The National Association of Software & Service Companies (NASSCOM) is the industry association for the IT-BPM sector in India. It was set up in 1988 and registered under the Indian Societies Act, 1860. A not-for-profit organisation funded by the industry, its objective is to build a growth-led, sustainable, technology and business services segment in the country. NASSCOM’s membership has grown over the years and currently hovering around 2500. The member organizations represent 95 per cent of industry revenues and have enabled the association to spearhead initiatives and programmes to strengthen the sector in the country and globally. NASSCOM has also contributed to the development of two organisations - the Data Security Council of India, which is focused on security and the NASSCOM Foundation, which helps drive Corporate Social Responsibility (CSR) initiatives.
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It’s been an honour for me to lead NASSCOM as its Chairman for the year 2018-19. Having been involved with NASSCOM for the last few years, I have been very impressed with the NASSCOM mission and the engagement of its members that helps to drive the thought leadership for the industry.

With over 2500 members, NASSCOM today represents very diverse industry sectors – IT Services, BPM, ER&D, Products, GCCs, SMEs, Start-ups and our focus has been to continuously expand our programs and initiative to serve the broad horizontal needs of the membership as well as build segmented focus for each industry sector. I have had the pleasure of interacting with many of our members in different cities, engaged with the sector council leaders and my colleagues at the Executive Council and the ownership about NASSCOM.

We are also delighted that the member satisfaction survey in 2018 had a positive index score of 61.5%, a 20% improvement of the 2015 survey. The NASSCOM team will continue to build on the feedback and create a more differentiated value offering.

Our industry is increasingly transitioning to building digital solutions for the world and many NASSCOM initiatives have been catalysed to build capabilities and evangelise this shift. Our events during the year in India and overseas, showcased the digital transformation journey, our reports highlighted case studies on how different companies are adding business value to global customers and focused initiatives like Centres of Excellence, NASSCOM Industry Partner Program and FutureSkills catalysed the innovation imperative.

NASSCOM also expanded its global trade initiatives with expanding focus on markets like Nordics, Israel, China, Japan, Partnership with TechUK, C-Summit in US etc. The key message is one of partnerships and creating business opportunities for our members, while growing jobs together.

Start-ups are the nerve centre for any country and India’s start-up ecosystem had an exciting 2018, with new unicorns being added, bumper year for funding and some large exits. NASSCOM 10,000 Start-ups and NASSCOM Product Council have an array of programs that are supporting the ecosystem in the country. Interacting with start-ups at the Product Conclave, the Start-up Warehouses and seeing their innovative ideas and products, I am certain the next wave for NASSCOM is to further accelerate the journey of these innovators.

As we look ahead, 2019 promises to be an exciting year, wherein digital will continue to be centre stage for all technology transformation initiatives. The industry and NASSCOM will continue to build on these initiatives and expand the vibrancy and impact of our sector for the country.

I would like to specially thank the NASSCOM Secretariat led by the President Debjani Ghosh for all their hard work and initiatives to strengthen our industry's advocacy, build the key enablers and proactively address the challenges.
Debjani Ghosh

2018 has been a phenomenal year for NASSCOM and me personally. I took over as President, NASSCOM in April 2018 and in the last 10 months have been amazed with the energy, commitment and passion of the industry and our members to build a vibrant technology and services sector in the country. The rapid advancement in technology is enabling the industry to achieve scale and business process efficiencies like never before, and essentially, re-write the rules of competition. Those who are able to adapt faster and better are becoming disruptors, and eventual winners. This provides us tremendous opportunities for growth on one hand, while it also poses significant challenges of reinventing business models. As Klaus Schwab so brilliantly said, there has never been a time of greater promise and greater peril.

In all this, the one thing that is shaping a company’s competitive advantage above all is access to the right talent. Companies and countries that have the talent needed to convert digital assets and IP to digital advantage, are emerging as the new world leaders. As the Industry transforms, NASSCOM is also undergoing its own transformation to accelerate our ability to act as the catalyst for the growth of the Indian Technology and Services industry in India.

2018, our key focus was to align NASSCOM initiatives with these shifts and focus on the three key pillars of Nurture Innovation, Build the Tech Ecosystem and Grow Markets. And as we started to streamline focus on the 3 key areas, we have continued to strengthen NASSCOM thought leadership with focus on Innovation and Talent across outreach programs, invest in growing the organization and build membership engagement. The NASSCOM FutureSkills initiative was our flagship initiative for the year and focused on building a collaborative learning ecosystem which has already witnessed more than 200,000 employee registrations.

As we look ahead in 2019, the key priorities we have outlined for NASSCOM include:

- Build the New Industry Narrative with focus on Innovation, Talent, Collaboration, Trust and Inclusion
- Grow Tech Talent and Ecosystem as India’s key differentiator
- Build India as an Innovation hub in AI, IOT and Cyber-Security
- Lead the development of an optimal regulatory framework for India that balances innovation with security
- Strengthen Govt advocacy and partnerships to drive policies to grow existing markets and create new markets for members
- Strengthen Membership Engagement with focus on business impact
- Continue to strengthen NASSCOM with focus on Talent, Agility, Execution and Impact

All of this would only be possible with the support and leadership from our membership and I would like to sincerely thank you for your commitment to NASSCOM.
EXECUTIVE COUNCIL MEMBERS

CHAIRMAN
Rishad Premji
Chief Strategy Officer & Member of the Board, Wipro Technologies (Wipro Ltd)

VICE CHAIRMAN
Keshav Murugesh
Group CEO, WNS Global Services

IMMEDIATE PAST CHAIRMAN
Raman Roy
Chairman and Managing Director, Quattro Global Services Pvt. Ltd.

Debjani Ghosh
President, NASSCOM

Rekha M Menon
Chairman and Senior Managing Director, Accenture in India

C P Gurnani
Managing Director and CEO, Tech Mahindra Ltd.

Sameer Garde
President – India & SAARC, Cisco

Piyush Mehta
Chief HR Officer, Genpact India

Rajan Anandan
Vice President, South East Asia and India, Google India Pvt. Ltd.

Karan Bajwa
Managing Director, IBM India Pvt. Ltd.

Pravin Rao
CFO & Member of the Board, Infosys Technologies Ltd.

Nivruti Rai
General Manager, Intel Technology India Pvt. Ltd.

Arvind Thakur
Vice Chairman & Managing Director, NIIT Technologies Ltd.

Ravi Gururaj
Founder & CEO, Qikpod

Anant Maheshwari
President, Microsoft Corporation (I) Pvt Ltd

Rostow Ravanan
CEO, MindTree Ltd
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R. CHANDRASHEKHER
FORMER PRESIDENT,
NASSCOM

C P GURUNANI
MANAGING DIRECTOR AND CEO,
TECH MAHINDRA LTD. (2016-17)

DR. B V R MOHAN REDDY
EXECUTIVE CHAIRMAN,
CYIENT LIMITED (2015-16)

MR. R CHANDRASEKARAN
VICE CHAIRMAN
COGNIZANT INDIA (2014-2015)

MR. KRISHNAKUMAR NATARAJAN
EXECUTIVE CHAIRMAN
MINDTREE LTD. (2013-2014)

MR. NATARAJAN CHANDRASEKARAN
FORMER CEO
TATA CONSULTANCY SERVICES LTD (2012-2013)

MR. RAJENDRA SINGH PAWAR
CHAIRMAN & CO-FOUNDER
NIIT GROUP (2011-2012)

MR. HARSH MANGLIK
FORMER CHAIRMAN
ACCENTURE (INDIA)(2010-2011)

MR. PRAMOD BHASIN
FORMER VICE CHAIRMAN
GENPACT INDIA PVT. LTD. (2009-2010)
Global Trade Development

The Global Trade Development (GTD) Initiative at NASSCOM has two broad slivers i.e. Policy Advocacy and Market Development.
• **Policy** - In today’s continuously evolving global regulatory environment, we work to ensure that Indian IT-BPM players remain abreast of various policy developments to try and reduce bottlenecks that have the propensity to impact business, and participate across geographies while conforming to their new laws and modified policies. NASSCOM actively works to make representation on key policy challenges faced by industry mainly in developed markets including and not limited to US, UK, EU, Australia, Canada, South Africa and Singapore.

• **Market Development** - Indian IT-BPM companies have been expanding their geographic footprint for several years now. In addition to nurturing existing markets, NASSCOM is also focusing on building inroads into newer areas – geographies, verticals and customer segments. Several high growth and under-penetrated regions look promising for the IT-BPM business e.g., Nordics, Latin America, Africa, Middle East, ASEAN, China, Japan among few. While supporting member companies in creating a favourable eco-system to promote business growth, we also create suitable platform for forging Technology Partnerships & Alliances that are likely to bring long-term strategic benefit.

**PROGRAMS & INTERVENTIONS:**

Market Development programs are conceived with an objective to provide a composite exposure to participating companies including awareness on business landscape in general and ICT in specific, exploration of market & investment opportunities, identifying suitable partnerships and one to one networking with probable clients & decision makers such as CIOs/CTOs/ Digital Leaders etc. These programs constitute of large, medium & small sized companies with a high percentage of SME participation. Particularly for small & medium enterprises, such programs have helped shrink their learning curve and get a 360 degree view on a particular geography and plan their go-to-market strategy.

