrial sectors with 13% from IT services, 9% healthcare and life sciences, 7% education, 5% professional and commercial services, 5% agriculture and 5% food & beverages.

The internet and e-commerce sector in India has emerged as one of the fastest-growing sectors in the country, with growth further accelerated by the shift in consumer behaviour because of the COVID-19 pandemic. As per the industry estimates, India's consumer digital economy is expected to be a US\$800 billion market in 2030, registering a ~10x growth from 2020. The sector witnessed 370% y-o-y growth in PE/VC investments in the year 2021.

ASSOCIATION OF SYSTEM INTEGRATORS & RESELLERS IN TECHNOLOGY (ASIRT)

Chairman : **Tushar Parekh**
Tel : +91 022-61542333
22-66122000
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ASSOCIATION OF UNIFIED TELECOM SERVICE PROVIDERS OF INDIA (AUSPI)

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AUTOMOTIVE COMPONENT MANUFACTURERS ASSOCIATION OF INDIA (ACMA)

Director General : **Vinnie Mehta**
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Fax : (91 11) 2616 0317
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BICSI

India District Chair : **Kasi Visweswaran**
Tel : 91 080-23-444313
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COMPUTER ASSOCIATION OF EASTERN INDIA (COMPASS)

President : **Sanjay Chhajer**
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CONFEDERATION OF ALL INDIA TRADERS (CAIT)

Secretary General : **Praveen Khandelwal**
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Website : www.cait.in

COMMUNICATIONS MULTIMEDIA AND INFRASTRUCTURE ASSOCIATION OF INDIA

President : **Prof. N K Goel**
Tel : 011-26266411
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CONFEDERATION OF INDIAN INDUSTRY (CII)

President : **Mr. Sanjiv Bajaj**
Tel : 91 11 45771000/24629994-7
Fax : 91 11 24626149
Website : www.cii.in

DIGITAL INDIA FOUNDATION (DIF)

Co-Founder : **Arvind Gupta**
Tel : 011 -0120-4568926
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ELECTRONIC COMPONENT INDUSTRIES ASSOCIATION (ELCINA)

President : **Paresh Vasani**
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Fax : (91 11) 26923440
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ELECTRONIC & COMPUTER SOFTWARE EXPORT PROMOTION COUNCIL (ESC)

Executive Director: **Gurmeet Singh**
Tel : (91 11) 2696 5103
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FEDERATION OF ALL INDIA INFORMATION TECHNOLOGY ASSOCIATIONS (FAIITA)

President : **Kaushik Pandya**
Tel : +91-9845353629
Website : www.faiita.org

FIRE AND SECURITY ASSOCIATION OF INDIA (FSAI)

National President : **Ajit Raghavan**
Contact : 8767373515
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INDIA ELECTRONICS AND SEMICONDUCTOR ASSOCIATION (IESA)

Chairman : **Rajeev Khushu**
Phone : +91- 80 4147 3250/51
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INDIA MOBILE CONGRESS (IMC)

CEO & Principal Advisor : **Shri. P Ramakrishna**
Phone : +91- 98110 56753
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INDIA TRADE PROMOTION ORGANISATION (ITPO)

Chairman & MD : **L C Goyal**
Tel : 91-11-23371540
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INFOTECH SOFTWARE DEALERS ASSOCIATION (ISODA)

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Tel. : +91-9811047516
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MANUFACTURERS' ASSOCIATION FOR IT (MAIT)

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NASSCOM

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OTHER SERVICE PROVIDERS ASSOCIATION OF INDIA (OSPPI)

President : **S.V. Ramana**
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PROGRESSIVE CHANNELS ASSOCIATION OF INFORMATION TECHNOLOGY (PCAIT)

President : **Alok Gupta**
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PHD CHAMBER OF COMMERCE & INDUSTRY

Secretary General : **Saurabh Sanyal**
Phone : 011- 11-26863801-04
Website : www.phdcci.in

SMART CARD MANUFACTURERS ASSOCIATION (SCMA)

Director : **Mr.V. M. Gandhi**
Phone : 022-22614110
Website : www.scmaintdia.in

TRADE ASSOCIATION OF INFORMATION TECHNOLOGY (TAIT)

President : **Samir Parekh**
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Website : www.tait.in



SOLUTION PARTNERS INDIA

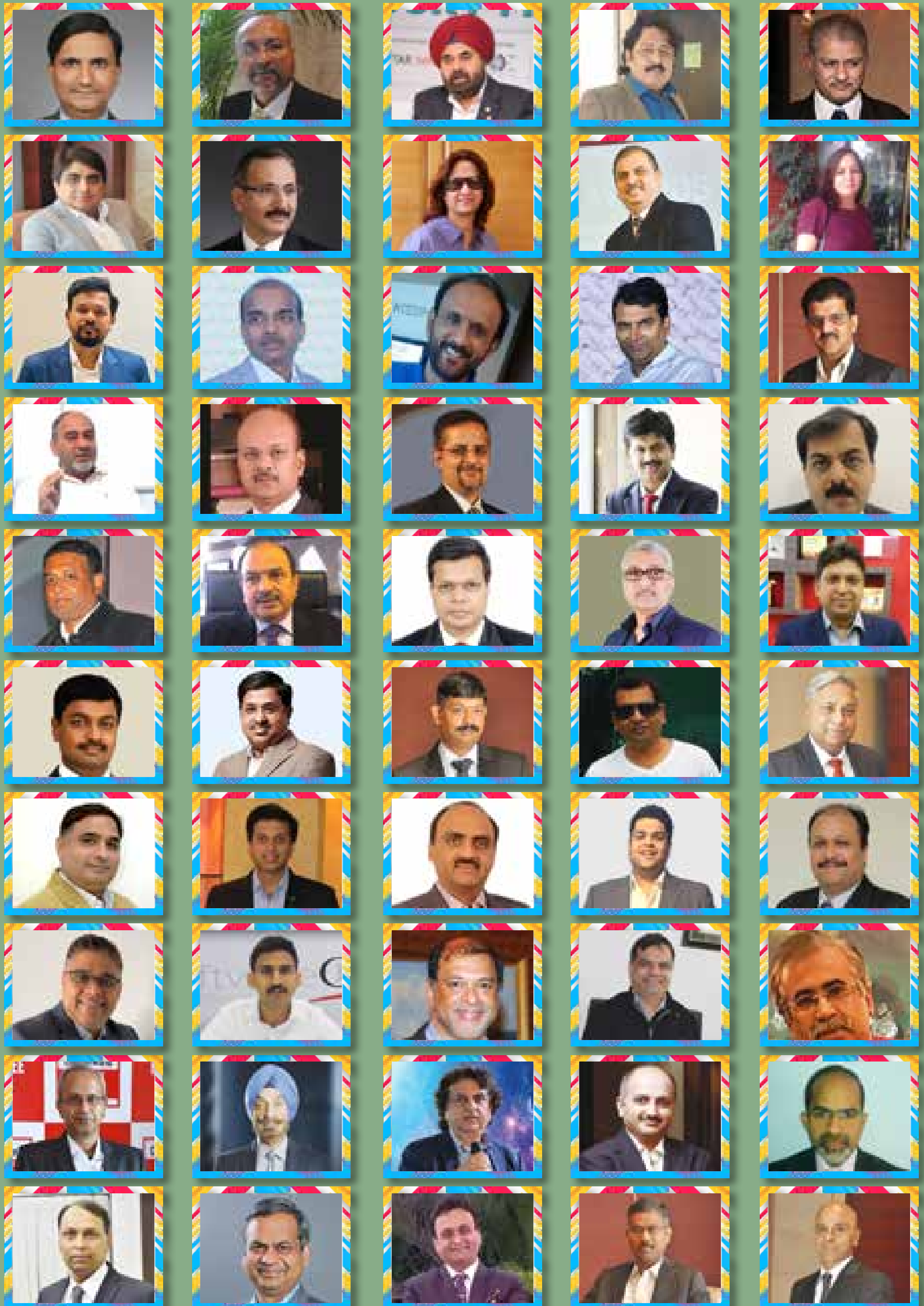


TOP 100 SOLUTION





PARTNERS IN INDIA



COMPANY NAME	CONTACT PERSON	DESIGNATION	WEBSITE	CITY
Adit Microsys Pvt. Ltd.	Biren Shah	MD	www.aditmicrosys.com	Ahmedabad
ACPL Systems Pvt. Ltd.	Vishal Bindra	CEO	www.acpl.com	Gurugram
AGC Networks Ltd.	N Jayantha Prabhu	CEO	www.agcnetworks.com	Mumbai
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
Bloom Electronics Pvt. Ltd.	S. Karthikeyan	MD	www.bloomcomputers.in	Coimbatore
Bluecom Infotech Pvt. Ltd.	Birendra Yadav	MD	www.bluecom.co.in	Mumbai
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	Bangalore
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
Corpkart	Vishal Sopory	Co-Founder & CEO	www.corpkart.com	New Delhi
Corporate Infotech Pvt. Ltd.	Vinod Kumar	Director	www.cipl.org.in	New Delhi
D M Systems Pvt. Ltd.	D K Bajaj	MD	www.dmsystems.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 Rath	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
eCAPS Computers (I) Pvt. Ltd.	Gunasegharan Krishnan	Director	www.caps.in	Coimbatore
E Square System & Technologies Pvt. Ltd.	Dhirendra Kumar Khandelwal	MD	www.estpl.in	Bhubaneswar
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
Esconet Technologies Pvt. Ltd.	Sunil Agrawal	Director	www.esc.co.in	New Delhi
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	Bangalore
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
InspiriSYS Solutions Ltd.	Malcolm F. Mehta	Chairman & CEO	www.inspirisys.com	Chennai
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

COMPANY NAME	CONTACT PERSON	DESIGNATION	WEBSITE	CITY
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
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
Mayank's It Solutions Pvt. Ltd.	Neha Batra	CMD	www.mayanks.in	Noida
Microworld Infosol Pvt. Ltd.	Vikram Singh Dayma	MD	www.microworldinfosol.com	Faridabad
Miracle Tech Distributors Pvt. Ltd.	Vijay Goel	Owner	www.miracletech.in	Mumbai
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
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
PVR Systems Pvt. Ltd.	Rohit Kumar	Director	www.pvrsystems.com	New Delhi
Quadrasystems.net (India) Pvt. Ltd.	S Prashanth	Co-Founder & Director	www.qudrasystems.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
Sanghvi Infotech Pvt. Ltd.	Jigar Sanghvi	CEO	www.sanghviinfo.com	Ahmedabad
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
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.	Yatin Kantak	COO	www.softcell.com	Mumbai
Soffline Services India Pvt. Ltd.	Vinod Nair	MD	www.soffline.co.in	Mumbai
SoftwareOne India Pvt. Ltd.	Varun Paliwal	MD	www.softwareone.com	Gurugram
Sonata Software Ltd.	P. Srikar Reddy	MD	www.sonata-software.com	Bangalore
Spark Technologies Pvt. Ltd.	Sewak Nautiyal	Founder & MD	www.sparkindia.com	New Delhi
Sterling Infoways Pvt. Ltd.	Rajesh Kalra	Director	www.sterlinginfoways.com	Gurugram
Symmetrix Computer Systems Pvt. Ltd.	Dinesh Dhanapathi	Director	www.symmetrix.in	Bangalore
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
Value Point Systems Pvt. Ltd.	R S Shanbhag	Founder, Chairman & CEO	www.valuepointsystems.com	Bangalore
vCentric Technologies Pvt. Ltd.	Sanjeev Deshpande	MD & CEO	www.vcentric.com	Hyderabad
VDA Infosolutions Pvt. Ltd.	Deepak Jadhav	Director	www.vdainfosolutions.com	Mumbai
Velocis Systems Pvt. Ltd.	Atul Bansal	Co-Founder & MD	www.velocis.in	Noida
VIBS Infosol Pvt. Ltd.	Vibhore Shrivastava	Co-Founder & MD	www.vibsinfosol.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



ACPL identifies vulnerabilities and validate security defenses to enhance customer's security

VISHAL BINDRA
CEO, ACPL Systems

PAVING WAYS DIGITALLY

Since the company is a systems integrator (SI) it continues implementing the services to the customers. As they say about digital transformation it is right from identifying the customer, acquisition of the customer, explaining what solutions they sell to the customers, then delivery of the services. They are trying to do everything from a digitalization prospect. As a cyber-security company, it is trying to have layers of cyber security in all of those steps. It uses that as a use case to showcase to their customers. Right from able to identify the customer, till delivering the complete services to the customer is something it has made sure. It has ensured digitalization in every single process of HR, its operations, its sales acquisition and service delivery. It makes its customers feel enriched and secured.

BOLSTERING DIGITAL AVENUE

There is no choice but to continue to become digitally focused because today, the consumption of every information has become digital. So there is no other way but to speed-up and become very aggressive in this particular thing. Speed and accuracy is the key in this particular thing and the company will continue to follow that.

ADOPTION OF DIGITAL BEST PRACTICES

One of the most effective strategies since the company has been in the similar business for the last thirty-two years is to put in flow-chart for doing a particular process. While it is trying to accelerate digital transformation the biggest challenge was to cut and put everything into the smallest doable practice or smallest packet of conversion. That means how it can break one large process into multiple small processes, and then it can make every process digitally.

PROTECTION AGAINST DIGITAL THREAT LANDSCAPE

Right from day one it is important to know which digital assets you have and which you want to protect. Security is important because the threat is not going to come down, it will continue to grow. The company understands that security goes deeper than software and applications. It touches every layer of the network infrastructure and requires a holistic defense strategy that aligns people, processes and technology. Far from deploying a product that you can build and forget, true security needs to be fortified with continuous testing, monitoring and review. It works with you to identify weak spots in your network and design a custom security solution to aptly fit the needs of your organization. Instead of focusing on everything you should know what the crown jewels within your company are, protect them and ensure they are always functional and available.

INFORMATION SECURITY- ENSURING THE SAFETY AND PRIVACY OF CRITICAL DATA

Everybody has to be concerned about information security. Any kind of data is a digital asset, which can be under attack all the time. So information Security takes the top priority for customers and that is something the company is focused on all the time.

ACPL's Cyber Risk Assessment Services (ACRAS) offer comprehensive vulnerability and exploits validation services to identify the weaknesses on customer's IT infra, help them prioritize the remediation, strengthen their security controls and reduce cyber risk.

ACRAS vulnerability assessment services are a proactive service to identify vulnerabilities in your systems and network. The objective is to find flawed areas that leave your organization exposed to malicious attacks. Risks could include: exploitable DNS configurations, out of date and unpatched software, misconfigured firewalls, and unencrypted login credentials. It is important to identify these issues before criminals do.

ACPL's CRAS provides robust vulnerability assessment services, which performs scans across internal and external network devices, servers, web applications, databases, and other assets in both on-premise and cloud environments. We identify vulnerabilities and validate security defenses to enhance your security posture, reduce risk, facilitate compliance and improve operational efficiency.

ACRAS remove the ongoing burden that Vulnerability Management places on your team and give you back control and peace of mind through:

- Complete visibility of vulnerabilities in your systems, applications and network
- Reporting optimized for your environment, threat landscape and compliance
- Prioritized to-do lists that you can put to action straight away



INFORMATION SECURITY IS COMPLEX WE HANDLE IT WITH EASE

ACPL Systems Pvt. Ltd is 32 year old dedicated cyber security organisation, offering leading-edge cyber security solutions through expert professionals, backed by 24x7 managed services and proven methodologies to ensure that organizational business risks are reduced, data is protected and business objectives are achieved.



Year of Inception

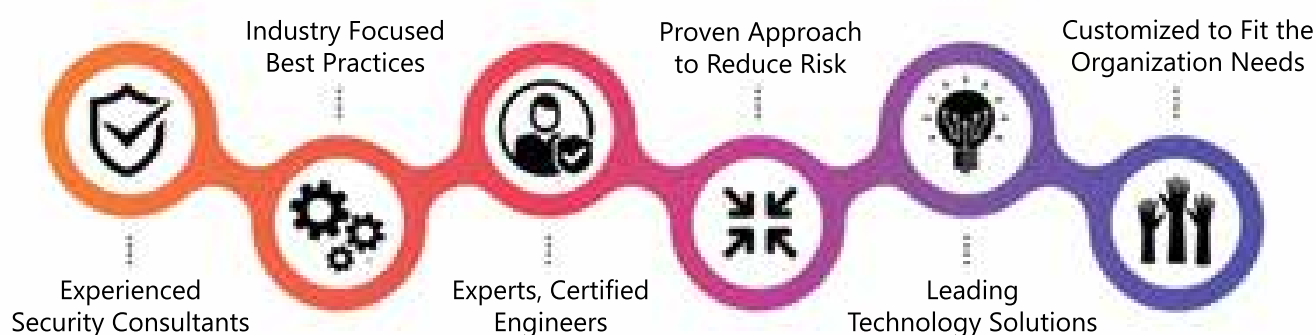
Developer of India's
first Anti-virus
"SMART DOG"

Serving
Medium & Large
Enterprises,
PSU's & Govt

Team of 130+ motivated
professionals with
certifications like CISSP,
CISA, CISM, GICH,
ISO 27001 etc

24*7 Tech
support

Offices in New Delhi,
Gurugram, Mumbai,
Bengaluru, Singapore



Experienced
Security Consultants

Industry Focused
Best Practices

Experts, Certified
Engineers

Proven Approach
to Reduce Risk

Leading
Technology Solutions

Customized to Fit the
Organization Needs

INFORMATION SECURITY SOLUTIONS



System Security



Network Security



Data Security



Email Security



Web Security



Digital Rights
Management



Application Security



Strong Authentication



Cloud Security



SIEM



Privileged Identity
Management



Identity & Access
Management

SOME OF OUR ELITE PARTNERSHIP



250+ Customers
& Growing



**Now-a-days
technology is not a choice,
but a fundamental
business strategy**

GURPREET SINGH
Managing Director, Arrow PC Network



PAVING WAYS DIGITALLY

Arrow PC Network has a very clear agenda to become a specialized deployment partner for enterprise customers. They have a team of certified engineers to deploy products and solutions in the field of Data Centre Modernization, Hyper-Converged Infrastructure, Data Storage and Data Protection. They have built an expertise in providing remote support and virtual assistance to their customers for seamless operations. They are further building capacity to support offshore clients in some niche technologies like Data Backup, Data Protection, and Hybrid Cloud. Today, Arrow PC Network is positioned well in the Indian IT services industry supporting their customers PAN INDIA as well as offshores.

TECH-SAVVY INDUSTRIES

Every company will become more technologically and digitally focused in the coming years. Arrow PC Network is mindfully evolving their businesses in tandem with the evolving times.

Bringing digital thinking to core enterprises while keeping the core systems intact and growing towards the digital space will be productive in future. This system may be envisioned as a nested structure with the data centre at its core, surrounded by APIs and microsystem services, orchestrated to be delivered on the distributed cloud over system. This entails getting the dataflow, integrating new models and retaining process integrity and procedures in a judicious combination of cloud and core

ADOPTION OF DIGITAL BEST PRACTICES

It is evident that in this new world, technology is not a choice, but a fundamental business strategy that must be interwoven into every part of an organisation.

As centralized workspace is a thing of the past, millennials love to work from anywhere as opposed to the traditional format of working from a cubical in an office or their homes and this trend is only set to see a rise. Integrating the workforce consisting of digital natives and the traditional technological generation will certainly give an edge to an organization. To be on par with the millennial work-environment expectation, business continuity layered with security will be the topmost priority for enterprises.

The company's transformation journey enables better collaboration within and between organisations with more personalised ways of customer engagement, higher employee innovation and productivity, and more accurate insights from data, all of which help them to grow and give a better chance of thriving.



TRANSFORMING OPPORTUNITIES TOGETHER

Partnering with Arrow PC Network will help to tap into new opportunities. The company strives to take "As-a-Service" solutions to the next level, with their engineered workload solutions that turn data into a competitive advantage. Let's level up your transformation and accelerate strategic outcomes. Get a unified solution on the technology you trust.

ACCELERATE MODERNIZATION

With Dell Technologies & Arrow PC Network

EMBRACE THE FUTURE OF WORK

Modernizing
Workspaces



Hybrid work by
modernizing IT

Safeguarding
against threats

TAKE CONTROL WITH CLOUD SIMPLICITY

Unify your
multi-cloud



Drive
autonomous
operations

Embrace
as-a-service

INNOVATE WITH DATA ANYWHERE

Optimize data
at the edge



Turn data Into
Intelligence

Act on Intelligence
everywhere

WITH APEX INNOVATION DELIVERED AS-A-SERVICE

INTRODUCING AS-A-SERVICE INFRASTRUCTURE THAT PROVIDES THE
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BD Software focusing on endpoint security to prevent regular outbreak

ZAKIR HUSSAIN RANGWALA
CEO, BD Software Distribution

FOCUSING ON THE CONCERNS OF CYBER SECURITY

BD Software is focused on providing robust and cost effective security solutions to the SMB in India. Together with the channel partners it offers the most needed solutions to the customers to secure their digital work. All the solutions distributed by BD Software are focused from endpoint security which is first level security, followed by DLP or Employee Monitoring which is the need of every SMB / Corporate customer due to the times it is in right now and the new work culture, Patch & Asset Management and MDM solutions. The company has also started giving SOC services along with SIEM & Sour solutions. It is also offering Phishing Simulation which helps in getting employees trained in recognizing bad emails and attacks and be careful of the same. So the company offers a complete solution for the SMB right from protection to education. A lot of customers are benefiting from the solutions and the partners are also happy offering the solutions which are backed up by good after sales support.

CRITICAL EVENTS AND EMERGENCY INCIDENTS

No matter what solutions are being used for cyber security there will be instances when you are under attack. Always have your IT team geared up for such an incident which can happen anytime. Check from where the attack originated if possible. Isolate the machine or the device from where the attack came. Try to find any remedial solutions available. Educate the user instead of finding the mistake. Always use the best solutions available to minimize the risks. After the attack and recovery – learn about the attack, the entry point, the lapses and work on the policies to avoid them in future. Continuous education to the users will help in preventing regular outbreaks.

THE BEST PRACTICES TO AVOID CYBER THREATS

Now-a-days a lot of things are happening digitally where we are not in touch with various people and we are working with them indirectly. People who don't know anything about computers, they have learned about computers and mobile phones and this is a new trend which is happening. Young, old-fashioned people who stayed away from technology are now part of technology daily because everything is dependent on technology. There are a lot of new trends coming in from digital products, digital media and digital things where everything is going digital and you have to learn to work independently without seeing the other one. Along with this cyber threats are also increasing, to avoid these threats customers should note the following points

- Educate the users not one time but regular
- Use the best possible solution to avoid breaches
- Keep a history all outbreaks and fix the leaks to avoid same type of outbreaks again in future
- Keep backups
- Please note that you may not be able to stop all outbreaks but being prepared will save lot of time and heartburns
- Use a good password solution
- Keep the systems patched up always



ENTERPRISE SOLUTIONS IN CYBER SECURITY AND DIGITAL PROTECTION





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safetica

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ZECURION

Protects sensitive and private data from leaks in enterprise networks. Helping companies to protect against insider threats.

**ENDPOINT
PROTECTOR**

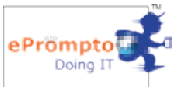
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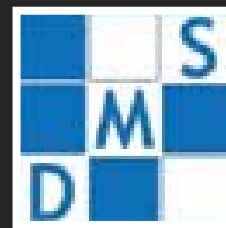
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D M Systems leveraging a digital business ecosystem by building greater understanding of its customers

D K BAJAJ
CEO, D M Systems

PAVING WAYS DIGITALLY

D M Systems is a well-known name in providing Cyber Security Solutions in India. The company works very closely with enterprise customers and involves its teams in the planning of projects, which not only help it in understanding and execution but also help in coordinating with IT teams. The company has relentlessly pursued digital transformation with the partners and customers. The company is focusing on technology-centric, data-driven and digital design which leverages a digital business ecosystem by building greater understanding of its customers through data insights, stronger customer experiences, stronger information security and greater efficiencies. It is providing better customer service, better customer value and greater data security by building a digital-savvy team around them to help drive the business in a smooth and efficient way. It has understood this necessity and supported the digital transformation process internally and externally.

