



American Chamber of Commerce in India

# Update

Focus: Telecom

Amcham - The Voice of American Business in India

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## Chairman's Message



### Atul Singh

Chairman, Amcham  
President and CEO  
Coca-Cola India and South West Asia

I have great pleasure in sharing with you that in the last few months, we have had several activities that have been possible due to the dedicated effort of all chairs of the committees of Amcham.

The New Year began with a number of engagements with the Indian Government for addressal of policy related issues in the various sectors of economy. Key highlight of the initiatives was, the interactive session held with Mr. Sam Pitroda, Adviser to the Prime Minister on Public Information, infrastructure and innovations at New Delhi. Amcham delegation was led by Mr. Rustom Desai, MD Corning India, Mr. John L. Flannery, President & CEO GE India; Mr. Amit Sharma, Executive Vice President – President Asia, ATC Tower Company of India Pvt. Ltd, and Mr. Siraj Azmat Chaudhry, Country Head, Cargill India Pvt. Ltd. Specific emphasis was laid on the need for improvement in infrastructure, telecommunications, and agriculture, were discussed.

A delegation of thirty CEO's of Member Companies of Amcham called on Chief Minister of Karnataka, Mr. D. V. Sadananda Gowda and other senior officials. Amcham delegation presented to the CM the various issues faced by the industry in development of business despite Karnataka being regarded as India's IT hub and a business friendly state. CM welcomed the participants and outlined his Government's planned projects and upcoming programs for driving the economy of the state. Special reference was made of the new Industrial Policy announced in 2009 which identified the development of five major corridors in Karnataka, a gas pipeline between Dabhol and Bangalore being established by the Gas Authority of India Ltd, proposing 70 projects in the infrastructure space, establishment of IT investment region to boost the IT sector, etc. Members evinced keen interest in these programs.

*continued...*

## H I G H L I G H T S

- Telecom-Bastion of holistic growth in India
- Telecom Infrastructure – Need For Stable Policy Regime
- New Era on Log Management
- New Members at Amcham
- Amcham events

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**Ajay Singha**  
Executive Director

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The Governments of U.S. and India have begun a dialogue on environmental challenges and energy futures and to address these issues through experts, Amcham partnered with India Energy Forum (IEF) to organize a conference on: **“U.S.-India Energy Partnership—Emerging trends and business prospects”** on March 6th, at New Delhi. This was a full day conference where advancements of clean energy technologies, developing alternate energy sources and opportunities and prospects for U.S. business in India, in the various clean energy avenues were discussed under five sector - specific panel discussions featuring high ranking speakers from US energy companies, Indian Public Sector Undertakings (PSUs) and Indian Government organizations. The panel discussions focused on aspects of Policy, Technology and Financing of energy sector in India.

Amcham's ICT committee held a meeting with Mr. Milind Deora, Minister of State for Communications and Information Technology and also with Dr. Ajay Kumar, Joint Secretary, Department of Information Technology, to discuss the electronics manufacturing policy, stable tax regime, preferential market access and other current policy issues prevailing in the telecom sector.

Amcham, in partnership with US India Business Council, organized a business breakfast meet for US Commerce Secretary, Mr. John Bryson visiting Delhi, Jaipur and Mumbai on an Infrastructure Business Development mission with a delegation comprising of 16 US companies. Secretary Bryson reiterated US's view of India being a land of immense potential and huge opportunities for U.S. businesses in infrastructure development.

High incidence of Visa rejections faced by employees of US companies has become an issue marring business growth in several companies. Amcham held a series of Visa meetings for its members based at Delhi, Mumbai and

Bangalore, where we invited members to interact with Visa officials of US Embassy, to suggest and advise on Visa procedures and address members' queries.

The world economy is currently going through a recovery phase, albeit at a very slow pace. Although a fully phased upswing may take longer to establish than previously expected, the Telecommunications Industry is identified as a major driver of economic recovery. Telecommunications is one of the very few industries, which witnessed massive technological improvement even under recession. The major thrust for the telecommunications sector is coming from within the industry due to continuous network and product upgrades and invention by the industry players. The Indian telecom industry is benefiting from swift de-regulation, new business opportunities and high growth rates in almost every service segment. We expect that the penetration of all types of telecom services will improve substantially and that the demand for value added services will rise fast. We believe that the overall economic dynamics may shift in favor of this industry, primarily due to its key attribute of being a major infrastructure product for both emerging as well as developed nations.

A resurgent U.S and an emerging India are well placed to seize opportunities. I look forward to Amcham playing a meaningful role in this continued collaboration as we face the challenges of the future together.

