

NEWSLINE

Leveraging New Opportunities in Emerging Markets

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NASSCOM proudly presents the **NASSCOM Emerge 50 Awards** programme that annually identifies, showcases and supports Top 50 highly innovative and agile Emerging & Start-up organisations which are foraying into untapped territories and redefining the way IT can make a difference. This year, the **'Top 50 Emerging Companies'** and the **'Jury Choice – 10 Hottest Start-ups in India'** will be recognised at the annual **NASSCOM Product Conclave** in Bengaluru on October 29-30, 2013.

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- Showcase of organisations to the CIO community
- Opportunity to participate in trade delegations

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The last date of submission of entries is September 10, 2013.

For more information, log on to <http://product.nasscom.in/emerge-50-2013.php>

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Editorial

Start-up Ecosystem for SMEs

Friends,

Small and medium-sized organisations in India, expected to be the growth drivers for the economy going forward, are becoming the point of focus for the country's leading chambers of commerce and industry. NASSCOM in particular, has rolled out several initiatives to create a conducive environment, where SMEs can increase their revenues and global footprint.

In this issue of Newline, we talk about how smaller players can build up a presence in the global markets, in particular emerging geographies and the domestic Indian market. The newsletter focuses on the support that the government can provide to enable these organisations to achieve their global ambitions. It spotlights the efforts NASSCOM is making to catalyse the growth of SMEs within the IT-BPM industry.

In this issue, we also offer you updates on NASSCOM's fast-moving 10,000 Start-ups programme and the launch of the first Start-up Warehouse in Bengaluru. The warehouse is expected to foster innovation under one roof and help start-ups to share knowledge and expertise.

Newline additionally, talks about the Occupational Analysis undertaken by NASSCOM's Sector Skills Council (SSC) and how it will streamline talent acquisition within the IT-BPM sector.

Finally, the issue speaks about the US Immigration Bill and its positives and negatives for the Indian IT industry. NASSCOM is concerned that these proposals amount to punitive treatment of the IT outsourcing sector and need to be rolled back.

Do share with us your views on any of the issues that you believe are becoming critical for the IT-BPM industry. We will be happy to publish them in Newline.

Sangeeta Gupta
Senior Vice President, NASSCOM

How smaller Indian IT-BPM players can grow in new geos and the domestic market

Leveraging New Opportunities in Emerging Markets

Smaller organisations, including start-ups and software product development firms are expected to emerge as the growth drivers for the Indian IT-BPM industry going forward.

Over the last decade, there has been a surge in the size of the emerging community, owing a large part to the growth in the number of services providers as well as IT product firms. The product segment in fact, has experienced impressive momentum. Today, the industry boasts a robust IT products ecosystem, with organisations mushrooming in Bengaluru, the NCR region, Pune, Chennai and Hyderabad among others.

The emergence of cloud computing as a delivery model as well as disruptive Internet and mobile

technologies have also spurred the rise of smaller players, giving them a level playing field in the marketplace. Product firms alone are expected to generate revenues of around USD 10 billion by 2020.

The growth in the number of Venture Capital (VC) firms and angel investors is also catalysing the expansion of the emerging market. Many marquee VC firms such as Sequoia Capital, Helion Venture Partners and Nexus Capital India have dedicated India funds to support seed stage organisations. Ventureast, an Indian VC firm has a dedicated fund, BYST growth fund, for SMBs. Global MNCs such as Citrix and Microsoft have also started incubators and seed funds to attract start-ups. Large organisations have begun incubating products for new verticals and customer segments.

The smaller organisations, on their part, have been building themselves up by exploring new and emerging geographies (as opposed to the mature Western markets where the larger players are deeply entrenched). They are finding their feet in these locations and addressing their needs through innovative IT solutions.

It is clear that new and emerging geographies are creating huge opportunities for the smaller organisations, offering them special advantages.

“In their attempt to exponentially scale their capability and at a high velocity, corporates in the emerging markets are demonstrating relatively higher levels of risk taking. They are more open to experimenting and working with newer ideas from emerging companies if that gives them a good shot at jumpstarting their technology-driven innovation agendas.”