BOLSTERING DIGITAL AVENUE

Technology has gained importance in the past two years. When the pandemic hit, businesses had no other choice but to change their technology game overnight. As technology rapidly advances, so must businesses in order to remain competitive and relevant. A more technologically and digitally focused company will have several advantages over its competitors.

In the first hand, such a company will be able to better understand and utilize big data. With the increasing popularity of social media and the internet of things, there is a vast amount of data available that can be used to improve business operations. A company that is focused on technology will be able to make use of this data to improve its understanding of customers and target its marketing more effectively.

Secondly, technology is driving changes in all industries, and those companies that can innovate will be the ones that succeed in the long term. Thirdly, a more technologically and digitally focused company will be better able to manage its supply chain. With

the increasing use of technology in manufacturing and logistics, companies that can make use of technology to streamline their supply chains will have a significant competitive advantage.

A technologically and digitally focused company will always be ahead of the curve. Make sure to start paying attention to the tech world because it is only going to get more challenging in the years to come and only the fittest will survive.

ADOPTION OF DIGITAL BEST PRACTICES

Every digital transformation journey requires a staged approach involving a variety of stakeholders and a clear set of goals and a road-map. D M Systems is now focusing on new employee skills, a healthy organizational culture, employee communication, and employee empowerment, all of which are critical prerequisites that will change their path to fully leverage changes and opportunities of emerging digital technologies and their impact on the business performance leading to a successful digital transformation journey.

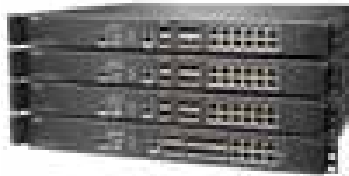
The company partners with OEMs like Sophos, Sonicwall, Fortinet, GoDMARC, Palo Alto, Ruijie Networks, F5, Commvault, Veeam etc. The company believes in interminable relationship and proudly serves to one of the prominent payment gateway companies in India for over a decade, also to one of the largest logistics companies with over 1500+ branches in India. This list includes many Govt, PSU's research labs and many Pvt sector companies. The company has extended its reach to overseas countries like Dubai, Malaysia, Singapore, USA, Poland and Australia as well.

D M Systems also provides security audit as a service for integrating people, process and technologies as per stipulated standards, Guidelines, SOC as a Services, ISO-ISMS, ITSM, BCP, ERM Certification from Certified Security Auditors for DC/DR /IT infra.



D M Systems eyes to provide best in class cyber security solutions

Redefining security with ease



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GoDMARC™

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GoSIMULATOR™

Go-Simulator educates and tests your end users through automated attack simulations, quality security awareness training, and actionable reporting metrics.

NeuCop

Detect and thwart cyber-criminal and hacker activity using our Continuous proactive security monitoring tools.

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FORTUNE

Fortune Marketing paving ways digitally using cutting-edge technology to improve customer experience

MANOJ GUPTA

Founder & Managing Director
Fortune Marketing



DIGITAL TRANSFORMATION AGENDA

In the history of mankind, every transformation is executed by people who are driven by data to get further insights into actions that produce results.

The critical part of digital transformation is not “digital” but “transformation.” The world has changed dramatically in the past two decades and adapting the organization to these changes cannot be achieved overnight, or simply by buying new technologies, or collecting more data. What is needed is a shift in mindset, culture and talent, including upskilling and reskilling the workforce so that they are future-ready.

There is one thing that has not changed — namely the fact that all of this is just the new version of an old task or challenge every leader has always faced throughout human history: to prepare their teams and organizations for the future.

BOLSTERING DIGITAL AVENUE

The world’s obsession with the latest technology, social media, and apps revolves around a desire for an easier life. People want valuable solutions to their problems. More importantly, they want it fast.

The “experience” of customers is at the heart of advancing technologically and digitally, especially for customer-facing industries such as government, healthcare, manufacturing, and retail. As a result, the primary focus of digital transformation is to use cutting-edge technology to improve the customer experience.

ADOPTION OF DIGITAL BEST PRACTICES

Begin the digital transformation project by properly managing the company’s data - is critical for effectively supporting the digital transformation and will rely on the management of the company’s external and internal data sources to help implement new strategies.

It is necessary to create and use an intuitive data platform through which products and all software as a service are generated and then pushed to end customers.

Consider a thorough revision of the firm’s operations and business

models—new professional managing roles needed to be determined. A radical change in core capabilities might be necessary, so it is necessary to establish and grow partnerships with several types of stakeholders to create support. Adoption of Artificial Intelligence for rapid insight and data exploration in the implementation process is also necessary.

BENCHMARK ACHIEVED

Today Fortune Marketing is the preferred partner for the Indian government and forces, for their security and surveillance products under “Make in India” as their centralized data centre is also in India and not located in another country. Under the umbrella of Fortune Marketing, Secureye has grown more than 200% year-on-year as the market is confident in this innovative products, making India truly “AatmaNirbhar”.

KEY SOLUTIONS TO OFFER

Secureye has a varied product range that covers wide applications across the security spectrum. Analog CCTV Cameras Security, IP CCTV Cameras, Biometric Attendance System, Biometric Devices, Access Control System, Residential and Hotel Locks, Electromagnetic Locks, Video Door Phones, Turnstiles & Boom Barriers, RFID Cards & Tags, Intrusion Alarm System, etc., an array of security and surveillance products and paraphernalia are manufactured and fashioned by Secureye with the desired measures of excellence.

MADE LOCAL FOR GLOBAL

Under the government of India’s scheme of “Make in India”, the company has expanded their operations pan India, by combining Artificial Intelligence with their products, the company makes the nation safer, connected, and stronger.

ANCHORING DISTRIBUTION NETWORK

Fortune Marketing is one of the leading client-centric brands in the surveillance-security industry and has been there for over three decades, supporting the partners online as well as offline. With over 25 branches across the country for prompt execution, the company is ensuring faster turnarounds for customer service and sales.



 **Secureye**

Brands we work with



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Pendrive, SSD, RAM



CCTV, Biometric, Access Control, Video Door Phone, Intrusion Alarm System, Smart Home, Anti Theft System, PVC & RFID Card, Networking Accessories (Fiber) & 4G Router



Pendrive, Micro-SD Card & SSD



all for better networking

Mesh, Router, Access Point, WiFi Range Extender, Outdoor CPE (AP), Networking Switch, POE Switch, WiFi XPON / GPON, Media Converter, POE Injector, Passive Products



SSD, RAM, Predator (SD Card, Gaming SSD & RAM)



Computer & Gaming Peripherals, Laptop Accessories, Networking, Mobile Accessories & Mobile Audio



SV Drive (SKYHAWK), SSD, Desktop Drive (BARRACUDA), Enterprises HDD (Exos), Enterprises SSD (Nytro), NAS Drive (IRONWOLF)



Audio, Mobility, PC and Gaming, Car Accessories and Audio, Smart Home, Health and Fitness



NAS Box



Bags, Laptop Bags, Trolley Bags, Computer Accessories, Sleeve / Case for Tablets & Laptop, Pointer & Presenter, Docking Station, Privacy Screen



NAS and DAS Box



Android Professional Display, High Definition Touch & Interactive Display, Qm3 Series Latest Professional Display, Video Walls



Norton Security, Norton Security VPN, Anti-Virus, Mobile Security



UniFi – Access Points, Air Max – (PTP) and Point to Multipoint (PTMP), Air Fiber, Edge Max – Switches, UFiiber



Premium Anti-Virus, Virtual Private Network, Safe Browsing



SMPS, Gaming Cabinets (Normal, ATX, FULL), Server / Rack Mount Cabinets, Cooling Fan & Accessories

“THE DIGITAL AGE IS NOT NEW, BUT IT IS DIFFERENT”

BYJU PILLAI

President & CEO, Inflow Technologies



PAVING WAYS DIGITALLY

Work from anywhere is the new normal and we at Inflow have adapted ourselves to this change. The company has enabled its team with relevant tools and resources so that they are able to perform their role from any location. This means access to the core applications, tools to collaborate among the team is made available to 100% of employees.

From the product portfolio point of view the company has solutions that are critical for the customers in the digital transformation journey. The Technical and sales team along with the channel partner ecosystem is well capable of guiding and supporting customers in their digital transformation journey. As part of Channel Enablement activities, it provides training, Pre-sales Technical Support, and Commercial Support & Professional Services. From marketing side it now has significant portion of the spend around digital marketing

The company is making sure it uses the latest tools available in the market to fulfill both partner and customer needs, it makes sure that it hands hold its partners and guide them to fulfill all the customer needs.

BOLSTERING DIGITAL AVENUE

As a part of the circle of evolution digital presence is very important and leads to vital views when it is digitally focused. Adopting and adapting to digital is crucial for businesses across industries to compete and succeed. But it can be difficult for many to navigate their way through digital transformation to connect with customers and have an influence online.

The world's obsession with the latest technology, social media and apps revolve around a desire for an easier life. People want valuable solutions to their problems. More importantly, they want it fast.

One of the great benefits of going digital is the ability to track metrics and analyze the data that is gained during digital marketing efforts. Using these insights allows businesses to optimize their strategies and processes for even better results. Many people fear change. The thought of the entire organization making a massive digital transformation can be a daunting prospect for a workforce from leadership to entry-level employees.

All processes and strategies, down to the core structure and company culture need to be addressed. As new digital technologies continue to go stratospheric, the demand for specialized skills to master them will grow. The pressing need to become digitized cannot be ignored, certainly not if the organization has any interest in success or profits. The digital age is not new, but it is different.

ADOPTION OF DIGITAL BEST PRACTICES

As part of Customer Enablement activities, the company works closely with technology vendors & partners to conduct various marketing activities, road shows, events and seminars to educate customers on new technologies and encourage them to adopt the same.

Their professional services team helps their partners to position their business effectively, build a presence, generate product awareness and drive sales revenue.

The presales team makes sure that the right kind of information reaches the partner and delivers the POC's on time.

In order to act as Technology enabler creating a technology framework to funnel these services and data into actionable insights that can improve just about every surface of an organization.

PRODUCTS RANGE



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SANJIV KRISHEN

Founder-CMD, Iris Global Services

MILESTONES ACHIEVED

With an aim to provide cost-effective products and solutions in all areas of IT, Iris Global this year has set a benchmark of achieving heights. As of March 2021, Iris Global had completed business of 778 crore with a profit of 12 crore whereas by March 2022 it doubled its business to 1615 crore, with a profit of 27 crore reflecting the company's profitability, growth and improvement. In terms of financial figures, the company is flying high, happy with its growth and it is looking forward to an extremely robust 2023. Iris has boosted its business with unwavering commitment to customer satisfaction, unbridled passion to excel, seamless teamwork and strong business ethics. The company's biggest winning factor has been its contribution to the industry by developing small dealers, making those small dealers happy by giving them service, facilities and support. Iris helps businesses fully realize the promise of technology—helping them maximize the value of the technology that they make, sell, or use. It also helps its partners boost their profitability. Adding to its achievements, Iris has done some large projects in education through partners like Akshara where they deployed LG interactive displays with INP Notebooks in Odisha schools with 440 classrooms which have been successfully installed and running smoothly.

OUR DIVISIONS



Iris Distribution



Iris Care



CCTV & Security Services



Iris Financial Services



Iris Rentals



IRIS GLOBAL

Iris Global Services relishing its growth momentum along with its vendors

DISTRIBUTION NETWORK: WIDENING THE REACH

With a motto of 'Trust and Transparency', Iris is a distributor for 20 companies: the major ones are Dell, HP, Acer, LG, APC, Ruckus, INP, RDP and Sparsh.

Iris is geographically present in 24 locations in the country. The company boosts its success and maintains a tremendous equation through mutual respect and healthy evolution with its vendors. With its vast national infrastructure and focus on IT Hardware Distribution Technology Solutions, Iris enables business partners to operate more efficiently and successfully in the markets they serve. Both LG and Iris share a good relationship and equation with understanding of each other.

Iris also shares a strong relationship with Schneider which helped them to cross 100 crore of UPS business. Iris has become the largest distributor for Schneider in the country. Due to this strong bond, Iris is growing its energy business. The company also shares an excellent relationship with Dell, HP and Acer. Iris is proud that its relationship with all the vendors is extremely strong and trusted. Dealers are also extremely supportive, especially the new ones who are entering into the IT arena.

Iris has set up different verticals like security, end-customer facing Iris Waves, distribution, a focused VAD division and has also developed a new vertical for providing rental services. It has seen a steady growth in different verticals. The company is also doing some important projects through Iris Waves. It has orders from Pepsi, Dabur and BSES, to name a few.

FUTURE ROADMAP

The strength of the company lies in its partnerships with the best IT OEMs, helping customers with end-to-end digital transformation. Through its commercially strong organization and mature team, Iris aims to support its smaller partners and grow along with them. Rather than focusing on topline the company is happy with its growth and taking steady steps towards more profitability. The company also does sessions with SMBs to support them for training and certification. Whenever there is a partner meeting, the company always guides them on new things they should be exploring to grow their business. In terms of technical training usually the OEMs are the ones who have excellent training programs; they have mandatory certification for the partners. Iris encourages the partners to go through these certifications and get training directly from the OEMs. It also encourages them to look at it from a business point of view and expand their business and profitability.



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iValue prioritizes 'Digital Disruption' as the key component in approaching new customers and businesses

SHRIKANT SHITOLE

CEO, iValue InfoSolutions

KEY PRIORITIES FOR 2022

iValue has been evolving to meet the emerging needs of our customers and channel partners helping us stay ahead of our competition. But today the growth of a company or a vertical doesn't just depend on the old tried and tested methods. These strategies, especially post 2020 have seen exponential changes. This holds true in the case of iValue too, where the foundation of our GTM strategy has remained the same but the approach has undergone tremendous transformation. iValue understood that 'Digital Disruption' is the key component in approaching new customers and businesses. There is a huge transformation that industries across the globe are witnessing, and this is irrespective of vertical and iValue is catering to the needs that have been developing as a result of these transformations, which in other terms is known as – digital disruption.

This disruption has created an enormous market space for companies to explore their path of going digital. There has been a shift in business models, work models, technology that has opened new areas for technology enablers like iValue to focus and deliver potential future technology and its associated services. Enterprises today prefer the emphasis on "time optimization" over "cost optimization" when it comes to business convenience. Companies believe this enhances customer experience with efficient and productive outcomes which is the "need of the hour" for any customer. Market strategy needs to be ever evolving and iValue has been evolving with changing tides and hence has been able to stay above the competitors in the market.

INITIATIVES IN THE WORKPLACE

The changes that the market is witnessing today, be it in regards to market needs or day-to-day operations in an organization, digital disruption has brought about enormous change. iValue was ahead of the market expectation and had already implemented all the necessary needs of a technologically adept environment in its operations. However, the pandemic pushed us like other organizations to include a complete overhaul of the work process. Like everyone else, the company too implemented WFH/WFA and its entire team has adapted to work from anywhere.

It is evident that the digital work environment is here to stay, where there will be more complex structure of WFH, WFO, remote working and hybrid work models are all possible capacities. iValue has had the technological support to sustain on any work model as in the case of many organizations across the globe. The best way to implement such work environments is by ensuring that it has a modernized infrastructure where the technology deficiency would not lead to stalling of work.

Security once again plays a key role where companies need to ensure their endpoints are secure along with their vendors and customers. All measures need to be taken in order to keep all the objects of interactions within and outside the company secure.

PERSONALIZING B2B MARKETING INITIATIVES

iValue's market approach is personalized and unique. Its major strength is based on the focus on a few solutions which complement partner key offerings and are relevant to their customer base in the market. A focused market development is taken up by the associates as the activity helps leveraging on the customer analytics. The AI-driven CRM helps both iValue and its partners to monitor and optimize efforts across all the opportunities to maximize win rates. This alignment helps in expediting results with a joint GTM effort in the market between iValue and its Channel Partner teams.

iValue takes pride in setting new benchmarks for the technology aggregation with service backing space. It is building organic and inorganic expertise in the area of consulting and services around GRC with new / niche cybersecurity services relevant to the heightened risk due to WFA. It is also adding offerings on empowerment, which is a key missing element in the fight to stay ahead of threats with most surveys highlighting people to be the weakest link amongst process and technology dimensions. iValue is also aggressively pursuing inorganic growth opportunities both on capabilities and geography coverage to maximize profitable growth.

SUPPORTING GOVERNMENT INITIATIVES

iValue's market approach is personalized and unique. Its major strength is based on the focus on a few solutions which complement partner key offerings and are relevant to their customer base in the market. With digital disruption coming into picture, iValue can say that in a deeper aspect it caters to all customers and models B2B, B2G, G2B2C, B2C and all possible combinations available in the market. Businesses can no longer claim to be alienated from the other side of their partners' relationships because all of them need to be in sync with technology and policies for a smooth operation. So iValue also approaches the marketers on the other side keeping in mind the various entities the customer is associated with and customising its approach to ensure their existing and new technology helps in keeping themselves covered in 360-degree view. A focused market development is taken up by its associates as the activity helps leveraging on its customer analytics. The company measure is not how many partners it works with but how many solutions it has been able to see existing customers adopt towards and also how many new customers it is able to win through its unique offering.

Infrastructure and Security





JNR Management embedding innovative technologies to become more technologically and digitally focused

PRASHANT JAIN
Founder, JNR Management

DIGITAL TRANSFORMATION AGENDA

Digital transformation involves using digital technologies to remake a process to become more efficient or effective. JNR's idea behind digital transformation is to use technology not just to replicate an existing service in a digital form, but to use technology to transform that service into something significantly better.

Digital transformation is not just about the technology but changing the business processes an organization works in and corporate culture is just as vital to the success of the digital transformation initiatives. Digital transformation projects are often a way for large and established organizations to compete with nimbler, digital-only rivals. These projects tend to be large in scope and ambition but are not without risks.

- Rethinking business models and processes and generating new ideas and ways for digital transformation
- Turning good ideas into digital transformation objectives keeping the company's objectives in mind
- Filling the gap between innovation and execution with a few of the most effective digital strategies
- The transition of legacy systems to cloud platforms. By moving older systems to the cloud, it becomes easier for organizations to update and change applications in response to new user demands.
- Making an IT operation process much more efficient & effective.
- Using digital technology to change or remove an inefficient working process and transforming the traditional ways of interaction with customers/clients into a virtual relationship

TECH-SAVVY INDUSTRIES

Digital transformation is the process of embedding innovative technologies into all aspects of business, from daily operations to strategic decision-making.

So, in order to become more technologically and digitally focused, the company is taking a paradigm shift from traditional to digital. Also, a culture shift towards digital transformation and rethinking of ways a company should work.

It has already adopted certain ideas and plans to transform business processes digitally and is changing these business processes as per the trend. Also, the company has a certain level of flexibility in the business processes to change them anytime as per present or future requirements/trends.

ADOPTION OF DIGITAL BEST PRACTICES

Digital transformation strategies were fast-forwarded at breakneck speed. Executive teams that might once have hesitated over the implementation of a multi-year investment in video-conferencing and collaborative technologies, tasked their IT departments with establishing remote-working strategies in days or even hours.

1. **Core operations:** transforming them from physical to digital by either reshaping how the value is delivered or what is delivered
2. **Experience:** reconsidering the customer/partner and employee experience as a solid experience-feedback mechanism
3. **IT infrastructure:** adoption of available cloud-based tools to operate software, build and seamlessly integrate new applications, store/retrieve data, and compute
4. **Information management and analytics:** building a data-driven organization where decision-making relies heavily on insights obtained from gathered data
5. **Marketing IT security services digitally:** sharing the information related to IT security services and marketing them on digital platforms.
6. **Action:** action plays a critical role in unlocking the digital transformation. It is using data that can give them insights and requires actions for the relevant skills, processes, and change management.

Building Digital Trust...

...to secure your digital assets!

Digital Transformation Solutions and Services in Security, PKI, Authentication, Encryption, Signing & Key Management.

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95% +
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OEM & Industry
Recognitions



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Solutions



Data Protection
& Cybersecurity

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digicert
Certified Partner
Platform Site



Neuailles
Authorized Distributor

zoom



www.jnrmmr.com



Sales

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Technical Support

+91- 9999014775
techsupport@jnrmanagement.com



marketing@jnrmanagement.com

Corporate Office:

JNR Management Resources Pvt. Ltd.
Address: 327, Ansal Chambers-II, 6,
Bhikaji Cama Place, New Delhi -
110066, India

Follow Us:



Netpoleon India acts as an interactive platform to bridge the gap between VARs and Vendors together



MOHAN KUMAR TL
Director, Netpoleon India

PAVING WAYS DIGITALLY

Since the inception in 2015, Netpoleon India has been helping various businesses in India and many neighbouring countries to transform their IT infrastructure by bridging the security gaps of the digital world with solutions from some of the global technology leaders.

With the burst of digital devices and online services, the amount of data that businesses generate today has exploded. Data is one of the most valuable assets and a target for cyber attackers. In recent years, the cybersecurity landscape has shifted globally in dramatic ways. New threats have emerged, and old threats have evolved to take advantage of new technologies. This shift has created challenges for businesses of all kinds, who must now enhance their cybersecurity strategies to meet these new challenges.

Being an exclusive national distributor of leading technologies, Netpoleon India's digital transformation agenda is quite simple and strategic. It provides an interactive platform, bringing Value Added Resellers and Vendors together to:

1. Address the growing complexities of IT infrastructure
2. Provide organizations a holistic approach to cybersecurity, which includes not only technical measures but also organizational changes
3. Empower businesses to build a strong defence strategy in the cyber world, where it's not enough to have only a good offense and always be one step ahead of the bad guys in the cyber world.

BOLSTERING DIGITAL AVENUE

A glimpse of the importance of technology in the past two years has been seen. When the pandemic hit, businesses had no other choice but to change their technology game overnight. As technology rapidly advances, so must businesses in order to remain competitive and relevant. A more technologically and digitally focused company will have several advantages over its competitors.

First, such a company will be able to better understand and utilize big data. With the increasing popularity of social media and the internet

of things, there is a vast amount of data available that can be used to improve business operations. A company that is focused on technology will be able to make use of this data to improve its understanding of customers and target its marketing more effectively.

Second, technology is driving changes in all industries, and those companies that can innovate will be the ones that succeed in the long term.

Third, a more technologically and digitally focused company will be better able to manage its supply chain. With the increasing use of technology in manufacturing and logistics, companies that can make use of technology to streamline their supply chains will have a significant competitive advantage.

Having said this, a technologically and digitally focused company will be always ahead of the curve. Make sure to start paying attention to the tech world because it is only going to get more challenging in the years to come and only the fittest will survive.

ADOPTION OF DIGITAL BEST PRACTICES

It is evident that technology and digitalization are revolutionizing the way businesses operate today. In Netpoleon's line of business, where they cater to the dynamic world of technology and digital transformation, delivering cutting-edge technology to meet the needs and demands of customers is vital. Netpoleon has two simple practices:

1. Keeping Netpoleon's internal team up to date with the latest developments in the world of technology. Ensuring they are certified and well equipped to support their channel partners and end customers.
2. Creating a robust solution portfolio by onboarding vendors who are leaders in their space. Create awareness of the importance of having a secure IT infrastructure by adopting the right technology with a strong and focused marketing plan.