**NASSCOM has been organizing market development programs in various formats such as:**
• Overseas business Delegations
• Participation in International Expos
• Creating region specific reports to highlight in-depth market opportunities
• Interactive learning sessions with market experts & industry leaders
• Interactive session with Trade & Investment departments of various Governments
• Roundtables with decision makers in thought leadership format
• B2B meetings
• Positioning Indian IT – BPM Industry as a leader in digital transformation at international seminars

**Market development initiatives are specifically aimed towards:**
• Providing in-depth understanding of ICT landscape, regulatory frameworks, setting up, cultural aspects, workforce mobility, low cost incubation centres, Data Protect norms, where applicable, and other means of Government support mechanisms through talks & presentation by the subject matter experts.
• Generating business leads by creating targeted campaigns to meet shortlisted potential clients.
• Spotlight on participating delegates by enabling them to highlight their strengths & offerings.
• Helping identifying suitable channel partners with whom go-to-markets strategies can be designed.
• Affirming India’s position as a partner of choice and how the industry has evolved beyond the cost & scale play and delivers value though specialised services, transformation practices, innovation and outcome based business models.
• Exploring strategic technology alliances that can have a potential to positively impact business models.
• Last but not the least, peer to peer learning, learning opportunities on Future of technology through interaction with top industry leaders.

These programs are usually co-created with trade & investment arms of Government in respective geographies, research and consulting bodies having a comprehensive understanding of the market.

Classification of markets:
Different markets bring different strengths that can be leveraged to augment the growth of Indian IT sector. For instance markets like Africa, Latin America, Middleast can be focused from the point of view of business growth and can bring tremendous value to SME players. Similarly, Nordics & Israel can bring a lot of technology strengths that can provide fillip Indian IT sector’s exiting capabilities in Emerging Technologies. These “technology partnerships” are known to bring long terms strategic benefits.

Based on elementary research, inputs from members, target regions identified have been classified as follows:
• Traditional Markets: US, UK
• Strategic Markets : China, Japan
• Markets for Technology Alliances : Nordics, Israel, UK
• Emerging Markets : A&Z, Africa, MiddleEast, ASEAN

U.S.A.

1. Changing Narrative in U.S. based on value creation by the Indian IT Industry to U.S. economy
   • Published Op-eds by Gov. Engler & Sec. Abraham, our Advisors
   • Live U.S. website (www.growjobstog ether.com) and Twitter handle (GrowJobs2gether) – highlighting the contribution of the global services IT industry based out of India.
   • Detailed white-papers published by IHS on employment, wage, economic impact trends of Indian IT
   • industry in the U.S. Dissemination strategy being finalized currently, for release in Q1 2019
   • Ongoing influencer outreach and stakeholder engagement with U.S. Chambers, California Business Round Table, Bay Area Council, Stanford University, select VCs

2. Advocacy and Outreach
   • Direct engagement efforts with the U.S. Government with key committees in both the House and Senate – including intelligence gathering, as well as highlighting the economic contribution made by
• member companies to the US economy to advance a pro-growth, pro-innovation agenda
• USCIS held off policy change on Notices to Appear (NTA) for H-1Bs, L-1s, or other employment-based visas.
• Intensive engagement with GoI to ensure inclusion of our issues as priority in G2G discussions
• Inbound Congressional Delegations hosted: Hosted a delegation of U.S. Congresspersons from the U.S. in April 2018 and Congressional Staffers in Oct-2018, bipartisan audience including mix of Republicans and Democrats. The discussion focused on Indian IT industry in the U.S. and their multi-fold contributions to U.S. growth and competitiveness. The Congresspersons were unanimous in their support for the Indian technology sector, especially efforts by our member companies in reskilling U.S. workers

U.K.

• NASSCOM is a key partner to UK Government (UKG) engagement: NASSCOM is now seen as an integral partner to the UK Government in promoting issues that are critical to both India and UK
• Indo-UK Tech Alliance with techUK: An institutional mechanism that focuses on providing a policy viewpoint on – skills, migration, data, innovation to both the Governments and has the blessings of both the PM’s.
• NASSCOM found a mention in the Indo-UK G-2-G joint statement in April 2018 – a first
• Big victory for Indian IT industry: UK Immigration White-Paper announced proposal to treat all high skilled foreign workers similarly, from both non-EU or EU nations – one of NASSCOM’s long standing demands.
• NASSCOM had made submission to the UK Government on the same
• Organised Ministerial thought leadership sessions to brainstorm on collaboration and co-creation
• opportunities: Including those with (then) UK SoS DCMS Matt Hancock (May 11th in New Delhi); Indian Minister of IT, Mr RS Prasad (July 9th in London); UK Minister of Investment, Graham Stuart (Sep 7th in New Delhi) and with UK Minister of Innovation, Sam Gymniah (Oct 15th in London)
• Key partner to UKG on their Future Tech Festival; UKG’s largest event
• NASSCOM is partner of TechRocketship awards on start-ups with the UK Government

STRATEGIC MARKETS

In 2018, we continued our focused efforts to curate non-English speaking markets in order to diversify IT sector revenue base to other markets and mitigate risk of over dependence on just one or two markets. In the first phase, two large economies were included viz. China and Japan. In the short span of time, we have generated a lot of momentum in these markets to create permanent anchor points that will foster Digital partnership. Below is a brief summary of what we have done in China and Japan in 2018:

CHINA

• We have launched two IT corridors in Dalian and Guiyang, intend to launch 3rd one in rich Eastern
MARKETS FOR TECHNOLOGY ALLIANCES

NORDICS:

Nordics is one of the high potential regions on our radar both for Market Growth & Technology Alliances. Tech Alliance is loosely given term to various kinds of partnerships ranging from Product trail, Co-devp, RnD, Licensing, Go-to Market together, Strategic investment, Acqui-hire, Direct acquisition that can bring strategic benefits such as Adding new capabilities, Acquiring new customers, Entering newer geographies, Delivering increased value to client, Process Efficiency and Speed to change among others. The win-win is when the niche companies bring a unique technology solution to the table, whereas member companies take it to market, evangelise adoption across verticals and steer improvement through use cases and client knowledge.

In the year 2018, we penetrated deeper into the region, making NASSCOM & our member companies more visible. Following set of interventions were made:

- **Tech Alliance** (April 2018) was held in partnership with Business Sweden, Business Finland Helsinki Business Hub, EOI in Finland. Enterprise participants such as HCL, Mindtree, Hexaware, L&T Infotech were a part of this out-bound program held in Stockholm, Copenhagen, Helsinki & Tampere and met over 60+ pre-selected mature Nordics startups across emerging technologies such as IOT, Cloud, Analytics, Blockchain, Big Data, AR/VR etc.

China region – Xuzhou (2 hrs from Shanghai) in March 2019

- Total amount of business wins from the two corridors were $4.5Mn benefitting dozen Indian SME companies
- Tech Platform (SIDCOP) that enables matchmaking, auto translation (Chinese to Eng and vice versa) and helps local Chinese companies adopt Digital transformation was launched
- Platform development and local resource hiring was done in China to promote collaboration with funding from local Chinese Govt. (USD 600K)
- Our programs in China has seen participation from over 150 Chinese companies

You can find more information about China initiative by logging onto www.nasscomitcorridor.cn

JAPAN

- 1st Corridor with Hiroshima Prefecture was announced; aiming for launch in April 2019
- Hiroshima Govt. has earmarked USD 3 Million funding for the project
- Start-up
  - METI and NASSCOM launched Japan India start-up hub in Bangalore
  - 15 Indian start-up companies have visited CEATEC, Tokyo on a fully paid trip from METI. 6 of these companies have signed Deals / NDA post this trip
  - Nearly 17 Japanese delegations visited us in 2018 and 65 Indian start-ups were exposed to them
  - In 2019, we intend to launch similar effort for Germanic region emulating from our experience of having put this plan in motion with China and Japan.
• **Slush** – NASSCOM with a group of members such as Nagarro, ITC, Infosys, HCL and others participated at Slush in Helsinki. Such alliances can bring strategic benefits to service Providers such as Adding new capabilities, Acquiring new customers and Entering newer geographies, delivering increased value to client, Process Efficiency and Speed to change. Received +ve reinforcement from participants affirming our approach towards the region.

• **Ambassador’s Visit:** Hosted Swedish Ambassador & his team at NASSCOM office to appraise on NASSCOM, opening communication channel with other teams in NASSCOM

• **Industry led Special Interest Group:** Formed SIG of companies of companies having significant interest in the region for to steer next level of interventions both in areas of Business Growth & Technology alliances.

• **Facilitating Global Market aces for Indian Startups:** Strategic partnership with UNNATI, an Indo-Swedish Innovation program, backed by both Governments, co-innovate solutions & technologies in the area of sustainability. Indian Startups will get global market access, mentorship through association with conglomerates like Volvo, AstraZeneca, Ericsson etc.

**EMERGING MARKETS**

**AUSTRALIA:**

For many of our members, Australia (NZ) is third largest opportunity after US &UK. In order to steer our interventions and create more opportunities for engagement, we have formed an industry led special interest group (SIG) and going forward we will build multiple engagement touch points.

