



American Chamber of Commerce in India

# Update

Focus: Financial Services Sector

Amcham - The Voice of American Business in India

October 2011 • Issue 06

## Chairman's Message

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



The months of August and September saw several initiatives by American Chamber of Commerce aimed at reinforcing the strong foundation of Indo-US cooperation and partnership.

In early August, as Chairman Amcham, I had the pleasure of welcoming Ms. Nirupama Rao, Ambassador to the United States before she left India to take up her new assignment. Ms. Rao underlined the strong relationship between India and the U.S. and said that the strategic dialogue between the two countries was progressing well as it had established a strong architecture based on mutual respect and understanding of trust and shared values. Present on the occasion were His Excellency the Ambassador of United States A. Peter Burleigh, other officials of the Embassy and eminent industry representatives. Ambassador Rao thanked Amcham for the very informative meeting organized and stated that the perspective presented to her will be a useful resource input in handling her new assignment.

As a part of our ongoing engagement with senior functionaries of the Government, a delegation comprising of Mr. Zubin Irani, representing United Technologies Corporation; Mr. Pratyush Kumar, GE Transportation; Mr. John D. Triplett, CH2M Hill; Mr. Gautam Khanna, 3M India; accompanied by Mr. Ajay Singha, Executive Director and Ms. Madhvi Kataria, Deputy Executive Director, Amcham called on Dr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission. The discussions centred around the exchange of views on the activities and progress of the U.S.-India Energy Cooperation Program (ECP), the need for investment in India's infrastructure sector, options for financing of infrastructure, particularly the NBFC route, the need for a predictable, transparent and non-discriminatory regulatory framework for medical devices and equipment which would harmonize guidance requirements, and

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## NATIONAL EXECUTIVE BOARD

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US Embassy

Hon. Member  
Blair Parks Hall, Jr.  
US Embassy

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Ambarish Dasgupta  
PricewaterhouseCoopers Pvt. Ltd.

Zubin Irani  
United Technologies Corp. India Pvt. Ltd.

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ATC Tower Company of India Pvt. Ltd.

Joginder Singh  
Ford Business Services Center Pvt. Ltd.

Venkatesh Valluri  
Ingersoll Rand (India) Limited

Laxmikanth Venkatraman  
Broadridge Financial Solutions (I) Pvt. Ltd.

Ajay Singha  
Executive Director

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the need for a single window to coordinate all branches of Government. Dr. Ahluwalia was very receptive.

Members of Amcham's Northern Region Chapter, called on Mr. Sushil Kumar Modi Deputy Chief Minister of Bihar, in New Delhi. He is now the Chairman, Empowered Committee of State Finance Ministers on GST, and we discussed the proposed Goods and Services Tax (GST) & how the GST will have a far reaching impact on virtually all aspects of businesses operating in the country, for instance, pricing of products and services; supply chain optimization; IT, accounting and tax compliance systems. It is expected to provide a significant boost to investments and growth of the economy.

Amcham members also had a meeting with Mr. Amitabh Kant, Managing Director and CEO, Delhi Mumbai Industrial Development Corridor (DMIDC) to explore possible business opportunities for American companies. The DMIDC will help create strong economic base to activate local commerce, enhance foreign investments and attain sustainable development. Amcham's medical equipment and devices committee had a meeting with the Director of Public Health Foundation, Dr. K. Srinath Reddy and the President of Public Health Foundation of India.

The Regional Chapters were active too and concurrently engaged in organizing events locally for their members.

Amcham Kolkata organized a breakfast roundtable where Prof Bikash Sinha spoke on the prospect of "Nuclear Power: Post Fukushima". Mumbai and Bangalore Chapters held, among other events, interactive sessions for members on Foreign Corrupt Practices Act, FCPA and the U.K Bribery Act; at Mumbai we had a meet and greet session for the new Counsel General Mr. Peter D Haas, U.S Consulate, Mumbai.

These interactions with important stake holders of the Indian Government and the US Embassy, over the past two months,

*Update*

endorse our belief that constant dialogue and engagement leads to better understanding and numerous opportunities to help one another.

The theme for this issue is the robust Financial Services sector, that has been set into place by the Government of India over the last many years. There has been a significant and positive change in the way India has been managing its financial sector particularly with respect to changes in the global scenario. The last ten years have witnessed a maturing of the country's financial markets. A sound and reliable financial system is critical to the working of the economy. New policies initiatives and mature governance has helped India face numerous global crises and yet maintain an enviable growth rate. Banking sector reforms have enhanced efficiency and productivity through competition. The entry of foreign players has assisted in the introduction of international practices and systems. Superior implementation of technology has helped in improved customer service through productivity enhancement, innovative products, speedy transactions, seamless transfer of funds, real time information system, and efficient risk management. Finance Ministry has set the ball rolling with guidelines being worked out for FDI, with a host of benefits expected to be provided to the investors. In sum and substance, the Government is engaging with Industry and shaping its initiatives appropriately to navigate the economy through difficult times. A focus on investment, productivity, employment elasticity, agriculture, information technology, financial services and financial sector reforms and a double digit growth would be the cornerstones of a new India.