Update

## Telecom

# Bastion of holistic growth in India



**Prashant Singhal**

Partner, Ernst & Young Global

The telecom industry has embraced the year 2012 with optimism and in spite of the initial predicaments, the Indian telecom market remains richly valued compared to its global peers. The sector has immense latent potential for growth and is on the verge of next glorious decade. There is still a large untapped market in India; the potential of which can be gauged by assessing the urban market. As per estimates, there are 350-400 million active subscribers in urban areas, which would translate into 100-125 million households. The broadband subscriber base in the country at less than 14 million is an area of concern but also embarks potential for future growth; which would be capitalized by the launch and uptake of 3G and 4G based services.

The telecom industry is emerging out from the phase of intense competition highlighted by significantly lower net additions in CY11 (~140million) compared to CY10 (~227 million). The future volume growth for 2G services would be primarily driven by the rural and semi-urban areas. The telecom operators are set for a rapid jump in profitability over the next 3-4 years, led by growth in revenue yielding traffic.

The coming year would see the operator's earnestly focusing on data services. Mobile or wireless broadband would play a pivotal role in the coming decade. Over the last 3-4 quarters, most of the telecom operators launched 3G services in the country. The 3G subscriber base is currently estimated at 15 million.

Lower-than-expected 3G penetration could be attributable to lack of awareness of 3G services and its potential use, higher data download prices and lower penetration of 3G enabled handsets. However, India being late entrant in the 3G space is better-placed to reap benefits due to proven technology, availability of low-cost equipment and handsets, established data services, information about user consumption pattern, and accessibility to 3G data and services pricing trend in the global markets. This will not only help the Indian telecom operators to offer services at affordable tariffs, but also aid in bundling 3G services according to the need of the consumer. On the back of this, 3G subscriber base in India is expected to reach 72 million by CY12, and the adoption rate will scale much faster compared to the western world.

Furthermore, 4G/LTE and will help salvage the dismal state of broadband penetration in India. The Indian customer, at least in selected regions, would experience 4G based data services in 2012 which is bound to redefine data consumption pattern. The launch of 4G services will trigger a new phase of accelerated equitable and inclusive economic growth through proliferation of broadband services. This will put India on the map of early entrants in the technology, driving it worldwide.

4G initially would provide nomadic substitute for wireline broadband along with faster multi-media experience. 4G

would accelerate broadband penetration, which has been largely dependent on dwindling wireline base. 4G would be served over dongles currently available in the range of US\$100-120, giving it cost benefit over a handset available at US\$400-450. Over the course of time, with increase in 4G penetration in urban India and by achieving economies of scale, the technology would be fitting to enter semi-urban and rural markets. On back of this, over 90% of incremental service revenue in the country would be attributed to data services with an estimated market potential of US\$ 22billion in 2020. For subscribers, 2012 is the year of 3G experience for many, 4G for some at pocket friendly tariffs; emergence of convenience based M-services and data explosion!!

Whilst there is an immense latent potential for growth in the sector, regulatory uncertainties is a downside. The Government needs to take faster decisions on key policy issues resulting in elimination of the uncertainties. The ambiguity over the 2G auction and future of telecom operators, is putting the industry in a grave situation. It is imperative for the Government to provide a fair chance to the impacted operators to participate in the auction and not have an abrupt ending. Anything abrupt is bound to have impact on the overall economic situation. This combined with a lackluster Union budget can put the sector a few steps back.

The draft NTP 2012 holds different flavors for the diverse set of stakeholders across the telecom value chain, which has their hopes pinned on the policy and is depending on it to act as the much awaited impetus for growth. There is an urgent need for stable policies and a conducive and consultative regulatory environment to improve investor optimism in the sector. Looking ahead, the Government will need to put in place comprehensive regulatory roadmap with clear implementation timeline, to keep the sector alive. This year is climax for the telecoms sector, we need to wait and watch the bearing it has in store...

# Telecom Infrastructure

## Need for stable Policy Regime



**Amit Sharma**

Chairman, Amcham ICT Committee,  
Executive Vice President & President Asia,  
ATC Tower Company of India Pvt. Ltd.

### Telecom Industry Overview

India's telecommunications industry is the world's fastest growing telecommunications industry with ~890Mn mobile subscribers; it is second only to China in the size of its network. The rapid strides in the telecom sector were made possible by growth oriented policies of the Government during 2000-2010, that focused on offering affordable telecom services to the Indian consumers. The telecom sector generates employment opportunities for about 10Mn people (2.8Mn direct and 7Mn indirect). With current penetration of wireless telecom at only 60% and launch of 3G/4G and wireless broadband, there is tremendous opportunity for growth; it is projected that India's subscriber base will grow to reach a Billion subscribers with revenue of \$75Bn by 2014.