IT & OT TECHNOLOGY TREE



Netpoleon has been plugging in the present-day IT security infrastructure gaps with niche premium products and Seamless Sales, Pre & Post-sales Technical Support to keep up with the dynamic digitally transforming world.

The Netpoleon team constantly reinvents itself to keep abreast with the dynamic needs of an evolving IT landscape and has established itself as a regional player and a leader in the Cybersecurity Industry. Through the strong partnership with Channel Partners, Netpoleon has gained a strong foothold in several highly demanding industries like the Financial Services Segment, where Data Protection is a vital security area that provides a competitive edge for businesses, and the Telecommunication sector, which is a critical information infrastructure, and the Public Sector where the highly secure and protected environment is required to protect governmental classified information.

To know more about Netpoleon and the technology portfolio, email us at in.sales@netpoleons.com

Leveraging **digital transformation** to boost innovation & create robust outcomes



BOLSTERING DIGITAL AVENUES

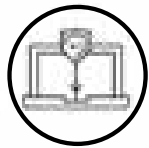
Digital transformation is an expedition for every industrial vertical to integrate digital technology and achieve better EX (Employee Experience) & CX (Customer Experience). Pentagon has continually endeavoured to create enhanced processes and help companies foster. What makes Pentagon unique?

- **Pentagon's approach towards embracing new technologies and providing remarkable solutions. We have driven ourselves to deliver our promise and sustain efficiently.**
- **Equipping companies for internal and external changes in culture and operation.**



SAIRAMAN MUDALIAR

Co-founder and Director
Pentagon System and Services



ADOPTION OF DIGITAL PRACTICES

Being one of the early adopters of new & significant technologies like Cloud computing, HCI, cybersecurity and much more, digital transformation for all was always first.

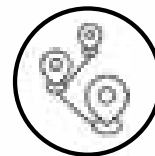
With enhanced processes & excellent skilled professionals, Pentagon successfully added value to the market & met its customer's needs. Conversation with customers were on a multifront aspect comprising of two main operation lines:

- **Digitally transforming their IT**
- **Security and authentication of users**

Pentagon worked as an MSP, constantly upgrading itself in solutions like hyper-converged, cloud, AI, ML, and security services to make business operations run smoothly.

For digital operations to thrive cybersecurity and better connectivity are paramount. New technologies have spearheaded & been drivers of change, these forces of change affect the growth dynamics.

As the profound effects of challenges come forth, Pentagon strives to create value, become innovative, and devise robust outcomes. Additionally, it is encouraging vendors to foster these advances. These progressions are potentially lifting the trajectory of productivity.



ANCHORING THE DISTRIBUTION NETWORK

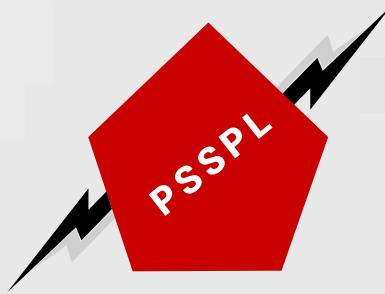
Increasing the global footprint to provide customer support & efficient delivery centres.

During the ongoing pandemic & post phases, the company managed to remotely help customers & their employees from Tier 2 & 3 cities.

Goals are essentially set to accommodate the dynamic market trends, to raise revenue in both solutions & services through multiple services like cloud, cybersecurity & much more.

The notion involved creating unique frameworks and supplementing a personal touch as consultants to consistently position the best products and services that rightly fit the bill.

Witnessing tractions encircling factors such as anchoring up a streamlined remote working environment, business continuity & data protection.

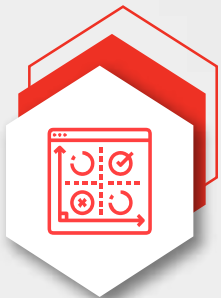


PENTAGON SYSTEM &
SERVICES PVT. LTD.

Think **Excellence**, Think **Pentagon**!

With thousands of engagements, PSSPL has been working as a solution provider since its inception, where we bring knowledge, flexibility and relentless customer-first focus, enabling organisations in growing their business by adopting newer technologies.

FEATURED SERVICES



INFRASTRUCTURE
SERVICES



CONSULTING
SERVICES



ASSESSMENT
SERVICES

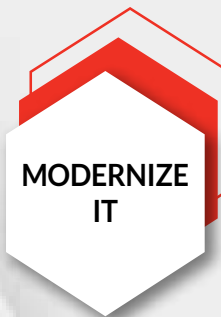


CYBERSECURITY
SERVICES



CLOUD
SERVICES

OUR SKILLS



MODERNIZE
IT



DEPLOYMENT



OPTIMISATION



24*7
SUPPORT



EXPERT
ADVISORS

OUR PARTNERS



Lenovo



Pentagon System & Services Pvt. Ltd.

Pramukh Plaza, 501, Cardinal Gracious Rd, Chakala, Andheri East, Mumbai, Maharashtra 400099,
022 6741 7500 | info@pentagon.co.in | www.pentagon.co.in



RAH Infotech focusing on a technology-centric, data-driven digital design to succeed

ASHOK KUMAR

Founder & MD – RAH Infotech



PAVING WAYS DIGITALLY

RAH has always backed digital transformation solutions and products. As the demand for this is only increasing post-2020, RAH has relentlessly pursued this factor with the partners and customers. The company is focusing on technology-centric, data-driven and digital design which leverages a digital business ecosystem by building greater understanding of its customers through data insights, stronger customer experiences, stronger information security and greater efficiencies. RAH is providing better customer service, better customer value and greater data security by building a digital-savvy team around them to help drive the business in a smooth and efficient way. RAH, being the industry leader, has understood this necessity and supported the digital transformation process internally and externally.

BOLSTERING DIGITAL AVENUE

As one of India's largest technology distributors, RAH has partnered with few of the world's largest enterprise software makers, to assist Indian businesses in their digitalization journey. This is to help the customers become more technologically and digitally focused, and build more agile, cyber-secure and analytics-driven businesses. The company believes in ensuring that its customers can transition to more future-proof, digital-first business operations in a seamless and secure manner. RAH Infotech offers a robust portfolio backed by advanced analytics, which provides the insights, efficiencies, and automation required to succeed in today's rapidly growing market. There is a need for companies irrespective of their size to be technologically adept and prepared for the future and RAH is happy to be involved in the process.

ADOPTION OF DIGITAL BEST PRACTICES

Every digital transformation journey requires a staged approach involving a variety of stakeholders and a clear set of goals and a road-map. RAH is now focusing on new employee skills, a healthy organisational culture, employee communication, and employee empowerment, all of which are critical prerequisites that will change their path to fully leverage changes and opportunities of emerging digital technologies and their impact on the business performance leading to a successful digital transformation journey.

RAH has changed their Home-grown Sales CRM to Sales-Force to get sales insights and intelligence to fuel innovation, accelerate and create a significant competitive advantage and it's a first step towards their automation journey of Marketing to Lead to Bill to Cash Journey.

PROTECTION AGAINST DIGITAL THREAT LANDSCAPE

RAH as the distributor to the big technology players in the market have the right expertise in cybersecurity, hence protecting itself, its clients and customers against the evolving digital threat landscape. Its technology experts help by constantly monitoring and researching to understand the tools and techniques that threat actors use in order to understand and help customers choose which product or solution to be used for their line of business. The company is focused on the firewalls, anti-virus, malware detection, DDoS protection, Bot Management, Managed Detection and Response and other technologies which prevent potential breach. With the increasing threats, the company advises on deploying more scanning, monitoring and logging tools to identify intrusions and to detect strange data traffic as early as possible. State-of-the-art technologies which are compatible with an organization's infrastructure help in strengthening the security.

RAH is taking Hybrid Cloud Approach using SAAS Models to utilize the best of the Cloud platform, solution and services with advanced security.

INFORMATION SECURITY- ENSURING THE SAFETY AND PRIVACY OF CRITICAL DATA

As the rapid change in technology and business requirements has been a never ending process. There must be a concern for Information Security as it protects the confidentiality, integrity and availability of information stored and physical data with organizations from unauthorized access whether with malicious intent or not. By choosing the right information security solution that validates certification knowledge of best practices, the company can protect an organization against cyberattacks from external or internal agencies. As the impact would be directly damaging the reputation and financial stability of an organization.

RAH Infotech - Enhancing Experience with Technology!

Helping businesses secure
their digital world since 2005!

OUR OFFERINGS

Data & Cybersecurity	Enterprise Networking	Storage & Data Center Solutions	Performance Management	Cloud Solutions	Managed Services
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OUR TECHNOLOGY PARTNERS

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KARNATAKA

INDIA: Kolkata,
Chennai, Ahmedabad
INTERNATIONAL:
Singapore, Netherlands,
US, UK

For more information, write to us at marcom@rahinfotech.com

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“An exceptional customer experience can encourage loyalty and turn customers into brand advocates”



RAMESH NATARAJAN

Chief Executive Officer, Redington India

BRAND ROADMAP 2022

Technology is evolving with each passing year, and innovation has become the foundation across different sectors and industries. Today, the success of a corporate enterprise is contingent on its capacity to adopt new technologies, thereby shaping and influencing their existing and future plans. Technology is developing at a rate never seen before, driven by digital transformation, cloud adoption, software breakthroughs, chatbots, Internet of Things (IoT), AI & ML and a lot more. Redington strives to be a cutting-edge technology leader as well as being an aspirational place to work.

TOWARDS THESE OBJECTIVES, OUR PRIORITIES FOR 2022 ARE TO:

- Strengthen the offerings to span the entire spectrum of technologies addressing a wide set of use-cases across industries, both Consumer and Enterprise.
- Accelerate the drive to be a learning organization, building cutting-edge skills and competencies
- Deepen engagement with the partner community, to ensure that the company stays relevant and makes a meaningful difference in their business.

STRIKING THE TECH-CORD WITH CUSTOMERS

The world has moved towards digitalization as a business imperative, and customers' purchase patterns have evolved drastically. Today's customer demographic encompasses customers at various stages of digital maturity. Consequently, maintaining a high level of customer experience poses newer challenges, as varied offerings are needed to deliver this. An exceptional customer experience can encourage loyalty and turn customers into brand advocates.

Redington builds its initiatives on:

- Engaging with partners and brands to better “listen” and anticipate trends
- Ability to offer the latest technologies, products and services to strengthen the partners' value proposition to their customers

BUILDING AN EFFECTIVE CYBER SHIELD

Today, when the world has shifted its operation online, and many companies continue to work from home due to the pandemic, the need to protect data has never been bigger. At Redington, for more than a decade, it has prevented the organization from Cyber Attacks, by implementing a Multi-layered (Defence in Depth) Strong Security Controls. In the last 10 years of this period, it has never experienced, even a single instance of Security breach in our IT infrastructure.

Some of the security controls/Solutions implemented at Redington are:

- We have a round the clock, attack surface management with the deep and dark web monitoring for our internet domains.
- Our Public Power DNS is equipped with DDOS & Web Proxy Controls for our Domains.
- Our Gateway Firewall is powered with IDS, IPS and ATP Controls. On top of this, we have enabled Geo Location Filters for our Production Services/Applications. With these GeoFilters, we have narrowed down the Internet Threat Vector and risks have been reduced to less than 5%.
- Our End Point Protection Suite consists of Strong Threat Prevention, Firewall, Web Control, DLP and Adaptive Threat Protection solutions. All these solutions are customized in order to prevent known or unknown attacks.

- Our LAN & WAN Users Internet is routed through a Secured Internet Proxy Service for safe and secure browsing.
- For the Mailing Services, we have enabled two Layer malware protection filters (SaaS) equipped with SPF, DKIM and DMARC security.
- We do a Security Audit (IS and VAPT) every quarter for the timely risk fix or mitigation.
- On top of all the controls, we have enabled SIEM which is monitored and managed by a dedicated SOCS team round the clock

BRAND LOYALTY

Customers look to brands essentially to solve their problems or fulfil their needs holistically. Therefore Customer experience is the yardstick that Brands will be evaluated on, rather than standalone metrics such as product / service features.

With significantly increasing stakes for success, it is imperative for Brands to retain customers already in the fold, as new customer acquisition becomes cost and time-intensive.

Today, customer experience comprises all aspects of a company's offering, including the quality of customer service, advertising, packaging, product and service features, usability, and dependability. Customer experience has a significant influence on customer loyalty and advocacy, which in turn impacts customer acquisition.

FUTURE-PROOFING WITH TECH

The IT industry has for long been one of the largest employers and exporters. In recent times, the company has seen a significant shift towards digital technologies and digital skilling in the IT industry. In this phase of technology, India has pioneered several innovations improving people's lives immensely.

The “India Stack” comprising the building blocks of identity (Aadhaar, eKYC etc.), data (DigiLocker, eSign, Account Aggregator framework etc.) and payments (UPI) is a prime example of Indian IT industry shaping the future of India, as well as the world. Passport, Smart Cities, Safe Cities, eGovernance, Digital India (StartUpIndia..biggest set of Unicorns).

At Redington, we are proud to have worked closely with our partners and brands to make a meaningful contribution to these initiatives.



Script your own
IT growth story.
With **Redington.**

**KARO GROWTH
KA SWITCH  N**



Growing with Redington is easy. Because we help you deploy and modernize your customers' infrastructure. And provide you with industry-leading support and performance you need, to get your business up and running. So come, join us and step on to your growth path.

Log on and sign up now!

www.redingtoncloud.com



Savex investing to secure data, not only technologically but also financially

DIGITAL TRANSFORMATION AGENDA

The pandemic has completely changed the way organizations used to work. The biggest challenge during the pandemic was business continuity and delivering secure remote work solutions. Many organizations are struggling to cope up with business challenges. Today, Savex is witnessing digital transformation in several areas of the organization. With a very basic secure remote working model, to detailed analytics at a variety of its operational levels, or even usage of RPA, a host of cloud based secure services, B2B or B2C commerce models, cloud marketplace, many improvements in the payment collection and financing models too, Savex is seeing a lot of transformations happening within the organization.

TECH-SAVVY INDUSTRIES

India is viewing prolific investments from many companies in the data center space. Penetration of Cloud based IAAS and SAAS services are bound to grow at a higher pace. Hybrid Infra solutions will continue to evolve at a faster pace. As WFH is here to stay, adoptions of various collaboration tools both in hardware and software space would see large penetrations.

Large enterprises are constantly upgrading their IT infrastructure which means the newer technologies and new products will continue to get adopted at a reasonable pace. WFH is becoming a norm so all digital tools to support infra services including business applications on cloud and continuous adaptation of collaboration tools will continue to gain momentum, whilst spend on security will continue to thrive.

Virtualization, Storage, Hybrid infrastructure will continue to be at the centre stage of CTO's mindspace. Indian Channel partners need to invest more in managed services play and also look at building skills in cloud areas both on selling and implementation front. They must also look at new emerging technologies to create niche play, such as in Process Automation or VR or in IOT services etc.

ADOPTION OF DIGITAL BEST PRACTICES

Remote work has its own merits and demerits. Indeed to some extent it has disrupted employment but on the contrary, in many cases it has given rise to entrepreneurship. It is said that all difficult situations are the genesis of creativity. The only required thing is, organizations should be promoting and allowing entrepreneurial ideas and be open to change.

Savex promotes this culture while constantly embracing CHANGE, which the company believes is the only thing which remains constant. Savex is the fastest growing organization with many facets. The company is also investing to secure data, not only technologically but also financially (pricing, and uniform pricing across all cloud regions).

The continuous innovation on the software stack which helps productivity, boost efficiency and make the network run seamlessly is a must have for any organization going forward as most companies will be competing in the quality of their digital infrastructure.



RAUNAK JAGASIA

Director Enterprise Business and Alliance
Savex Technologies



Powering Innovation

Driving Businesses



Stocking Location

42



Points of Presence

107



Channel Reach

700+ Cites



A technologically and digitally focused work culture is the future



PUNIT THAKKAR

CEO & MD, Shivaami Cloud Services

PAVING WAYS DIGITALLY

Digital transformation is of utmost importance to companies that want to be future ready today. In the last couple of years, businesses have adopted the hybrid work arrangement and it is being preferred over the conventional model both by employees and employers. Due to enhanced productivity and flexibility that this model of work offers, companies are going through incessant changes in the way they do business.

However, improving business procedures and corporate culture are just as important to the success of these programmes as technology. The company's primary focus is to make small and medium enterprises understand the importance of migrating to Google Workspace. It also offers them simpler ways to collaborate, a secure cloud to store files, and recovery of their critical documents in case a mishap occurs. Google Cloud Solutions provides all and beyond this.

Looking at the way things are, there is a need for more and more companies to adopt digital transformation. Shivaami being an authorized partner of Google Cloud understands the need of the hour and has been helping companies migrate for close to two decades.

BOLSTERING DIGITAL AVENUE

Internal and external customers today expect the same level of service in the workplace as they do in their personal life when it comes to technology. However, for a firm, this can be difficult to do. There have never been more options in terms of how and where applications are delivered, as well as who to partner with to supply services.

In the near future, companies would not have the option of being more technologically and digitally focused. Instead, they would be compelled to do so if they do not want to be left behind in the digitization race.

More technologically and digitally sound companies will ensure better integration to business and give a competitive edge to companies. On top of this, they will also reap benefits including but not limited to enhanced data collection, stronger resource management, data-driven customer insights, improved customer experience along with increased revenue and agility.

ADOPTION OF DIGITAL BEST PRACTICES

We are living in an era where everything from smart vehicles to smartphones, is available at the tip of our fingers. Digital transformation has assisted businesses in achieving their goals and directing their growth exponentially. As a cloud-based organization, Shivaami understands the significance of this change and adopts the following strategies for digital transformation.

- Shivaami defines the problems in the business. The company develops a strategy by defining a clear objective and KPIs it intends to achieve through digitalization by understanding the business challenge.
- Shivaami also encourages prioritizing collaboration between teams. A business is essentially a collaborative effort, where people with a variety of skills and specialties work together in harmony and synergy to achieve a common goal.
- Shivaami even makes sure that it is abiding by a culture that is flexible to any changes. A successful digital transition can only be aided by a positive business culture.
- The company tries looking through the perspective of customers. For doing this, the company has established an effortless and computerized interface to interact with external customers as an essential tool to support them during or after the buying process.
- The state of technology is rapidly progressing. As a result, within a decade, some of its applications will be obsolete, resulting in sunken expenses. Shivaami comprehends current trends and their possible impact on market dynamics in order to reduce the expense of technological legacy.
- Shivaami has trained experts in Google Cloud and Google Workspace to guide customers.

Shivaami is a Google Cloud Partner that will help customers in their digital transformation journey by deploying cloud solutions to enhance their growth.



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

Google Workspace

A collaborative and productive cloud-based suite to get all your work done in one go.

chromebook

A compact and powerful laptop built on the Chrome OS that enhances your productivity.

jumpcloud™

A cloud platform that connects and manages employees, their devices, and IT applications.

SIGN.USEWISE

Create professional email signatures across your organization with Sign.UseWise.





VINOD NAIR

Managing Director, Softline India

Softline pivoting solutions & services portfolio around customer experience, business acceleration & personalization

TECH-SAVVY INDUSTRIES

Softline India sees increasing trends of customers looking at technology as a business driver and not just a business enabler. In the coming years, every business will rethink business models based on technology to deliver enhanced value to consumers.

Softline is making significant investments in creating a portfolio of services to help customers transition using digital technology initiatives. However, the technology landscape is huge and it is important that it focuses on the right set of technology investments to make the transformation real and quicker.

We believe that the quick wins that customers will look at in their transformation journey on IT would be to do with their application estate, Data estate and security estate. At the same time when you look at it from a business objective perspective there are 3 key impact areas around which companies will knit together their digital strategy.

1. Customer Experience
2. Business scale acceleration
3. Personalization

At Softline, we are finding congruence in both these aspects of technology transformation and strategy. Accordingly, we believe services around application modernization including containerization will be the first impact area to focus on. This will improve the customer experience due to the consistent and evolving nature of a modernized application. Second would organisations looking at data modernization where you will not just improve the scale of the business acceleration but will also be the bedrock for personalization gained out of the insights achieved from a modernized data infrastructure. The security estate refresh will be an outcome of the digital first strategy where an organisation will need to relook at the risk posture in the new digital world.

Softline plays a very important role in this workplace transformation as well with our capabilities on virtual workplace, secure collaboration tools and insights driven communication. With Microsoft, Softline has been working with thousands of customers in India in providing modern workplace solutions to address their remote working, collaboration & security needs.

ADOPTION OF DIGITAL BEST PRACTICES

At Softline, we always focus on building strategies that meet our customer's end goal. We work with our global partners that are aligned with our customer's mission, values, culture, and goals.

Some of the unique best practices that we at Softline have created in our cloud solutions team across both Digital Workplace Solutions & Platform cloud solutions, which is our investment in creating a "Consumption Specialists" team.

Another best practice that Softline has been delivering to our customer is our "always optimize" thought process when it comes to cloud solutions. Our consumption specialist team is always on the lookout to "milk" the investment or "reduce" the resource wastage.

At Softline, we enable our customers with end-to-end IT solutions to accelerate efficiency, get to market faster, scale business and optimize outcomes. We offer a range of solutions from Cloud solutions and services, Modern hybrid infrastructure, Asset management, Future workplace, BI, Document workflow, and Cybersecurity solutions. Our experts empower organizations of all types, sizes, and scale to thrive and grow in the digital age.

We aim to build long-term, trust-based relationships with customers and always deliver on our promises. We are a trusted partner and reliable solution and service provider for our clients all over the world.

DIGITAL TRANSFORMATION AGENDA

Businesses are now transforming their business with the fulcrum being an elastic IT infrastructure. As a Digital Transformation Solutions partner, Softline is helping companies become digital-enabled by focusing on three important aspects of their business viz. Application landscape, data landscape & security landscape. The company believes that these would be the fundamental levers on which businesses will innovate to rebuild themselves and embrace the new digital-first business model.

Softline is a leading global solutions and services provider, headquartered in London, serving 150,000+ organizations from all sectors hand-holding them in their digital transformation journey. We make businesses future-ready with cutting-edge information technologies and cybersecurity solutions and help sustain their investments through our services offering. Softline's 8200 employees work in almost 60 countries throughout Asia, Latin America, Eastern Europe, and Africa—markets with significant growth potential.

Over the last 12 months, Softline India has been on its own transformation journey with increased investments to address the surge in demand for services on cloud & cybersecurity. Softline is building the largest repository of technology skills in India with investments in a Global Delivery Centre (GDC) in Noida, a 100% Cloud based Security Operations Centre (SOC) in Bangalore, and Microsoft Workplace Shared Services Centre in Mumbai. It has also been supporting early-stage start-ups to augment their technology skills & technology investments with a customized set of services offerings to step-up the game! Recognizing its exceptional track record it was named as a Microsoft Start-Up Factory Partner. It is also one of the only two recognized partners for HoloLens2 in India.

The company's digital transformation agenda includes being a trusted advisor to its customers looking to use technology as a business driver. Its agenda includes creating a portfolio of services that take the customer through the complete digital transformation journey in a seamless & secure way.

Digital Transformation. Accelerated. Secured.

We know we can

We use digital solutions to help businesses run better.
Softline offers a full range of solutions for all industries, as well as
financing options to suit any IT budget.

We assist our customers around the world with Digital Transformation

We help organizations to transform and
operate Efficiently and securely in the digital
economy

28

Years of digital
transformation

1,50,000

Customers work with us
around the world

8,400

employees successfully
work at softline

\$2,2 B

Turnover 2021

We have the right resources and competencies, and the global
presence to draw on talent and international expertise.