Vivek Subramanyam
CEO, iCreate Software India

According to Vivek Subramanyam, CEO, iCreate Software India, the high growth emerging markets – which are now heavily investing in new tech to become the best-in-class and on par or better than evolved markets – are becoming a hot bed of openings for Indian organisations.

“In their attempt to exponentially scale their capability and at a high velocity, corporates

cultural and business practice diversity (which add an overhead of complexity for smaller organisations), price sensitivity, lower ticket sizes & monetisability, and lack of clarity & actionable advise on cross-border issues related to labour mobility, taxation, transfer pricing, lower levels of IP protection, etc.

Naveen Gattu, COO and founder of Gramener, an organisation dedicated to developing sustainable and socially responsible IT solutions, agrees that newer geos pose significant challenges for smaller IT-BPM firms.

A range of initiatives have been launched by NASSCOM – covering outreach, policy, global efforts, funding, research, the domestic market, access and skilling, which are enabling organisations to get a leg up in various emerging markets.

in the emerging markets are demonstrating relatively higher levels of risk taking. They are more open to experimenting and working with newer ideas from emerging companies if that gives them a good shot at jumpstarting their technology-driven innovation agendas”, says Subramanyam.

In his view, in emerging markets, smaller organisations have easier access to CXOs (making the sales cycle simpler) and face simpler procurement procedures. At the same time, these geos are open to and offer excellent prospects to organisations with unique business models that embrace local nuances. Smaller IT-BPM players that adhere to this trend by ‘being global and going local’ are certain to gain an edge in these locations, Subramanyam states.

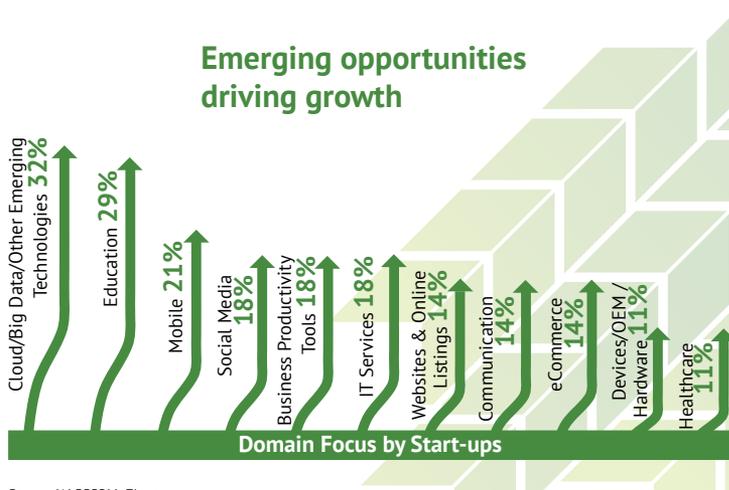
Despite these benefits, there are challenges too. Subramanyam believes, these range from

“The first challenge is the geo itself. Considering that new geography will take time to adopt products and services and begin yielding revenues, smaller players need staying power to survive. The second challenge comes from the larger companies present in these markets, who have the business stamina and fiscal muscle to invest and wait for these markets to grow”, Gattu comments. In his opinion, both the scenarios become further complicated if the local governments have made the environment tighter with the stipulations of regulatory and trade compliances. “In this case, even assuming comparable products and services, larger companies with greater financial muscle and reach stifle the chances of smaller companies”

Both Subramanyam and Gattu also agree that government intervention can help smaller IT-BPM players to improve their chances in emerging geos. Their view is that government can help promote smaller organisations through differential taxes and subsidies for some select verticals, sourcing demographics (women, rural), etc. “These differential schemes will help companies not only to reach new geographies, but also experiment more with innovative products/services”, Gattu says.

Subramanyam states that both government and leading trade organisations need to focus on cross-border-related areas and IP protection.

“At a country/market level, the government should establish a dialogue and help define clear superstructures about labour, tax and cross-border fund movement. Setting up local entities and establishing a footprint in all these markets should be made easier. Bilateral



Source: NASSCOM, Zinnov

“The first challenge is the geo itself. Considering that new geography will take time to adopt products and services and begin yielding revenues, smaller players need staying power to survive. The second challenge comes from the larger companies present in these markets, who have the business stamina and fiscal muscle to invest and wait for these markets to grow.”