We are getting into the festive season. On behalf of Amcham and my personal behalf, I take this opportunity to wish all our members and their families a very happy "Deepawali" - the festival of lights.

## Financial Services: Risk & Compliance in the spotlight



**V. Laxmikanth**

Chairman, Hyderabad Chapter

Managing Director

Broadridge Financial Solutions India Pvt Ltd

It appears that change is the only constant for the Financial Services industry. After going through the sub-prime crisis, and still recovering from its effects, the "debt" crisis has hit the global economy. It is clear that the market is global and the industry has profound social, political and economic impact across the globe.

Furthermore new economies are growing; emerging markets are growing at healthy rates, and increasing the diversification across geographies. Also as the demographics move towards digitally savvy and diverse customer base, domestic economies influencing the global marketplace with local flavors, customers are changing the face of the financial services. Customers are fueled with social media, mobile technologies and are demanding more transparency and high levels of customer engagement from the service providers. Investment decisions are being shouldered by individual customers powered by online trading and investment tools, which are fast becoming a necessity than a value-addition.

In the changing ecosystem, markets are more interconnected, global firms are becoming larger but also their vulnerability to higher exposure is increasing while smaller businesses are developing newer business models, innovative practices but again requiring more and more safeguarding against the volatile economic scenario.

Looking at this global canvas, the reason for risk management taking the spotlight is quite understandable. Risk and compliance have always been in the landscape of financial services, with the risk managers in the background, but now they are also in the front field by

affecting organizational strategies.

An interesting quote summarizes the changing role of a risk manager - *Risk managers need to be perceived like good goalkeepers: always in the game and absolutely at the heart of it, like in a penalty shoot-out.* (Source: *Economist.com*, June 2011)

Key drivers for the higher profile of the risk management are: increased regulatory oversight, customer demands for greater transparency, focus on cost control and limit exposures, rampant consolidation activity across the industry and changing relationship between the various market participants.

### REGULATORY IMPACT

Industry-wide regulatory initiatives, particularly Basel III, MiFID, Solvency II & SOX, have elevated the profile of risk management tremendously in financial services. To top it off, the capital pressures faced by the organizations, due to the regulations, is a significant force to reckon with, by the organizations. Due to this effect, organizations are focusing on risk management more and more to satisfy the regulatory demands, than incorporating into the DNA of the organization, which is snowballing into a greater danger.

### INCREASED CUSTOMER DEMANDS

Customers are increasingly looking for transparency in the operations of service providers, visibility into their investments, real-time status tracking of their activity, 24/7 availability of data and anytime/anywhere type of banking and

brokerage service. Amidst the cost pressures that the financial services institutions are facing, these demands for superior levels of customer service has put tremendous pressures on the operating margins, and brought back the focus on operational efficiency.

Operational efficiency has close relationship with Operational Risk, and effective risk management can happen only when the risk management solutions address both for an organization. But, measurement of both is very abstract in nature, and hence results in leakages of risk events as well as loss of efficiency. This is augmented with challenges of integrating data across various entities spread across geographies, across markets, across departments and functions. This data challenge is a significant contributor to ineffective risk management.

### CHANGING BUY-SIDE AND SELL-SIDE DYNAMICS

The buy-side is expecting more and more out of its sell-side relationship. Considering the regulatory impact on the overall marketplace, the discussions of standardization of OTC market and increased monitoring of hedge fund activity by the industry bodies, the impact is now also felt by the sell-side institutions to provide consolidated real-time reporting and view across multiple custodians, better ways to optimize collateral, better decision making tools and most importantly, effective risk management systems in place. The growing trend of high volume trading, dark pools and other similar phenomena, despite being under regulator radar, are still propelling the demands for sophisticated risk management systems.

### ENTERPRISE RISK MANAGEMENT

Organizations in the developed markets is moving towards a holistic risk framework, while in the emerging markets are beginning with an expectation of a holistic framework. There is a growing trend of convergence of Enterprise risk management and Governance and Compliance. It is being observed that this is a difficult transition, as the organization grows globally and each local unit typically develops a local risk framework according to domestic regulations and a cultural fit, while at a holistic level, visibility is very low.