However, this industry has been battling many fronts simultaneously for the past couple of years. These battles now threaten to derail the success story of this crucial sector. The Supreme Court recently cancelled 122 2G spectrum licenses. There is no clarity on how these will be auctioned, nor on how the interests of 90Mn consumers and foreign investors will be protected. This has cast a pall on the industry's growth prospects. Equipment orders are drying up and there has been a rollout of less than 15,000 towers in 2011-12 against 40,000 projected. The year 2012-13 is expected to be a challenging year as the industry grapples with new regulations on telecom security, local manufacturing value add

norms and the threat to the very backbone of the industry – telecom tower infrastructure.

### Passive Infrastructure (Telecom towers)

A world-class telecom industry requires world-class telecom infrastructure. Recognizing the capital intensive nature of the Telecom Tower Industry, in 2005, the Government took positive steps like encouraging operators to spin off their towers and share them and permitted 100% FDI in the sector. This proved to be a major shot in the arm for the telecom Infrastructure Industry. With an investment of around \$20Bn, India currently has about 375,000 telecom towers. US Companies, both passive infrastructure providers and PE firms/FII's, have played a significant role in the growth of this segment of the telecom industry. To fulfill the Government's vision of a 'connected India' another 150-200K towers (requiring an investment of \$8-10Bn) will be needed to support a billion cellular users, and to get broadband down to the village level.

However, the telecom infrastructure industry is now under Regulatory attack. TRAI (Telecom Regulatory Authority of India) in its latest policy paper has recommended scrapping the current Infrastructure Provider (Towerco) registration, and forcing these companies to migrate to a "unified license" with service providers like long distance operators, Internet Service Providers etc. They propose to:

- **Retroactively imposing an additional fee of 8% on their revenue – which would be tantamount to double taxation.** With a break-even period of 5-7 years, most tower companies are far from being profitable. An imposition of a retroactive license fee of 8% of the total revenue not only make investments more unattractive but could even sound the death knell for some companies. One large participant has already had to restructure their billions of dollars of debt with their bankers taking large haircuts. It will severely hurt sector viability and will also be viewed globally as another example of the inconsistent policies of the Govt. and raise the risk of investing in India.
- **Bringing down FDI & capping it at 74%.** The US FDI inflow into the tower companies has been ~USD2 Billion and these investments were made with FIPB approval, based on the prevailing regulations. The imposition of an FDI cap, and the mandatory requirement of taking a local partner will definitely deter international firms from investing in the sector. More significantly, the proposed rule will be discriminatory against foreign companies who believed in the India story, came to India, and invested heavily in a nascent industry. In addition this cap will lead to immense operational and implementation problems in liquidating the additional 26% shareholding already held by foreign companies in their Indian subsidiaries. Any drastic FDI policy turnaround at this stage of expansion will certainly discourage further investment by companies who have the wherewithal to transfer capital, technology and skills to help India scale up and upgrade its voice oriented telecom network to provide ubiquitous Broadband Data coverage.

The TRAI recommendation could not have come at a worse time. There is already a global uproar over the highly controversial taxation proposal mooted in the latest budget. The Finance Minister Pranab Mukherjee, has proposed that Indian tax



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authorities will be allowed to **raise claims retroactively** for all deals concluded since 1962, between overseas companies, which involve assets in India.

Lloyd Blankfein, chairman and chief executive of Goldman Sachs, has reportedly called the rule change as an “unbelievable” move which “will hurt India’s image as a place where rule of law prevails.” Seven industry groups, representing 2.5 lakh companies from the US, Britain, Canada, Japan and south-east Asia, have written to the Indian government saying that several of their members have begun reviewing their investments in India due to the proposed retrospective amendments to the tax laws. They are reported to have said :

“If enacted, these proposals will significantly alter the Indian taxation of our member companies, with retroactive effect extending back for as much as half a century, and reverse many decided cases.....The sudden and unprecedented move in the Bill has undermined confidence in the policies of the Government of India toward foreign investment and taxation and has called into question the very rule of law, due process and fair treatment in India. This is now prompting a widespread reconsideration of the costs and benefits of investing in India”.

Against the backdrop of the wave of global negativity unleashed by the budget proposal, the imposition of an 8% retroactive tax on the telecom infrastructure industry and the imposition of a 74% FDI cap will only heighten the risk perceptions of India as an investment destination. It is important to note here that the Minister for Communication & IT – Kapil Sibal has, for now, deferred this proposal of TRAI. We hope he will ultimately take a pro-Telecom growth decision in this matter.