Naveen Gattu
COO and founder of Gramener

agreements around IP protection need to be clearly defined”, Subramanyam says.

The general opinion is also that in the context of new geographies, it is verticals such as the government, financial sector (especially payment ecosystems for financial inclusion), retail and healthcare that will pay rich dividends to smaller organisations. What they will therefore need to provide are IT services and products that are outcome/value-based, low capex, multi-channel, easy-to-

set-up and solve critical business problems in interesting ways.

Besides government support, smaller organisations are also looking to chambers of commerce such as NASSCOM, to further spur their growth and boost their potential, both on home turf and overseas.

NASSCOM has been actively supporting this ecosystem – including both service and product providers – enabling them to gain global competitiveness and traction within the chosen verticals. A range of initiatives have been launched by NASSCOM – covering outreach, policy, global efforts, funding, research, the domestic market, access and skilling, (as in the below mentioned box) – which are enabling organisations to get a leg up in various emerging markets.

A separate Emerge Forum has been created by NASSCOM that actively engages with smaller IT-BPM organisations across India on a regular basis, helping them overcome their challenges and enabling them to expand their global footprint.

Our Initiatives

Ongoing

Techie Health

- This is an umbrella health insurance cover for NASSCOM member organisations, resulting in up to 30 per cent savings in premium

Tier II Cities Study

- The study has been conducted to promote Tier II locations for organisations looking at expansion or setting up new centres with a cost advantage of 10-15 per cent with respect to the preferred locations

Mentorship

- The mentoring sessions conducted in several cities have received a great feedback from SMEs. Some of the most appreciated ones were those conducted by Dr. Anand Deshpande, Hanuman Tripathi, Mukund Mohan, Dr. Ashok Konwar, etc.

Special Interest Groups on Marketplaces

- NASSCOM has created SIGs focused on developing a better understanding of potential markets such as Germany and Africa among SMEs. An SIG is also being planned for the Middle East market.

Planned

Orbit Shift

- The Orbit Shift programme is providing a platform to help organisations – either at inflection point or desirous of expansion – to bring about a radical shift in their functioning. The six month programme helps in
 - Building expertise in key focus areas
 - Providing focused workouts with Orbit Shift catalysts/seasoned entrepreneurs to achieve specific business goals

Centre of Excellence

- This is being planned for:
 - Design
 - Product marketing



First Start-up Warehouse launched in Bengaluru

10,000 Start-ups

As the next step in its 10,000 Start-ups initiative, NASSCOM has begun setting up co-working spaces called 'Start-up Warehouses' across key cities in India.

This was revealed by an extensive research conducted by NASSCOM in 2012 in association with Zinnov, a management consultancy firm.

Fast Facts

Key goals of NASSCOM's 10,000 Start-ups initiative



To nurture start-ups and help them get investments from India and across the globe



Significantly scale up the start-up ecosystem in India



Incubate 10,000 start-ups and create a five-fold increase in start-up employment in India



Building entrepreneurial capacities



Enhance early stage support to start-ups



Foster entrepreneurship

Through the 'Start-up Warehouse', NASSCOM is helping provide world-class infrastructure to tech start-ups at highly affordable costs. The 'Start-up Warehouse' is offering them a central, well-connected, plug-and-play working space for the first six months of their operations on a per-seater basis.

Furthermore, each Start-up Warehouse will be visited by the local members of the 10,000 Start-ups mentor network who will provide one-on-one mentorship to the start-ups located in the warehouse.

NASSCOM is tying up with various state governments for the Start-up Warehouses. It has for instance, launched the first Start-up Warehouse in partnership with the Government of Karnataka in Bengaluru. Inaugurated on August 6, in the city's Diamond District, the facility is offering organisations around 10,000 square feet of working space, approximately 70 seats,

“The facility will foster innovation under one roof, where start-ups can share knowledge and make the most of a vibrant mini-ecosystem”

I.S.N. Prasad

*Principal Secretary to the Government,
Department of Information Technology,
Biotechnology and Science and Technology,
Government of Karnataka*

100 per cent power back-up, a leased Internet line and four meeting rooms, etc. NASSCOM has already received around 2,000 Expressions of Interest for the Warehouse. The Warehouse was flagged off by NASSCOM leaders and key officials of the Government of Karnataka, including the Minister and IT secretary.