Digital Transformation, an ongoing process empowering partners to monitor their businesses



VISHNU KUMAR BHANDARI
Founder Chairman & MD, Supertron Electronics

DIGITAL TRANSFORMATION AGENDA

The impact of global pandemic, forced a major shift in business operations and the buying patterns of the consumers. The adaptability to this dramatic change is inevitable for all organizations. It's evident that in this new world, technology is not a choice, but a fundamental business strategy that must be interwoven into every part of an organization. Transformation can enable better collaboration within and between organizations, more personalized ways of customer engagement, higher employee innovation and productivity, and more accurate insights from data, all of which help a business grow and give it a better chance of thriving post-pandemic.

Customer buying behavior has changed. Consumers spend a lot of time searching & evaluating on line products before any buying decision. Even if they opt for offline purchase, they first check products online. Therefore, it is inevitable for every organization to have a strong digital interface in the form of technology, marketing etc. to support the business. Supertron has invested in the digital transformation in line with the changing needs of the market. Supertron Electronics is one of the leading IT distributors of India having 20+ brands in its portfolio with a presence in over 26 states through 38 branches. Supertron is renowned for its best industry practices, experienced team and a strong reach in Tier-1, Tier-2 and Tier-3 cities.

TECH-SAVVY INDUSTRIES

Digital transformation is a continuous process to improvise technology adaptation. Apart from implementation of ERP for years now, CRM & Business intelligence are other tools, which improves the digitization and digital usage of its employees. These initiatives have contributed to the company's efficiency and effectiveness.

Customer experience is an important aspect of every business. With digital innovation, the company has poised to give its partners an experience, which would help them to get all information about their business on fingertips; it is an ongoing process to empower its partners to monitor their business with it.

ADOPTION OF DIGITAL BEST PRACTICES

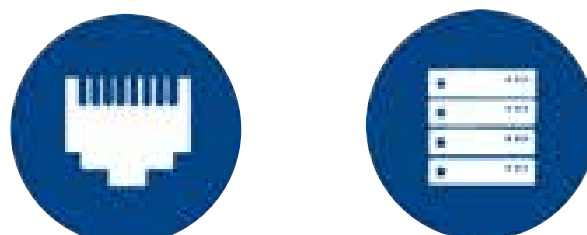
Flow of information is another key area in today's business environment. Keeping that in mind, the company is working around ways to implement digital transformation, which eventually help its partners to keep updated with new products & technology. It has implemented various marketing

initiatives and used digital platforms to communicate to the partners. The company has associated with few agencies to support digital marketing initiatives apart from in house activities. The company also supports its partners with localized support for active participation in digital marketing. Its active social media activity has increased substantial followers in the last two year continuously increasing. The company does extensive product campaigns for its associate brands & response is quite encouraging.

GLOBAL BRANDS




DATA CENTRES





RIGHT TIME RIGHT APPROACH




Supertron is a focused distributor, driven to enhance the principal's market share. Acting as an extended arm of the principal by playing a consultative cum distribution role, Supertron help the brands to build the distribution network.

Most of our relationships with principals are based on exclusive representation in India on the basis of substantial value delivered.

Supertron works directly with retailers, strengthening a deeper understanding of the marketplace and prompting proactive improvements in the product mix.

Supertron Electronics Pvt. Ltd.

"Supertron House", 2, Cooper Lane, Kolkata- 700 001, Ph: 03340371000, frontdesk@supertronindia.com, www.supertronindia.com



THE MOST INFLUENTIAL CMOs IN THE TECH INDUSTRY



50 INFLUENTIAL CMO'S OF INDIA

NAME	DESIGNATION	COMPANY
A L JAGANNATH	HEAD OF MARKETING	THOUGHTWORKS TECHNOLOGIES
AMIT SINHA ROY	VP- GLOBAL MARKETING & COMMUNICATIONS HEAD	TATA COMMUNICATIONS LTD.
AMOL GAIKWAD	HEAD MARKETING(INDIA & SAARC)	CHECKPOINT SOFTWARE TECHNOLOGIES LTD.
AMRITA THAPAR	CMO	MICROSOFT CORPORATION INDIA (PVT) LTD.
ANAND SUBBIAH	SR. DIR. & HEAD- MARKETING & COMM. - INDIA & SAARC	QUALCOMM INDIA PVT. LTD.
ANINDITA DAS VELURI	MARKETING HEAD	ADOBE INDIA PVT.LTD.
ANITA KUKREJA	HEAD OF MARKETING & CHANNEL SALES	ICEWARP TECHNOLOGIES PVT. LTD.
ANUPAM SAH	DGM- MARKETING	ADITYA INFOTECH PVT. LTD.
ARCHANA SINHA	SENIOR DIRECTOR CORPORATE MARKETING	SALESFORCE.COM INDIA PVT. LTD.
ARPITA SENGUPTA	DIRECTOR-MARKETING & COMMUNICATIONS	RED HAT INDIA PVT. LTD.
ARVIND SAXENA	HEAD MARKETING & CORPORATE COMMUNICATIONS	NEC TECHNOLOGIES INDIA
B S RAO	VICE PRESIDENT-MARKETING & COMMUNICATIONS	CTRLS DATACENTERS LTD.
CHANDRIKA JAIN	DIRECTOR-MARKETING	LENOVO INDIA PVT. LTD.
DEEPAK MATHUR	HEAD MARKETING(INDIA & SAARC)	PALO ALTO NETWORKS
DIPTI SINGH	HEAD-MARKETING & COMMUNICATIONS	VERTIV ENERGY INDIA PVT. LTD.
DR. VIRGINIA SHARMA	VICE PRESIDENT-BRAND SOLUTIONS	GOOGLE CLOUD
GEETU BHATNAGAR	HEAD OF MARKETING	ORACLE INDIA PVT. LTD.
HARSHA BENNUR	MARKETING HEAD-INDIA	SLACK
JAGANATHAN CHELLIAH	DIRECTOR MARKETING	WESTERN DIGITAL
JESSICA D'CRUZ	REGIONAL MARKETING DIRECTOR-INDIA & SAARC	FORTINET TECHNOLOGIES INDIA PVT. LTD.
JOSHUA MATHEW	HEAD OF MARKETING	CISCO SYSTEMS INDIA PVT.LTD.
KAUSTUBH PATKI	COUNTRY MARKETING MANAGER	MICROFOCUS INDIA PVT. LTD.
KISHOR ACHHRA	COUNTRY MARKETING MANAGER	BMC SOFTWARE INDIA
KOMAL SOMANI	CMO	ESDS SOFTWARE SOLUTION PVT. LTD.
KUNAL AMAN	HEAD- MARKETING & COMMUNICATIONS- INDIA & JAPAN	SAS RESEARCH & DEVELOPMENTINDIA PVT. LTD.
KUSHAGRA SHARMA	HEAD MARKETING(INDIA & SAARC)	CITRIX SYSTEMS INDIA PVT. LTD.
MAYA CULAS	MARKETING DIRECTOR	HITACHI VANTARA INDIA PVT. LTD.
MAYURI SAIKIA	DIRECTOR-MARKETING,GTM HEAD INDIA(CONSUMER)	DELL TECHNOLOGIES
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.
NIKHIL SHARMA	MARKETING HEAD	VEEAM SOFTWARE
PRANESH URS	DIRECTOR-MARKETING	SAMSUNG ELECTRONICS
PRASENJIT ROY	SR. EXECUTIVE VICE PRESIDENT & CMO	NETMAGIC SOLUTIONS PVT. LTD.
PRASHANT JAIN	CHIEF MARKETING OFFICER	HP INDIA SALES PVT. LTD.
PUNEET CHADHA	CMO	REDINGTON INDIA LTD.
RAGHURAM KRISHNAN	DIRECTOR- PARTNER SALES-INDIA	VMWARE INDIA PVT. LTD.
RAHUL NAUTIYAL	HEAD OF MARKETING	HEWLETT PACKARD ENTERPRISE
RAHUL SINGH	VP & HEAD OF MARKETING	SAP INDIA PVT. LTD.
RAJESH KUMAR	V.P- MARKETING(INDIA & SAARC)	UI PATH INDIA
RIMI DAS	HEAD OF MARKETING	PURE STORAGE INDIA PVT. LTD.
RISHI PRASAD	MARKETING LEAD,SOUTH ASIA	SEAGATE INDIA
ROSHNI DAS	GM & SR. MARKETING DIRECTOR-APJ REGIONAL MARKETING	INTEL CORPORATION
SHALINI KAUL	HEAD OF MARKETING	JUNIPER NETWORKS CORPORATION
SHREE HARSHA	DIRECTOR-INDIA MARKETING & COMMUNICATIONS	DASSAULT SYSTEMES
SHUBHA CHANDRASHEKAR	COUNTRY MARKETING MANAGER	ARUBA NETWORKS - A HEWLETT PACKARD COMPANY
SOORAJ BALAKRISHNAN	HEAD OF MARKETING	ACER INDIA PVT. LTD.
VINNY SHARMA	MARKETING HEAD	SECURONIX

THE MOST INFLUENTIAL



A L JAGANNATH



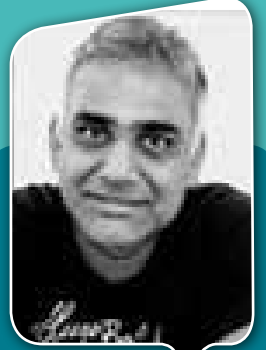
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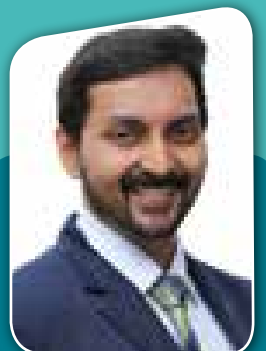
KAUSTUBH PATKI



KISHOR ACHHRA



KOMAL SOMANI



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CMOs IN THE COUNTRY



KUSHAGRA SHARMA



MAYA CULAS



MAYURI SAIKIA



MUKESH BAJPAI



NAVEED CHAUDHARY



NIDHI HOLA



NIKHIL DUDWADKAR



NIKHIL MEHROTRA



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RAHUL SINGH



RAJESH KUMAR



RIMI DAS



RISHI PRASAD



ROSHNI DAS



SHALINI KAUL



SHREE HARSHA



SHUBHA
CHANDRASEKHAR



SOORAJ
BALAKRISHNAN



VINNY SHARMA

CMO's evolving role aligns a company's strategy and brand with the customer's actual experience



AL Jagannath
Head of Marketing, ThoughtWorks

THE EVOLVING ROLE OF CMOs

Customer experience is important for new and existing customers alike. Engaging experiences help bring new customers through the door and give existing customers a reason to come back and buy from you again. By focusing on customer experience, CMOs can carefully monitor how customers feel about their brand, and use that information to design better services and products to delight, engage and retain customers. Making changes to customer experience needs a strong commitment to data-driven decision making, and CMOs are opting for it, to stay in tune with how changes are impacting customers' perceptions about the brand, and to respond swiftly to correct negative experiences CMOs also identify the potential for new technologies to make the customer experience richer, more empathic and more convenient. They also pave the way for a diverse range of customer interactions and easy integration with external platforms.

One of the most common approaches used to deliver strong customer experience today is personalization. Good customer experience can deliver bottom-line benefits, with many customers willing to pay more for better and personalized experiences.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

The CMO's job has evolved to include aligning a company's strategy and brand with the customer's actual experience in order to ensure that customer experience is driving customer loyalty. They also need to keep on the pulse of digital innovation and changing consumer behavior, and adapt to new technological innovations to keep pace with rising consumer expectations. It is also important to leverage data to identify the customer. Data, research, analysis and insights are essential tools of marketing today.

Today's business strategy must align with customer experiences and the CMO can majorly help the C-suite put the customer at every touch point. They also have an impact on how companies organize themselves around their customers' growing needs intended to improve performance along a customer's journey. Till date, many companies still organize themselves around what was needed yesterday rather than what is needed tomorrow. Hence, a CMO's knowledge and an in-depth analysis of the customer and technology prepare them well to play a vital role in setting a boosting strategy for the company.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

CMOs' responsibilities are changing, they are now responsible for contributing to business strategies, growth and data and technology. Real-Time Marketing is not just about responsive campaigns, but about anticipating individual customer needs. Due to the evolving customer needs, marketers need to transform their operations from well-planned campaigns to responsive teams that can efficiently enhance customer engagement. Real time marketing enables CMOs to adapt to the external environment and provide personalized experiences, thereby ensuring a more creative and engaging marketing strategy. With real time marketing, CMOs make small changes, updates, and optimizations regularly, which nurtures scalable growth across multiple segments, thereby enabling holistic growth.



CMOs are uniquely positioned to unite the relevant business stakeholders in an organization



Amol Gaikwad
Head Marketing- India and SAARC - Check Point Software Technologies

THE EVOLVING ROLE OF CMOs

CMOs post pandemic have been challenged to create new paths to customer-obsessed growth. Events of the pandemic year have accelerated a shift that was already in motion. Dramatic changes in buyers' behavior, evolving business models, and fast-paced technological advances have changed the role of marketing heads to quite some extent. Today it is no longer about just pipeline contribution and bottom line impact. B2B Marketing is now looked at to provide data on complex customer needs, insights, and opportunities. B2B CMOs will also need to effectively connect and empathize with the customer. CMOs are uniquely positioned to unite the relevant business stakeholders in an organization. The customer, partner, employee, investor, and influencer relationships are just some of the key relationship marketing that helps to manage by creating strategies, processes, KPIs, and behaviors that are rooted in customer centricity. Improving marketing alignment and collaboration with other departments was the most important factor in supporting their marketing priorities.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

Many CMOs have increased their level of influence within their organizations by knowing more about the business, marketplace, and customers than anyone else. The CMOs have the greatest influence as they are important influencers to overall business strategy with peers. More focused on the traditional marketing tactics, CMOs are usually leaders of an execution organization, not drivers of strategy or heavy influencers of the overall direction of the business. The scope of the CMO varies across organizations. There are the wide CMO roles, in which the CMO may have responsibility for all the traditional marketing functions. Then there are the narrow CMO roles, where the scope may be limited to a region, business unit or product category. Managing the intersections and sometimes clashes with other C-suite roles is a challenge many leaders face. These other roles are not good or bad; they just create the need to define roles and responsibilities within the organization and make it more challenging for CMOs to clearly communicate the value of marketing.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

Today, real-time marketing only means marketing leaders need to understand the nuances, power of brand, the emerging capabilities of technology and the hyper-speed shifts in culture and consumer behavior. As much as things change, they remain the same. The target for the vast majority of the marketing leaders is growth, which businesses contemplate to CMOs and their teams to drive. CMOs need to build flexible, adaptable teams that work seamlessly with external resources, take measures and optimize everything they do to drive all things in real-time.



CMOs help organizations grow and stay resilient in a dynamic market



Anita Kukreja

Head of Marketing & Channel Sales - IceWarp

THE EVOLVING ROLE OF CMOs

According to a Salesforce study, 76% of customers expect companies to understand their needs—with personalized content and experiences key to high satisfaction.

Businesses have become customer centric and that definitely boils down to the needs of CX; the scope is huge wherein every customer touch point has to deliver an experience to the customer. Every organization needs to create a competitive edge in the market, and what stands out is the experience they deliver to customers which is imperative.

Positive experiences lead to return purchases, which, in turn means more revenue and lower cost per acquisition and customer retention costs. Plus, great CX means more word-of-mouth referrals, more sales, and it also means that their company grows at a sustainable rate without increasing the marketing and advertising costs.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

The roles of CMOs today have evolved and are largely involved in business strategy and growth. CMOs should be ready to deliver growth and resilience more than ever before. Most CMOs focus above all on innovation and growth—on building data and insights-driven marketing organizations that can read customer signals at scale and make them actionable in real time. In a dynamic market, that is where CMOs can help organizations grow and stay resilient.

Today, CMOs need to be absolute experts on customer behaviors and trends and be hyper-aware of the competitive landscape, historical business performance and wider mega-trends. There is no longer an option to operate without a powerful insight engine. Companies can't be customer-centric if they do not understand customers and the holistic reality of the world they live in.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

CMOs need to enable real-time marketing to benefit the impact which is created on customer behaviour, translating into specific business outcomes. Data-driven marketers realize better business outcomes from real-time marketing growth.

Real-time marketing can enable CMOs to deliver a competitive differentiator through actioning data and insights instantly.

In a highly competitive marketplace with evolving customer attitudes, new desires, and new competitors, every market is noisier than ever. To uncover what buyers and customers want, CMOs must have relevant insights into what is actually happening throughout the entire buying journey. From early-stage interest all the way through interactions with late-stage marketing content (and even after purchase), these insights must continually inform the next interaction.

CMOs cannot afford to base their strategies on incomplete or old data. They need real-time, actionable information that can guide decisions and answer questions, including those they did not even know they had.



Red Hat is moving from mass marketing to more precision marketing



Arpita Sengupta

Director and Head of Marketing, Red Hat, India

THE EVOLVING ROLE OF CMOs

The role of marketing & the CMO in a business are very important. Moreover, it is not just an important part of a business, but it is the business. With a proper marketing strategy, the business has the potential to grow and increase the company's reputation in a positive way. The role of marketing in any business, be it a large enterprise, medium enterprise, and start-ups, is very important. It is the major channel which takes the brand to the potential customers, communities, etc. and will help in achieving the business goals.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

In July, a CMO Spend Survey put out by research firm Gartner found the majority of CMOs believe in a quick and sharp (V-shaped) recovery, but not all their peers in the C-suite share this optimism & this clash in viewpoints should alarm marketing leaders and reinforce the need for a collaborative and agile approach to budgeting and planning. Ignoring business realities can threaten even the most critical spending priorities. This clearly outlines how closely CMOs need to align and partner closely within the C-suite being well networked and connected to business stakeholders. On this accelerated path of growth it is fundamental for the CMO to strategize, prioritize and maximize budgets available to cater to the demand & scale at hand with high performance marketing teams.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

As part of Red Hat's marketing strategy for 2022 the emphasis will be precision marketing. Red Hat will make moves to get more sophisticated in our marketing and we're going to put digital first and customer experience first. That means, for Red Hat, moving from mass marketing to more precision marketing. An example shared by Leigh Day, Red Hat CMO, is 'you would come to our website and we would know who you were, so we would give you high-value experiences and information that are relevant to you personally'. This clearly articulates real-time marketing in order to enable sustainable growth.



Chandrika Jain

Director – Marketing, Lenovo India

THE EVOLVING ROLE OF CMOs

Today, a CMO functions like a digital expert, business accelerator, collaborator, and is responsible for every aspect of customer experience (CX). Organizations are enhancing CX through initiatives like omnichannel solutions, an example being Lenovo On Demand– a customer centric phygital platform for contactless shopping. As businesses are recalibrating how they use data and analytics to drive customer engagement, marketing professionals must take the initiative to propel digital adoption and serve as the organization's digital visionaries.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

As the industry and marketing functions are evolving vis-a-vis a hybrid work environment, the roles of all leadership positions have seen a substantial shift. Organizations are leaning on the "humanized" form of marketing, and are

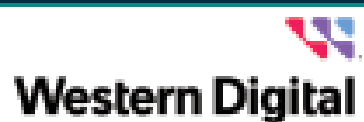
more empathetic toward conditions and consumers.

More precisely, the marketing function is more significant for businesses now. It is being valued as a driver of business viability and growth. Understanding customers and delivering solutions through the right approach is the need of the hour. A CMO must emphasize that communication and technology will define the future of businesses.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

Real-time marketing can certainly help CMOs drive sustainable growth through performance management, strategic planning and real-time interaction. This marketing format results in increased conversions, brand lifts, and lower service costs while enabling companies to make better strategic decisions.

When combined with tools like predictive platforms, marketing leaders get an accurate and quantifiable view of the factors that are driving customer experience and business performance.



CMOs must have a clear vision for their marketing strategy as well as a training framework



Jaganathan Chelliah

Senior Director – Marketing, India & MEA, Western Digital

THE EVOLVING ROLE OF CMOs

We are living in an ever-changing paradigm with companies evolving and becoming more resilient. As a result, corporate boardroom strategies are seeing a transformational shift. From a marketing standpoint, the shift in the last two years has been dramatic. New age CMOs are living in a consumer-first world trying to adopt a data-driven approach to create personalized experiences.

A CMO's role has become far superior in the present day and age. We are no longer only brand advocates but also the custodians of customer experience. Customer Experience (CX) has never been so crucial. As businesses become digital-first, newer touchpoints emerge thus accentuating the significance of an omnichannel customer experience strategy. As a result, CMOs are embracing a more intelligent strategy approach, which is data-driven, analytical, dynamic and

adaptive. Lastly, the presence of "branding/brand names" has never been more vital. Many organisations have been sustained by the strength of a healthy, dynamic brand, and its impact has become obvious as customers have several options to choose from. Brand strategy is one of the areas CMOs are prioritizing to bring in-house, as the importance of this area continues to expand.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

Increased CMO participation in C-suite has become inevitable because of their customer awareness and carefully curated insights of each stakeholder group. CMOs are now responsible for facilitating customer experience as well as financial and strategic obligations in the C-suite, so they bring a lot more to the table. They have become uniquely suited to support executives in addressing the complete range of stakeholder concerns, thanks to years of experience speaking on behalf of their brands. As a result, CMOs are now working on a more outward-facing strategy of connecting with its customers to diversify and meet company-wide goals in terms of growth, innovation, and analysis.

As CMOs approach a new normal for organisations, CEOs must empower their CMOs to help the entire company produce value for its stakeholders rather than just advertising. This new aim for CMOs is to align a company's operations with its marketing message in order to have a beneficial impact on society while also driving revenue.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

No company has a one size fits all strategy; every company has a unique set of challenges and equally distinctive customized solutions. As we move to a digital-first world, real-time marketing will be the next way to go. In this model, marketers can use data-driven marketing to figure out what works and what does not, as well as how to tailor their campaigns to include the most effective approaches. As a result, the approach enables quicker decision-making and greater understanding of what customers desire. Through this model one can efficiently collect customer data and derive insights leading to proactive engagement with customers, creating tailored content and enhancing the ecommerce experience.

Several marketers find themselves stymied when adjusting to this dynamic marketing due to restricted capabilities, access, and talent. It is true that only a small percentage of marketers are data driven. However, a CMO with analytical capabilities is vital for a brand transformation and survival; hence marketers should reskill/upskill to adapt to the modern-day marketing role. In order to drive sustainable growth, CMOs must have a clear vision for their marketing strategy as well as a training framework to build an equally capable team. They must ensure that talent is prepared with a foundation of data and creative abilities, as well as cross-marketing teamwork.



Kaustubh Patki

Head Marketing India - Micro Focus India

THE EVOLVING ROLE OF CMOs

As the domino effect of the pandemic, the world around us has changed with major shifts in customer preferences, business goals, IT requirements, revenue distribution, and growth plans. Businesses have realized the importance of delivering superior customer experiences in driving growth and ensuring customer retention. The CMO stands as a bridge between business strategies and customer demands instrumental in defining the relationship with all stakeholders. As the market evolves, the role of a CMO continues to advance to keep the brand relevant and profitable. This accelerating pace creates the potential for new avenues for the business to be explored while shaping its brand and developing robust customer ties with newer streams of revenue.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

The burgeoning number of channels, customer touchpoints, and products/solutions is irrevocably changing the way marketers communicate. With advancing technology and the vast amount of data available, marketers must take advantage of filtering their marketing efforts through insights and informed decisions. Real-time marketing is a key part of having a customer-centric approach which requires both technology and changes in business processes for the transformation. It helps arrive at optimal decisions at the right time for taking advantage of customer behaviour and stimulates cross-selling and up-selling opportunities. Today, customers are presented with a vast market of similar offerings and knowledge on the same, more than ever before. However, this brand dilemma can be used to the company's advantage. Marketers can get customers' inputs on their products against the other available brands in the market to create stronger experiences and engagement making the solution stand out.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

With countrywide lockdown, omnichannel marketing became crucial for brands as customers moved from physical to virtual. In response to digital acceleration and growing demands of the B2B buyer, an omnichannel approach is the key in adopting a cross-channel and client-centric strategy. This provides an integrated and seamless client experience and enhances relationships with stakeholders across all channels and touchpoints.