While the mobile penetration levels across the country are at 60 %, data usage remains abysmally low, particularly in rural India. The advent of WIMAX, LTE – A & 4 G will impose very heavy demands on bandwidth. India does not have adequate network capacity/coverage even for currently

available technology, let alone for high speed data. The creation of infrastructure to cater to future needs, particularly those of the rural areas requires significantly more funding for which FDI will be needed. It is critical that Government policies remain investor

friendly, stable and consistent, and that impediments to growth are removed. Only then will investor confidence be rebuilt, allowing foreign capital to flow in, to fuel the growth of this vital industry. ■

## New Era on Log Management

### What is a Log & its Necessity

A log is a record of the events occurring within an organization’s systems and networks. Logs are composed of log entries; each entry contains information related to a specific event that has occurred within a system or network. Many logs within an organization contain records related to computer security. These computer security logs are generated by many sources, including security software, such as antivirus software, firewalls, and intrusion detection and prevention systems; operating systems on servers, workstations, and networking equipment; and applications. The number, volume, and variety of computer security logs have increased greatly, which has created the need for computer security log management—the process for generating, transmitting, storing, analyzing, and disposing of computer security log data. Log management is essential to ensuring that computer security records are stored in sufficient detail for an appropriate period of time. Routine log analysis is beneficial for identifying security incidents, policy violations, fraudulent activity, and operational problems. Logs are also useful when performing auditing and forensic analysis, supporting internal investigations, establishing baselines, and identifying operational trends and long-term problems.

Organizations also may store and analyze certain logs to comply with Federal legislation and regulations, including the Federal Information Security Management Act of 2002 (FISMA), the Health Insurance Portability and Accountability Act of 1996 (HIPAA), the Sarbanes-Oxley Act of 2002 (SOX), the Gramm-Leach-Bliley Act (GLBA), and the

Payment Card Industry Data Security Standard (PCI DSS).

If you’re responsible for a corporate network then you’ll be no stranger to logs: records of events that occur on your network, generated by anti-virus and other security software; devices like firewalls, intrusion detection systems (IDS), routers and other networking equipment; server and workstation operating systems; and applications running on your network.

In a large network the number of logs generated every second can run in to the hundreds of thousands, which begs a few important questions: Should you be closely monitoring these logs, and if so, why? And, perhaps most importantly, how?

### Managing Logs

Managing logs for further analysis can be difficult as you have to wade through a continuous stream of logs generated by different systems and identify the ones which are important. This is made more difficult by a number of factors, including:

- Large numbers of log sources;
- Inconsistent log content generated by different devices;
- Different log formats;
- Inconsistent time stamps on logs;
- Huge volumes of log data; and
- The need to maintain the confidentiality and integrity of logs.

### How to Manage

Luckily, the “how” question is the easiest one to answer. There is no shortage of

companies offering log management solutions. What these products do is centralize the logs by collecting them from the many different log sources on your network, normalize the logs so that they are consistent in terms of format and timestamp, and then convert the log data into decision support information: dashboards, charts and so on, to make the log information comprehensible and actionable.

It's also possible to create your own log management system, but it's likely to be far more efficient and cost effective to buy one off the shelf or to make use of one operating in the cloud either monitored by a managed service provider, or by your own IT staff.

John Kindervag, a principal analyst at Forrester, said that most companies are misled into thinking that a log management system will help them with their security efforts. "Vendors talk up the value of a log management system for threat protection or incidence response, but the real value is not that at all," he said. "The main reason to buy one is simply for compliance reporting; to provide compliance reports to auditors. " The second reason is one of internal politics. Specifically, to help security teams justify their own value, he said.

"At the turn of the millennium, log management was about security. Then,

from about 2002, the market shifted from security to compliance. But now there's been another fundamental shift and log management is moving back into the realm of cyber-security."

Logs may be directed to files, stored on disk, or directed as a network stream to a log collector.

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## AMCHAM EVENTS

### Delhi

#### Interactive Session with Mr. Sam Pitroda, Adviser to Prime Minister on Public Information Infrastructure and Innovations

Amcham organized an interactive session with Mr. Sam Pitroda, on February 2nd at New Delhi.



Mr. Rustom J. Desai, Managing Director, Corning India, chaired and sponsored the event. Mr. Desai, welcomed Mr. Pitroda, and said that despite the economic turmoil in Europe and the U.S. and its impact in India, global investors continued to endorse long-term commitments to India's growth story. He called for a focused effort to make India attractive for FDI and re-look at some of the FDI caps in various sectors. He also called for transparency and availability of high quality infrastructure and for protection of IPR. Other members made specific points relating to need for improvement in infrastructure, telecommunications and agriculture.

Mr. Pitroda spoke about various initiatives of the Indian Government. Three main challenges, he felt, were to remove



disparities; to provide employment to young people; and democratization of information, which will have a huge impact on e-governance. He also spoke about progress being made to revamp the power grid, a food bank proposed to be set up in Delhi, and the need for modernization of railwaysto benefit the common man.