Another challenge is the lack of clear and measurement mechanisms in the Operational Risk domain. Market participants continue to be vulnerable to Operational Risk exposure, in spite of sustained investment and focus. Significant challenges exist around defining and measuring Operational Risk and Operational Efficiency. Operational risk management methods are typically

localized within departments, while the need of the day is for a holistic enterprise solution tailored for the business, covering all asset classes.

In conclusion, despite the advancement of analytics and technology in the risk management arena and sophistication in technologies, human judgment has continued to be critical for the success and

stability of the business. This has had transformational effects on the financial services outsourcing industry and moving the needle towards a value-centric proposition from a cost-centric play, which needs vendors to partner with their clients and look towards creative solutions for their problems and needs.

## Emergence of Digital Banking



**Gowri Mukherjee**  
Head Digital Business  
Citi India

Digital startups like Amazon, Google, Netflix, eBay turned traditional business models upside down and created market leading businesses in short span of time. They were able to achieve this by offering customers: Choice - through personalized products and services; Convenience - immediate access anytime and from anywhere; Control - information and tools to enable decision making.

Retail Banks have leveraged the digital medium to increase their distribution network and for most modern banks the digital channels have emerged as the largest customer touch point. There is a great opportunity for banks to further build on this by focusing on offering Choice, Convenience and Control to their customers through not only the traditional internet banking channel but also the emerging Mobile, Tablet and Social Media Channels.

### CHOICE

Digital channels provide banks the ability to make their customers aware of their full range of products and keep them informed of the latest offers for greater

customer choice. In addition, a customer can choose to receive relevant offers and updates (through the medium of his/her choice) using options provided by a bank to indicate his/her interests and preferences. Social Media increasingly allows banks to engage directly with individual customers and prospects to understand their specific needs, seek feedback and develop customer preferred products and services. Comments and recommendations on specific products and services from people within a customer's Social Media network further increase the information available to a person when choosing.

### CONVENIENCE

Convenience banking is giving the customer the ability to execute financial transaction from any location at any time of the day. This expectation puts banks in a situation where they have to integrate all of the customer's financial needs like bill payments, mobile recharges, funds transfer, credit card payments, investments, insurance into their list of regular services and providing them on the digital channels.

### SO WHAT EXCITES THE CUSTOMERS?

Features like Mobile APPs, Payment Dashboards and virtual services are some of the current features that excite the customers today. A Mobile App helps one to be on top of his payments, investments, insurance at all times. A Payments Dashboard on the other hand allows users to plan and stay on top of their day-to-day transactions. Virtual service is where experts advice on products and service from remote locations through video conferencing.

In addition to convenience, banks should continuously focus on security features such as Multi Factor Authentication (including biometrics), Adaptive Authentication, Visa 3-D Secure Specification, MasterCard SPA to enhance customer confidence and thereby increase the usage of digital channels and online transactions.

### CONTROL

Customers are seeking more insights, information and tools to make informed decisions and therefore staying in control of their finances. Banks should exploit new technologies that enable the display of rich content, virtual delivery of expert advice and highly interactive tools to cater to this customer need and differentiate their digital offering. One such example could be a Customized Recommendation Engine that suggests products and offers that best suit a customer's needs by analyzing his/her profile, transaction behavior and purchase preferences. Further integration with Social Media will

allow Banks to show customers recommended offers and products based on friend recommendations.

Banks that capitalize on the immense opportunities offered by the emerging trends in digital banking we have discussed above, are most likely to

succeed not only in differentiating their digital offerings but also their overall value proposition to customers and thereby create a sustainable and profitable relationship with their customers.

We have seen a steady increase in the usage of digital channels by our

consumers as we have incorporated more of the three elements choice, convenience, control. Our experience of social media engagement has both been a pleasant surprise and a great learning experience.

## genNxt speaking... R u listening? An Amcham Seminar on Work, Engagement and Leadership

Globalization, resulting in an increasingly diverse cross generational workforce and has created a new business reality. This has necessitated a change in the way organizations conduct business and lead their people. For the first time, organizations have three generations with very distinct identities employed in the workplace.

'genNxt speaking... R u listening – a seminar on Work, Engagement and Leadership' was organized by Amcham on December 3, 2010. The event brought together today's cross generational workforce to discuss Work, Engagement and Leadership as viewed by the 3 generations. The event was designed in two parts, a pre seminar event on 24th November and the seminar on 3rd December 2010.

### PRE SEMINAR EVENT

At the event held at the Cognizant Academy in Chennai, Gen Nxt employees from Amcham member organizations got together to voice their views and suggestions on three themes - Work, Engagement and Leadership in today's context. The 21 nominees representing 13 Amcham member firms were divided into three groups and were allotted three themes; each team assisted by a facilitator. The groups were to share their perspectives on the topics and come up with actual implementable solutions to challenges faced by Amcham member firms in dealing with genNxt, on the assigned theme.