In 2018, we successfully participated at the “Gartner Symposium’, one of the highly relevant End-User program that can aid market growth in this region. The program is attended by over 2000 visitors, many of whom are C-level End-Users and Decision Makers on Technology Partnerships. NASSCOM, designed a number of benefits of member companies over and above the conference. These were:

- **NASSCOM Exclusive CIO Roundtable on “Smart Partnerships are critical for thriving in an Era of Disruptive Transformation”** that saw participation from close to 20 handpicked CIOs & Decision makers representing sectors like BFSI, Automotive, Healthcare, Government, Utilities & Real Estate. A 1.5 hr captive session aimed at engaging the End User & Service Provide in a collaborative fashion.
- **NASSCOM Exclusive dinner and pre-event interactions with senior Gartner Analysts** to help companies understand key technology trends & shift in the A&Z Market. Pre-event interactions helped companies fine tune their pitch & be more prepared for participation.
- **Exhibition Space** at a highly visible location in the IT-Expo. Branded as “NASSCOM Country Pavilion”
- **Lead Generation** - A total of 175 leads were shared with participants, from those who visited the pavilion & attended the CIO Roundtable.
Policy Advocacy
At NASSCOM, we believe that any governmental policy should recognise that markets, to produce the best societal outcomes, should be competitive and regulations should focus on empowering consumers to make informed choices and help enforce their rights.

2018-19 was quite a busy year for policy-making in India- we witnessed a slew of new laws and policies take shape and old ones being revisited, attributable to the changing nature of risks because of the increased role of technology in shaping business models. The year saw India codify its policy on net neutrality, lay out a comprehensive draft law on personal data protection, the right to privacy being upheld as a fundamental right, revisions to the competition law and the Companies Act 2013, changes to the FDI policy on e-commerce, a draft policy to regulate drones, ban on crypto currencies, localisation requirements for storage of payments data, a draft law to replace the law governing payments and settlements, Consumer Protection Bill to enhance consumer protection in India, a Bill to regulate the use of DNA technology for establishing the identity of persons, additional due diligence requirements proposed for internet intermediaries, deliberations by the government on the regulation of over the top (OTT) services, and Significant Economic Presence rules proposed for taxing global companies operating in India.

The government and regulators showed a growing appetite for leveraging India’s market potential to require global firms to store data and incorporate legal entities in India; the government also increased the ambit of taxation under Indian laws and the accountability of global companies in general. In this context, NASSCOM advocated the need for regulations to be proportional to the underlying risk sought to be addressed. We pushed for a transparent and consultative law-making process and sufficient lead time for the industry to realign itself to policy changes.

The policy team advocated that policies can sustain and improve the global competitiveness of Indian IT-BPM by focusing on ease of doing business, procedural simplification and tax certainty around GST.

A summary of the policy work undertaken by NASSCOM in 2018-19 is provided below.

**MEASURES TO SHAPE LEGISLATIONS**

**Draft Personal Data Protection Bill 2018**

NASSCOM-DSCI submitted detailed feedback on the Draft Personal Data Protection Bill 2018 in October 2018. We raised concerns that the data processors might be required to store the personal data of foreign data principals in India. From an IT-BPM exports perspective, we highlighted that the draft Bill should provide data processors specific exemptions (from local storage of data and restrictions on cross border flow of data) in cases where the data principals are not in India; at present, the Bill gives wide discretion to the Central Government to provide such exemptions.

We recommended that the Bill must strengthen India as the data processing hub for the world- to achieve this, the proposed law should place minimum regulatory burden on data processors in India, including the SME segment. This requires a light touch regulatory approach, a predictable regulatory framework, and harmonisation of the Bill with the best practices of data protection in jurisdictions which form India's export markets. We highlighted that restricting the cross-border flow of personal data as envisaged in the Bill in the form of data localisation is a matter of high concern. Further, we questioned the merit of such an approach vis-à-vis other approaches which allow the...
regulator to access the data for lawful purposes irrespective of where it is stored.

**COMPETITION ACT, 2002**

NASSCOM was a member of a Working Group of the Competition Law Review Committee which was set up in September 2018 to suggest changes to the existing competition law in light of new age technology-driven business models. Competition concerns are increasing due to the rapid pace of technological development resulting in new business models, which the current competition law and policy are not equipped to deal with. Therefore, we need a competition regime which recognises this reality, is geared at enabling competition in markets and has guardrails to prevent distortion of competition in the market due to regulatory and policy actions.

Our feedback to the Committee called for a need for broader harmonisation of the policy and regulatory framework beyond the Competition Act to promote economic growth. We submitted that platform competition results in dominance by some enterprises but also results in gains to consumers. Therefore, it is not obvious that dominance by itself leads to harm.

**Draft National Digital Communication Policy**

NASSCOM shared detailed feedback on the Draft National Digital Communication Policy, emphasising the need for co-ordination among different regulatory agencies and the industry, unbundling of different layers of communication services, introducing a differential licensing regime, review of Other Service Provider (OSP) regulations, creation of adequate infrastructure and a regulatory sandbox approach.

**Measures aimed at Certainty and Simplification of Taxation Regime**

**GOODS AND SERVICES TAX (GST)**

Detailed submissions and representations were made to the Hon'ble Finance Minister, GST Council, Empowered Committee of State Finance Ministers, sectoral working groups for IT/ITeS sector and E-commerce, Revenue secretary, CBEC officials and State Government officials, GST Law Review Committee to propose solutions to the GST issues that our members are facing. NASSCOM played a key role in bringing about significant amendments to the law. Some of these are listed below:

- Multiple circulars on GST refunds during the year with the objective of streamlining the refund process and resolve complexities, if any
- Clarification on issues related to furnishing of Bond/Letter of Undertaking for exports
- Filing of TRAN-1 on the basis of electronic audit trail to resolve the technical glitches experienced by members
- Explanatory Notes to the Scheme of Classification of Services
- Clarification that supplies to SEZ be inter-state and zero rating only for authorized operations
- Postponement of TDS and TCS Provisions from March 2018 to October 2018
- Amendments in GST bills post NASSCOM efforts along with parliament committee report, viz. clarification on single SEZ Registration, allowance of issuance of consolidated credit notes, rectification
of returns and credit in respect of KKC.
Allowing companies to file consolidated refund claims for multiple tax periods on the GST portal
Extension of due date for furnishing of FORM GSTR-6 to 30th September 2018
Extension of exemption from IGST and Compensation Cess to STPI/EOUs till March 2019
Rectification of GST refund formula
Amendment to Rule 96(10) of CGST Rules to allow exporters to procure capital goods under EPCG scheme to claim refund of IGST paid on exports

RULES ON SIGNIFICANT ECONOMIC PRESENCE
India introduced the concept of ‘Significant Economic Presence’ (SEP) to expand the ambit of the term, ‘business connection’, in the Finance Act 2018; entities having a business connection in India are subject to taxation under Indian laws. NASSCOM represented to the government that provisions of SEP should be aligned with international practices. We met the CBDT several times during the year and highlighted that the industry expects India to support the process of international consensus building, instead of diverging from the global position. We have clearly laid out the problems that arise in interpreting the definition of ‘user’ to determine SEP and the various thresholds prescribed under the Act. It is also problematic to apply common rules to a wide variety of business models under the Act. In our representation, we illustrated that there will be implementation challenges in applying the SEP rule to different business models.

ANGEL TAX
India boasts of having the third-largest start-up base globally with an estimate of 10,500 new start-ups by 2020. Angel investors play a crucial role in a start-up’s journey by investing at the early high risk stage. Angel tax was introduced in 2012 to deter the use of black money. In 2018, many start-ups received Income Tax notices under this provision. NASSCOM made numerous representations to the government for abolition of the provision and to shift the policy focus instead towards incentivising the angel investors and start-ups. We made a joint representation with other associations to the Finance Minister and the Minister of Commerce & Industry. The government has, in January 2019, relaxed the process and conditions for availing of safe harbour from the angel tax provision.

MEASURES TO PROMOTE EASE OF DOING BUSINESS
Other Service Provider (OSP) Regulation
NASSCOM recently made a representation to MeitY to highlight several difficulties which are being faced by companies relating inter alia to the definition of application services, hefty bank guarantee, interconnectivity restrictions and work from home provisions under the OSP licence. It was suggested that the government should review the OSP policy in line with the changing business requirements and reframe the policy to address contemporary challenges.
Applicability of Real Estate (Regulation and Development) Act, 2016 to Web Portals
NASSCOM made a representation to MeitY highlighting concerns arising out of the applicability of
Real Estate (Regulation and Development) Act 2016 (RERA) to web portals providing listing services and acting as intermediaries under the IT Act. We suggested that web portals that offer listing services and are not involved in any negotiations for buying or selling of Real Estate should not be treated as ‘Real Estate Agent’ and be kept outside the ambit of RERA law. NASSCOM made a similar representation to Ministry of Urban Development on this matter and we look forward to an early resolution.

CUSTOMS

NASSCOM made representations on key issues related to the customs regime to the Directorate General of Export Promotion (Department of Revenue, Ministry of Finance). We continue to work with the government towards the resolution of procedural issues related to export promotion under SEZ and STPI schemes- the issues include the need for a uniform coding system using the GST classification for the purpose of the SOFTEX form and relaxation of work from home provisions for SEZ units.

INTELLECTUAL PROPERTY RIGHTS

NASSCOM organized several Intellectual Property (IP) awareness workshops for industry members to understand best practices and safeguards for the management of IP assets. We organized workshops in Hyderabad and Gurugram to sensitise startups and IT SMEs on the need to protect their innovations under IP laws in India and abroad; experts from India, US, UK and EU were invited to explain the patent grant process in each of these jurisdictions.