#### Meeting of ICT Committee

A meeting of the ICT committee was held under the chairmanship of Mr. Amit Sharma, Executive Vice President – President Asia, ATC Tower Company of India Pvt. Ltd., on February 9th at New Delhi. Issues relating to IT and telecom sectors were discussed.

#### Amcham delegation meets with Chief Minister of Karnataka

30 CEO's of member companies called on Mr. D.V. SadanandaGowda, Chief Minister of Karnataka, on March 1st at



## A M C H A M E V E N T S

Karnataka Bhawan, New Delhi. The Chief Minister was accompanied by Mr. Murugesh R. Nirani, Minister for Large and



Medium Scale Industries and Minister in Charge of Bijapur&Tumkur District; Mr. S.V. Ranganath, Chief Secretary; Mr. K. Jothiramalingam, Principal Secretary, Commerce & Industries Department; Dr. Raj Kumar Khatri, Secretary, Infrastructure Development Department; Mr. Venugopal V. Managing Director, Karnataka Udyog Mitra; Mr. M.R. Shashidhar, Deputy Director, Karnataka Power Transmission Corporation Limited, Ms.Vandana Gurnani, Resident Commissioner, Government of Karnataka; and other officials.

The Chief Minister, welcoming members of Amcham, highlighted some of the key initiatives the Karnataka Government had taken to increase the attractiveness of the



State as the preferred investment destination. Mr. Gowda invited Amcham members to participate in the Global Investors Meet scheduled for 7th and 8th of June 2012 in Bangalore. Mr. Raj Jain, member of Amcham's National Executive Board, and Managing Director and CEO, BhartiWalmart, chaired the meeting. He said that the development initiatives must reach beyond Bangalore, particularly villages by providing incentives.

Mr. George Mathew, Chairman, Amcham Karnataka Chapter, highlighted some of the issues that included - provide SEZs or Industrial Parks with single-window clearance, improve the infrastructure in the Tier-II cities, improve the facilities provided at the FRRO and improve the traffic infrastructure in Bangalore.

Mr. R. Ramkumar, President, Cognizant Technology Solutions, said that the Government of Karnataka should make available real estate in the interiors of the state and called for greater representation of the private sector in education forums.

Mr. Zubin Irani, Senior Managing Director, United Technologies expressed interest in projects in the energy sector, Mr. William L. Blair, President, Raytheon India, discussed opportunities in the defense and security sectors. Mr. Siraj Chaudhry, Country Head, Cargill India, called for consistency in policies. Mr. Harish Krishnan, Director, Global Policy & Government Affairs, Cisco requested for greater availability of power. Mr. Allen Gale, Managing Director, Parsons Brinckerhoff India, requested for faster land acquisition and smoother process of approvals for projects to be implemented on time.

In response, Mr. S.V. Ranganath, Chief Secretary, said that the Karnataka Government, to resolve some of these issues, had introduced the Right to Services Guarantee Act. This Act would speed up processes and permissions. With regard to land acquisition, the Government would decentralize the process by giving powers to the District Commissioners. In the area of education too, major initiatives were taken – "The Innovation Universities Act" was awaiting President's assent. He also said that other than class A and B cities, development of cities such as Belgaum, Gulbarga, Tumkur, Bellary, etc was also being looked into.

### U.S. - India Energy Partnership - Emerging trends and Business prospects

Amcham and India Energy Forum (IEF) organized a conference on : "U.S India Energy Partnership- Emerging trends and business prospects" on March 6th, in New Delhi. The U.S.- India Energy Cooperation Program (ECP) and United Technologies, Ingersoll Rand, and GE Energy the leading US



energy majors were the partners for the event. Advancement of clean energy technologies, developing alternate energy sources and opportunities to look at the business prospects in India, in the various clean energy avenues were discussed under five sector specific panel discussions on:

- Energy Efficiency & Building Design

## AMCHAM EVENTS

- Power Generation-Distribution and Transmission
- Oil & Gas sectors
- Solar & Renewables
- Project implementation and Financing in India

The panel discussions covered aspects of Policy, Technology and Financing in India; featuring high ranking speakers from US energy companies, Indian Public Sector Undertakings (PSUs) and Indian Government organizations. The conference was well attended by officials and representatives from energy



companies, public sector undertakings and government organizations. The event concluded over cocktails and dinner.

### Meeting with Dr. Ajay Kumar, Joint Secretary, Department of Information Technology

Mr. Amit Sharma, Chairman, ICT committee, accompanied by members of the ICT Committee called on Dr. Ajay Kumar, on March 9th, to discuss the electronics manufacturing policy.