The participants also received inputs from industry leaders, Mr. Ramkumar from

Cognizant and Mr. Devendra Saharia from Ajuba on their take on genNxt. Mr. Ramkumar spoke of the changing scenarios in the globalized economy while Mr. Saharia touched on initiatives that Ajuba had taken to 'connect with genNxt'.

### THE SEMINAR

The second and final part of the event was the seminar on the 3rd of December 2010 at the Vivanta by Taj.

The three groups made their presentations. The groups discussed the genNxt perspectives on Work, Engagement and Leadership and presented ideas and suggestions, carefully noted down by the delegates.

The groups compared the conventional views on the assigned themes with the views of the genNxt, discussed results of their own surveys to backup suggestions and shared experiences from their respective organizations. Each presentation was followed by a brief panel discussion with industry leaders in which the leaders shared their experiences in dealing with genNxt.

Ms. Mythili Chandrasekar from JWT presented research findings on "The Global Indian" - Indians who work in companies that interact with the world; men and women in the age group of 25 – 35 working in the metros. The overriding finding of the research was that "Work is clearly worship, at the altar of fame and money; and a stepping stone to playing God, someday soon".

Mr. Ajit Mathai of Deloitte concluded the event by summarizing the learnings from the presentations and contrasting them with the research findings.

Key learnings that emerged from the event are summarized below:

1. Communicate: continuously and transparently;
2. Work and life are seamlessly integrated: introduce flexibility in work timings, policies; introduce fun at work programmes; provide space to foster creativity; link personal & organizational objectives;
3. Career is about building an individual identity: recognize performance and good work, identify employees who are highly competitive; assign challenging tasks/projects; create defined career maps and progression paths;
4. Rewards: Not driven by financial reward - must meet financial expectation threshold; acknowledgement of employee's contribution; empower by inclusion in the decision making process.

The event was a unique experience for both, the participants and the delegates as it brought together the genNxt and leaders from Amcham member companies. As next steps, the participants (genNxt and delegates) intended to take forward the learning's from the event and share them with their respective organizations, maybe even implement them!

This workshop was co-ordinated by Mr. V. Pandiyan, VP - HR of Ford India under the guidance of the Amcham's Tamil Nadu Chapter Executive Committee headed by Mr. Joginder Singh of Ford Business Service Center.

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## Amcham Members in news...

**Ingersoll Rand**, a world leader in creating and sustaining safe, comfortable and efficient environments, has announced its foray into the Cold Chain consultancy segment in India. Building end-to-end cold chain infrastructure requires technical competency, system design and application processes that are specific to different types of perishable products. Specific interventions that are required include, inducing temperature controlled gas-flow, moisture content, thermal insulation and materials which all form an integral part of efficient cold chain design principles. Ingersoll Rand is a world leader in designing, developing, and implementing such solutions.

At the launch, Mr. Venkatesh Valluri, Chairman & President, Ingersoll Rand India said "Even though, India has embarked on laying standards for the cold chain Industry, there is still a deficiency in following and designing processes towards building world class infrastructure because of lack of knowledge and technical competency. Ingersoll Rand intends to fill the gap in this space because it is a world leader and has developed, many of the industry best practices over a period of time through Responsible Consulting."

**General Motors India** has won the prestigious National Safety Awards 2011, for its various safety initiatives and programmes undertaken by the company at its manufacturing facility at Halol. This is the third consecutive win in a row that validates the automaker's continued commitment for implementing the highest safety standards. The company's Halol plant has been selected for its best safety systems under the category of 'Low Incident Rate' & Runners Up in the 'Highest Safe Manhours' (Manufacturer of Motor Vehicles, trailers and semi-trailers).

Commenting on the commendable achievement, Mr. P.Balendran, Vice President, GM India said, "The award being conferred on us for the third time in a row is a testimony for administering best industrial and safety practices at our manufacturing units and will also motivate us to further improve the benchmarks set by us on safety aspects. We have maintained a continued focus on encouraging accident prevention and implementing safety procedures across all our processes and management and remain committed in providing the best working environment to our employees and promote a culture of sustainable and equitable development, while promoting optimum utilization of natural as well as human resources."

**Bose** has introduced the SoundLink™ Wireless Mobile speaker, a portable speaker that connects wirelessly to any Bluetooth enabled device. Now, the music from a smartphone or tablet can be streamed at the touch of a button and played out loud anywhere -- with a level of audio performance, mobility and durability that's entirely new for Bluetooth speakers. The SoundLink™ Wireless Mobile speaker will be available from Bose and select authorized dealers worldwide beginning September 15, 2011.