OVER THE TOP (OTT) COMMUNICATION SERVICES

In November, the TRAI released a consultation paper to discuss whether OTT services and those offered by TSPs are same or substitutable and whether a regulatory arbitrage exists between TSPs and Internet Platforms and Services which should be address through regulation. NASSCOM highlighted that technical differences exist among services provided by Internet Platforms and Services and TSPs and therefore, the services should not be classified as same or similar. We also emphasised that any issue related to lawful interception of OTT communication can be resolved through existing regulations under the Indian Telegraph Rules, 1955 and the terms of Unified Licences operated by TSPs.

FDI POLICY IN E-COMMERCE

NASSCOM sees the Press Note 2 (2018) to clarify the FDI policy in e-commerce as significant policy change. We are concerned that these changes were introduced without consultations and did not provide a reasonable time to companies to adapt to the new regime. We are also concerned that the FDI policy has ventured into issues related to consumer protection and competition which can be better dealt with under sector-specific laws. We continue to work with the government and the industry to
minimise risks arising out of abrupt policy changes.

**OBLIGATIONS ON INTERNET INTERMEDIARIES**

In December, MeitY issued draft IT rules for internet intermediaries to address concerns around fake news especially, the speed with which rumours can spread on social media/messaging platforms and disturb public order. In our submission to MeitY, we noted that while the intent of the proposed IT rules is laudable, there is a need to frame separate due diligence requirements for different kinds of intermediaries instead of subjecting them to a common framework. We have highlighted the weaknesses in the draft IT rules related to vague and arbitrary restrictions on users' ability to share digital content and disproportionate obligations on the intermediaries without offering real solutions to curb fake news.

**DATA STORAGE REGULATIONS FOR PAYMENT SYSTEM PROVIDERS**

During the year, RBI brought in requirements mandating payment service providers to store their data only in India. We recommended alternate measures to meet RBI's objective of 'unfettered' access to data to ensure better legal enforcement. NASSCOM believes that RBI has taken a coercive position by closing the doors to alternative solutions including having a copy of data stored in India or exploring bilateral arrangements with other countries. The regulations impose a disproportionate burden on the industry. The fact that RBI did not engage in a transparent consultative process highlights that the regulatory framework is amiss.

**LABOUR REFORMS**

NASSCOM is committed to working with the industry and the government to ensure a healthy working environment for the IT employees. We organized several labour law workshops and webinars for the industry to help them understand the applicability of various central and state labor laws on the IT sector. We are focused on sensitising the government that there are problems with extending certain aspects of labour laws (traditionally applicable to industrial establishments) to the global service model of the IT-BPM industry of today.
NASSCOM Events
GCC CONCLAVE

The NASSCOM GCC Conclave 2018 on 26th & 27th April in Mumbai witnessed more than 700 participants from across the country. The discussions were built around the theme “Leading the New Normal: Speed. Smart. Skill.” The 3 key pillars powered by GCC were Technology of Everything, Skilling & Scaling Talent and Innovate to differentiate. Some of the top highlights of the event were:

- 6 closed door boardroom series for CXO interaction with select start-ups as part of our NIPP start-up connect program
- Interesting case studies from GCCs on digital transformation
- 23 sessions with 55 speakers from across sectors.
- Some of the key speakers included Keith Narr, Chief Technology Officer, Cargill; Gary P. Scholten, EVP, CIO & Chief Digital Officer, Principal Financial Group, Paul Cobban, Chief Data and Transformation Officer, DBS, Robert (Bob) Rosetta, Managing Director, Citi; Harry de Grijs, VP & CIO - IT Services and Operations, Shell Information Technology International, Mark Ashton-Rigby, Group Chief Information Officer, Barclays, Robert Wiest, Head - Global Business Solutions, Swiss Re Management Ltd.

C SUMMIT

2nd edition of the C Summit was held in New York on 24th May, 2018 at Hotel Marriott Marquis. The summit deliberations were themed on ‘Digital Innovation: Unlocking Growth’. Some of the top highlights of the event were:

- Over 180+ clients, 30+ Indian service providers with 30+ speakers
- 60+ one-to-one meetings with the clients were organised on the side-line of the event.
- Some of our key speakers included Vikram Pandit, Chairman & Chief Executive Officer, The Orogen Group; Sudeep Gautam, Chief Digital Officer, Pratt & Whitney; Nick Parrotta, Chief Information and Digital Officer, HARMAN International; Arun Sundararajan, Professor & Author, New York University; Philip Evans, Senior Advisor, The Boston Consulting Group.
- Some of the engaging conversations were focused on how companies are embracing digital business models to transform, ways in which Artificial Intelligence (AI), Blockchain, and IoT are transforming customer experience and being leveraged by partners to co-innovate and co-create future valued offerings.

BIG DATA & ANALYTICS SUMMIT

The 6th edition of the Big Data & Analytics Summit was held at Bangalore, arguably the AI capital of the country. True to its potential the summit was attended by ~750 professionals with the key theme of the summit focused on “Democratising AI: From Disruptor to Business-as-Usual“.
Some of the top highlights of the event were:

- More tech deep-dive sessions focused on how AI and Machine Learning have become integral to the decision making process within organizations.
- The practitioners addressed the real challenge of identifying where and how to start integrating AI | ML | DL into business models by envisioning, identifying, validating and prioritizing the potential use cases.
- This was the first year we had ‘Solving real time challenge for the Enterprises’ session on the sideline of the event. We received real-time problems from 3 client organizations, this was floated among some of start-ups. At the event we had 2 each shortlisted start-ups present their solution to each of the 3 clients.

HR SUMMIT

- NASSCOM held its 15th edition of the HR Summit at the Hotel ITC Grand Chola in Chennai on July 26-27, 2018. The summit deliberations were themed on ‘HR. Evolution in a Revolution’. Some of the top highlights of the event were:
  - Over 650 delegates, with 50+ speakers.
  - For the first time ever, we had 3 mini summits on top 3 imperatives for organizations today Digital | Cultural | Strategic.
  - There were deep discussions, insightful perspectives and fascinating anecdotes from the experts, the disruptors and the business soothsayers.
  - Some of our key speakers included Preetha Reddy, Executive Vice Chairperson, Apollo Hospitals; V Chandramouli, CEO (Special Projects), Pidilite Industries Limited; Jason Ma, Founder, CEO & Chief Mentor, ThreeEQ; Vikram Bector, President & CHRO, Piramal Enterprises Limited; Vineet Agarwal, MD, Transport Corporation of India; Anuranjita Kumar, MD – HR International Hubs, RBS; Dr. Kamal Hassan, Actor & Politician; Manisha Koirala, Actress etc.
  - Two HR hack sessions were conducted at the event. One on ‘Hacks for re-skilling the workforce’ and the other one on ‘Hacks to attract and retain critical talent’. Aon (our content partner for this event) will prepare a white paper on each session which will be circulated across India Inc. Importantly, we hope to take the hacks and the discussion forward and continue the conversation with India Inc.

DESIGN SUMMIT

- The 2nd edition of the NASSCOM Design Summit was held at Bangalore on 26 September 2018. The theme for the summit was transcending into the future of design: Inclusive, Immersive and Intelligent with a focus on future of digital product software design. Key highlights included:
  - The summit hosted keynote sessions from experts followed by thought provoking panel discus-
sions. It also involved hands on workshop which focused on Iterative Design, Social Design, and Story Telling using AR / VR and Design Sprints. The summit also comprised of well curated product showcases and AR/VR experience zones.

- The summit witnessed the presence of Creative Directors of top design firms, Heads of Product & Design, including Biren Ghose, Country Head, Technicolor; Srini R. Srinivasan, President - Elect, WDO; Venkat Subrahmanyam, Vice President, McAfee; Andreas Markdalen, Executive Creative Director of Design, frog to name a few.

- A total of 20 sessions and 40 speakers at the summit attracted 6000+ delegates. The daylong event saw the presence of designers, engineers, technologist and developers as attendees of the Summit.

- Annual Technology Conference

- The 5th edition of the NATC was held on 26-27 September at the Leela Ambience Hotel, in Gurgaon. The deliberations at the conference were held under the theme- “Thriving in Smart Transformation”. The conference was attended by over 1000 delegates. Some of the highlights of the Conference were:
  - Three Masterclasses by IBM, AWS and Sapient featuring topics such as Blockchain, AI/ML, AI and Deep Learning
  - A highly engaging Techquest Quiz was also held in which 80 teams participated
  - 6 Keynote speeches by renowned tech leaders such as Deep Kalra, Founder & Group CEO, MakeMy Trip, Sriram Raghavan, Vice President, IBM Research & CTO, IBM, Shailesh Kumar, Chief Data Scientist, JIO, Sanjay Singh SVP Engineering & Technology, Paytm, etc
  - The topics ranged from Core-AI and AI applied to products / solutions, confluence of AI and blockchain and insights into how next generation user experience may be realized using AI, AR/VR
  - 12 parallel Sessions on various topics like AI in healthcare, Advanced NLP, Intelligent automation, e-Learning were also very well attended and received with enthusiasm.

