

TCS top IT exporter of FY10, Genpact leads BPO pack

Tata Consultancy Services maintained its pole position in the list of top IT services exporters for 2009-10 (in revenue terms), while Infosys Technologies and Wipro held on to the second and third slot, respectively.

According to ranking by Nasscom, HCL Technologies and Tech Mahindra finished fourth and fifth respectively — there was no change in the pecking order of these five tech vendors when compared to previous year's (2008-09) rankings.

The BPO exporters ranking saw quite a bit of a re-shuffle among players but Genpact continued its lead. In another ranking, TCS, Infosys, Wipro, Cognizant and HCL Tech, in that particular order, were the top five employers for 2009-10.

Nasscom has also kept its annual target for the current fiscal unchanged, and accordingly IT and BPO exports were forecast to grow by 13-15 percent and the domestic IT and BPO revenue at 15-17 percent during FY11. "The Indian IT and BPO industry is expected to exceed \$70 billion in FY11," a Nasscom statement said.

Fuelling the market would be offerings such as platform BPO, analytics, finance and accounting, remote infrastructure management, application



development and maintenance and cloud services. Also there is good news on the employment front — the industry headcount addition is expected to double this year to touch 200,000 new employees, leading to a 2.5 million direct employment.

Meanwhile, the ranking of top IT services exporters for FY10 saw Mphasis Ltd. claw its way up one slot (from the previous year) to take over the sixth position, even as Patni Computer Systems slipped to the seventh position. Aricent Technologies, CSC India and L&T Infotech completed the list of top-10 vendors in this category.

In the case of BPO companies, while Genpact was the top exporter for 2009-10, TCS BPO occupied the second



position (leaping from its last year's fifth position). WNS Global Services, which had ranked second in FY09 list slipped to the third slot in FY10. Wipro BPO and Aegis were ranked as fourth and fifth largest BPO exporters for the year.

Nasscom placed Firstsource Solutions and Infosys BPO in the sixth and the seventh slot, respectively, followed by Aditya Birla Minacs and HCL BPO. EXL was placed 10th in this list.

FII inflows touch \$3.6 billion in June 2010

Re-writing India's growth story, fund inflow from foreign institutional investors (FIIs) touched a total amount of \$3.6 billion into the domestic stock market in June 2010, taking their total investment till date in 2010 to over \$10.4 billion.

As per the analysis of Securities and Exchange Board of India's (SEBI) data for the capital markets, FIIs were gross buyers of domestic equities worth \$13.14 billion, while they sold shares worth \$9.54 billion, resulting in a net inflow of \$3.6 billion in June 2010. Significantly, total net investment by overseas investors was estimated at \$10.4 billion so far in 2010.

According to Jagannadham Thunuguntla, Equity Head, SMC Capitals said, "FIIs are confident about the emerging markets and India is one of the favourite destinations for them. In the coming days also, we see a good amount of funds coming in here and that may help the key indices to hit fresh highs."

"India is one of the most profitable markets for FIIs and they will continue to park their money here in the coming days as well," said Kishore P. Ostwal, chairman and managing director, CNI Research. Analysts believe that the inflow from the FII will continue in the coming months and that Sensex will scale new heights.

News from Nehru Centre

Ganga to Thames

On August 2, an exhibition by eminent artist Manav Gupta, who has successfully experimented with innovative art practices that address the

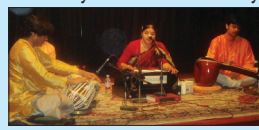


larger human concerns, was inaugurated at The Nehru

Centre. The exhibition also included a video installation as a *jugalbandi*. He has been commissioned for public projects in individual capacity by India's Ministry of Environment and Forests, for his unique films on environment with his music, concept, paintings and poetry as public service messages.

Hindustani vocal recital

The Nehru Centre on August 3 organised a Hindustani vocal recital by Shraboni Ghosal. Trained from the age of four, she is a disciple of Pt. Ajoy Chakraborty and Gita Roy and belongs to Patiala and Bishnupuri



Gharanas. She develops ragas using unique and subtle skills within *dhrupads*, *dhamars* and *khayals* and blends them with intricate ornamentation, demonstrating a wonderful vocal range. Shraboni was accompanied by Hanif Khan on the tabla, Arnab Ghosal on tanpura.

Music launch

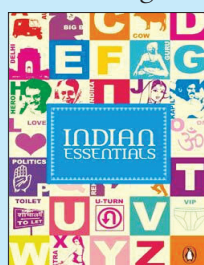
On July 27, Pt. Vishwa Prakash's disciple, Sarita, released two albums under his music direction,



Thumri2Day and Tarana2Day, which are a fusion of North Indian semi-classical music and the world music at The Nehru Centre. Khayal maestros Pandit Rajan and Sajan Mishra released the CDs. Sarita also sang along with Pt. Vishwa Prakash. They were accompanied by Sahibji on the guitar.

Book readings

In collaboration with Penguin-India, The Nehru Centre organised a book reading by Sanjay Suri on July 28, of the Penguin anthology, Indian Essentials. Suri read from his chapter on the Republic of Enaristan. Then he invited the audience to take the NRI test that lists 101 differences between NRIs and Indians.



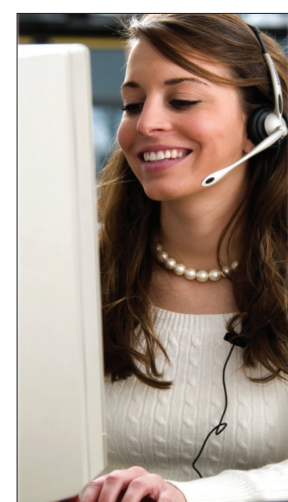
IT, BPO to create 30 million jobs by 2020: Nasscom

After a tough year that saw the IT and BPO industry cutting back on hiring, software lobby Nasscom has now given a positive forecast for the next decade. Nasscom estimates that the IT and BPO sector will provide direct employment of 10 million and indirect employment of 20 million by 2020.

Nasscom president Som Mittal said, "There has been a six-fold increase in direct employment. The number of direct employees in 2001 was around 430,000 and now it has zoomed up to 2.3 million in 2010." Mittal added, "The contribution of the private sector in this regard has seen a three-fold increase. It has grown from 5 percent in 2001 to 15 percent in 2005-06."

By 2020, the industry expects to have around 5 million women employees on its rolls. Currently, the industry has around 37 percent women employees and around 26 percent of the female employees are chief wage earners.

Mittal also stressed the need for adopting best practices in the IT-BPO industry and wanted companies to follow rules like ethical hiring, insisting on relieving letters, campus hiring in eighth semester, support reference checks and mandate background checks for all



employees.

"This would help the company and employer. It would ensure that the employee serves his/her notice period correctly with the previous employer," he said. The industry is

also looking at discouraging frequent job-hoppers in less than 6 months. "There are some employees who join an organisation, undergo the soft skills and product training, and then quit. They then go and join another company and do the same. This practice should be strictly discouraged," Mittal pointed out.

In the coming decade, the industry would witness multi-cultural workforce with 15-20 percent foreign origin. "Employers would look for talent pool with multiple, specialised domain expertise. They would look for talent with value added capability through innovation and analytics," he said.