**Penn Schoen Berland (PSB)**, a global research based communications strategy and reputation management advisory announced recently that senior industry veterans Mr. Ajay Khanna, former CEO of Electronics Arts in India; Mr. Ranga Iyer, former Managing Director of Wyeth Limited & Mr. Ravi Aurora, former Director of Concept Communication will join the team as 'Senior Counselors' at their South Asia office to offer deep industry insights to the clients of PSB.

Welcoming them to the team, Mr. Ashwani Singla, Managing Director and Chief Executive, Penn Schoen Berland, South Asia,

said, "Understanding the business of our clients and their big challenges is crucial to delivering actionable insights that help our clients gain a competitive edge. The deep sector expertise of our Sr. Counselors and capabilities of PSB will make for a compelling combination to our clients."

**Ajuba Solutions (India) Pvt. Ltd-** subsidiary of Ajuba International LLC and part of MiraMed Global group completed its first decade. With commercial operations initiated in mid-2001- Ajuba now has about 1900 employees across 3 facilities in Chennai. Ajuba ranks among leading healthcare revenue cycle management companies in US and India.

**CDG, a Boeing Company**, is a world-class strategic partner for engineering-driven organizations that develop, support, and maintain complex equipment. We provide industry-leading engineering design services, technical publications, advanced learning systems (ALS), and software solutions to global organizations under multiple industries.

CDG offers more than 40 years of Aerospace experience and highly skilled global teams to deliver high quality services and solutions for defense and space, commercial aviation, manufacturing, energy, and other engineering-focused industries. CDG has many proven software products such as Smart IPC, Wiring Illuminator Web (WIW), Data renaissance suite (DRS), and Secure on Demand (SOnd), besides its specialized technical authoring capabilities using S1000D, iSpec 2200, Spec 2000 standard and IETM.

**Microsemi India** celebrated its second anniversary with a special ceremony in its Hyderabad facility, attended by the Honorable Minister of IT and Communications for A.P-Mr. PonnalaLakshmaiah. The Minister also provided prepared remarks for a press conference, acknowledging Microsemi's important role in many of the country's space and defence programs.

**Timken India Limited**, a subsidiary of The Timken Company (NYSE: TKR), announced, the appointment of Brian T. Strunck as General Sales Manager for Process Industries in India.

In this role, Strunck will lead both the original equipment and aftermarket businesses for the company's process industries segment in India. He also will be responsible for managing the services business, as well as marketing and new business development. Strunck joined Timken in 1996 as a design engineer in automotive customer engineering. He has held various positions of increasing responsibility in sales, marketing and engineering, most recently serving as marketing manager for the off-highway and heavy truck segments for North America.

**Xiotech**, a storage company, with more than a decade-old history, has traditionally developed storage products that addressed the needs of customers through a unique price-performance combination.

Xiotech, recently renamed as XIO, has developed a unique product, the Hyper ISE, which uses a combination of Spindle drives (HDD) and Solid State Storage drives (SSD) which provides unparalleled performance with a 200,000 IOPS (Input output Operations per second) in a 3U box with a 14.4 TBytes of storage.

**Hyper ISE** is the only storage system that provides True SHD, which fuses SSD and HDD into a single pool of capacity. Hyper ISE has enabled XIO customers to reduce database query times by up to 20X, deploy thousands of virtual desktops on a single (Hyper ISE) storage system and increase server consolidation ratios by up to 5X.



## AMCHAM EVENTS

### Delhi

#### Meeting with Mr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission of India

A delegation of Amcham comprising of Mr. Zubin Irani, Chairman, U.S.- India Energy Cooperation Program (ECP), and Senior Managing Director, United Technologies Corporation; Mr. Pratyush Kumar, Chairman, Amcham's Committee on Infrastructure and Energy, and President & CEO, GE Transportation; Mr. John D. Triplett, Co-Chairman, Amcham's Committee on Infrastructure and Energy, and Director Metro & Rail Asia, CH2M Hill; Mr. Gautam Khanna, Executive Director, Health Care Business, 3M India; Mr. Ajay Singha, Executive Director, Amcham; and Ms. Madhvi Kataria, Deputy Executive Director, Amcham, called on Mr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, on 8th August 2011. Mr. Gajendra Haldea, Adviser to Deputy Chairman, Planning Commission (Infrastructure), also participated in the meeting. The industry representatives put forward their views on needs of the industry for promoting clean energy and energy efficiency technologies, investments in the infrastructure sector, regulatory framework and capacity building measures needed for the medical devices and equipments industry.

#### Meeting of Amcham's committee on Medical Equipment and Devices

A meeting of Amcham's Medical Equipment and Devices committee was held on 9th August 2011 at Gurgaon under the chairmanship of Mr. Manoj Gopalakrishna, Managing Director, Becton Dickinson.