**BPM SUMMIT**

- NASSCOM held its 20th edition of the BPM Summit at the Hotel Leela Palace in Bengaluru on October 4-5, 2018. The summit deliberations themed on ‘Winning in the Era of Intelligent Enterprise’. Some of the highlights of the even were:
  - Over 400 delegates, with 40+ speakers.
  - Some of our key speakers included Dr. Christian Busch, Lecturer/Entrepreneur/Senior Advisor, London School of Economics (LSE); Alan Vallance, CEO, Royal Institute of British Architects (RIBA); Heath Preston, Group Financial Controller, AusNet Services; Sushant Dash, President – India & Middle East, Tata Global Beverages limited; John T. Fleurant, EVP & CFO, New York Life etc. and many more.
PRODUCT CONCLAVE

• The 15th edition of the NASSCOM Product Conclave was held on October 25-26, 2018 at the Taj Yeshwantpur, Bengaluru. The theme of the event this year was ‘Product Mission 2020: Are We Ready?. The conclave witnessed more than 2,000 participants from product companies/startups, GCCs, SIs. **Key highlights of the event included:**

  • 180+ speakers addressed the participants over 100+ sessions. Key speakers included Girish Mathrubhutam (FreshWorks), John Santelli (United Health Group), Dr Luca Marighetti (SwissRe), Mariana Tessel (Intuit), Amitabh Kant (Niti Aayog), Prof Balaraman Ravindran (IIT-Madras), Beth Steinber (Zenefits), Kush Saxena (Master Card), Derek Wang (Alibaba), Janine Grasso (IBM), Rishad Premji (Wipro), Shawn Bass (vmware), Chris Hhevly (TechStars), Shekhar Kirani (Accel Partners), John Sela (Appsee), Ajeet Singh (ThoughSpot), Anant Narayanan (Myntra). The NPC was closed with motivational words from Sunil Chettri, the ace footballer and former captain of Indian National Football Team.

  • 7 deep dive focused summits - GTM (Go-To-Market), FinTech, HealthTech, RetailTech, Devices & IoT, Bharat, and Transportation & Logistics provided deep insights on specific verticals and business strategies

  • The conclave provided a platform for speakers, entrepreneurs, CXOs, investors and customers to congregate and share their views, develop their businesses, showcase their products, learn from each other, interact with their peers and get motivated by each other's success.

  • 122 product startups showcased innovative solutions

  • 12 industry roundtables engaging like-minded leaders – 2 digital business CXO RTs, 3 vertical specific RTs (Fintech, HealthTech, Retailtech), 4 technology focused RTs (Blockchain, AI, Cloud/SaaS, IoT & Devices), China’s Pursuit of AI Leadership, Industry-Academia Collaboration and Investors' RT.

  • Participation from Global ecosystems – Israel, Silicon Valley, China, Japan, Africa, Middle East, Europe etc.


• Event was widely covered in media with 100+ stories in leading print, TV and digital publishers.

ENGINEERING & DESIGN SUMMIT

• NASSCOM held its 10th edition of the Engineering & Design Summit on the 15th & 16th November at Leela Palace Hotel, Bangalore. This was the tenth anniversary of the summit which introduced several changes in approach. It was themed on, Innovate, Create & Scale: Making Digital Real.

• A landmark occasion as this, witnessed some interesting discussion themes:

  • The summit brought a shift in focus: heightened level of Customer Experience all across is driving digital transformation of orgs.

  • We realized that superior customer experience is only a bar which can and should be raised continually through technology, and proving to be the single-most powerful lever.

  • There was unanimous agreement with the council members on 3 opportunity areas going forward
i) fixing software productivity variance to stay ahead on competitiveness; ii) building new capabilities in product management & innovation; and, iii) aligning operating setup and addressing the changing sourcing/offshoring trends.

- The key message delivered can be summed in a sentence - The winners will make the Customer Journey a great experience through digital transformation.

- International SME Conclave

- The first ever International SME conclave was held on the 10th & 11th of Jan 2019 at Kolkata. With 1400-odd participants, 100+ sessions, showcases, networking opportunities and more, the first edition was a must attend for this key segment. Industry leaders keynoted the event and shared perspectives on the future, what lies ahead and how SMEs can collaborate to stay ahead. 4 master-classes held at the event were very popular and included:
  - Anatomy of a Compelling Brand
  - Scaling Organizations: Hard Facts, Half Truths and Damned Lies
  - Design Thinking from Insights to innovation
  - Double Your Profits Working One Day in a Week

- Having a risk appetite is essential for SMEs and startups. Conferences like these help in strengthening the ecosystem, building connects and providing direction. A great beginning indeed!

- Technology and Leadership Forum 2019

- NASSCOM will host its flagship event at Mumbai from 20-22 February 2019 that will focus on the theme of `The Next: Opportunities versus Reality’. NTLF brings together global leaders from leading organizations to deliberate on the latest trends, opportunities and challenges across sectors and geographies, and intends to create a rich experience by combining themes from Business, Technology and Leadership. We expect to see more than 1,500 delegates from across the world. The event will discuss where things “really” are in terms of adoption of new technologies, the pace of adoption, the level of disruption and the real impact delivered.

**NASSCOM INTERNATIONAL SME CONCLAVE**

Kolkata houses about 600 IT SMEs out of the 15000 that there are in India. It isn't very high from a numbers standpoint, and yet, the sheer energy we witnessed at NISC 2019 (NASSCOM International SME Conference), one couldn't be faulted for thinking the City of Joy to be the vortex of all SME activity. The event was truly democratized with the National SME Council playing the role of evangelist, curator and ecosystem enabler

With over 1400-odd participants coming under the summit’s aegis to be part of multiple discussions, showcases, networking opportunities, what was amazing was the spread of participants from across India. The 80 speakers in over 100 sessions covered almost all angles adequately. The themes focused on data, insights (the real gold), privacy, deep tech – particularly, how they can be made to greatly enhance just about everything including productivity, customer satisfaction and revenue. The master-classes at the session provided the real ‘how to’ for SMEs. Having a risk appetite is essential for SMEs and startups. Conferences like these help in strengthening the ecosystem, building connects and providing direction.
Research Reports
NASSCOM's “Co-Innovation: Enterprise Start-up Collaboration” underlines how Enterprises and Start-ups work together to solve the industry issues and create new products and services. The report covers different aspects of collaboration like collaboration types, bottlenecks, technology focus areas, kind of support, etc. The report is a result of in-depth interviews with over 30 Enterprises and Start-ups to develop a deep understanding of the collaboration landscape.

NASSCOM report titled ‘Cognitive RPA – The Future of Automation’ highlights the state of Robotic Process Automation and how it would evolve with advancements in cognitive technologies. The report covers trends and drivers that are shaping-up RPA growth, and highlights use cases of RPA across various business functions and sectors.

This report is part of NASSCOM’s larger initiative to bridge employability gaps within the Indian IT industry. It showcases how the demand for highly-qualified, experienced and technically-adept talent in the field of AI and BDA outstrips the current supply and stresses on the importance of narrowing the demand-supply gap by up skilling talent across the AI and BDA occupation. The report also highlights the up skilling and training initiatives being taken up by the Government and Industry bodies to fill the demand and supply gap.
NASSCOM's Vernacular Solutions: “Diversity in Language” report underlines the evolving need of multilingual solutions in India and how different stakeholders are working towards it. The report covers both India and global perspective to develop a holistic viewpoint. Impact of Digital on ER&D: Impact and Recommendations for Indian OEMs, ESPs And GICs aims to study how digital technologies are making inroads into ER&D. It analyses in detail technologies like IoT, Big Data Analytics, AI & Machine learning, cyber security, robotics, mobile applications and digital reality and how these are impacting product offerings, business models, organisation structure and talent.

This report is a compendium of the Top 50 AI Game Changer Solutions. It covers the best use cases we received as part of the first NASSCOM AI GAME CHANGER AWARDS 2018, applicable across verticals and horizontals.

The purpose of this compendium is to restate the growing significance and impact of AI applications and to ascertain India as an emerging hub for innovative and transformational AI solutions and investments.

NASSCOM- [x] cube LABS report titled Product Opportunities Driving a USD 10 Trillion Economy presents the growth trajectories and causal factors of other emerging economies and comes up with the INSIS (Innovation, No friction, Specialization, Infrastructure, Skills) framework to help drive India towards a 10 Trillion Dollar economy by 2030. The report also covers some landmark public sector and private initiatives that are powering the INSIS flywheel and providing the tailwind in this journey.

October 2018:
Indian Tech Startup Ecosystem 2018: Approaching Escape Velocity

October 2018:
LET’s CHAT - AI-Based Conversations

NASSCOM report titled LET’s CHAT - AI-based Conversations discusses how the advancements in Artificial Intelligence are leading to adoption of Chatbots across different sectors and business functions. The report provides insights on the start-up landscape, covering aspects such as investment scenario, M&A landscape, etc. The report also covers case studies from Chatbot providers and users, highlighting innovations and applications of chatbots.

October 2018:
Quarterly Industry Review

Analysis of Indian IT-BPM industry performance during the quarter ending June 2018. This analysis is based on the quarterly results declared by the top listed India-centric IT-BPM companies which comprise over 46% of the industry.