With omnichannel marketing, social media has gained stronger impetus in the marketing strategy for lead/revenue generation. The present-day marketer creates an appeal to potential leads on the business' online platforms, showcasing the services/product portfolio to add them to the sales funnel. Events are also being customized to cater to niche audiences for directing curated experiences and ensuring customer conversion. The information revolution today has truly changed the dialogue between customers, marketers, and the business, making it dynamic while pushing us to the next level of customer obsession.



KP Unnikrishnan

Vice President - Marketing, Asia Pacific & Japan, Palo Alto Networks

THE EVOLVING ROLE OF CMOs

The role of the Chief Marketing Officer (CMO) has undergone a major transformation over the past decade. It has further accelerated with the pandemic. CMOs once were the owners of all things creative and brand, but now it has evolved considerably. Many CMOs are now responsible for every aspect of the customer experience (CX), marketing technology (MarTech), customer insights (data and analytics), existing install base customer growth, new logo acquisition and, ultimately, making an impact on the bottom line.

And if you look back over the past few years, businesses have been working on getting more customer-focused, targeted and personalized. All these facets come under the banner of CX. The pandemic has proved that CMOs and teams need to ace it on multiple fronts – on the one hand, they need to be on top of buyer behaviours and trends, and on the other, be hyper-aware of the competitive landscape, historical business performance and wider megatrends. Marketers are at

the front end of the customer touch; hence they frequently become the owners and drivers of CX. The scope and depth of this can be expansive and stretch beyond the traditional domain of an organization's marketing function. We see more CMOs leading the charge in driving CX.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

Many CMOs have significantly improved their level of influence within their organizations by deepening their understanding of the business, marketplace, and customers. They realize that this is an opportunity for them to move from a support function to a strategic one and add to the competitiveness of the business. Well-rounded CMOs are those whose responsibility extends to CX, product strategy, innovation, return on investment, communications and all the traditional marketing functions. The most crucial impact that a CEO today looks for from a CMO is growth. To rise to this expectation, they must leverage the many resources available to them and go above and beyond in delivering extensive brand and business value for all stakeholders, and that too at scale.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

Customer data volumes have been growing with the acceleration of digitization and online sales. With a surge in e-commerce growth, ensuring a single view of the customer and the ability to act on it have become critical factors for success. Digital transformation on the consumer and enterprise fronts is driving the creation of real-time data on customer habits and preferences. Thanks to this data, marketers now have an in-depth understanding of customer preferences and know what is driving their habits.

They can leverage this to enable effective decision-making and create insights-driven marketing activities. Furthermore, combining this data with AI and ML-enabled MarTech tools can change the game for marketers, bringing a great deal of personalization, accelerating go-to-market to keep pace with customers' changing behaviors, and sharpening ideation and execution of strategies. All these abilities call for a strong data-driven marketing mindset which is foundational to making real-time marketing drive sustainable growth.



CMOs help build insights-driven marketing organizations to read customer signals



Kunal Aman

Head Marketing & Communications, SAS India

THE EVOLVING ROLE OF CMOs

Customer experience defines how customers perceive (– both conscious and subconscious) their relationship with your brand. Resulting from all their interactions with your brand during the customer life cycle.

As a B2B CMO or CX Head, that essentially means taking a serious look at how the dots are being connected across the ecosystem – right from our engaging prospects through our website/ live chats through to frontline Sales to successful onboarding and delivery through our Partners/ Consulting division and providing our customers the right support – whether it is on the technical front or business front. SAS is moving from a product-centric to a customer-centric focused organization. Within our marketing function, our Marketing Sciences team along with the Analytics deployments we have done over the years gives us that edge allowing us to adopt a more holistic approach to the customer journey in real-time and improving the hit rate of our marketing campaigns. We deploy our own platforms and solutions within our MarTech suite and data that is gleaned from external as well as internal channels are blended to allow for a 360-degree view of

our customer right from prospecting to the point where they become a customer and then hopefully an advocate. With SAS analytics, we are in a much better position to deliver value to the customer right from tailored content that fits the customer's journey - be it whitepapers, digital content or events. We have seen that this data driven approach has helped us boost customer profitability, streamline our communications while also fostering retention and loyalty.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

As companies confront newer consumer behaviour and diverse target markets, the role of a CMO has diversified in many organizations to lead company wide change in response to consumer buying patterns, managing complexity of customer interests and building new marketing capabilities to impact evolving needs of customers. In addition to brand custodians and frontline defenders of the brand, marketers are expected to be customer champions, stewards of internal morale and culture, and most importantly drivers of the company growth initiatives. Expectations have also changed on the technology side of the equation. Today's CMO needs to be very comfortable operating at crossroads of marketing and technology and the expectation is that she/he needs to be very data-driven in her/his approach. The driver behind this change is that analytically driven CMO who help build insights-driven marketing organizations that can read customer signals at scale and make them actionable in real time. So the modern CMO is not only playing the role of a Chief storyteller but an innovative catalyst in building marketing capabilities and technologies to transform customer experiences into customer success for both the end user and internal stakeholders.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

There is no denying that data has become the centre of every business strategy and decision-making and plays a key role in creating personalised communication, and tailored solutions. With the volumes of data being generated and the technology now available to harness it, brands can deliver on hyper-personalised customer experiences in real-time. The key to a successful customer experience for a brand is an integrated marketing technology stack, which can unify its data coming from multiple sources and gently nudge the customer to take action. With the right tools in place, brands also need to align the right people and processes in place to circumvent the challenges mentioned above.



CMOs need to be constantly innovating, while delivering new data-driven experiences



Maya Culas

Head of Marketing, Hitachi Vantara, India & SAARC

THE EVOLVING ROLE OF CMOs

According to McKinsey, data-driven organizations are 23 times more likely to win customers, six times more likely to keep customers and 19 times more likely to be profitable. Data informs what is needed to get ahead of market shifts or customer preferences. The Marketing organization aims to create better customer experiences over multiple interaction channels.

Gartner talks about total experience. Marketing influences all four aspects of total experience: customer experience, employee experience, user experience and multi experience. Placing data at the center of the organization significantly improves decision-making, improves operational efficiency, democratizes insight, and accelerates the performance of digital initiatives. From being able to track a lead that comes into the marketing system and follow it to closure, enables CMOs as marketers to personalize the customer journey at various stages of the buying cycle.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

Marketing is recognised as a key function contributing to revenue and not just a cost center as was popularly believed earlier. Data-driven organizations leverage data in everything they do. With the adoption of digital tools to analyze and measure marketing campaigns, performance metrics are the primary indicator of success or failure in conversations with the key C-suite stakeholders. It's all in the Data.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

Marketing is already being executed in real-time. CMOs meet customers at events, understand their digital behaviour and engage with a prospect, all real-time. Even during the last two years when we moved from in-person engagements in hotel conference rooms to virtual events, we never lost the real-time connect. There is personalization happening at every stage, that every customer feels like they are an audience of one. The opportunities are enormous. As marketing leaders, we need to be constantly innovating, while delivering new data-driven experiences and outcomes for the customers.



“CMOs require a framework or platform that measures and confirms the performance and ROI of marketing operations”



Naved Chaudhary

Senior Marketing and Brand Management Specialist, Ingram Micro

THE EVOLVING ROLE OF CMOs

When CMOs take control of customer experience, they will be expected to make informed judgments about where to invest, which will need the use of measurement, metrics, and models to guide their marketing strategies and mix forecasts. It is practically hard to make the essential trade-off and allocation decisions necessary to stay competitive without data-driven models. CMOs require a framework or platform that measures and confirms the performance and ROI of marketing operations.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

Many CMOs have increased their degree of influence inside their businesses by knowing more about the business, marketplace and customers. Chief marketers who have a strong point of view on consumer data and an effective stack of marketing technology may solidify their position at the C-suite table as the internal voice of the consumer and a significant growth engine for the company. By ensuring data-driven metrics lead marketing strategy, and translating consumer successes into measurable ROI, help their C-suite peers fully understand the value and role of the chief marketer.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

With the epidemic last year, the rise of digitization and e-commerce accelerated, resulting in a true data explosion. As the dust settles, businesses are realizing how important marketing is to their success and how broad the CMO remit has grown. Data-driven marketing is practiced by a relatively limited number of marketers. They lead effective real-time marketing initiatives and get significant value from their implementation, resulting in improved business results and a well-rounded workforce with expertise in data and technology, as well as core marketing and soft skills.



Dell focusing on making its products and services accessible to customers effortlessly



Nidhi Hola

Country Marketing Director – India, Dell Technologies

THE EVOLVING ROLE OF CMOs

At Dell Technologies, its marketing initiatives are customer-centric and aimed towards adding value to the ecosystem. The target is to know the customers and what they are looking for. When a brand makes a clear statement that lets the customer see the extra benefit in their products, it is likely to win their attention. The company has a broad product/solution portfolio addressing needs from the edge to the core to the cloud; and across the stack from infrastructure to applications which works in our favor to build the best-in-industry customer experience and brand connect.

It has always been believed that marketing is at the intersection of data and creativity. Data without insights is useless and there is no replacement for great marketing judgement and creativity. When a brand gets the data, creatives, customer centricity and business acumen right, that's when the marketing efforts convert into results. Modelling is a large part of what

our marketing organization has focused on for the last few years. It's been one of the biggest areas of investment for the company itself as it brought its data and modeling in-house – building the technology, infrastructure, and skills necessary to unlock the power of the data.

To complement this, our after-sales service offerings allow us to build the trust amongst our customers and provide them with a better customer experience benefit continuum, in addition to the product and services we offer.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

Marketing is a multifaceted concept. However, for any company to experience success, the strategy that they adopt must be carefully planned, tested, and ultimately optimized. Strong brands have strong and unique value propositions. When a brand makes a clear statement that lets the customer see the extra benefit in their products, it is likely to win their attention. Value proposition would be the most essential factor in today's competitive period.

Marketing is one of the core levers to any business's growth. At Dell, each and every marketer talks business first, and then marketing. Our role is to be a customer advocate, to drive demand, to build the brand (especially with newer customer segments), drive relevant conversations with customers, retain them and grow the customer base.

In this role we need to listen to our customers to understand their requirements and invest in by providing insight-based communication, leading to better customer experience. We understand our customer's aspirations to be able to create programs that will be aligned to their requirements. To fulfil this, we are focusing on making our products and services accessible to customers effortlessly. All our efforts are driven by the core / fundamental principle of customer first. We focus on data centricity to arrive at relevant customer insights, along with high impact storytelling which is key to our today's marketing initiatives and a great customer experience.



Nikhil Dudwadkar

Head of Marketing-South Asia, Kaspersky

THE EVOLVING ROLE OF CMOs

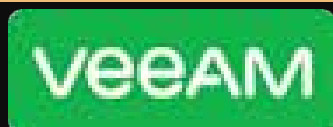
The modern CMO must comprehend the customer experience. They need to know what their customers are thinking, how they want to be addressed, and how the products and services are related to their demands. Kaspersky communicates with its customers at every level and touchpoint. As a result, the company has the unrivalled power to translate these insights into actionable plans. Kaspersky has been able to connect customer data and analytics to each of those consumer experiences. It uses its data, applies analytics, and learns more about how and when the customers connect with the company, as well as why they should connect.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

The CMO's position within Kaspersky's C-suite has lately altered, as they must persistently seek customer experience by employing digital breadcrumbs to portray the complete customer experience. To ingrain customer insights across the firm and make marketing make sense, the company builds strategic collaborations. Working with finance departments to integrate marketing activities with key performance indicators and widen the marketing reach beyond typical campaigns has grown into the function. To comprehend the client's experience, he would focus on developing a varied range of competencies and perspectives. By taking an inventory of present skills and identifying strengths and opportunities, CMO builds a center-brain mentality.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

The new playbook for CMOs is to drive sustainable growth through real-time marketing. The Covid-19 pandemic has propelled digitization in ways no one could have expected, and the CMO must use a framework-driven data collection process to build a clear vision for the marketing plan. Kaspersky ensures that talent has a foundation of facts and creative skills while also allowing for specialists. Re-imagining the customer journey with real-time involvement and blending long-term brand building and short-term marketing engagements has been the priority.



CMOs should be considered as equal partners in advocating and driving the digital transformation



Nikhil Sharma

Marketing Lead, Veeam Software

THE EVOLVING ROLE OF CMOs

Marketing usually is the first contact with the customer; hence businesses are progressively positioning CMOs as the appropriate custodians when it comes to providing an end-to-end digital experience to customers. In turn, this has raised the need for CMOs to spearhead responsibilities such as providing wide-reaching and optimized marketing activities, leveraging data, setting business strategy to breaking down internal company silos, possessing a great understanding of the customer's journey as well as fostering a culture of customer centricity. A positive customer experience plays a significant role in influencing the way an enterprise is perceived in the market/industry and also supports in retention of business through customer loyalty, and increased revenue.

At Veeam, the measure of the success is directly correlated to the success of their customers as well as external recognition from technical experts. When their customers remark that their products give them confidence that their data is always protected against any threats or disaster, that they can reduce their costs and achieve their business

objectives; they feel satisfied and propelled to continue building even better products.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

The rapid advancements in the digital era have resulted in CMOs taking center-stage in organizations, with an increased and active involvement in developing business strategies rather than merely managing business practices. While the repercussions of the pandemic continue to pose challenges for businesses, there are also some opportunities. It has unwrapped the significance of leveraging technology to meet and overcome current business challenges and stay ahead of the competition—highlighting the need to align customer experiences and business strategy. And the value of CMOs' position within the C-suite is defined by their ability to balance these technological and business abilities, which allows them to better comprehend how clients travel through multiple operational silos.

A CMOs role has a lot more to do with technology than it does with communication. In order to accelerate digital transformation and achieve revenue growth, CMOs create and redesign organizational competencies such as change management, innovation management, strategy, culture, digital experiences, and customer journey mapping. The culture too is transformed to be customer-centric to support continual innovation and drive successful change throughout the organization. Overall, CMOs hold one of the most challenging positions in the C-suite and should be considered as equal partners in advocating and driving the digital transformation.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

Veeam believes in developing long-term customer relationships that are not merely focused on the business aspect. In order to stay ahead of the curve, we bring continuous innovation in our marketing strategies to reach out to our customers. Owing to the changes witnessed in the market dynamics, we have always been innovative with our marketing strategies and try to evolve with the ongoing trends. We are always at the forefront of innovation and customer satisfaction due to our great relationship with our Alliance partners.



Adoption of Digital Transformation boosting the importance of real-time marketing



Pranesh Urs

Director - Marketing Smartphones, Samsung India Electronics

THE EVOLVING ROLE OF CMOs

With digitization, the definition of what customer experience is continually evolving and is being redefined everyday with evol delight with personalization and customization efforts at every possible touch point. And technology plays a major role in delivering these experiences. AI, data analytics and use of innovative technologies, not only enhance the customer experiences, but also define how efficiently and effectively as a brand they are able to deliver those promises to customers, ultimately impacting the bottom line. Also, CRM enabled by right technology and analytics provides the opportunity to upsell or upgrade the customers, all at no or low acquisition cost.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

There is increased competition in every category. The reasons could be easy to replicate business models, sameness of products/service and low entry barriers. Customers too are evolving at a rapid pace and their expectations from brands are ever increasing. In such a scenario, the role of CMO has never been more challenging.

As the landscape is changing fast, it is important to stay ahead of the curve and deliver on the brand promise with the sole objective of delighting the customers and driving business results; ranging from driving brand aspiration, to driving awareness to generating leads, to driving footfalls, to managing conversions to driving advocacy. On one end of the spectrum CMOs have the big data from various customer interactions and on the other they have the customer who is willing to engage provided they see value. What sense CMOs make of this plethora of data, distill these into actionable goals and delight customers through never-before experiences will decide the success.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

As more and more customers are adopting digital means to engage, the importance of real-time marketing is growing. But it is important to define what experiences, and what not, will be addressed through real-time marketing. For sure, real-time marketing has to be done the right way rather than just being there at the moment. For ex; short term opportunities can be tapped to the advantage of the business while building on long term resilience, testing and learning will help to have meaningful engagements with customers based on their expectations and needs.



With the understanding of digital experience, CMOs responsible for increasing market share



Prasenjit Roy

Chief Marketing Officer, NTT India

THE EVOLVING ROLE OF CMOs

With the customer being at the center of all marketing related decisions, the CMO's role too has evolved to become an agent of change and be one of the key leaders for driving CX. CMOs today are expected to have the knowledge and expertise on customer behaviours and trends by using all the technology choices they have with them. As CX is a critical component of every organization's success, CMOs today are going beyond their marketing objectives and roles, and are focused on identifying customer needs to build strong and sustainable customer relationships. However, every decision requires accurate data, and CMOs cannot operate without adequate insights. CMOs also need to be aware of how they can use data in an intelligent way to create hyper-personalized experiences for customers, which can have a big impact on CX. In summary, CMOs have to take the lead in driving effective customer

experience strategies, as they can lead to a huge impact on the bottom line.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

The last two years have changed the way companies do business. Digital-first models have risen in a huge way, and CMOs thanks to their understanding and experience of using data extensively, are increasingly being asked to play a role in shaping product and future revenue growth. During peak Covid-19 periods, CMOs innovated to create digitally enabled channels for not only enabling sales support but also growth in sales. CMOs went beyond driving just leads to taking initiatives that could lead to stronger relationships with end customers. As CMOs understand how digital experiences can influence customers, they are naturally tasked with the responsibility of increasing market share. More importantly, companies today understand that the CMO is the voice of the customer, and his or her inputs are crucial to the company's success and growth.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

In today's fast paced world, real-time marketing is a key to understand and service customer preferences in a better way. But for real-time marketing to work, we need real-time data. If real-time data can be accessed and insights can be drawn quickly, the results can be powerful. If an e-commerce website realizes the high probability of a sale which is marked by a customer visiting the same product page for a number of times, it can instantly throw in a discount to convert the fence-sitter to a buyer. This is the power of real-time marketing, and can play a huge role in improving customer experience and subsequently, sales.



Puneet Chadha
CMO, Redington India

THE EVOLVING ROLE OF CMOs

Businesses today have become more customer-centric with CMOs focusing on various factors that can improve the overall customer experience as well as engagement. They are becoming the drivers of customer experience and customer-centricity, the scope of which can be broad and extended beyond the usual realm of a marketing firm.

Customer experience is a key differentiating factor for every successful brand in any industry, and hence, it sits at the core of every marketing strategy. Improving customer experience can help brands across categories including financial services, healthcare, retail, auto, media, telecom, and travel unlock \$200 billion of value which they may have been leaving behind. Redington applies innovation and technology to address barriers and elevates the experience and efficacy of brands and channel partners in their endeavour to address their customer requirements in a seamless, simplified and secure way. CMOs should have a deep understanding of the customer's mind-set, behaviour and the ecosystem, in order to achieve customer-centricity which is aligned with the larger goals of the brand. They need to comprehend the intricacies and influence of the brand, as well as develop technological capabilities, cultural nuances and practices to improve the quality

of the customer experience and engagement. They need to adapt, collaborate, measure and optimize their marketing strategies based on the response from the SMBs, so that they can achieve the desired outcome and impact, in the best interest of the brand.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

The role of CMOs has gone through multiple paradigm shifts in the past decade, and today they are responsible for various aspects of the customer experience, which includes technology, customer data and analytics, existing account growth and the impact on the bottom line. They are today important contributors to the overall business strategy and have a strong peer reputation. The CMOs have transformed as leaders and decision makers, and they are responsible for aligning their marketing strategies and goals, with the company's business and growth objectives. Their role covers the key responsibilities for customer experience, product strategy, innovation, communications and all the traditional marketing functions.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

In Real-time marketing, brands create and drive real-time interactions and engagements, to increase relevancy by providing content and communication, which aligns with the context of what is going on in the lives of their SMBs. It can help to collect customer data, guide the customer journey, proactively engage SMBs, support customized content, and enhance the overall experience. Data-driven marketers can implement effective real-time marketing initiatives and achieve high value, leading to better business outcomes and growth. Hence, for the new age CMOs, it is imperative to have a clear marketing strategy with a structured and streamlined, data-collection process, using which they can transform the customer journey with real-time engagement.



Raghuram Krishnan
Director, Channels and Partner Sales, VMware India

THE EVOLVING ROLE OF CMOs

VMware is uniquely positioned to meet its customers where they are and support them in their cloud journey. As part of its Cloud-Smart Ecosystem strategy, VMware is committed to levelling up the partner experience, making it easier and more profitable for partners to thrive in the role of trusted advisors. The company has also launched a Customer Success Competency in January this year, which is around enabling and eventually incentivizing customers to build that practice capability with the customer.

Besides, VMware has introduced the Partner 2 Partner (P2P) program where two or more partners can avail services from each other and deliver solutions around niche and complex technologies like Virtual Cloud Network, Modern EndPoint Management, App Modernization and Cloud Automation, thereby building and enhancing customer experience.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

Intrinsic security represents VMware's vision to disrupt cybersecurity by embedding unified visibility and control into every aspect of an enterprise's infrastructure - network, workload, cloud, workspace/ endpoint and identity. Regardless of industry or geographic location, every enterprise has had to reckon with the challenges of a siloed, threat-centric and bolted-on security approach. Rather than seeing these risks in context and addressing them holistically, most enterprises and the security vendors have taken a vector-by-vector approach.

A new approach is definitely required. With VMware's intrinsic security approach, deep monitoring and behavioral analysis are implemented at each control point, and then unified for full contextual awareness. Intrinsic security enables comprehensive contextual awareness, besides combining multiple prevention capabilities such as machine learning, or signatures or behavioral analysis. With clear and comprehensive insight into what's happening on every endpoint, VMware's approach enables it to respond faster and with more precision than ever before.

TO DRIVE SUSTAINABLE GROWTH

From a customer standpoint, time to value, and value delivered, becomes one of the most critical differentiators for VMware partners. Empowering its partners is always VMware's number one priority. Efficiency, automation, and effectiveness is at the core of partner profitability. The VMware profitability journey is being redefined by its partners - especially those who are leveraging the new services offerings and are focussed on customer success.

VMware's strategy to evolve channel partner profitability in fiscal year 2023 is via increased automation capabilities. The company is also equipping partners with the right tools, estimators, profitability models that help them evaluate both at the deal level and at the practice level. The new visibility tools this year will also better help guide partners to make the correct decisions in terms of ROI. VMware is looking at creating new ways for its partners to develop MSP offerings and being able to publish those offerings in marketplaces. The year 2022 will thus see VMware executing all these capabilities for its partner community.



CMOs becoming more strategic and directly aligned to growth



Rahul Singh

VP & Head of Marketing, SAP India

THE EVOLVING ROLE OF CMOs

Marketing leaders have always been tasked with anticipating how customers, prospects and the market landscapes will shift. As the business landscapes become digital-first, the role of CMO is becoming more strategic and more directly aligned to top line and bottom line growth. In many industries as the sales is shifting to "as-a-service" models, the CMO will increasingly be expected to drive decision-making around what opportunities to pursue and the connections between product, portfolio and delivery

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

The role of the CMO and the entire marketing function has been ever evolving however, in the post pandemic world this evolution has accelerated manifold. Marketing leaders are increasingly expected to play a frontline role in the digital transformation of the entire enterprise. They must be champions of customer success, defenders and chief ambassadors of the brand, stewards of company culture and drivers of the key growth initiatives of the organization.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

Today, we operate in a highly dynamic digital business environment where consumer behaviour is constantly changing and buyer journeys are no longer linear. In such an environment, the traditional outbound "once size fits all" approaches are not effective. Marketing, as a result is shifting to more real-time models characterised by an in-the-moment, highly personalised, inbound approach.