Members were briefed on the communication sent to various Government officials urging the need for a predictable, transparent and non-discriminatory regulatory framework for medical devices and equipment; issues relating to the applicability of GST and pertaining to the Atomic Energy Regulatory Board (AERB) requirements; suggestions for inclusion in the proposed Bill for amendment in the drugs & Cosmetics Act; comments on CDSCO 'Draft Guidance for Industry on Reporting Serious Adverse Events occurring in Clinical Trials'.

This was followed by presentations by HP's Micro Primary Health Centre and Covidien, highlighting the various incentives being offered to the private sector in other countries for healthcare development and opportunities for collaboration with Government of India for Healthcare solutions.

#### Meeting with Ms. Nirupama Rao, India's Ambassador to U.S.

Amcham organized a breakfast roundtable with Mrs. Nirupama Rao, Ambassador designate to the United States on the eve of her departure to U.S. for a breakfast roundtable at ITC Maurya on August 10th. Mrs. Nirupama Rao reiterated the strong relationship between India and the U.S. and said that the strategic dialogue between the two countries was well entrenched as it had established a strong architecture.



#### Meeting with Dr. K. Srinath Reddy, President, Public Health Foundation of India

Members of Amcham's committee on Medical Equipment and Devices led by Mr. Gautam Khanna, Executive Director, Health Care Business, 3M India Ltd, called on Dr. K. Srinath Reddy, President, Public Health Foundation of India (PHFI) on 16th August 2011 and discussed issues relating to healthcare. In particular, it was pointed out by Amcham that India should focus on non-communicable diseases; need for a single, non-discriminatory, comprehensive and efficient regulatory system for medical devices; national policy on education and training in medical devices for doctors; training of healthcare providers by innovators and manufacturers of medical devices in India; capacity building; and a national policy to promote local manufacture of medical devices.

## AMCHAM EVENTS

### Meeting with Mr. Sushil Kumar Modi, Deputy CM of Bihar and Chairman, Empowered Committee of State Finance Ministers on GST (Goods and Services Tax).

A few members of Amcham led by Mr. Amit Sharma, Chairman, Amcham's Northern Region Chapter; and Executive Vice President, ATC Tower Company of India, called on Mr. Sushil Kumar Modi, Deputy Chief Minister of Bihar and Chairman, Empowered Committee of State Finance Ministers on GST, on 18th August 2011 in New Delhi to discuss the proposed Goods and Services Tax (GST). Mr. Modi was accompanied by Mr. Satish Chandra, Member Secretary of Empowered Committee. A presentation on GST was made by Mr. Pratik Jain, Executive Director, KPMG India and suggestions from industry were offered for consideration of the Empowered committee.

### Meeting of Amcham's committee on Information Technology and Telecommunications

A meeting of Amcham's committee on Information Technology and Telecommunications was held under the chairmanship of Dr. Jaijit Bhattacharya, Co-Chair of the Committee, on 24th August 2011, at HP's office Gurgaon, for identifying their focus areas.

### Meeting of Amcham's Defense Equipment committee

A meeting of Amcham's Defense Equipment committee was held under the chairmanship of Mr. Roger Rose, Chairman of the Committee, on 26th August 2011 at ACSA, American Embassy to welcome Captain Spurlock, who took over as Chief, Office of Defense Cooperation, US Embassy.

### Meeting of Amcham's committee on Tax, Tariff and Regulatory Affairs

A meeting of Amcham's committee on Tax, Tariff and Regulatory Affairs was held under the chairmanship of Mr. Ajay Kumar, Executive Director, PricewaterhouseCoopers Pvt. Ltd., on 9th September 2011 at the office of PwC, Gurgaon. The meeting, inter alia, discussed issues relating to transfer pricing and negative list of services for GST. Presentations on these issues were made by the representatives of PwC.

### Meeting of Amcham's ICT committee

A meeting of Amcham's ICT committee was held on 12th September 2011 in New Delhi. Among others, Mr. Amit Sharma, Chairman, and Mr. Deepak Maheshwari and Dr. Jaijit Bhattacharya, co-chairs, attended the meeting. The meeting, inter alia, discussed issues relating to telecom security, data privacy, cyber security, import of refurbished spare parts and old computers/capital equipment for SEZ/STPI, preferential market access, etc.

### Meeting with Mr. Amitabh Kant, MD & CEO, DMIDC

Amcham organized a meeting for senior executives of member companies with Mr. Amitabh Kant, MD & CEO of DMIDC to discuss the potential for investments, technology transfer and expertise share with US companies in the proposed in the mega infrastructure Delhi Mumbai Industrial Development Corridor, (DMIDC) project.