October 2018:
Fintech in India- Powering a digital economy

Fintech ecosystem in India has evolved significantly with a considerable effort from financial institutions, start-ups, the government, venture capitalists and regulators to create a conducive environment of collaboration and consolidation. With KPMG in India and NASSCOM 10000 Start-ups proficiency in the fintech sector, the report offers a view of three emerging themes: open banking, artificial intelligence and blockchain, which have the potential to bring a transformation of financial services sector in India. While these themes add substantial value if implemented in silos, a concurrent adoption of the triad of themes presents a compelling case to build the next generation open frameworks. The report also explores the current landscape of technological adoption in the financial services industry and serves as a guide for financial services organizations in India to accelerate their journey in the open digital era.
IoT Beyond the Obvious

NASSCOM-PwC report titled IoT Beyond the Obvious discusses how a confluence of new-age technologies such as Augmented Reality/Virtual Reality (AR/VR), Drones, Artificial Intelligence (AI) and Machine Learning (ML) can be leveraged to create use cases that go beyond the obvious ones.

EdTech- The Advent of Digital Education

NASSCOM’s report titled EdTech – The Advent of Digital Education underlines how Indian Education system is going through a digital transformation. The report covers the journey of EdTech in India and how investor’s interest are driving this forward. The study also analysed the business focus areas of EdTech and the major challenges the industry is facing.

Propelling India towards Global Leadership in E-Commerce

India is rapidly marching towards becoming a digitally empowered society. The push fore-governance, the proliferation of smartphones, increasing Internet access and booming digital payments are fuelling the country’s journey towards a trillion-dollar digital economy by 2025. The widespread acceptance of Digital is being seen as a catalyst for overall economic growth, and with the combination of favourable demographics and policy reforms, India presents a unique and powerful growth story. This report highlights the growing potential of e-commerce in India and its increasing contribution to future economic growth. NASSCOM in partnership with PwC tries to bring to the fore key regulatory and infrastructure-related challenges faced by e-commerce players and also put forward recommendations to the government and other stakeholders to overcome these complexities in doing business and to provide an impetus to the industry.
Analysis of Indian IT-BPM industry performance during the quarter ending June 2018. This analysis is based on the quarterly results declared by the top listed India-centric IT-BPM companies which comprise over 46% of the industry.

The compendium features detailed use cases of the NASSCOM AI Game Changer Awards Winners with best 50 AI innovative applications.

Analysis of Indian IT-BPM industry performance during the quarter ending March 2018. This analysis is based on the quarterly results declared by the top listed India-centric IT-BPM companies which comprise over 46% of the industry.

The NASSCOM Research report titled “Artificial Intelligence Primer 2018” is published on NASSCOM’s annual Big Data & Analytics Summit, 2018. The report aims to highlight and analyze latest innovations in Artificial Intelligence across industries and categories of companies. The case studies submitted as part of NASSCOM AI Game Changer Awards 2018 form the basis of this report together with secondary research and discussion with key leaders. The report also tries to showcase the latest AI trends and key use cases and impact of AI across industries. Hope you enjoy reading the insights.
Mergers & Acquisitions have been one of the main strategies companies have adopted to scale their business, talent, geographic presence or establish market leadership. This whitepaper analyses the M&As in India’s IT-BPM industry during 2017 and 2018. Interesting trends explored include how firms in the non-IT verticals are acquiring technology companies and investments & exits of PE firms.

NASSCOM-CMR report on AI for BFSI analyzes how AI is shaping up in the BFSI space. It covers the business objectives, challenges, and future plans of IT decision makers around AI. The report also covers the growing eco-system of AI based startups in India. AI technology is here to stay and this report can act as a good reference point for decision makers and implementers from the BFSI space to start their journey.

Global organizations recognize the inevitability of cyberattacks, and are enhancing their cybersecurity strategies by bringing together skilled people, cutting-edge technologies and new age processes to secure their organizations. Global Capability Centers (GCCs), by design, allow organizations to insource key functions, retain control and hold on to expertise in-house. When combined with right talent and commercial effectiveness, GCCs are apt for cybersecurity. With over half of the global GCC revenues, and growing at a CAGR of 11 per cent YoY, the growth of India based GCCs is already well known.

In this report, we explore a wide range of drivers, capabilities, smart practices, innovation, challenges and offer insights on how India based GCCs are securing their global organizations. The intent of this report is to enable leaders of global organizations make informed decisions on their India-based GCC strategy for cybersecurity delivery.
NASSCOM's Agritech in India – Maxing India Farm Output underlines key areas and advancement of Agritech in India. The report covers key stakeholders involved in the sectors, their collaboration and challenges they face. The study analyzed the segmentation of Agritech start-ups in India and how they have evolved over the years. It also delves into major investors driving this sector and an analysis of their funding patterns.

Analysis of Indian IT-BPM industry performance during the quarter ending March 2018. This analysis is based on the quarterly results declared by the top listed India-centric IT-BPM companies which comprise over 46% of the industry.

With the emergence of next-generation / digital themes, the IT infrastructure services market is at an inflection point and requires providers to reimagine their fundamental business models to stay relevant. This report in partnership with Everest Group, traces the effect of the winds of change in the IT infrastructure services market and charts out a future roadmap for service providers to provide differentiated services and cater to the huge opportunity available.

Indian Geospatial Economy Report is a unique exercise undertaken by Geospatial Media and Communications to address the demand for a coherent, robust, and comprehensive analysis of the state of geospatial economy in India.
The report provides the key stakeholders with comparative assessment of current policies, geospatial technology and information management and governance structures and adoption scenario at national and state level. The study presents an estimate of current and future spread of geospatial market opportunity, addressable market estimates and key action areas to enhance the overall geospatial economy size in the country.

May 2018:

#India Trends 2018: Trends Shaping Digital India ance Sector

Data-driven insights, digital tech and ubiquitous mobile computing is changing the Indian landscape like no other. This report provides rich insights on the top 10 trends that are yet unfolding in varying degrees. It tries to understand the trends that are shaping India, as seen from the eyes of its new-age entrepreneurs. The report aims to highlight significant internet-driven developments that could impact companies operating in the digital space in the coming year.

April 2018:

The Future of Me: Re-imagining Global Capability Centers

We recognize the excellent contribution made by the GCC community in shaping the services economy and providing a competitive edge to the overall global enterprise. The intent of this report is to enable actionable thoughts in leaders and to respond to the multitude of trends. At times a small chore seems innocuous and not future shaping. We are in an era where there are many such and the impact warrants working and thinking together.

The Report has assembled trends and impact and serves as a wakeup call for each of us individually on our learnability, adoption and adaptation to new technologies. The ability to look in, look outside and sideways and learn, collaborate instead of compete, take positions on specialism and generalist skills, choose between being rigid and flexible, mindful of information security and privacy are all part of the hors d’oeuvre. As an organization or individually we have a choice on how we respond to what we see happening around us.
Indian IT-BPM industry has been gearing up for being the ultimate digital partner, providing end-to-end, innovative and transformative solutions and services to enterprises across the globe. In this study "India, the 'Digital Solutions Hub' for The World" prepared in partnership with Everest Group, we are attempting to showcase the depth and breadth of services that India as a delivery center is able to provide to customers. The study highlights through case examples how providers are improving and building their capabilities be it through partnerships, acquisitions, reskilling of talent or setting up CoEs to fulfill and cater to customer delight and business outcomes.

Cultivating the Entrepreneurial culture and providing support to start-ups, indeed, forms the rock-solid foundation for a progressive economy. This culture brings in enhanced scope among Universities, Enterprises, and Governments at large to foster innovative ideas and help them get converted into successful business. Conjoined effort by all facilitates an Entrepreneurship ecosystem and thereby create incremental gains for the economy. Creating next-generation start-ups is the need of the hour. This is where we should increasingly leverage the research advances being made by Universities spanning areas such as artificial intelligence, machine learning, big data, medical technologies, renewable energy and material science. Extensive effort to convert these innovations into job-creating commercial products is essential, clearly indicating that it can only happen with effective collaboration between Industry, Academia and the Government. Innovation centers/ Incubators, in this respect, should be on a rampage to boost the start-up growth pattern.

Analysis of Indian IT-BPM industry performance during the quarter ending December 2018. This analysis is based on the quarterly results declared by the top listed India-centric IT-BPM companies which comprise over 46% of the industry.
This brief whitepaper gives a snapshot view of the ways to increase women in leadership roles. It highlights the trend in women representatives within the IT-BPM industry, identifies barriers to leadership and put forth suggestions for senior-, middle-management and HR on how to increase women leadership.

Our flagship report analyses the IT-BPM industry by segments, verticals and markets. Building on the theme of “Amplify Digital”, the report covers details about the changing industry landscape due to digitization and disruptive technologies, how the industry is re-inventing itself to become the most sought after “Digital Solutions Partner” for enterprises in India and across the globe, and the state of adoption of digital technologies by enterprises in India. Details covered include key insights, trends and statistics that shaped the industry during the year.

The report brings together the experiences of IT professionals in two countries – India and the UK – with two key aims:

- To compare the experiences of IT workers in India and the UK to see what the UK can learn from the Indian case to increase the participation of women in the IT sector
- To obtain new insights into gender norms in India and the UK revealed by research into work cultures experienced by migrant women

How Are Brands Transforming Business Models

March 2018:

**Moving Towards Gender Parity**

April 2018:

**Strategic Review: IT-BPM Sector in India 2018: Amplify Digital**

March 2018:

**Women And IT Scorecard India 2018**

March 2018:

**How Are Brands Transforming Business Models**

March 2018:
Startups and SMEs account for a majority stake in the world economy. Every single minute a new startup is born. While enterprises that are financially stable are able to produce sustainable products and invest more often, smaller companies often rely on bootstrapping or angel funding.