The role of CMO's evolved to influence business outcomes and overall company growth



Vinny Sharma

Marketing Director - Asia Pacific and Japan, Securonix

THE EVOLVING ROLE OF CMOs

The role of the Chief Marketing Officers (CMO) has undergone a paradigm shift in the last decade. CMOs are frequently referred to as "Chief Customer Officers" due to their changing roles and increased importance. According to numerous reports, three fourths of CMOs are now in charge of contributing to business growth and the use of data and technology. One could easily argue that all businesses have become more customer-focused in recent years, operating directly under the banner of customer experience. It is safe to say that the role of the CMO has evolved to a deeper level, which directly influences business outcomes and overall company growth.

CONTRIBUTION TOWARDS STRATEGIC BUSINESS DISCUSSIONS

The CMO's primary role is to be customer champions, frontline brand defenders, stewards of internal morale and culture, and drivers of company growth initiatives. However, this has recently changed within the C-suite, as CMOs are now expected to deliver more growth and resilience than ever before. Because of their increased importance and active participation in the day-to-day operations of the company, CMOs now wield considerable power within their organisations. It is also important to note that the scope of the CMO's role varies across the organisation depending on the size and function of the company. However, many CMOs today face the challenge of managing the intersections, and sometimes collisions, with other C-suite roles.

REAL-TIME MARKETING TO DRIVE SUSTAINABLE GROWTH

It is not incorrect to state that CMOs should enable real-time marketing to drive sustainable growth because of changing marketing dynamics. Upskilling and adapting to new technology, especially in the post Covid world is a top priority for all CMOs. As we are headed to digital transformation, brands are looking for unique virtual platforms to engage customers. So, marketers have to rely heavily on tech to decode data, use AI to simulate experiences and drive efficacies in marketing using data analytics. Regardless of the CMO's new data-focused responsibilities, only 12% of marketers have the necessary data access, capabilities, and talent to drive and extract high value from real-time marketing. Despite the increased adoption of real-time marketing, some CMOs continue to perceive the traditional approach, for which they must modernise their data capabilities and up-skill and re-skill their workforces to compete with these data-driven marketers and generate sustainable growth.



THE
INDIAN
UNICORN
LANDSCAPE

100 UNICORNS OF INDIA

acko

amagi

apna

BharatPe

bigbasket

BillDesk

BLACKBUCK

BrowserStack

BYJU'S

CarDekho

CARS24

Chargebee

CoinDCX

**COINSWITCH
KUBER**

CRED

CredAvenue

cure.fit

dailyhunt

darwinbox

DealShare

DELHIVERY

digit

DREAM11

droom

druva

EaseMyTrip

ElasticRun

ERUDITUS
EDUCATION

firstcry
A FirstCry - Mahindra Venture

Flipkart

fractal
INTELLIGENCE FOR INSURANCE

freshworks

GAMES24

glance

GlobalBees

grofers

Groww

gupshup

HASURA

hike

icertis

infoedge

INFRA.MARKET

inMOBI

innovaccer

LEAD

lenskart

Licious
BORN TO MEAT

LIVSPACE

make my trip

mamaearth

MapmyIndia

meesho

MENSA
HOUSE OF MENSA

MindTickle

MobiKwik

moglix

MPL
MOBILE PREMIER LEAGUE

UO Mu Sigma
DO THE RIGHT

NOBROKER

NYKAA

of business

OLA

OLA ELECTRIC

open

OXYZO

OYO

paytm

**paytm
mall**

PharmEasy

PhonePe

Pine Labs

policybazaar

POSTMAN

Pristyn Care

Quikr
EASIER TO BUILD

Razorpay

**REBEL
FOODS**

**ReNew
POWER**

RIVIGO

ShareChat

SHOPCLUES

slice

snapdeal

Spinny

SWIGGY

**THE Good
Glam**
GROUP

udaan

unacademy

uniphore

upGrad

uc Urban
Company

Vedantu

XPRESSBEES

zenoti

ZERODHA

zeta

ZETWERK

ZOHO

zomato

INDIA'S FAST-GROWING COMMUNITY OF UNICORNS REVOLUTIONISING THE TECH WORLD

India's fast-growing community of unicorns revolutionising the Tech world

India has emerged as the 3rd largest ecosystem for start-ups globally and ranks #2 in innovations. The global start-up ecosystem is witnessing a shift as the world is increasingly realising the potential carried by the start-ups. We are gradually transitioning from the age of unicorns to the age of decacorns.

While work from home during the pandemic fuelled the growth of digital businesses in India, the incident also resulted in a long unicorn list. Mainly three factors, a thriving digital payments ecosystem, large smartphone user base and digital-first business models, have come together to attract investors.

Tech companies, which have become household brands, are contributing to the unicorn boom in India, as smartphone penetration and digitization of commerce in every aspect of life has increased manifold during the pandemic. Besides fintech, e-commerce grocery, SaaS and marketplace players are contributing the most to the unicorn universe.

These start-ups have been solving problems in 56 diverse sectors with 13 percent from IT services, 9 percent healthcare and life sciences, 7 percent education, 5 percent professional and commercial services, 5 percent agriculture, and 5 percent food & beverages. Every start-up has its unique journey in becoming a unicorn, the minimum and maximum time taken by a start-up to become a unicorn was 6 months and 26 years, respectively.

The vision of Atmanirbhar Bharat is rooted deeply in the Start-up Ecosystem and shall continue to prevail in the coming years. India now boasts of giving birth to 1 out of every 10 unicorns globally today. As of 05th May 2022, India is home to 100 unicorns with a total valuation of \$332.7 Bn. Out of the total number of unicorns, 44 unicorns with a total valuation of \$93 Bn were born in 2021 and 14 unicorns with a total valuation of \$18.9 Bn were born in 2022.

Geographically, the centre of India's high-tech industry, Bengaluru is India's unicorn capital with the largest number of unicorns headquartered followed by Delhi (NCR) and Mumbai. While we can see unicorns are active in Tier I cities, this ecosystem is not restricted and is proliferating across the country till the last district. Traditional sectors such as E-commerce, Fin-tech, Supply Chain & Logistics, Internet Software & Services do dominate the arena but a strong wave of unconventional sectors such as Content, Gaming, Hospitality, Data management & analytics, etc are making their place on the list.

A unicorn, in start-up jargon, is a company valued at or over \$1 billion. These start-ups who are going to be unicorns in the near future are termed as Soonicorns. Here, we are listing down the Indian start-ups that are possibly going to be unicorns in 2022.

Let's see how these 50 Soonicorns will become Unicorns in the coming years.





ATHER ENERGY PRIVATE LIMITED



Unique Quotient:
Ather Energy focuses on designing and selling premium electric two-wheelers with high-performance, zero-maintenance, and smart electric vehicles for the Indian market. They own and operate their own experience centers, called Ather-Space, to give the customers a complete ownership experience. It currently manufactures electric scooters- Ather 450X and Ather 450 Plus.

Founder:
TARUN MEHTA

Founded in:
2013

Sector:
TRANSPORT TECH

Headquarter:
BENGALURU

atherenergy.com



A&A DUKAAN FINANCIAL SERVICES PRIVATE LIMITED



Unique Quotient:
BankBazaar compares various saving and investment options available in the market to find the best one that suits customers. One can instantly search for, compare and apply for loans, credit cards, mutual funds, and insurance products on BankBazaar. BankBazaar offers the choice to apply for Personal Loans, Car Loans, Home Loans, Credit Cards, Fixed Deposits, Health Insurance, Life Insurance and Car Insurance to its clients. There is "no commission or charge" to customers.

Founder:
ADHIL SHETTY

Founded in:
2008

Sector:
FINTECH

Headquarter:
CHENNAI

bankbazaar.com

IMAGINE MARKETING SERVICES PRIVATE LIMITED



Founder:
AMAN GUPTA
Founded in:
2016
Sector:
E-COMMERCE
Headquarter:
DELHI NCR

Unique Quotient:

boAt is an audio-focused electronic gadgets company that manufactures wireless speakers, earbuds (known as Airdopes), wired and wireless headphones and earphones, home audio equipment, premium rugged cables, and a selection of other technological accessories. boAt focuses on building a customer-brand relationship where it considers the buyers as a member of the boAt family. boAt has decided to term its users "boat-heads", making them a part of their clan instead of keeping them anonymous.

boat-lifestyle.com

BIGTREE ENTERTAINMENT PRIVATE LIMITED



Founder:
ASHISH HEMRAJANI
Founded in:
1999
Sector:
CONSUMER SERVICE
Headquarter:
MUMBAI

Unique Quotient:

BookMyShow is currently India's largest entertainment ticketing platform. The company started out as a software re-seller for movie theaters and converted into a platform catering to cloud-based ticket booking of events, movies, sports, and plays. BookMyShow also launched a 'progressive web app' in 2017. The app allows users to check show timings, book tickets, read reviews, watch trailers, and more. BookMyShow also provides 24/7 customer service.

bookmyshow.com

BRIGHTCHAMPS TECH PRIVATE LIMITED



Founder:
RAVI BHUSHAN
Founded in
2020
Sector:
EDTECH
Headquarter:
HYDERABAD

Unique Quotient:

BrightCHAMPS offers courses for children to nurture mathematical and coding skills. The company offers online courses on programming and artificial intelligence among others for K12 education segment that complement the school curriculum, thereby enabling parents and teachers to fuel the latent talents of children and groom them towards future success. Their curriculum-designers revolutionize the education system by making it unique, immersive and holistic for the kids, sparking curiosity and passion for learning.

brightchamps.com

CAPILLARY TECHNOLOGIES INDIA PRIVATE LIMITED



Founder:
ANEESH REDDY
Founded in:
2008
Sector:
ENTERPRISE TECH
Headquarter:
BENGALURU

Unique Quotient:

Capillary is Asia's leading SaaS product company with over 300 million consumers and 25,000 stores on the platform. The experience platform integrates Artificial Intelligence and Machine Learning to make it easy for brands to get deep understanding and insights into their consumers, engage them through personalized 1:1 communication, provide easy and connected cross-channel commerce experiences and build loyalty to reward and retain their best consumers. Over 300 marquee brands across 30+ countries, including Pizza Hut, Walmart, KFC, Starbucks and Samsung trust Capillary for easy and seamless consumer experiences.

capillarytech.com

CAPFLOAT FINANCIAL SERVICES PRIVATE LIMITED



Founder:
GAURAV HINDUJA
Founded in:
2013
Sector:
FINTECH
Headquarter:
BENGALURU

Unique Quotient:

Capital Float is India's leading BNPL and credit platform serving the financial needs of salaried & self-employed individuals in India. The company leverages technology to deliver innovative financial products to individuals and businesses across the country. It has been able to deliver financing solutions to vast sections of the economy traditionally underserved by large financial institutions through its proprietary digital loan underwriting and origination expertise.

capitalfloat.com

CARTRADE TECH LIMITED



Founder:
VINAY SANGHI
Founding Year:
2009
Industry:
E-COMMERCE
Headquarters:
MUMBAI

Unique Quotient:

CarTrade Tech Ltd is a multi-channel auto platform provider company which operates various brands such as CarWale, CarTrade, Shriram Automall, BikeWale, CarTradeExchange, Adroit Auto, and AutoBiz. The platform connects new and used automobile customers, vehicle dealers, vehicle OEMs, and other businesses to buy and sell different types of vehicles. The company offers a variety of solutions across automotive transactions for buying, selling, marketing, financing, and other activities.

cartrade.com



CASHFREE PAYMENTS INDIA PRIVATE LIMITED



Founder:
REEJU DATTA

Founded in:
2015

Sector:
FINTECH

Headquarter:
BENGALURU

Unique Quotient:

Cashfree is a payments and banking technology company that enables businesses in India to collect payments online and make payouts. Cashfree enables more than fifty-thousand businesses with payment collections, vendor payouts, wage payouts, instant loan disbursements. Its customers include leading internet companies such as Cred, BigBasket, Zomato, HDFC Ergo, Ixigo, Acko, Zoomcar, and Delhivery among others.

cashfree.com

DEFMACRO SOFTWARE PRIVATE LIMITED



Founder:
ARCHIT GUPTA

Founded in:
2011

Sector:
FINTECH

Headquarter:
BENGALURU

Unique Quotient:

ClearTax is India's leading SaaS platform that provides solutions for income tax filing, GST, and mutual fund investments. The Clear interface is designed in a way that the customers can easily find the services they want through an easy login and a seamless operation. ClearTax services range from tax preparation, e-filing, accounting, to investment planning solutions for individuals and businesses. The brand has decided on the name 'Clear' to represent the whole spectrum of services that it offers, which has now expanded to embrace invoices, wealth management, and credit.

clear.in

DUNZO DIGITAL PRIVATE LIMITED



Founder:
KABEER BISWAS

Founded in:
2014

Sector:
CONSUMER SERVICE

Headquarter:
BENGALURU

Unique Quotient:

Dunzo is an on-demand delivery service based in India. It offers a wide array of delivery services whenever it is needed. It offers services for delivery of packages, grocery, food, pet supplies. Its main USP include delivery of groceries in 19 minutes through Dunzo Daily and it also offers pick-up and drop services across the city through its courier services. It currently operates in Bengaluru, New Delhi, Gurugram, Pune, Chennai, Mumbai, Jaipur and Hyderabad.

dunzo.com

ECOM EXPRESS LIMITED



Founder:
T. A. KRISHNAN

Founded in:
2013

Sector:
LOGISTICS

Headquarter:
DELHI NCR

Unique Quotient:

Ecom Express Limited is a leading end-to-end technology enabled logistics solutions provider to the Indian e-commerce industry. The company's products include Ecom Express Services, Ecom Fulfilment Services and Ecom Digital Services. The company's services offer cutting-edge technology and automation to provide logistics services for catering to the dynamic needs of the e-commerce industry, enabling clients to get a first-mile pickup, processing, network optimization, and last-mile delivery and fulfillment services.

ecomexpress.in

EXOTEL TECHCOM PRIVATE LIMITED



Founder:
SHIVAKUMAR GANESAN

Founded in:
2011

Sector:
ENTERPRISE TECH

Headquarter:
BENGALURU

Unique Quotient:

Exotel is a cloud telephony system that enables business communications for enterprises, startups, and MSMEs with in-built security and reliability. It minimizes the use of infrastructure and enables business continuity for home-based sales, field workers etc. Features such as Phone Number Masking maintains customer privacy, COD feature helps in e-commerce industry. Other features include Multi-level IVR, Real-time Notifications, Unlimited channels on all plans, Call Recording.

exotel.com

FINO FINTECH PRIVATE LIMITED



Founder:
RISHI GUPTA

Founded in:
2006

Sector:
FINTECH

Headquarter:
MUMBAI

Unique Quotient:

Fino Paytech is a thought leader, innovator and implementer of technology solutions for banks, micro-finance institutions, governments and insurance companies. It offers a diverse range of financial products and services that are primarily digital and payment-focused. It is a business and banking technology platform combined with extensive services delivery channel. It enables end-to-end customer sourcing and servicing. Their services include Business Correspondents Services, Consultancy Services, Financial Literacy.

finopaytech.com



KIERAYA FURNISHING SOLUTIONS PRIVATE LIMITED



Founder:
AJITH KARIMPANA

Founded in:
2012

Sector:
E-COMMERCE

Headquarter:
BENGALURU

Unique Quotient:

Initially known as 'Rent Ur Duniya', Furlenco is an on-line furniture rental platform, owned and operated by Bangalore-based Kieraya Furnishing Solutions designed to offer home furniture on a subscription basis. The company's platform offers furniture with a host of benefits that include free relocation, free swap, free deep-cleaning services, and damage waivers. Customer can rent, subscribe, buy, sell back, and repeat, all under one roof, without running to multiple stores or websites and at a fraction of the time, effort, and cost.

furlenco.com

GREY ORANGE PRIVATE COMPANY LIMITED



Founder:
SAMAY KOHLI

Founded in:
2011

Sector:
DEEPTech

Headquarter:
DELHI NCR

Unique Quotient:

GreyOrange is the leading omnichannel fulfillment platform that gives companies choice, flexibility and resilience in driving digital supply chain transformations. The company's robotics systems combine expertise in robotics and software engineering to solve operational inefficiencies in warehouses like order picking and parcel sortation, as well as reduce the time taken to replenish store inventory, enabling businesses to improve productivity and automate processes in their warehouse operations.

greyorange.com

INCRED FINANCIAL SERVICES LIMITED



Founder:
BHUPINDER SINGH

Founded in:
2016

Sector:
FINTECH

Headquarter:
MUMBAI

Unique Quotient:

InCred is a new-age financial services platform that leverages technology and data-science to make lending quick, simple and hassle-free. It operates four businesses as part of the InCred Group that includes Personal Loans, Educational Loans, SME Business Loans and Digital MSME Loans. It combines cutting edge technology, data science and deep financial domain expertise and delivers the best suited profitable products in the most dignified experiences for every customer.

incred.com

INDIAMART INTERMESH LIMITED



Founder:
DINESH AGARWAL

Founded in:
1996

Sector:
E-COMMERCE

Headquarter:
DELHI NCR

Unique Quotient:

IndiaMART is India's largest online B2B marketplace, connecting buyers with suppliers. The channel focuses on providing a platform to Small & Medium Enterprises, Large Enterprises as well as individuals. For buyers, it offers benefits such as convenience of connecting with sellers anytime and anywhere, wider marketplace and payment protection. For suppliers it offers benefits such as Enhanced business visibility, Increased credibility, Lead Management System and Instant Payment Solution.

indiamart.com

FINZOOM INVESTMENT ADVISORS PRIVATE LIMITED



Founder:
ASHISH KASHYAP

Founded in:
2018

Sector:
FINTECH

Headquarter:
DELHI NCR

Unique Quotient:

INDmoney is a mobile app that consolidates and manages finances in one place. INDmoney develops an artificial intelligence and machine learning-based wealth management and advisory platform designed to cater to the needs of high-net-worth individuals. The company's platform offers investment planning, tax analytics, tax savings strategies, future cash flows, and liabilities management, enabling customers to add family members and manage their loans and investments accounts and get recommendations to maximize portfolio gains.

indmoney.com

INFIBEAM AVENUES LIMITED



Founder:
VISHAL MEHTA

Founded in:
2007

Sector:
E-COMMERCE

Headquarter:
AHMEDABAD

Unique Quotient:

InfiBeam is primarily engaged in business of software development services, maintenance, web development, payment gateway services, e-commerce and other ancillary services. The company online selling solutions include BuildaBazaar and InfiBeam.com. It provides a range of products across approximately 40 product and service categories, including mobile and tablets, computer and accessories, electronics and cameras, housing and kitchen, books and magazines, fashion products, music and gifts.

infiBeam.com



INSHORTS MEDIALABS PRIVATE LIMITED



Founder:
AZHAR IQBAL
Founded in:
2013
Sector:
MEDIA &
ENTERTAINMENT
Headquarter:
DELHI NCR

Unique Quotient:

Formerly known as 'News In Shorts', Inshorts is a company that develops a mobile-based news application designed to deliver compact news containing only the essential facts. The company's application selects the latest news from multiple national and international sources and summarizes them in a short and crisp format personalized in English and Hindi, enabling users to go through news articles every day efficiently at their own convenience. Their AI engine intuitively understands what the reader likes reading, and delivers more of that in a single feed.

inshorts.com

JUPITER INFOMEDIA PRIVATE LIMITED



Founder:
JITENDRA GUPTA
Founded in:
2019
Sector:
FINTECH
Headquarter:
MUMBAI

Unique Quotient:

Jupiter is one of the promising digital banking startups that is modelled on the neo banking concept. Jupiter promises a wide range of banking and account-related services, unique savings pots, real-time spend breakdowns and insights, real-time monitoring of your net worth, and more, all of which might also present excellent rewards to customers. There's no scene of hidden fees at Jupiter. This banking company also provides its users with instant rewards.

jupiter.money

JUSPAY TECHNOLOGIES PRIVATE LIMITED



Founder:
VIMAL KUMAR
Founded in:
2012
Sector:
FINTECH
Headquarter:
BENGALURU

Unique Quotient:

Juspay Technologies Pvt. Ltd. provides mobile payment solutions for online stores. It offers Juspay Safe, a mobile payments browser which is designed to improve transaction time and increase conversion rate. The company's online platform is a SaaS layer on top of payment gateways to simplify integration, improve robustness and ease the management of diverse and rapidly evolving payment options, enabling clients to allow their users to make electronic transactions efficiently through secure mode.

juspay.in

KYTE TECHNOLOGIES



Founder:
RAVISH NARESH
Founded in:
2018
Sector:
FINTECH
Headquarter:
BENGALURU

Unique Quotient:

Khatabook is India's fastest-growing SaaS company. It operates the Android-based Khatabook app that enables companies to keep a digital log of their financial transactions and accept payments online. The company's application helps to track business transactions securely, automatically sends a payment reminder to the customers and provides a platform for online payment collection through UPI and QR, enabling micro, small, and medium merchants to keep a track of all their business transactions safely and securely.

khatabook.com

FINNOVATION TECH SOLUTIONS PRIVATE LIMITED



Founder:
MADHUSUDAN EKAMBARAM
Founded in:
2018
Sector:
FINTECH
Headquarter:
BENGALURU

Unique Quotient:

KreditBee is an Instant Personal Loan platform for self-employed and salaried professionals, where they can apply for a Personal Loan starting from INR 1,000 up to INR 2 Lakh as per their requirement. People can avail loan from their smartphone directly into their bank account at any given point of the day and week. It is virtual, safe and secure, easily accessible and no hidden charges. KreditBee's products include Flexi Personal Loan, Personal Loan for Salaried and Online Purchase Loan.

kreditbee.in

MARKETXPANDER SERVICES PRIVATE LIMITED



Founder:
SUDHAKAR GORTI
Founded in:
2011
Sector:
ENTERPRISE TECH
Headquarter:
BENGALURU

Unique Quotient:

LeadSquared is a developer of marketing and CRM software designed to increase sales execution, automation, and predictive analytics. The company's software helps to automate and streamline the complete marketing and lead generation process, right from lead capture to final conversions, increasing sales and efficiency from all the teams and channels, enabling enterprises to track, manage, engage and follow up until the transaction is closed.

leadsquared.com



MSWIPE TECHNOLOGIES PRIVATE LIMITED



Founder:
MANISH PATEL

Founded in:
2011

Sector:
FINTECH

Headquarter:
MUMBAI

Unique Quotient:

Mswipe is a provider of mobile point of sale terminal intended to offer payment assistance. The company specializes in terminal use mobile POS technology that works with all smartphones, tablets, computers, and links to any bank account, enabling merchants to accept debit and credit card payments using their mobile phones. It aims to provide seamless mobile POS solutions to SMEs and mobile POS merchants across India and create India's largest financial services platform for SMEs.

mswipe.com

VIVISH TECHNOLOGIES PRIVATE LIMITED



Founder:
VIJAY ARISSETTY

Founded in:
2016

Sector:
ENTERPRISE TECH

Headquarter:
BENGALURU

Unique Quotient:

MyGate is a mobile-based society management app for gated communities designed to help guards to keep track of visitors and relevant developments. The company's platform offers instant security alerts, automated guest authentication, an e-intercom for visitor authentication and real-time domestic help management, enabling security guards to interact with the homeowners and update information through SMS and application alerts. Its product like MyGate ERP manages society accounting and payments, resolves complaints, and keeps the community up-to-date through a digital notice board.

mygate.com

NAVI TECHNOLOGIES PRIVATE LIMITED



Founder:
SACHIN BANSAL

Founded in:
2018

Sector:
FINTECH

Headquarter:
BENGALURU

Unique Quotient:

It is a digital lending platform designed to make financial services simple, affordable and accessible to everyone. The company's platform provides consumer-centric and technology-driven businesses in the banking, financial services, and insurance space, enabling users to access financial services at an affordable column. The company offers technology platform and data analytics to simplify loan application processes and tailor loan terms to individuals and micro, small, and medium enterprises.

navi.com

NAZARA TECHNOLOGIES LIMITED



Founder:
NITISH MITTERSAIN

Founded in:
2000

Sector:
MEDIA & ENTERTAINMENT

Headquarter:
MUMBAI

Unique Quotient:

Nazara is one of India's most prominent sports and gaming media companies. The company provides a diverse range of gaming products in digital games, interactive learning, esports, and gamified early learning ecosystems. It also offers solutions for developing, deploying, targeting, and monitoring advertising campaigns on mobile networks, as well as wireless solutions that combine media companies' content, marketing messages, and wireless carriers' customer reach.

nazara.com

NETRADYNE TECHNOLOGY INDIA PRIVATE LIMITED



Founder:
AVNEESH AGRAWAL

Founded in:
2015

Sector:
LOGISTICS

Headquarter:
BENGALURU

Unique Quotient:

Netradyne is a developer of a fleet management technology designed to bring transformational services to the transportation industry. The company's technology provides cutting-edge software in AI, ML, and Edge Computing in order to reduce accidents by creating a new safe driving standard for commercial vehicles, enabling drivers to get excess awareness of risky driving behaviour, reducing driving incidents, and protecting them against false claims.

netradyne.com

NINJACART PRIVATE LIMITED



Founder:
THIRUKUMARAN
NAGARAJAN

Founded in:
2015

Sector:
AGRITECH

Headquarter:
BENGALURU

Unique Quotient:

Ninjacart is India's largest Fresh Produce Supply Chain platform. The company connects food producers directly with retailers, restaurants, and service providers with the help of in-house applications that drive the end-to-end operations. Ninjacart also provides a supply chain platform intended to revolutionize the fresh produce supply chain. The ninjacart app and website leverage data science, infrastructure, and networks to connect farmers directly to businesses and end retailers such as grocery stores.

ninjacart.in



NIYO SOLUTIONS INC.