### Meeting with Dr. (Ms) Saroj, Director (Scientific), Ministry of Environment & Forests

A few members of Amcham and MAIT met with Dr. Saroj, Director (Scientific), Ministry of Environment & Forests, Government of India, on 19th September 2011, to discuss India's e-Waste (Management and Handling) Rules, 2011. Amcham was represented by Dr. Jaijit Bhattacharya, Co-Chairman, ICT Committee; and Ms. Madhvi Kataria, Deputy Executive Director, Amcham.

### Interactive session on Foreign Corrupt Practices Act (FCPA) & The UK Bribery Act : Market Access/ Risk Management & its implications in India

Amcham organized an interactive session on 28th September 2011 followed by cocktails for members on Foreign Corrupt Practices Act (FCPA) & The UK Bribery Act : Market Access/ Risk Management & its implications in India. The session was well attended by prominent industry representatives. Mr. Steven A Tyrrell, Co-Chair of Weil, Gotshal & Manges' White Collar Defense & Investigations Group and Mr. Peter King, Partner, Weil, Gotshal & Manges presented at the seminar. The meeting was chaired by Mr. Anand Dayal, Chairman, Amcham's Anti Corruption (FCPA Compliance) committee.

## AMCHAM EVENTS

### Bangalore

#### Breakfast meeting with Ms. Mara Burr, Deputy Assistant, USTR

A breakfast meeting for Amcham members with Ms. Mara Burr, Deputy Assistant United States Trade Representative and Mr. Arun Venkataraman, Director for India, Office of South and Central Asia, U.S. Trade Representative, was held at the Taj West End on 12th August 2011. The discussions included topics ranging from transfer pricing, visa issues, export control laws, food industry laws, the animation industry in India, multi-brand retailing, and even India collaborating with Hollywood!

#### Dinner with Ms. Jennifer McIntyre, Commercial Counsel General, U.S. Consulate

Amcham hosted a dinner on 25th August 2011, for the new Consul General at the U.S. Consulate, Chennai Ms. Jennifer McIntyre; the new Commercial Counsel, Mr. James Golsen; and the senior management team of the U.S. Consulate, at the ITC Windsor Manor to introduce her and her team to the business leaders heading U.S. companies in Karnataka. It was a great opportunity for the U.S. business community to interact with the entire consulate team on an informal level over cocktails and dinner. Ms. Jennifer McIntyre and Mr. James Golsen talked about



their vision and plans to support the common U.S.-India agenda for business growth.

#### Meeting with Mr. Pat Cassidy, Commercial Attache

Amcham organised a meeting with Mr. Pat Cassidy, Commercial Attache, U.S. Commercial Service, New Delhi, with the senior management of Defense/Aerospace companies, at the Windsor Manor on 6th September 2011.

#### Session on FCPA

Mr. Sandeep Baldawa, Partner, Ernst & Young, gave a talk on the US Foreign Corrupt Practices Act, (FCPA), to Amcham members at the Taj West End on 13th September 2011.

### Hyderabad

#### Session on "Special Economic Zone"

On 4th August 2011, PwC conducted a session on "Special Economic Zone" with Amcham and NASSCOM at Hotel Westin. There were about 50 people in attendance at this meeting. Mr. Vikram Bapat, Executive Director PwC spoke on Key Regulatory Changes (SEZ). Mr. K. Naveen Reddy, the Development Commissioner VSEZ addressed the gathering which was followed by an Open House to enable the members to interact and seek clarifications on ongoing SEZs and the taxation of the same and the boon of SEZs.

#### Meeting with Maryland Business delegation

The Executive committee of Amcham met with the Maryland Business delegation team on 10th August 2011, at Hotel Taj Deccan along with Mr. Michael Yoder and Mr. Paul Mueller of the US Consulate Hyderabad. This visit was a pre-mission trip to the visit of the Governor of Maryland, US Business delegation's visit in December 2011.



Mr. K. Naveen Reddy, the Development Commissioner VSEZ

**The flagship program of AMCHAM Hyderabad – Sports 2011 – is ready to take off this month. Participation in this event is restricted to AMCHAM members only. This program will continue till November 2011 and the events will be conducted only during the weekends to enable the employees of our member companies to participate without any hindrance to their working schedule.**

## AMCHAM EVENTS

### Session on Foreign Corrupt Practices Act & Dodd Frank Act

Amcham organized a session on 6th September 2011, Foreign Corrupt Practices Act & Dodd Frank Act for its members at Hotel Westin. The session was led by Mr. Sandeep Baldava of E & Y and followed by an Open House. Mr. Baldava answered the queries of the members and also included practical examples in his

presentation. Under the FCPA overview he spoke on Anti-Bribery and Accounting provision, the applicability of FCPA and the trends and risk of violation.

He also spoke on the Dodd Frank Act signed by President Obama in July 2010 which also included several provisions that could significantly affect the operations of businesses outside of the financial sector. Mr. James Golsen, Principal Commissioner, American Consulate Chennai was present at this event.