One of the primary success factors for any organization is its business model. In our previous two whitepapers in the Digital Transformation series, we have outlined various business cases of how brands are changing their operations to be more Agile and how they are improving customer experience to increase engagement.

This report is the result of a series of roundtable discussions with industry thought-leaders as well as a survey across multiple cities in India to discuss the challenges and best practices for preventing sexual harassment at the workplace. The participants shared their challenges and several innovative practices that they adopted to work around these challenges. The intent of this report is to summarize the various best practices that organizations are adopting in relation to the implementation of this law and provide an assessment of the potential legal and practical risks associated with some of these practices.

“Digital Customer Experience Services – How India Can Lead the World” report in partnership with NelsonHall is based on interviews with CX Services providers and customers with delivery operations in India.

The purpose of the study is to identify the client requirements and providers’ best practices to deliver CX services across the different stages of the customer lifecycle; the development and use of digital channels and technologies including omnichannel delivery, analytics, automation, and RPA; and co-creation for digital transformation delivered from India for domestic and international markets.

The report presents analysis of Indian IT-BPM industry performance during the quarter ending September 2018. This analysis is based on the quarterly results declared by the top listed India-centric IT-BPM companies which comprise over 46% of the industry.
CENTRES OF EXCELLENCE
-AI and IOT

ABOUT CoE

NASSCOM has established Center’s of Excellence (COEs) in Data Science and Artificial Intelligence (DSAI) and Internet of Things (IoT) on Public-Private Partnership model. The CoEs, supported by Governments and industry, is a nationwide programme to drive innovation and co-creation in Industry 4.0, Automotive, Healthcare, Agriculture, Energy, Banking and Financial Services, Retail, Telecom, and other industry verticals & horizontals.
**OBJECTIVES:**

**A) Provide Infrastructure & Capability**
A collective sandbox for experimentation, innovation and problem-solving, combined with providing assistance in building products for startups and innovators.

**B) Accelerate Innovation through Co-Creation & Market Adoption**
The Co-Creat program is to facilitate deep-dive engagement for fast-track discovery and application of innovative solutions sourced from its network of 1500+ deep-tech curated Start-ups/SMEs, System Integrators, and Technology companies.

**C) Build Thought Leadership**
Promotion of best practices, industry standards and carving the path ahead for the industry verticals through CoE-curated events, workshops, forums and roundtables, covering a wide range of topics including healthcare, Industry 4.0 and deep technology areas like computer vision.

**NEW COES: IOT IN GURUGRAM & DSAI IN BANGALORE**

**IoT Gurugram**
After the success of the Center of Excellence in Bangalore, the second CoE-IoT was launched in Gurugram and the first CoE DSAI was inaugurated in Bangalore. These developments are symbolic of the growing impact of advanced technologies such as IoT and Artificial Intelligence in India, with major IT hubs like Bangalore and Gurugram harbouring their progress.

Following the signing of an MoU with the State Government of Haryana, the CoE-IoT in Gurugram was officially launched on 5th October, 2018. The centre was inaugurated by Shri. Vipul Goel, Hon’ble Minister for Industry and Commerce, Haryana.

**Key Highlights:**
- The center is the most recent addition to a hub-and-spoke network of CoE’s across the country and is part of a nationwide collaborative initiative involving the Ministry of Electronics and Information Technology (MeitY) and the state government.
- CoE-IoT will equip a platform for enabling IoT innovations through connected devices using emerging technologies.
- CoE-IoT will also provide start-ups access to modern infrastructure, stimulate co-creation in consultation with industry experts through NASSCOM programs.
- Highlight of the occasion was the presence of top-notch startups such as Ather Biomedical, Dronamaps and Torchit.
- Among the key dignitaries that attended the event were Shri Ajay Sawhney, Secretary of MeitY and Shri Vijayendra Kumar, Secretary (Hartron) and Ms. Debjani Ghosh, President (NASSCOM).
- With an aim to accelerate the technology ecosystem in Haryana, it will specialize in real-world solutions for Industry 4.0. NASSCOM will also work with the industry and the government to identify use cases for technology intervention and connect academia, industry, and policymakers to bring cutting-edge research to the market.
NASSCOM, in partnership with the Karnataka Government, launched the Centre of Excellence for Data Science and Artificial Intelligence (CoE – DSAI) on the 5th July 2018. The centre was inaugurated by GoK IT Minister: Shri. K. J. George, GoK IT Principal Secretary: Mr. Gaurav Gupta; Advisor to NITI Aayog: Ms. Anna Roy; NASSCOM Chairman: Mr. Rishad Premji and NASSCOM President: Ms. Debjani Ghosh. This centre will be a catalyst to:

• Collaborative sandbox aimed at innovation and problem-solving
• Assist in job creation to sustain industry's growth
• Be a platform for best minds in the industry, academia, startups/SMEs and government
• Training, mentoring & sharing best industry practices
• Co-creation and research to accelerate India’s economic development

The CoE-DSAI will be a platform for intelligence-sharing and technology collaboration between stakeholders to build collective capabilities for the industry and country in Artificial Intelligence. These capabilities will see real time application in Smart Manufacturing, Automotive, Healthcare, Agriculture, Energy, Banking & Financial Services among others.

CoE-DSAI aims to support SMBs by fast-tracking their product development, provide market access to enterprises and assist them by co-creating programs. The CoE-DSAI will also work with the government and large-scale enterprises to make available data-sets for training models, create a technology platform (Cloud + On Premise) with a requisite library of solutions and bring onboard experts to provide mentorship.

In addition, the CoE-DSAI will also partner with academic institutions to develop and provide access to the right skill and talent, alongside showcasing these emerging businesses across various NASSCOM platforms.

Boosting the Startup Ecosystem:

CoE IoT’s ongoing efforts to ramp up the ecosystem with technology-driven startups are growing steadily. In addition, the startup ecosystem is being given a major push by enabling product acceleration, establishing connections for funding, providing mentorship opportunities and develop enterprise connect.

The Innovation Labs in the Bangalore & Gurugram CoEs are state-of-the-art facilities, which are hubs for product startups. These are one of the unique facilities in the respective regions available for product startups to build and develop their technology solutions and offerings.

<table>
<thead>
<tr>
<th>CoE IoT</th>
<th>2018</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incubated Startups</td>
<td>26</td>
<td>66</td>
</tr>
<tr>
<td>Societal Projects (By Startups)</td>
<td>7</td>
<td>34</td>
</tr>
<tr>
<td>Patents applied and received (By Startups)</td>
<td>16/1</td>
<td>55/8</td>
</tr>
</tbody>
</table>
In 2019, the CoE aims to install a state-of-the-art AI lab for startups to establish and run data models, making it yet another unique offering for AI startups in the city.

**Mentoring/Market Access Support resulted in PoC/Orders to Startups From:**
- Govt./PSU/Infra: Indian Railways; GMR Airport Hyderabad; National Dairy Development Board, AAI, Mangalore Electricity Supply Co Ltd (MESCOM)
- Local bodies: Gorakhpur Industrial Development Authority; Kanpur Municipal Corporation; Sagar Smart City through Urban Planners
- Private: HAP; Hindustan Unilever Ltd; Easyday-Future group; Polyhose; Schwing Stetter; Luxor; Vodafone; Mahindra retail; Reliance; Sical Logistics/Café Coffee Day; Stellar Logistics/Kelvin Cold-chain, Aditya Birla, Toyota, L&T Tech, TVS Group, DCM Shriram
- Banks: Societe Generale Bank; Syndicate Bank

**Countries Deployed:** India, USA, China, Thailand, Mozambique

**Forging Strategic Industry Alliances:**

One of the highlights of the past year includes the various strategic alliances across countries, sectors and industries, in an effort to enhance the capabilities of CoEs across the board.
- China's GBCD ties up with CoE IoT for big data solutions
- In an impetus to big data, CoE-IoT signed a partnership MoU with China's Guizhou Cloud Big Data Industry Development Co. Ltd (GCB) in January. The GBCD expressed its keenness on associating with CoE-IoT and connecting to consumers who develop Big Data solutions in India.
- Research on IPv6 for an industry scale upgrade
- In June, an MoU was signed with the Internet Corporation for Assigned Names and Numbers (ICANN) for IPv6 research by partnering with Indian academia. The research focused on issues related to IPv6; networks and challenges for industry scale upgrade of device firmware.
- Enhancing technology offerings in healthcare delivery
- NASSCOM CoE-IoT officially signed a MoU with Hospital Tech in August, to collaborate on access to technological innovations in healthcare delivery, social impact projects, engagement in thought leadership workshops and to work on co-create projects to adopt innovation.
- Creating new industry partnerships
- New strategic partnerships were signed up with Wipro GE and AstraZeneca. Panasonic and ARICENT were signed up as Innovation Partners while Cargill was signed up as a Co-Create Partner.