### Meeting with Mr. Milind Deora, Minister of State for Communications and Information Technology

A group of Amcham members representing the telecom sector, led by Mr. Amit Sharma, called on Mr. Milind Deora, Minister of State, on March 13th. Amcham members highlighted the prevailing issues in the IT and telecom sectors i.e the non-implementation and reversal of existing policies. They felt that though the intent of the Preferential Market Access is good but implementation looked difficult. Mr. Milind Deora said that the Government encourages manufacturing in India and looking forward, he hoped that Budget 2012 would spell out policy reforms for the growth of the industry.

### Homeland Security Committee meeting

Meeting of Amcham's Homeland Security committee was held on March 19th, under the chairmanship of Mr. William Blair, President, Raytheon India. The discussions revolved around the action points to be taken in forthcoming months for HSD, Secretary Lute's visit and other high level committee meetings.

### Interactive session on visa issues with Ambassador Janice Jacobs

A breakfast interactive session was organized on March 22nd with Ambassador Janice Jacobs, Assistant Secretary for Consular Affairs, U.S. Department of State and Mr. James W. Herman, Minister-Counselor for Consular Affairs, US Embassy, and other officials from the Visa Department of US Embassy in New



Delhi. The interaction addressed issues relating to visas for Indian nationals visiting the U.S. and American Citizens visiting /

## AMCHAM EVENTS

working in India.

### Medical Devices Committee meets with Dr. Jagdish Prasad, DG-Health Services

Medical Devices Committee called on Dr. Jagdish Prasad, Director General Health Services on March 22nd and shared industry outlook on new memorandum for CGHS pricing of Drug Eluting Stents.

### Defense Equipment Committee meeting

Meeting of the Defense Equipment Committee under the chairmanship of Mr. Roger Rose, Chief Executive, Lockheed Martin India was held on March 23rd. The discussions revolved around Defense Budget, offsets, Taxes & Defexpo 2012.

### Meeting with Gujarat Health Commissioner

Baxter India team along with Amcham representative met the Gujarat Health Commissioner, Mr. P.K. Taneja on March 26<sup>th</sup> to discuss health awareness programs on renal and hemophilia disease.

### Meeting with U.S. Commerce Secretary, Mr. John Bryson & delegation

Amcham organized a meeting with Mr. John Bryson, U.S. Commerce Secretary, on March 27th in New Delhi. Mr. Bryson was accompanied by an official delegation on the India



Infrastructure Business Development Mission to explore opportunities in India's infrastructure sector.



Mr. Raj Jain, Member, Amcham National Executive Board, welcomed the Commerce Secretary and members of his delegation. Mr. Anand S. Dayal, Chairman, Amcham's committee on Transparency and FCPA Compliance, made a presentation on 'Transparency – A need of the hour in India'. Mr. John L. Flannery, President & CEO, GE India, spoke about investment environment in India.

Mr. Bryson spoke about the great potential for U.S. companies to invest in India's infrastructure sector. He also spoke on need for transparency, particularly to encourage FDI.

At the conclusion of his address, he released the Amcham publication on CSR activities of U.S. companies in India.

## DEFEXPO 2012

### Dinner Reception with U.S Ambassador

On the occasion of Defexpo 2012, Amcham & USIBC jointly organized a Dinner Reception on March 28th at the Le Meridien, New Delhi. The U.S. Ambassador to India, Mr. Peter Burleigh was



the Guest of Honor. The visiting USG officials Keith Webster & Karen Garvey and their team, USIBC Aerospace & Defense

## AMCHAM EVENTS

delegation and U.S. exhibitors at Defexpo attended the reception.

### Roundtable Breakfast for visiting US Defense companies

A Roundtable discussion with the visiting Department of Defense officials-Keith Webster, Deputy Assistant Secretary of the Army for Defense Exports & Cooperation and Karen Garvey,



Principal Director (Operations), DSCA and the USIBC Defense Delegation headed by General Paul Kern, Senior Counsellor, The Cohen Group and Vice Admiral Kevin Cosgriff, Senior Vice President, Textron Systems was hosted jointly with USIBC on March 29th. Roger Rose, Chairman, Amcham Defense Equipment committee presided over the session.

## Mumbai

### Panel Discussion on 'Building Talent Pipelines'

Amcham Mumbai organised a workshop on 'Building Talent Pipelines' on February 24th. The topic was addressed by an esteemed panel of 4 speakers, Mr. Marcel Parker, Chairman, Ikya Group, Mr. Vineet Kaul, Chief People Officer, Hindalco, Ms.



Smitha Affinwala, Head Consultant, Development Dimensions International India, Mr. H.P. Nanda, Director – Strategy and Growth Initiatives, DuPont India. The panel discussion was followed by an interactive session which had a pan India presence with Amcham members from other regions joining by Video Conference.