NASSCOM-NIC Support Open Data Initiative

NASSCOM is partnering with the National Informatics Centre (NIC) to drive a key initiative launched by the Government of India – the opening up of datasets from various ministries.

Over 2,700 datasets from 41 departments have been posted on the portal (<http://data.gov.in>) and NASSCOM and NIC are looking to catalyse applications development around them.

Under this joint initiative, NASSCOM and NIC will:

- Create awareness of Open Data in India
- Discover innovative ideas and engage the start-up and developer community to build an Open Data ecosystem

NASSCOM's eGovernance Team has already reached out to its members in the NCR and

Bengaluru through Open Data Meets. The aim has been to build awareness about the third party solutions that can be developed on the Open Data platform. IT leaders such as Adobe, Microsoft, NIIT, TCS and Wipro have extended their support to the initiative.

This month, NASSCOM and NIC are also hosting an event to evangelise and socialise innovations with Open Data, which will bring together stakeholders such as senior leaders and data controllers from various ministries and departments, entrepreneurs, developers, IT-BPM organisations, academia, among others.

An Open Data Innovative Apps Challenge is also being organised by NASSCOM and NIC during August and September, where developers from the industry will create unique and useful mobile/tablet, web, SMS and voice applications using Open Government Data.



TALENT



Occupational Analysis by SSC to Streamline Talent Acquisition

Recognising that building a pool of rightly skilled and employable talent remains critical to the future growth of the IT-BPM industry, NASSCOM, through its IT-BPM Sector Skills Council (SSC NASSCOM) has carried out an Occupational Analysis and Mapping of unique job roles in the industry.

By conducting a functional analysis exercise, the SSC, in collaboration with NASSCOM members, has developed Occupational Standards (OS) for all entry level job roles in the sector.

The Occupational Analysis meanwhile can help hirers by:

- Offering information on opportunities that exist for progression through a career in a specific occupation
- Helping define the Occupational Standards for unique entry level job role qualification packs

- Improving business productivity and competitive advantage by clearly defining competency levels, cutting training budgets, recruitment efforts and leading to targeted skill development interventions
- Reducing hiring time, training time and time for deployment
- Ensuring effective talent management by creating a consistent set of standards for recruitment and selection

As far as employees are concerned, the analysis enables them to increase their mobility within industries, manage self-performance and receive guidance on certification/accreditation.

The Occupational Analysis also encompasses aspects of talent acquisition and transformation that will be positively impacted by standardisation and globalisation.

Overall, the Occupational Analysis and Mapping has identified job-related competency standards that will set a benchmark. It will help develop a common-currency that will make the workforce function more efficient, provide employment opportunities, increase productivity, create wealth and foster the security of India and the world.

The Occupational Analysis encompasses aspects of talent acquisition and transformation that will be positively impacted by standardisation and globalisation.

News



NASSCOM Announces RC for Kerala

Keeping in view that Kerala is expected to become the next big hub for IT-BPM innovation and business, NASSCOM has set up a Regional Council (RC) in Kerala. The RC was launched by Kerala's Chief Minister, Oommen Chandy at Thiruvananthapuram.

The NASSCOM Regional Council, chaired by V.K. Mathews, is expected to spur the growth of IT-BPM organisations in the region and establish Kerala as a preferred destination for R&D and professional services in India. The Kerala Council, the fifth RC of NASSCOM will:

- Be a conduit of change through thought leadership, research, market intelligence and membership engagement
- Build strategies and address issues related to Tier II city development, member connect and best practices sharing

- Work with the state government to shape policy in all key areas of activity such as skill development, trade and business services
- Provide platforms for members and other stakeholders to interact, network and grow