## Kolkata

### Interactive meeting with Mr. Dean R. Thompson, Consul General, Kolkata

On 19th August 2011, Amcham Kolkata hosted an interactive session followed by lunch to welcome Mr. Dean R. Thompson, U.S. Consul General, Kolkata. Mr. Thompson said that he and his team looked forward to working closely with Amcham. Mr. Thompson introduced members of his team-Judy Reinke, Minister Counselor for Commercial Affairs, Richard Craig,

Foreign Commercial Officer, Tad Brown, Political and Economic Officer and John Walsh, Regional Security Officer.

### Breakfast Interactive session on "Prospect of Nuclear Power: Post Fukushima Japan"

At an interactive session over breakfast on 16th September 2011, Professor Bikash Sinha addressed the members of Amcham Eastern India on the advantages of clean energy. He spoke on the "Prospect of Nuclear Power: Post Fukushima Japan". Dr. Sinha explained to the members by giving statistics that the safety record of Indian nuclear power plants is quite robust. His talk was followed by a lively Q&A session.



## Mumbai

### Interactive discussion on the US Credit Rating Downgrade – Cause & Effects

Amcham organised an interactive discussion on the 'US Credit Rating Downgrade – Cause & Effects' on the 12th September 2011 at Mumbai. Mr. Tushar Poddar, Vice President, Asia Economic Research, Goldman Sachs India was the keynote speaker. On the occasion a presentation was made followed by a question/answer session. He spoke on issues such as the Japan Earthquake, Rising Oil Prices, US Fiscal Policy which were instrumental in the downgrade of rating. He shared information

on the likely implications in India, and at the global level. The meeting was well attended by senior representatives from Battery Ventures, Kroll, Brickwork, Fiserv, Risk Pro, Marriott Hotels, US Consulate and others. Amcham members from across India participated in the meeting via a conference call.

### Interactive discussion of Amcham members with Mr. Peter Haas, US Consul General, Mumbai

To welcome Mr. Peter Haas, the new US Consul General in Mumbai, Amcham organized an interactive discussion for Amcham members with Mr. Haas and representatives from the Consulate in Mumbai on 14th September 2011. Ms. Kaku

# Quenching India's thirst for progress



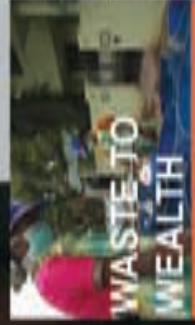
## Positive Water Balance in 2009

In 2009, PepsiCo India gave back more water than it consumed. Through its pioneering initiatives such as Direct Seeding of paddy and many other programs conserving water through community programs and harvesting water within its manufacturing plants, PepsiCo saved over 6 billion litres of water in 2009.



## Benefitting more than 22,000 farmers

PepsiCo India continues to strengthen its partnerships with farmers across the country to boost their productivity and income by providing 360 degree support to the farmers through quality seeds, disease control packages, bank loan & insurance support and technological interventions.



## Benefitting 450,000 people

PepsiCo India's award winning partnership with NGO Emora for Household Waste Management helps recycle 57% of household waste across seven cities, benefiting more than 450,000 people.



### Awards

- CII National Award for Excellence in Water Management
- UNEP/WHO - supporter Water Digest Award in CSR for Water Practices
- Golden Peacock Award for Innovative Product Services for Direct Seeding initiative
- Best Practices in CSR Award by the Bombay Stock Exchange, NASSCOM Foundation & Times Foundation



## AMCHAM EVENTS

Nakhate, Chairperson, Amcham Western Region welcomed Mr. Haas and shared information on Amcham, Western Region and its activities. Mr. Atul Singh, Chairman, Amcham India gave an all India perspective of Amcham India and Mr. Ajay Singha, Executive Director, Amcham India shared details of the forthcoming events of the Western Region. Apart from sharing information on projects, members' spoke of their CSR initiatives and visa challenges. Mr. Haas said that the Consulate would very much like to support Amcham and its members their initiatives.



### Interactive session on Foreign Corrupt Practices Act (FCPA) and the UK Bribery Act: Market Access & Risk Management implications in India

Amcham together with Weil, organised an Interactive Session on Foreign Corrupt Practices Act (FCPA) & The UK Bribery Act-Market Access/ Risk Management & Its Implications in India on 26th September in Mumbai. On the occasion Mr. Steven A. Tyrrell, Co-Chair of Weil, Gotshal & Manges & Mr. Peter King, Partner, Weil, Gotshal & Manges gave an excellent insight on FCPA & The UK Bribery Act, its scope, causes, implications & areas of jurisdiction. The meeting was well attended and was supported by the British Business Group.



## 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

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