Founder:
VINAY BAGRI

Founded in:
2015

Sector:
FINTECH

Headquarter:
BENGALURU

Unique Quotient:

Niyo provides digital banking solutions with its products including Niyo Payroll Card, Niyo Global Card and Niyo Tax-saver Card. Niyo Payroll Card is a zero-balance account with facilities like instant account opening, salary advance and free accidental death insurance. Niyo Global Card facilitates international transactions with features like zero foreign currency exchange premium, instant set-up, expedient loading on the go from any account via NEFT/IMPS. Niyo Tax-saver Card aims to maximize the take-home salary of the employees as it enables them to track, manage and claim numerous employee benefits like food, gift, fuel, travel, phone.

goniyo.com

FPL TECHNOLOGIES



Founder:
ANURAG SINHA

Founded in:
2019

Sector:
FINTECH

Headquarter:
PUNE

Unique Quotient:

Jupiter is one of the promising digital banking startups that is modelled on the neo banking concept. Jupiter promises a wide range of banking and account-related services, unique savings pots, real-time spend breakdowns and insights, real-time monitoring of your net worth, and more, all of which might also present excellent rewards to customers. There's no scene of hidden fees at Jupiter. This banking company also provides its users with instant rewards.

onecard.app

PEPPERFRY PRIVATE LIMITED



Founder:
AMBAREESH MURTY

Founded in:
2011

Sector:
E-COMMERCE

Headquarter:
MUMBAI

Unique Quotient:

Pepperfry specializes and deals with home decor segments like furnishing, lighting, kitchen appliances, housekeeping, bathing equipment, dining, and so on, enabling users to choose from a variety of items for decorating their home at an affordable price and with free shipping facility. Pepperfry has also opened over 60 Pepperfry studios in 18+ Indian cities. These studios display a wide range of furniture, so that customers can get a look and feel of the furniture before placing an order.

pepperfry.com

POCKET FM PRIVATE LIMITED



Founder:
ROHAN NAYAK

Founded in:
2018

Sector:
MEDIA & ENTERTAINMENT

Headquarter:
BENGALURU

Unique Quotient:

Pocket FM develops a vernacular social audio platform intended to provide audiobooks and podcasts. It offers a selection of audios ranging from audiobooks, finance, self-help, news stories, radio shows, and audio shows in a variety of languages. Its audiobook & podcast app brings you over 10K+ popular audiobooks. It enables users to access a variety of content and directly connect creators and their fans across local Indian languages.

pocketfm.com

PRACTO TECHNOLOGIES PRIVATE LIMITED



Founder:
SHASHANK ND

Founded in:
2008

Sector:
HEALTHTECH

Headquarter:
BENGALURU

Unique Quotient:

Practo offers a cost-efficient cloud-based healthcare software as a service (SaaS) platform to deliver healthcare information services with high clinical value and usability. It is a patient-focused and independent medical website with more than 100,000 doctor profiles from across India and Singapore. With the help of this app, patients can book confirmed appointments with respective doctors listed especially on Practo's website. Practo India is now a free service for both doctors and patients.

practo.com

MANASH LIFESTYLE PRIVATE LIMITED



Founder:
MANISH TANEJA

Founded in:
2012

Sector:
E-COMMERCE

Headquarter:
MUMBAI

Unique Quotient:

Purple is an Indian multi-brand beauty retailer selling cosmetic and wellness products. It showcases some of the best products from leading brands in the world at best prices. Purple cosmetics aims to take the users' shopping experience to a completely different level by enabling the consumers to have a personalized shopping experience taking skin and hair type into account. Purple.com has a large assortment of products across over 650 brands with 50,000+ SKUs and 300+ beauty-specific sellers.

purple.com



ROPPEEN TRANSPORTATION SERVICES PRIVATE LIMITED



Founder:
ARAVIND SANKA
Founded in:
2015
Sector:
TRANSPORT TECH
Headquarter:
BENGALURU

Unique Quotient:

Rapido is an online bike taxi aggregator, which provides mobility solutions for its users. Its solution also provides an opportunity for bike owners to offer rides on their bikes and make money. The company's platform helps to book a bike ride with just two taps to make the process easy and hassle-free. Rapido aims to make the experience smooth, hygienic, economical, and with transparent fares, enabling users to experience an affordable and fun commute option in the city.

rapido.bike

BIGFOOT RETAIL SOLUTION PRIVATE LIMITED



Founder:
SAAHIL GOEL
Founded in:
2013
Sector:
LOGISTICS
Headquarter:
DELHI NCR

Unique Quotient:

Shiprocket is India's logistics software, which offers automated shipping solutions. Customers can ship anywhere in India and abroad using the best courier company and at discounted rates. Shiprocket lets you assign AWB number, choose courier companies, print shipping labels and track orders from a single panel. Shiprocket offers negotiated freight rates with its top-rated shipping partners like Fedex, Bluedart, Aramex, FirstFlight & Ecom Express. It can be integrated with any eCommerce site on Amazon, eBay, Magento, Opencart and Shiprocket 360.

shiprocket.in

SMARTRON INDIA PRIVATE LIMITED



Founder:
MAHESH LINGAREDDY
Founded in:
2014
Sector:
DEEPTech
Headquarter:
HYDERABAD

Unique Quotient:

Smartron is a global technology OEM brand offering intelligent experiences through tronX, the AI powered IoT platform. It intends to serve smart home and infrastructure, electric vehicle and energy markets. The company develops smart devices and products for consumer and enterprise markets. It focuses in various areas, including smart, sensor, robotics and AI. The company designs and develops a wide range of laptops, mobile phones, speakers and other devices and accessories, enabling clients with technology-enabled products, solutions, services and support needs.

smartron.com

TEACHMINT TECHNOLOGIES PRIVATE LIMITED



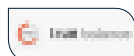
Founder:
MIHIR GUPTA
Founded in:
2020
Sector:
EDTECH
Headquarter:
BENGALURU

Unique Quotient:

Teachmint is a leading provider of education-infrastructure solutions, powering the education ecosystem to deliver inspired learning outcomes. With its innovative and powerful SaaS solutions, it is catering to end-to-end needs of all education providers from K-12 schools to after-school tutoring, universities, creators and even edtechs. The company's platform provides digital tools with mobile and web applications that deliver two-way streaming video as well as a simple tutoring management workflow to mark attendance, create content, and conduct tests, enabling teachers to run their classes and students to learn efficiently in a digitized manner.

teachmint.com

BALANCEHERO INDIA PRIVATE LIMITED



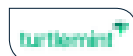
Founder:
CHEOLWON 'CHARLIE' LEE
Founded in:
2014
Sector:
FINTECH
Headquarter:
DELHI NCR

Unique Quotient:

True Balance, also known as Balance Hero, is a company that develops a mobile balance management utility application for GSM telecommunication market. It offers a lending platform intended to provide wallet, utility, and other payment options to customers. The company's platform provides utility bill payments, e-commerce purchases, essential insurance, and online lending, enabling users to utilize digital financial services and digital lending facilities.

truebalance.io

TURTLEMINT INSURANCE BROKING SERVICES PRIVATE LIMITED



Founder:
DHIRENDRA MAHYAVANSHI
Founded in:
2015
Sector:
FINTECH
Headquarter:
MUMBAI

Unique Quotient:

Turtlemint is an online insurance platform that identifies and purchases appropriate insurance policies for consumers. Turtlemint's unique hybrid (online-offline) model has equipped the insurance advisor community with digital tools to help them tackle an otherwise cumbersome offline selling process, efficiently and at a scale that is crucial to improve insurance penetration in India. Through its simple mobile app, Turtlemint is providing a wide variety of products, customized recommendation tools, and a wide range of courses on financial products to empower advisors.

turtlemint.com



WAYCOOL FOODS & PRODUCTS PRIVATE LIMITED



Founder:
SANJAY DASARI

Founded in:
2015

Sector:
AGRITECH

Headquarter:
CHENNAI

Unique Quotient:

WayCool Foods and Products is an omnichannel fresh produce distribution platform designed to bring fresh, clean and quality produce from farms to cities. The company sources fruits and vegetables from smallholder farmers and aggregators and sells them through local shops, retail outlets, hotels, restaurants, catering establishments, mobile stores on trucks as well as through e-commerce websites, enabling users to get fresh fruits and vegetables from the farms to their doorstep.

waycool.in

WHATFIX PRIVATE LIMITED



Founder:
KHADIM BATTI

Founded in:
2013

Sector:
ENTERPRISE TECH

Headquarter:
BENGALURU

Unique Quotient:

Whatfix is a digital adoption platform designed to unlock the true value of enterprise applications. Its platform provides product adoption, user onboarding, employee training, self-service support and performance support for companies using enterprise web applications. The platform allows SaaS application users to create interactive walkthroughs, or in-app guidance flows that can lead users through a task on the application. It also has a free community version where individuals can create interactive walkthroughs on websites and applications and share them publicly.

whatfix.com

ZEPTO ZETTA SOLUTIONS PRIVATE LIMITED



Founder:
AADIT PALICHA

Founded in:
2021

Sector:
CONSUMER SERVICE

Headquarter:
MUMBAI

Unique Quotient:

Zepto offers a 10-minute groceries delivery service. Zepto employs its network of 'cloud shops' or micro-warehouses. The company's store offers a wide range of daily essentials, enabling customers to purchase in a convenient and hassle-free manner. Beyond grocery, Zepto has also introduced a cafe offering that allows customers to order Coffee, Tea, and other Café items, along with their groceries. Through strong tech capabilities, an efficient business model, and a network of highly optimized delivery centers across its 10 locations, the company is revolutionizing the Indian grocery segment.

zeptonow.com

CAMDEN TOWN TECHNOLOGIES PRIVATE LIMITED



Founder:
LIZZIE CHAPMAN

Founded in:
2015

Sector:
FINTECH

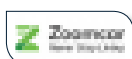
Headquarter:
BENGALURU

Unique Quotient:

ZestMoney is the largest and fastest growing consumer lending fintech company in India. It enables people to pay using digital EMI, without the need for a credit card or a credit score. The company's platform uses artificial intelligence and machine learning technology for risk profiling of customers who opt for EMI payment options and works with financial institutions and non-banking financial companies to give loans, enabling clients to build their credit profiles easily.

zestmoney.in

ZOOMCAR INDIA PRIVATE LIMITED



Founder:
GREG MORAN

Founded in:
2013

Sector:
TRANSPORT TECH

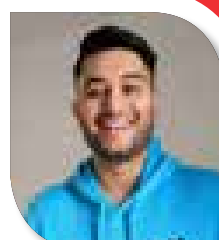
Headquarter:
BENGALURU

Unique Quotient:

Zoomcar is a self-drive car rental service which allows you to rent cars by hour, day, week, or month. It is leveraging technology such as AI and IoT to offer an impeccable experience to its customers. It also has a keyless entry that minimizes human contact. Zoomcar has tweaked its mobile app to allow customers to reach out at any time in case of a query through emails, messages, and chatbots. The platform's entirely digital payment gateway also makes for a smooth and hassle-free experience.

zoomcar.com

INDIPEPPER MEDIA PRIVATE LIMITED



Founder:
DILSHER SINGH MALHI

Founded in:
2018

Sector:
MEDIA & ENTERTAINMENT

Headquarter:
DELHI NCR

Unique Quotient:

Zupzee is a company developing a cash gaming platform. It is considered to be one of the biggest real money gaming platforms in India. The company's platform provides real money that helps users to compete with one another on quizzes on any topic ranging from movies to sports to academics, enabling users to earn as well as learn through online questions and quizzes in order to broaden their knowledge.

zupzee.in



INDIAN ORIGIN CEO's RULING THE WORLD



AJAYPAL BANGA
Executive Chairman
Mastercard



ANJALI SUD
CEO
Vimeo



ARVIND KRISHNA
CEO
IBM



ASHOK VEMURI
Cyber Risk Directors Network
TAPESTRY NETWORKS



DINESH PALIWAL
CEO - Harman
International Industries



FRANCISCO D'SOUZA
Managing Partner
Recognize



GEORGE KURIAN
CEO & President
Netapp



INDRA NOOYI
Board Of Directors
Amazon



IVAN MENEZES
CEO
Diageo



JAY CHAUDHRY
CEO
Zscaler



JAYSHREE ULLAL
President & Ceo
Arista Networks



NIKESH ARORA
CEO
Palo Alto Networks



NITIN RAKESH
CEO
Mphasis



**PADMASREE
WARRIOR**
Founder & Ceo- Fable



PARAG AGRAWAL
CEO
twitter



PRADEEP SINDHU
CEO & Founder
Fungible



RAGHU RAGHURAM
CEO
Vmware



RAJEEV SURI
CEO
Inmarsat



REVATHI ADVAITHI
CEO
Flex



ROMESH WADHWANI
Co- Founder
Symphony Teleca



SANJAY MEHROTRA
CEO
Micron Technology



SATYA NADELLA
CEO
Microsoft



SHANTANU NARAYEN
CEO
Adobe Systems



SUNDAR PICHAI
CEO
Google



THOMAS KURIAN
CEO
Google Cloud



INDIAN ORIGIN CEO's

Indians have been playing a focal role in the success of technology powerhouses globally. India has produced a number of people who hold positions of power across the world and some of them have proved to be the most brilliant minds across the globe. India has climbed 2 spots and has been ranked 46th by the World Intellectual Property Organization in the Global Innovation Index 2021 rankings. India has been on a rising trajectory, over the past several years in the Global Innovation Index (GII), from a rank of 81 in 2015 to 46 in 2021. Here are the 25 Indian origin CEOs who are leading the most powerful companies in the world.

AJAYPAL SINGH BANGA

Executive Chairman - Mastercard

Padma Shri awardee, Ajaypal Singh Banga is an Indian-American business executive born in Pune to a Punjabi family from Jalandhar. Recently, he has retired from the post of Executive Chairman of the Board of Directors of Mastercard. 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.

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. Born to Indian immigrant parents, Sud was also featured in the coveted list of Hollywood Reporter's Next Gen: 35 Under 35 honorees. She holds an MBA from Harvard Business School.

ARVIND KRISHNA

CEO - IBM

Arvind Krishna is associated with IBM for almost 30 years and is the CEO of IBM since April 2020, and became the Chairman on January 1, 2021. He was born in Andhra Pradesh. Arvind is an electrical engineer from IIT Kanpur and completed his PhD from the University of Illinois at Urbana-Champaign.

ASHOK VEMURI

Chairman of the Board - OSG Connect

New Delhi-born Ashok Vemuri is one among the Board of Directors for Financial Policy and Public Responsibilities at Kroger and was the former Chief Executive Officer of IGATE and Conduent. He also holds the position of Board of Director for Financial Policy and Public Responsibilities at Kroger. Prior to this he was associated with IGATE and Conduent as CEO. He has done PGDM from IIM, Ahmedabad.

DINESH C. PALIWAL

CEO - Harman International Industries

Dinesh Paliwal was born in Agra and holds a BE and an MS degree from IIT Roorkee. He also obtained an MBA from Miami University. Paliwal is known as the former President and CEO of Harman International, an independent subsidiary of Samsung Electronics. Dinesh has served as an influential board member for a host of Fortune 500 companies.

FARANCISCO D'SOUZA

Managing Partner - Recognize

Frank is a Co-Founder & Managing Partner of RECOGNIZE, a US-based private equity firm that will focus on a new generation of deep intellectual property-led tech services ventures. Prior to RECOGNIZE, Frank co-founded Cognizant Technology Solutions, a global multinational technology services company in 1994, and served as Cognizant's CEO from January 2007 through March 2019 and Vice Chairman of the board from 2018 until 2020. Frank received an M.B.A. from Carnegie Mellon Tepper School of Business and a Bachelor of Business Administration from the University of Macau.

GEORGE KURIAN

CEO and president - NetApp

George Kurian in the year 2015 took up the position of CEO and President of NetApp. Before NetApp, he also served companies like Cisco Systems, Akamai Technologies and McKinsey & Company. Born in Kerala, he pursued engineering at IIT-Madras, but left the college within six months to join Princeton University — this was followed by an MBA degree from Stanford.

INDRA NOOYI

Board of Directors - Amazon

Indra Nooyi is an Indian-American business executive. She currently serves as the Board of Directors of Amazon and International cricket Council. Indra completed her elementary education from Holy Angels Anglo Indian Higher Secondary School. She graduated with a Bachelor of Science (B.S.) degree from Madras Christian College of the University of Madras in 1974. In 2017, she was ranked the 2nd Most Powerful Women in the Forbes list. As of January 2021, she has an estimated net worth of \$100 million.

IVAN MENEZES

CEO - Diageo

Ivan Menezes was appointed Chief Executive of Diageo plc in July 2013, having been an Executive Director since July 2012. Ivan is from Pune, he succeeded Paul S. Walsh to become the CEO of Diageo — one of the most prominent British multinational alcoholic companies in the world. He was educated at St. Stephen's College, Delhi and Indian Institute of Management Ahmedabad, and the North western University's Kellogg School of Management.

JAY CHAUDHRY

CEO - Zscaler

Jay Chaudhry is an accomplished entrepreneur, having founded a series of successful companies, including AirDefense, CipherTrust, CoreHarbor, Secure IT and Zscaler. Chaudhry leverages more than 25 years of security industry expertise, including engineering, sales, marketing and management experience with leading enterprises, such as IBM, NCR and Unisys. 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

Jayashree Ullal, is the President, and CEO of Arista Networks 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.

NIKESH ARORA

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.

RULING THE WORLD



NITIN RAKESH

CEO - Mphasis

Nitin Rakesh, an Indian-American businessman and is currently the Chief Executive Officer and Director of Mphasis. Prior to that, Rakesh was Syntel's CEO and President, as well as CEO and Managing Director of Motilal Oswal Asset Management Company Ltd. Rakesh grew up in a small town on the outskirts of New Delhi and graduated in 1989. He earned his Bachelor of Engineering degree in Computer Science from Delhi Institute of Technology DIT.

PARAG AGRAWAL

CTO - Twitter

Parag Agrawal had studied at the IIT Bombay. Then he decided to pursue a Ph.D. in computer science from Stanford University, US. Parag served several leadership positions at Microsoft Research and Yahoo! Research before he joined Twitter. From 2011, Parag Agrawal was positioned as Chief Technology Officer of Twitter.

RAJEEV SURI

CEO - Inmarsat

Rajeev Suri is a Singaporean business executive, and has been the CEO of Inmarsat since February 2021. He was previously the CEO of Nokia until 31 July 2020. Rajeev holds a bachelor's degree in Engineering (Electronics and Communications) from Manipal Institute of Technology, India. Rajeev has been the driving force behind Nokia's recent transformation, including its acquisition of Alcatel-Lucent, its successful expansion into enterprise vertical markets, the creation of a standalone software business, and the return of the Nokia brand to mobile phones.

REVATHI ADVAITHI

CEO - Flex

Revathi Advaiti 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. Earlier, she was associated with Eaton's electrical sector business as the President and COO. She holds a degree from the Birla Institute of Technology and Science, Pilani, and MBA from the Thunderbird School of Global Management. Prior to joining Flex in 2019, Advaiti worked in various leadership positions at Eaton and Honeywell.

SANJAY MEHROTRA

CEO - Micron Technology

Sanjay Mehrotra joined Micron in May 2017, appointed as the CEO of Micron Technology, he was the co-founder of SanDisk. Sanjay was overseeing its growth to an industry-leading Fortune 500 company. Sanjay holds more than 70 patents and has published articles in the areas of non-volatile memory design and flash memory systems. He was born in Kanpur.

SHANTANU NARAYEN

CEO - Adobe

Shantanu Narayen, is the chairman, president, and chief executive officer of Adobe Inc. since December 2007. He took over as COO in the year 2005 and became CEO in 2007. Prior to Adobe, he was associated with Apple and Silicon Graphics. 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.

THOMAS KURIAN

CEO - Google Cloud

In 2019, Thomas Kurian assumed the position of Chief Executive Office of Google Cloud. 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 born in Kerala, India. Thomas Kurian was one among four brothers including his identical twin George Kurian, who was in 2015 made the CEO of NetApp.

PADMASREE WARRIOR

Founder & CEO - Fable

Padmasree Warrior is an Indian-American businesswoman and technology executive. She is known for her leadership roles in technology firms like Cisco where she served as the CTO for seven years, and at Motorola where she was the CTO for five years. Currently, she is the founder and CEO of Fable, a curated reading platform focused on mental wellness. 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.

PRADEEP SINDHU

CEO & Founder - Fungible

Pradeep Sindhu is an Indian American business executive. He is the chief executive officer (CEO) and founder of data center technology company Fungible. Previously, he co-founded Juniper Networks, where he was the chief scientist and served as CEO until 1996. Sindhu holds a B.Tech. in electrical engineering (1974) from the Indian Institute of Technology, Kanpur, M.S. in electrical engineering (1976) from the University of Hawaii. Fungible enables a high-performance, massively-scalable hyper-disaggregated infrastructure – one that can truly rise to the call of the data-centric era.

RANGARAJAN RAGHURAM

CEO - VMware

Rangarajan Raghuram currently serves as the Chief Operating Officer - Products and Cloud Services of VMware, who assumed his office on June 1, 2021. An IIT-Mumbai grad, he passed at the top at Wharton. He joined VMware in 2003 and steered the company's strategic direction and its technology evolution. Raghuram is responsible for influencing the company's strategies, bringing forth a technological revolution that VMware has seen.

ROMESH WADHWANI

Co-Founder - Symphony Teleca

Romesh T. Wadhvani is an Indian-American billionaire businessman, the founder, chairman and CEO of Symphony Technology Group (STG), a private equity firm for software, Internet and technology services companies. Romesh was born in Karachi, British India (now Pakistan), is of Sindhi origin. Together with his brother, Sunil Wadhvani, he has founded Wadhvani Institute for Artificial Intelligence in Mumbai to develop artificial intelligence solutions for public good.