Kerala RC Members

Mr V K Mathews

IBS Software Services (P) Ltd. & RC Chairman

Dr K M Abraham, IAS

Higher Education Department, Govt. of Kerala & RC Member

Mr P H Kurian, IAS

IT Department, Govt. of Kerala & RC Member

Dr J Isaac

Rajagiri School of Engineering and Technology & RC Member

Mr Alexander Varghese

US Technology International (P) Ltd. & RC Member

Dr K Kesavasamy

Tata Consultancy Services & RC Member

Mr Sunil Jose

Infosys Technologies Ltd. & RC Member

Mr Anoop P Ambika

Kreara Solutions Pvt.Ltd. & RC Member

Mr Shilen Sagunan

Arbitron Technology Services India Pvt Ltd. & RC Member

Mr Duleep Sahadevan

Software Associates & RC Member

Mr K Nandakumar

SunTec Business Solutions Pvt Ltd. & RC Member

Mr K G Girish Babu

Technopark & RC Member

Mr Gigo Joseph

SmartCity (Kochi) Infrastructure Pvt Ltd. & RC Member

“As Kerala sets its foot to become the next hub for IT-BPM sourcing, there is a need to improve infrastructure of the state. With NASSCOM setting up its RC here, there will be a more focused effort to facilitate growth and maintain Kerala's leadership position as a trusted and safe place to do business”

V K Mathews

Chairman, NASSCOM Regional Council, Kerala



U.S. Citizenship and Immigration Services



NASSCOM expresses concern about the US Senate Bill

The Indian IT-BPM industry and NASSCOM, while acknowledging that the Skills Visa Act passed by the US House Judiciary Committee on June 27, 2013 supports more jobs for Americans, gives US businesses favourable conditions to compete and grow and applies non-immigrant

visa limits in a way that does not penalise one set of IT service providers over another, has expressed concern over the Senate Immigration Bill, passed on the same day.

According to NASSCOM, the Senate Bill proposals amount to punitive treatment of the IT outsourcing industry, which is providing vital services to the US, spurring thousands of the country's businesses to innovate and gain global competitiveness. Targeting global IT services firms with discriminatory provisions on non-immigrant visas will hurt their US customers and ultimately reduce jobs for Americans, NASSCOM says.

The facts indicate that almost 96 per cent (more than 480) of Fortune 500 firms as well as thousands of America's mid-sized businesses, schools, hospitals and government agencies rely on global IT service firms to support their operations.

These service providers are also helping plug huge talent gaps in the US, providing highly skilled workers, especially for IT jobs. Check out the following indicators:

- The US is facing severe shortages in the area of STEM (Science, Technology, Engineering and Math) talent
- While computer science is the highest paid college degree, and computer programming jobs are growing at twice the national

Fast Facts

Strengthening the US economy

Global IT outsourcing providers have:



Helped fill the shortages of trained IT workers in the US, with employees deployed to American companies through non-immigrant H1-B and L-1 visas



Contributed to developing more affordable healthcare devices and enabling faster clinical trials of new medicines



Upgraded state government systems to speed processing of unemployment and child-support payments



Invested billions of dollars in the US; created more than 200,000 jobs for American citizens



Paid USD 15 billion in taxes to the US Treasury in the last five years alone (J.P. Morgan report)

average, fewer than 2.4 per cent of US college students are graduating with a degree in computer science (US Bureau of Labour Statistics)

- By 2020, there will be one million more jobs in the US related to computer science than there are students graduating with a computer science degree
- There is a growing deficit of skilled workers needed to do the jobs created by the knowledge economy

The S.744 therefore, could have a huge impact on the US economy. In an Indian context, the S.744 is expected to do the following:

- Dictate how American firms can and cannot pursue their business operations and select business partners in the future
- Make it more difficult and costly for US businesses and other service customers to obtain L-1 or H-1B visas for hi-skilled workers from services firms who have been their trusted business partners for decades
- Drastically impact thousands of American businesses using the IT outsourcing service providers, reducing their ability to innovate, grow and remain competitive

- Force more jobs offshore, slowing the rate of US employment growth and reducing US corporate and payroll tax revenues
- Cause the US to lose access to tens of thousands of high skilled workers who contribute their talents to American businesses while paying taxes and spending their paychecks in the country
- Create unnecessary new tensions in the US-India strategic partnership and trade, with harmful consequences for both countries and economies.