### Workshop on U.S. Visa Procedure

Amcham Mumbai organized a Workshop on US Visa Procedures for HR, Travel, logistics, immigration and global mobility executives / managers on March 7th. The first session was addressed by Mr. Aubrey Daniels, Regional Director, Amcham, Tamil Nadu Chapter. He presented information on US Visas, FAQ's, Business Executive Programmes etc. In the second session, Vice Consul Phillip Vanhorn, Visa Section, US Consulate General, Mumbai gave a presentation on Visa Categories and Procedures.

## Kolkatta

### Members' meet and live screening of the Budget Speech, 2012

A members' meet and a budget interactive session was hosted by Amcham Kolkatta on March 16th, at the Bengal Club, attended by members and representatives from the American Consulate office. The meeting was led by the Chairman Mr. Ambarish Dasgupta and was followed by live screening of the Budget Speech. Post the budget speech, an interactive session led Mr Somnath Ballav, Mr. Dinesh Agarwal and Mr. Achin Bhattacharyya, was held to share their first reactions to the Budget speech.

## Bangalore

### Workshop on US Visa Procedures

A workshop on visa procedures was held on February 3rd, by Mr. Aubrey Daniels, Regional Director, Amcham Tamil Nadu Chapter at Taj Vivanta M.G. Road. It was an interactive session organised for members to address their Visa rejection issues and benefit from Mr. Daniels' experience with visa processing.

### Breakfast Meeting with Ambassador Teresita C. Schaffer

A breakfast meeting with Ambassador Teresita C. Schaffer was held on February 13th at Taj Vivanta. Ms. Schaffer is former US Ambassador to Sri Lanka, and the founder and director of the South Asia program at CSIS. Senior representatives from Amcham companies participated at this meeting.

## AMCHAM EVENTS

### ACREX 2012

Amcham sponsored and participated in ACREX 2012 (Exhibition for Air Conditioning, Refrigeration and allied Building Services) held from February 23-25, at the Bangalore International Exhibition Center.

### Meeting with IT Secretary, Government of Karnataka

A breakfast meeting with IT Secretary, Government of Karnataka, Mr. Vidyashankar on March 12th at Taj West End. Mr. Vidyashankar gave a presentation of the Government policies that seek to encourage investments in the state. Business development heads from all the major U.S. companies were present.

## Chennai

### Budget Expectations for 2012

Budget Expectations for 2012 - a presentation by PwC and chaired by Mr. K. Venkat, Partner, PwC Chennai was held on February 20th. Members discussed the impact of the Supreme Court judgment on the Vodafone tax case and its impact on other cross border transactions. Mr. B. Sriram of PwC made a presentation on the expected roll out of the Direct Tax code and the GST as proposed by the Government of India.

### Compliances and New initiatives by the Income Tax Department

Chennai Chapter hosted its regular breakfast meeting on March 8th on Compliances and New initiatives by the Income Tax Department where guest speakers were Mr. Rajib Hota, Commissioner – International Taxation and Mr. M. Rathinaswamy, Commissioner, Transfer Pricing. The meeting was chaired by Mr. Suresh Subramaniam, Partner, Ernst & Young

### Presentation on Union Budget 2012

KPMG presented a detailed analysis and discussion on the Union Budget 2012, by the Finance Minister Pranab Mukherjee on March 16th .

### Impact of Union Budget 2012 on MNC's

A presentation on the **Impact of Union Budget 2012 on MNC's** , was made by Mr. Arvind Srivatsan, partner, KPMG on March 28th at Hotel Taj Coromandel.

## Hyderabad

### Amcham Annual Day

The Annual Day of the Hyderabad Chapter was held on February 10, 2012 at Westin Mindspace. Cultural programmes and an award ceremony was held for the employees of the member companies who participated in the various sports' events, organized by Amcham Hyderabad in October - December 2011. The Chief Guest on the occasion was Dr. Ponnala Laxmaiah, the IT Minister of Andhra Pradesh. The Guest of Honor was Ms.



Katherine Dhanani, the US Consul General, US Consulate General Hyderabad.

Employees of members companies were involved in the cultural events. Employees from Capital IQ & Deloitte performed, while the Band came from CA India Technologies. Around 370 people



attended this event and included Amcham members and their spouses, senior management from our member companies and prize winners and runners. The Chief Guest encouraged the members to work for the betterment of Andhra Pradesh and the country. The prize distribution was a time of jubilation for the winners. The evening culminated with a rocking performance from the CA Band.