SATYA NADELLA

CEO - Microsoft

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. Nadella is from a Telugu-speaking family. His father was also a 1962 batch IAS officer, while his mother was a Sanskrit teacher. He became the CEO of Microsoft succeeding Steve Ballmer in 2014.

SUNDAR PICHAI

CEO - Alphabet

In 2019, Indian origin techie Sundar Pichai became the CEO of Alphabet Inc., the parent company of Google. He has served the company for more than 15 years and he spearheaded key businesses like Android, Chrome, Maps, and more. He did his B.Tech from IIT Kharagpur, MS from Stanford (MS) and MBA from Wharton. He was born in Tamil Nadu and married to an IITian from Rajasthan.



INDIA MOVING TOWARDS FULFILLING THE DREAM OF ATMANIRBHAR BHARAT

The entire world is looking at India as a manufacturing powerhouse, with the dream of 'Aatmanirbhar Bharat' and 'Make in India'. Our startups are leaving an impression on the world. Today, we are the world's third-largest startup ecosystem. 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.

Technology plays a major role in our growth story. The central government is targeting a share of 10% in global electronics manufacturing and aiming at Rs 90,000 crore investments in semiconductors alone. The Make in India programme is very important for the economic growth of India as it aims at utilising the existing Indian talent base, creating additional employment opportunities and empowering secondary and tertiary sector.

Corporates in India have a critical role to play in this story, not only by creating value by addressing key societal needs, but in supporting a vibrant entrepreneurial sector. The focus of Make in India programme is on 25 sectors. Various sectors have been 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 PLI scheme started with mobile phone manufacturing before expanding to other sectors, including IT. This sector has done well during the pandemic as everyone was working from home and there was demand for laptops and other IT products. The global order is changing, people are looking at a China Plus One strategy. India is showing a lot of potential under these circumstances.

PLI has created a scope for volumes or scale, which never existed earlier. This has created a huge opportunity for exports to grow. For this kind of scale, you need local value-add. The government's push for Make in India is driving the electronics manufacturing ecosystem in India.

Covid-19 has changed the way the manufacturing industry operates, and now several MNCs have embraced manufacturing technologies to shape the company's future. With electronics manufacturing set to grow 30% this fiscal, the role of MNCs in promoting India as a leading global manufacturing destination will be crucial.

Global technology companies into IT hardware - HP, Dell, Acer and Lenovo have committed investments in the PLI scheme. Moreover, the government is already seeking applications from 100 domestic companies, startups and MSMEs under its Design Linked Incentive (DLI) Scheme to create a "vibrant ecosystem for Semiconductor Chip Design" in India.

The "Made in India Brands" have shown how the technology companies 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.



**AGGRESSIVE ELECTRONICS MANUFACTURING SERVICES PVT. LTD.**

Name - **ANIRUDH BHARARA**
 Designation - Director
 Website - www.alphamax.co.in



Products - The company's products include Inhouse SMT, PCB Assembly, Box Build, Alpha Tablets, Power Bank and cables. It offers Rapid Prototyping, Design for Manufacturability (DFM), Process Innovation & Customization, New Technology Development, New Product Introduction Support, Test Jig Development, Industrial Engineering, Jig & Fixture Design.

AMARA RAJA POWER SYSTEMS LTD.

Name - **JAYADEV GALLA**
 Designation - Managing Director
 Website - www.amararajabatteries.com



Products - The company manufactures lead-acid batteries for both industrial and automotive applications in the Indian storage battery industry. Its products include PowerStack, AMARON SLEEK, AMARON VOLT, GENPRO, AMARON QUANTA, AMARON QUANTA-HWS, AMARON QUANTA-HUPS, AMARON Brute, AMARON Solar, AMARON Quanta S-XEL, along with battery solutions like UPS, Telecom, Railways, Defence and Motive.

AMERICAN MEGATRENDS INTERNATIONAL LLC

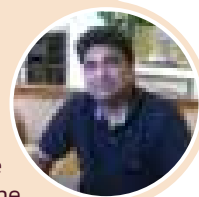
Name - **SUBRAMONIAN SHANKAR**
 Designation - President & Chairman
 Website - www.ami.com



Products - Provides UEFI and remote management firmware, security solutions, development tools and utilities to top-tier manufacturers of desktop, server, mobile and embedded/IoT systems. It offers embedded controllers as well as services such as design, testing, validation and engineering services for system manufacturers. Other services include Cloud Service, Telco, Automotive, Enterprise, Edge Computing.

ATRIE TECHNOLOGY PVT. LTD.

Name - **BALASUBRAMANIAN RAVI CHANDRAN**
 Designation - CEO
 Website - www.atrieindia.com



Products - 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



Products - Manufacturer of mobile accessories, IT peripherals and provider of network and enterprise solutions. Offers telephone answering machines, computer hardware, network security solutions for cyber threats and malfunctioning, technology and enterprise solutions for business communication needs, Landline and Modems, Data Cards, Wireless cameras, Memory devices, Mobile handsets, Enterprise solutions, Network solutions.

BHARAT ELECTRONICS LTD.

Name - **ANANDI RAMALINGAM**
 Designation - Chairman & Managing Director
 Website - www.bel-india.in



Products - BEL provides Radars, Military Communications, Naval Systems, Electronic Warfare Systems, Telecommunications, Sound and Vision Broadcasting, Opto-Electronics, Tank Electronics, Solar Photovoltaic Systems, Embedded Software and Electronic Components, Turnkey systems solutions. It designs electronic voting machines, Voter-verified paper audit trail, Traffic signals, Radars, BEL Weapon Locating Radar, BEL Battle Field Surveillance Radar.

BHARAT EARTH MOVERS LTD.

Name - **AMIT BANERJEE**
 Designation - Chairman & Managing Director
 Website - www.bemlindia.in



Products - BEML manufactures and supplies Defence Ground Support Equipment such as Tatra based High Mobility Trucks, Recovery Vehicles, Bridge Systems, Vehicles for Missile Projects, Tank Transportation Trailers, Milrail Wagons, Mine Ploughs, Crash Fire Tenders, Snow Cutters, Aircraft Towing tractors, Aircraft Weapon Loading Trolley. It manufactures and supplies Mining & Construction equipment to various user segments and the Rail Sector.

BUSY INFOTECH PVT. LTD.

Name - **DINESH GUPTA**
 Designation - Co-Founder & CEO
 Website - www.busy.in



Products - Offers Accounting Software, Inventory Software and billing software. The company is the developer of BUSY, an integrated accounting and management software for MSMEs. BUSY is offered in four different editions mainly Express, Basic, Standard and Enterprise for different businesses.

CENTRE FOR DEVELOPMENT OF TELEMATICS

Name - **DR RAJKUMAR UPADHYAY**
 Designation - Executive Director
 Website - www.cdote.in



Products - Provides optical solutions including GPON, QKD, DWDM and WDAN, switching and routing solutions, Wireless Technologies (Satellite Wi-Fi, PDO, HSAP, CG-RAN), Set-Up Box, 4G LTE, Broadband wireless terminal, ATM, circuit switches, Rural Broadband Wireless Solutions, 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



Products - The company offers a range of advanced security and surveillance solutions to meet the requirements of different industries. Its products include Network Camera, Body Temperature Measurement Products, AI Super Precision Solution, AI Integrated Thermal Screening Solution, Network Video Recorder (NVR), EzyHome, Storage, Analog HD Camera, Speed Dome (PTZ), Guard+, Digital Video Recorder (DVR), Switches, Video Door Phones, Accessories, among others.

**DELL TECHNOLOGIES INDIA PVT. LTD.**

Name - **ALOK OHRIE**
 Designation - Managing Director
 Website - www.dell.com



Products - Dell sells personal computers (PCs), servers, data storage devices, network switches, software, computer peripherals, HDTVs, cameras, printers, and electronics built by other manufacturers.

DIGISOL SYSTEMS LTD.

Name - **K R NAIK**
 Designation - Chairman & Founder
 Website - www.digisol.com



Products - Digisol delivers a complete portfolio of switching solutions for Enterprise Networks, Large Data Centres, Small and Mid-size businesses. Provides Smart PoE Managed, Fully Managed, Chassis & Unmanaged switches, Industrial Switches & Transceiver, Router, switching solutions for Enterprise Networks and structure cabling solutions.

DRUVA SOFTWARE PVT. LTD.

Name - **JASPREET SINGH**
 Designation - Founder & CEO
 Website - www.druva.com



Products - Developer of cloud data protection and management platform designed to advance data protection and compliance. Combines data from endpoints, servers and cloud applications to offer data center consolidation, cloud-native disaster recovery, compliance monitoring and ransomware protection amongst other features. It also offers, back-up and Archival, secure File Access, Data loss prevention and Enterprise security etc.

EXIDE INDUSTRIES LTD.

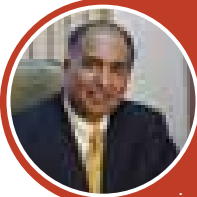
Name - **SUBIR CHAKRABORTY**
 Designation - CEO
 Website - www.exideindustries.com



Products - Exide Industries provides batteries to the power, telecommunications, infrastructure, computer, railways, mining, and defense sectors. Automotive Batteries (Four-Wheeler Batteries, Three-Wheeler Batteries, Two-Wheeler Batteries, Exide E-Ride Batteries), Exide BatMobile, Industrial Batteries, Genset Batteries, Solar Batteries, Inverter Batteries, Submarine Batteries, Home UPS System, E-Rickshaw Vehicles and EXIDE Neo.

FINOLEX INDUSTRIES LTD.

Name - **DEEPAK CHHABRIA**
 Designation - Executive Chairman
 Website - www.finolex.com



Products - Finolex Cables offers PVC insulated electrical cables, fire retardant low smoke halogen-free (FR-LSH) PVC insulated industrial cables, PVC insulated industrial cables, continuous cast copper rods (CCC rods), rodent repellent multi-core flexible industrial cables, auto and battery cables, and PVC insulated winding wires among others. It also manufactures switchgear, conduits and fittings, electrical accessories, fans, lighting products and water heaters.

FRESHWORKS TECHNOLOGIES PVT. LTD.

Name - **GIRISH MATHRUBOOTHAM**
 Designation - Founder & CEO
 Website - www.freshworks.com



Products - 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. It offers customer support, information technology service management, website monitoring, sales customer relationship management, and call center software solutions.

GLOBUS INFOCOM LTD.

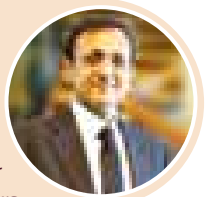
Name - **KIRAN DHAM**
 Designation - CEO
 Website - www.globusinfocom.com



Products - Globus Infocom provides advanced technological solutions including multimedia projectors, LED displays, interactive boards, panels, information kiosks, digital podium, data and video walls, etc. The company caters to the field of education technology, security and surveillance, healthcare, wellness, government, and other sectors.

HAVELLS INDIA LTD.

Name - **ANIL RAI GUPTA**
 Designation - Chairman & Managing Director
 Website - www.havells.com



Products - Havells India designs, produces, distributes and sells a range of industrial and consumer electrical products. Its product portfolio comprises building circuit protection products, cables and wires, capacitors, power cables, flexible cables, modular switches, switches, capacitors, domestic switchgears, lighting, fans and motors, home appliances, industrial & domestic circuit protection devices, AC, , personal grooming products, domestic appliance, water heaters and pumps.

HIMACHAL FUTURISTIC COMMUNICATIONS LTD.

Name - **MAHENDRA NAHATA**
 Designation - Managing Director
 Website - www.hfcl.com



Products - HFCL develops telecom infrastructures, system integrators and manufacturers of high-end telecom equipment and optical fibre cables. HFCL provides single window solution for telecom projects; offering design, equipment supply, installation, system integration, operation and maintenance services including Optical Fiber Cables, Surveillance Products and Networks, Telecom Products, Telecom Network Solutions, Defence Network Solutions, Railway Communication Network.

HP INDIA PVT. LTD.

Name - **KETAN PATEL**
 Designation - Managing Director
 Website - www.hp.com



Products - The company's product portfolio includes personal computing and other access devices; imaging- and printing-related products and services; enterprise IT infrastructure; and multi-vendor customer services. 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



Products - iBall started with selling computer mice and now its product portfolio includes Smartphone and feature phones, ADSL Routers, Network USB Share, Network Adapters, Laptops, CCTV which includes CCTV Alloy Video Cable and Camera Bracket, PC peripherals, gadgets and many more.

INFOSYS TECHNOLOGIES PVT. LTD.

Name - **SALIL PAREKH**
 Designation - CEO & Managing Director
 Website - www.infosys.com



Products - Infosys 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, information services, life sciences, logistics and distribution.

ITI LTD.

Name - **D VENKATESWARLU**
 Designation - Director- Production/ Addl. Charge CMD & DH
 Website - www.italtd.in



Products - ITI Limited has a diverse suite of products including GPON, MLLN products, SSTP, Wi-Fi Access Point, Radio Modem, SMPS, Set Top Box, Defence products like multi-capacity encryption units, BEU, TESD, Optical Fiber Cable, HDPE duct, Antenna, diversified products such as smart energy meters, smart cards, solar panels, mini personal computers.

RELIANCE JIO INFOCOMM LTD.

Name - **AAKASH AMBANI**
 Designation - Chairman
 Website - www.jio.com



Products - Jio offers products such as sim cards, mobile devices, optical fiber internet services, online bill payments, internet data, applications and subscription services in prepaid and postpaid format. RJIO also offers caller tunes, downloads, entertainment, news and updates, sports, astrology, finance and messaging among others. The company offers Jio Giga Fiber, Jio Vo Wi-Fi, Jio Giga TV, Smart Phone, JIO 5G and Enterprise solutions, 4G/5G gear and many more.

JUVAS SOLUTIONS PVT. LTD.

Name - **GAURAV BHUTORIA**
 Designation - Director
 Website - www.juvas.in



Products - Juvas offers Industrial Switchgears, Consumers Luminaries, Fans, Wires & Cables, LEDs, CFLs and Domestic Appliances etc. The company offers research-based and broad-ranged, fit-n-forget and maintenance-free products and services.

LAVA INTERNATIONAL LTD.

Name - **HARI OM RAI**
 Designation - Chairman & Managing Director
 Website - www.lavamobiles.com



Products - The company's products include Mobile phones, Laptops, Tablet computers, Peripherals, Datarcard and Software. It offers dual SIM, GSM, and single SIM CDMA phones; GPRS/WAP speaker dual SIM phones; dual SIM GSM and CDMA, and GSM and GSM phones; and dual SIM camera phones. 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



Products - Lenovo develops, manufactures, and markets IT-related products including devices and peripherals, personal computers, handheld devices, and servers and mainframes. Its products include gaming computers, smartphones, servers, laptops and ultrabooks, tablets, desktops, storage devices, and accessories under ThinkPad, ThinkBook, IdeaPad, Yoga, and Legion brands, catering to SMBs, large enterprises, K-12 Education, higher education, and business partners.

LUMINOUS POWER TECHNOLOGIES PVT. LTD.

Name - **VIPUL SABHARWAL**
 Designation - Managing Director
 Website - www.luminousindia.com



Products - Luminous Power Technologies supplies power backup, home electrical, and residential solar space products. 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. 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



Products - Matrix Comsec supplies products including video surveillance systems, access control, and time attendance systems, as well as telecom solutions such as unified communications, universal gateways, voice over IP (VoIP) and GSM gateways, communication endpoints, video management system, network video recorder and IP camera as well as Telecom Solutions.

MICROMAX INFORMATICS LTD.

Name - **RAHUL SHARMA**
 Designation - Co-Founder & CEO
 Website - www.micromaxinfo.com



Products - India's home-grown consumer electronics brand that designs mobile phones, 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. The company offers affordable innovations through their product offerings and removing barriers for large scale adoption of advanced technologies.

**MICROTEK INTERNATIONAL PVT. LTD.**

Name - **SUBODH GUPTA**
 Designation - Managing Director
 Website - www.microtekdirect.com



Products - Microtek offers power backup and voltage solutions, solar energy products, circuit protection devices, wires, cables, healthcare equipment, and more. The company also provides installation services. Its wide range of products includes Line Interactive UPS, Online UPS, Digital & Sinewave Inverters/UPS EB/UPS E²/UPS 24x7, Solar Products & Stabilizer, Hi-end Inverter Series, Home inverter and External battery UPS.

MSYS CONNECT INDIA PVT. LTD.

Name - **RAMASAMY MURUGESAN**
 Designation - Director
 Website - www.msconnect.com



Products - MSYS Connect provides cabling and connectivity solutions for IT & Telecom Infrastructures. The company offers unprecedented customer service with its products which are easy to install customized solutions. The product range includes end to end copper and fiber cabling systems. It also provides Copper cabling solutions, Fiber Optic cabling solutions, Telecom/FTTx services and Installation Tools.

POLYCAB INDIA PVT. LTD.

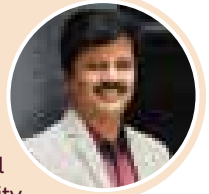
Name - **INDER T JAISINGHANI**
 Designation - Chairman & MD
 Website - www.polycab.com



Products - Polycab manufactures and sells wires, cables and fast-moving electrical goods (FMEG). Its key products in the wires and cables segment are power cables, control cables, instrumentation cables, solar cables etc. Apart from wires and cables its products include electric fans, LED lighting and luminaires, switches and switchgears, solar products and conduits and accessories.

QUICK HEAL TECHNOLOGIES PVT. LTD.

Name - **KAILASH KATKAR**
 Designation - CEO
 Website - www.quickheal.co.in



Products - Quick Heal offers software security products and solutions in manufacturing, BFSI, healthcare, hospitality, educational institutions, government organizations, emerging e-commerce, and the service sector. Its products include Quick Heal Total Security/ from MAC Quick Heal Internet Security, Quick Heal AntiVirus Pro, Quick Heal PCTuner 3.0, and Guardian NetSecure, Quick Heal Anti-Virus for Server, Quick Heal Total Security for Android, Quick Heal Mobile Security.

RAMCO SYSTEMS LTD.

Name - **VENKETRAMA RAJA**
 Designation - Managing Director & CEO
 Website - www.ramco.com



Products - Its product portfolio includes Aviation, Aerospace & Defense Maintenance, Repair and Overhaul, Maintenance & Engineering, Defense Asset Management, Flight Operations, Fleet Technical Management, ERP, Enterprise Asset Management, Production, Finance, Supply Chain Management, Project Management, Global Payroll & HR, Payroll Software, Managed Payroll Services, Core HR, Time & Attendance, Oracle HCM Integration, Pandemic Control System etc.

RDP WORKSTATION PVT. LTD.

Name - **VIKRAM REDLAPALLI**
 Designation - Founder & CEO
 Website - www.rdp.in



Products - Its products include Laptops (ThinBook, ThinBook 1110, 2-in-1 Detachable Laptops), Tablets (Ultra Slim Tablets, Gravity Tablet PC's), Thin Clients (Zero Clients) and Desktops (Commercial Desktop PC) for both personal use as well as business applications. With a presence all over India, the company has more than 1 million users, 3.5k partners, 35k+ customers and 250+ active retailers.

SAFE SECURITY SERVICES PVT. LTD.

Name - **SAKET MODI**
 Designation - Co-Founder & CEO
 Website - www.safe.security



Products - Developer of cyber risk assessment platform designed to proactively secure, continuously monitor, and reactively respond to cyber threats. It offers an artificial Intelligence and machine learning backed enterprise-wide cyber risk measurement and mitigation platform called SAFE.

SAMRIDHI AUTOMATIONS PVT. LTD.

Name - **SANJEEV SEHGAL**
 Designation - Founder & MD
 Website - www.sparshsecuritech.com



Products - 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-SUG KANG**
 Designation - Director
 Website - www.samsung.com



Products - 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.

SECLORE TECHNOLOGY PVT. LTD.

Name - **VISHAL GUPTA**
 Designation - CEO
 Website - www.seclore.com



Products - 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



Products - Secureye provides technology in security & surveillance domain. Their products include CCTV cameras, biometric attendance systems, access control, video door phones, hotel locks and IP multi-door phone apartment solutions, intrusion alarms and other entrance security products.

STERLITE TECHNOLOGIES LTD.

Name - **ANAND AGARWAL**
 Designation - Group CEO
 Website - www.stl.tech



Products - Sterlite Technologies offers a wide range of data cables for structured cabling. Its product portfolio comprises glass preforms, optical fibre, optical & speciality cables, and optical interconnects. The company also provides services such as optical connectivity, network modernization, fibre deployment, and FTTx access network.

TAC SECURITY SOLUTIONS

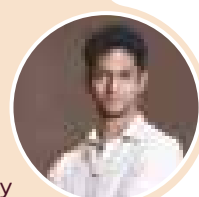
Name - **TRISHNEET ARORA**
 Designation - Founder & CEO
 Website - www.tacsecurity.com



Products - Provider of 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.

TALLY SOLUTIONS PVT. LTD.

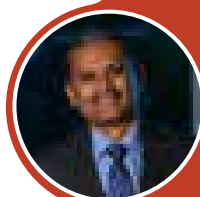
Name - **TEJAS GOENKA**
 Designation - Managing Director
 Website - www.tallysolutions.com



Products - Tally Solutions is a 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 - **RAJESH GOPAINATHAN**
 Designation - Managing Director
 Website - www.tcs.com



Products - TCS offers IT infrastructure services, engineering, and industrial services, business intelligence, business process outsourcing, and consulting services, cloud services, quality engineering, block chain, enterprise solutions, and IoT. It's software products comprise TCS BaNCS, Ignio, TAP, TCS iON, TCS TwinX, TCS Optumera, TCS OmniStore, TCS ADD, TCS HOBBS, Quartz, Jile, and TCS MasterCraft.

TEJAS NETWORKS INDIA PVT. LTD.

Name - **SANJAY NAYAK**
 Designation - CEO & Managing Director
 Website - www.tejasnetworks.com



Products - The company designs, develops and manufactures high-performance products for building high-speed communication networks that carry 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.

TVS ELECTRONICS LTD.

Name - **SRILALITHA GOPAL**
 Designation - Managing Director
 Website - www.tvs-e.in



Products - TVS Electronics offers various transaction automation products like Dot Matrix Printers, Thermal Printers, Label Printers, CCTV Cameras, Mechanical Keyboards, Membrane Keyboards, Mouse, Barcode Scanners, Electronic Cash Registers and Currency Counting Machines. 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



Products - 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.

WIPRO LTD.

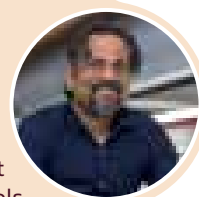
Name - **RISHAD PREMJI**
 Designation - Executive Director
 Website - www.wipro.com



Products - The company's IT service offerings include digital strategy advisory, technology consulting, custom application design, re-engineering and maintenance, systems integration etc. Wipro serves various industries, including healthcare, aerospace and defence, public sector, banking and financial services, engineering and construction, oil and gas, travel and transportation, media, education, automotive, consumer electronics and also offer BPO Services.

ZOHO CORPORATION PVT. LTD.

Name - **SRIDHAR VEMBU**
 Designation - CEO
 Website - www.zoho.com



Products - Zoho develops a suite of sales, marketing, collaboration, and finance applications. Its products include CRM, project management, email marketing, and social media management 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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SECURE



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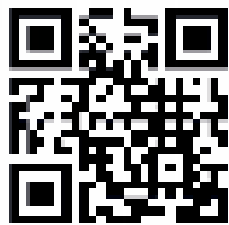
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