The fact is that NASSCOM member organisations employ more than 280,000 people in the US, of which three out of four (200,000) are US citizens (Source: Ibid). Many of these jobs could be put at risk, depending on the outcome of the legislation and the subsequent decisions made by US businesses to move their IT-BPM operations to other nations in order to remain innovative and competitive.

The Immigration Reforms Bill in its current form therefore, is expected to exacerbate, not mitigate America's skilled workforce challenges and impact its overall economy. Instead of creating new job opportunities for Americans, as hoped for by authors of the Senate Bill, it is expected to lead to the loss of tens of thousands of jobs.

SEBI Allows SMEs to List on SME Exchange Without an IPO

In a significant move, the Securities and Exchange Board of India (SEBI) has now permitted small and medium firms, including start-ups to list on the SME exchange without being required to make an Initial Public Offer (IPO). This is over and above the existing SME platform that allows listing through an IPO.

With this additional listing opportunity, smaller players can improve their visibility, broaden their investor base and improve their fund raising proficiencies. Further, it will offer exit opportunities for existing investors and access to new investors allowing liquidity.

Patent Policy to Impact Software Innovations

In recent years, the Indian IT software and services industry has gravitated towards developing original Intellectual Property (IP) and software products. This has necessitated the creation of a strong patent culture, where organisations can protect these innovations.

New ideas and methods, which increase efficiency for instance, need to be protected and this can be achieved through a patent. While the expression of the idea in terms of code development is safeguarded by a copyright, the underlying idea needs to be protected as well.

While the recently released Draft Guidelines on computer-related inventions have come at an appropriate time, they have led to some concerns.

According to NASSCOM and the industry:

- The Draft Guidelines have interpreted and applied Section 3(k) of the amended Patent Bill 1999 in a more restrictive manner, implying that for computer programme-related claims to be allowed, the software needs to be 'machine-specific'. This will exclude patent protection for any computer-implemented invention designed to be interoperable across platforms and not specific to a machine. It will ignore all innovations around virtualisation where software applications become hardware independent, rendering all software-based innovations non-patentable
- The Draft Guidelines do not consider computer-readable media and computer product programmes patentable when they are saved on a storage media, even though they are capable of producing a technical effect. However, the same



programmes, if configured to perform the process, are patentable when claimed as a process or system. In the absence of such protection, the inventors of such computer programmes are helpless against infringers who copy their invention and distribute it on computer-readable media in the market. Typically, the world over, patent protection is extended to computer-readable media claims

- Implementing the proposed Draft Guidelines could impact Indian software-related innovations, as they do not cover several instances – the technical performance of known communication networks or mobile phones or data centres, a novel computer programme on general purpose computers for improving memory performance or optimising storage capacity of their HDDs, or reducing the access time of a database or improving a testing time of an application

NASSCOM and its member organisations are keen that India's patent policy follows global norms and precedents, so that the IT-BPM sector continues to innovate and improve global competitiveness.



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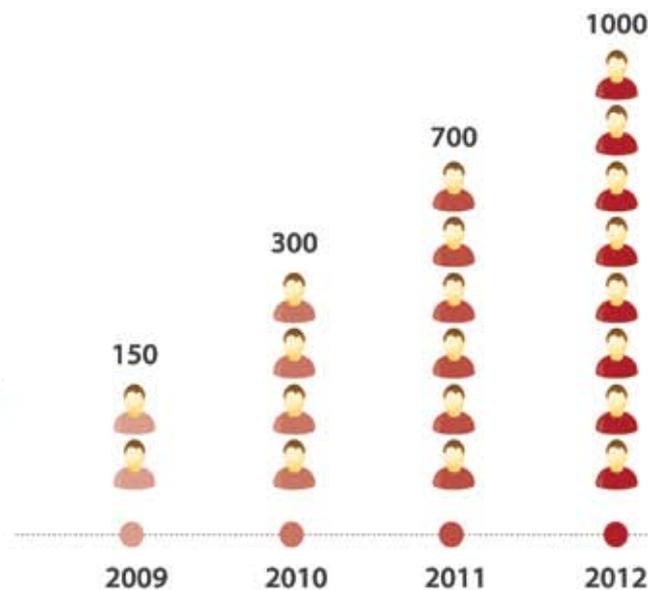
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