## Amcham Welcomes New Members

<b>Mr. Edward Shiffner</b>	Managing Director	Allied Pickfords India
<b>Mr. Harish Badami</b>	President and Managing Director	Celanese Chemicals India Private Limited
<b>Mr. Rajesh M. Asher</b>	Business Development Manager	Congruent Info-Tech Private Limited
<b>Mr. Palash Roy Chowdhury</b>	Managing Director - India	United Technologies Corporation India Private Limited
<b>Mr. Kevin Payne</b>	Director of Operations	Adaptavant Technology Solutions Private Limited
<b>Mr. Paresh Shah</b>	Vice President & General Manager	Syniverse Technologies Services India Private Limited
<b>Mr. Naresh Shah</b>	President, ESSN India R&D	Hewlett Packard India Software Operation Private Limited
<b>Mr. Pravin Kulkarni</b>	Business Head, Engineering, India Operations	Textron India Private Limited
<b>Mr. Sameer K Prasad</b>	Manager - Marketing	Verizon Communications India Private Limited
<b>Dr. Prasanta Bandyopadhyay</b>	Program Manager, India	Project Hope, India (SACH)
<b>Ms. Usha Giridharan</b>	Senior Executive Assistant	Verizon Data Services India Private Limited



## AMERICAN CHAMBER OF COMMERCE IN INDIA

Established in 1992, the American Chamber of Commerce in India (Amcham India) is an association of American business organizations operating in the country.

Amcham India has around 500 members, spread across the nation. The Chamber enjoys a close relationship with the U.S. Embassy, which supports its objectives and helps in fulfilling them. The incumbent U.S. Ambassador to India is the Honorary President of Amcham.

### Mission

Amcham's principle objectives are to:

- Promote activities that encourage

and stimulate investment by U.S. companies in the country.

- Support the business operations of its members.
- Encourage bilateral trade between India and the U.S.

These primary objectives are fulfilled by:

- Providing a forum for U.S. – based business organizations to discuss and identify common issues, economic and commercial interests in India and/or the U.S.
- Instituting Sectoral Committees which implement the primary objectives in their respective sectors.
- Reviewing policies and procedures in various sectors that affect the

members as well as growth of foreign direct investment.

### Affiliations

Amcham is affiliated to the following Chambers in the U.S.:

- Chamber of Commerce of U.S.A in Washington, D.C.
- Asia Pacific Council of American Chambers of Commerce (APCAC)
- Amcham's in other countries.

### Regional Chapters

Amcham's National Secretariat is based in New Delhi with six Regional Chapters in Bangalore, Chennai, Delhi, Hyderabad, Kolkata and Mumbai.

### American Chamber of Commerce in India

PHD House, 4th Floor, 4/2, Siri Institutional Area, August Kranti Marg, New Delhi - 110016, INDIA

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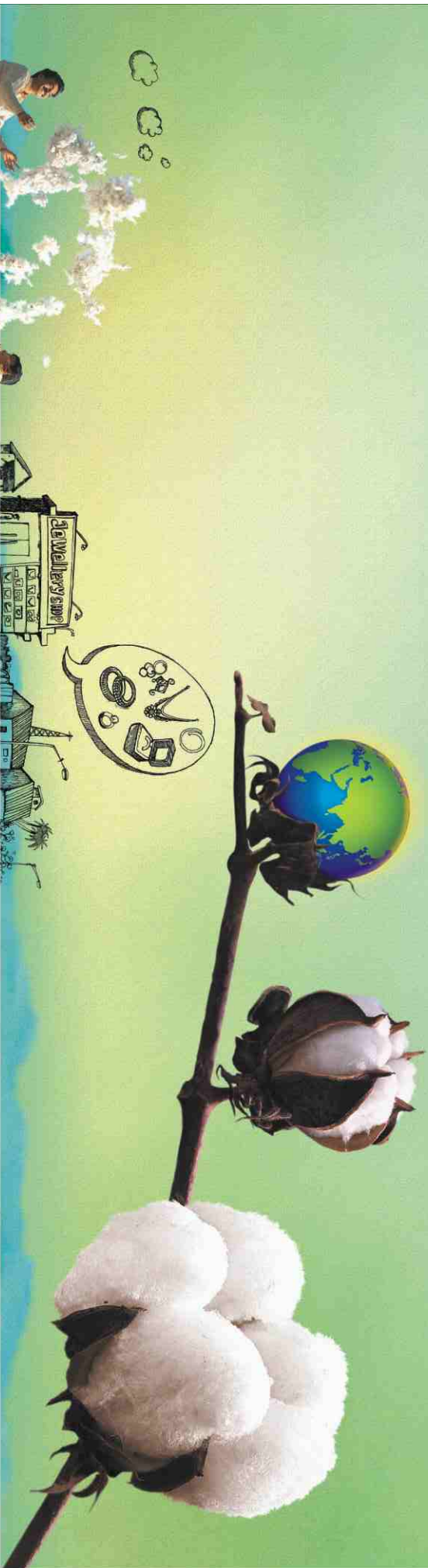
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