**Digital Workforce:**

As part of this endeavor, a nationwide programme in AI skilling was chalked out for the workforce and major partners have been signed up for rolling out this initiative.
ACCELERATE INNOVATION THROUGH CO-CREATION & MARKET ADOPTION

The CoE’s flagship Co-Create Program is aimed at targeting specific institutional obstacles within organizations with cutting-edge technologies, conceptualized by startups. Some of the examples, specifically pertaining to the government are as below:

<table>
<thead>
<tr>
<th>Partner</th>
<th>Challenge</th>
<th>CoE Role</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MyGov</td>
<td>MyGov has 6.3mn users who interact and contribute generating 3.8mn transactions – these are critical interactions, which are primarily voice notes in Hindi and other regional Indian languages.</td>
<td>Jumpstart and catalyse AI innovation by leveraging innovator ecosystem, CoE created a platform, converted the business problem into a technical one and curated innovators across India.</td>
<td>Created a paradigm for practical applications of AI in Indian languages, fast-tracked near automated innovations in 2 months, with 16 participants shortlisted.</td>
</tr>
<tr>
<td>Aranya.Gov – Karnataka Forest Department</td>
<td>Being the primary source of revenue for sale of timber, no predictability on expected baselines and revenues, with no base level insight</td>
<td>CoE did a Strategic Consulting session, developed the landscape, assessed data structures and developed an approach for anonymizing data</td>
<td>Sharing of anonymized data with outreach to selected innovators, assisting innovators for technical solutions and assisting KFD for choosing the right partners.</td>
</tr>
<tr>
<td>Karnataka State Pollution Control Board</td>
<td>KSPCB does not have single view by area/location across different monitoring stations. ‘One View’ is critical for policy makers to monitor and take corrective action.</td>
<td>Workshop by CoE with KSPCB and stakeholders and vendors to study challenges and action plan towards ‘One View’, highlighted the relevance of synchronized data.</td>
<td>One consistent Intelligent Visualisation for ambient air monitoring, better utilization of KSPCB experts and targeted alerts to concerned KSPCB officials with data.</td>
</tr>
</tbody>
</table>
### Internet Corporation for Assigned Names & Numbers (ICANN)

- **IoT** world has billions of devices connected to the Internet, which requires IPv6 support. The challenge is to ensure each device receives timely updates with the eventual goal to see how this works with Open Source tools/stack in a scaled-up environment.
- **Conceptualising** the problem statement, getting requisite technical expertise to help manage deliverables, and program management of the entire activity.
- Setup has been prepared, OX capabilities added on server and client end, with DNS query update done. Planning demo with ICANN team.

### Oil PSU

- The requirement is adopting vision-based solution to identify defective cylinders on a conveyor belt, challenge is to analyse the cylinder form in different angles and assess whether the cylinder is good enough.
- Problem conceptualizing and documenting, suitable image processing partners pulled in, bottling plant visits and discussions with startups for their solutions’ proposal.
- The requirements have been updated since beginning of discussion, being PSU. Next action: tender by PSU.

### Indian Railways

- Identified hotspots on overhead wire which supplies power to electric engines. Identifying tree-pruning requirement in forest area where trees block the drivers’ view of signals.
- Discovery of solutions in pipeline.
- Lower downtime of locomotives. To reduce accidents due to signaling.

### FOCUSED EFFORT IN HEALTHCARE:

The Healthcare Co-Create Program covers Smart Hospitals, Critical Care Monitoring, Leveraging AI for Healthcare and Universal Health for Public. The Industry Associations are actively engaging with their members to leverage the strengths of NASSCOM CoE start-up eco-system to find suitable solutions to meet their compelling needs.

### THOUGHT LEADERSHIP

**Event Participation by CoE:**

- Number of events organized and workshops conducted by CoE: 28
- Number of thought leadership speeches and keynotes given: 10
- Number of appearances on industry juries and panels: 7
- Number of events CoE participated in: 12
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- Number of events CoE participated in

CoE organizes events across domains namely Industry 4.0, Automotive, Healthcare, Agriculture, Energy, Banking and Financial Services, Retail and Telecom. As an example, the healthcare sector initiative titled LHIF was created last year.

SPECIAL SECTOR INITIATIVE: Healthcare

- Lifesciences & Healthcare Innovation Forum (pronounced as LIFE) is an initiative by NASSCOM Center of Excellence for IoT, to provide a collaborative platform for members to explore and adopt innovation into their organizations.

Though LHIF umbrellas, over the last one year, NASSCOM-CoE is able to engage with nearly 1000 individuals & professionals in the life-sciences & healthcare domain.

HEALTHCARE AGENDA

- Catalyse the transformation of the Lifesciences & Healthcare industry for accelerated and sustained growth, to capture new business opportunities and markets. Building solutions for real world challenges through co-creation programs.
- Develop and nurture an innovation ecosystem with participation of diverse players from healthcare industry.
- Play an active role in bringing affordable, sustainable and scalable healthcare delivery for the citi-
zens, in collaboration with academia, government, industry and start-up eco-system. Leverage our Tech-Partners.

**HEALTHCARE THOUGHT LEADERSHIP**

In the year 2018, NASSCOM CoE held 4 LHIF quarterly events across Bangalore and Mumbai cities, with nearly 350 representatives from the eco-system participating at these events. Besides CoE participated in 8 Lifesciences & Healthcare related events across multiple cities in India. LHIF events are held in workshop mode to facilitate active interactions and peer group collaboration. So far, these events deliberated on topics such as; Universal Healthcare, Government initiatives in Healthcare delivery, Skill Building for Healthcare Professionals, Adoption of EHR/EMR, Technology Trends, Impact of Ayushman Bharat on Indian Healthcare delivery, etc.

**DRIVING STRATEGIC ENGAGEMENT**

Two large global companies (one from Pharma and the other from Med Tech) have signed up with NASSCOM CoE to drive their internal innovation agenda as well as to focus on healthcare delivery in India. Multiple discussions are in progress to sign more entities in 2019, with a focus on Hospital Groups and Insurance Companies.

**RESEARCH INITIATIVES**

NASSCOM CoE is currently working on a major research initiative to publish an annual research paper on “Technology Adoption in Healthcare and Life Sciences Industry in India”. The Research Publication intends to unearth the following, to name a few:

- Macro level challenges in Healthcare – Special focus on Rural India
- Health-Tech Start-up Ecosystem in India - Innovation and Investment
- Emerging Global Healthcare Technology Trends - How conventional and disruptive technologies is solving the access, quality and affordability related Healthcare challenges in India
- Adoption of Disruptive Technologies across the value chain, from Hospital to Insurance firms to Pharma industry

**SPECIAL SECTOR INITIATIVE: AUTOMOTIVE**

**Connected Vehicle 2018**

With the advent of Vehicle Telematics and Connected Vehicles, the Automotive and IT industry is preparing for the next big thing that will shape the future of Auto & Transport in India. In order to connect various stakeholders involved in connected vehicles technology, NASSCOM Centre of Excellence – IoT and Telematics Wire organized Connected Vehicles 2018 – the first of its kind conference and exhibition that brought together expert practitioners and policy makers. It was a forum connecting the major industry players to discuss business possibilities of connected vehicles with senior level executives from the industry. The big shift in the automotive industry has arrived – join the journey.
NASSCOM participated in the 3rd and final meeting for formulation of DPR for NM-CPS. The participants made recommendations to the draft DPR and the same has been captured below –

- All missions to be identified in line with Sustainable Development Goals as prescribed by Government of India
- Focus on areas like Agriculture, Transport, Health, Energy, Rural Development, Water, Education, Environment would be given priority
- An apex body would be constituted that will oversee the working of National Mission on Interdis-
cyber physical systems

- Each mission will be headed by a Project Director reporting into the apex body with the responsibility of implementing the programs/sub missions involving respective ministries
- 25 CoEs are being planned as part of the DPR over a period of 5 years in various areas of CPS
- Various courseware are to be formulated to skill existing workforce and also students at various institutes to be identified across the country

**These recommendation has a bearing on the Industry in terms off**

- The CoEs to be established for each of these areas will see involve Industry, Academia and Start-ups collaborating in co-creation of solutions
- The skilling development program will provide the relevant manpower for Industry to build innovative solutions for local and global needs
- Open up the domestic market for Industry working on CPS solutions
- The international collaboration with other countries and research institutes will help Industry to open up newer geographies for business

**ER&D ECO-SYSTEM**

In collaboration with Fraunhofer Institute, NASSCOM organised a session on “Digital Media Technology”. Prof. Karlheinz Brandenburg, Director of Fraunhofer Institute for Digital Media Technology IDMT and Head of Electronic Media Technology Group at Ilmenau University of Technology facilitated the session. The interactive session saw NASSCOM members sharing their perspective on how acoustics could be used in preventive maintenance along with various use of digital media especially the use of acoustics in Industrial applications.

NASSCOM ER&D hosted many senior visits over the year from Germany and Japan. We had a German delegation led by Mr. Dirk Wiese, Parliamentary State Secretary, the Federal Ministry for Economic Affairs and Energy to discuss on how to strengthen the collaboration between India and Germany including interaction between start-ups between both the countries.

The Japan delegation was led by Mr. Tatsuya Terazawa, Director-General, Commerce and Information Policy Bureau, METI (Ministry of Economy, Trade and Industry) visiting and interacting with Indian companies that have business in Japan and sharing his views on how Japan is opening up and looking at Indian companies to support Japan’s companies in Information Technology roadmap. The interaction saw Indian leaders expressing their issues and request Mr. Terazawa to look into them and see how some of these inhibitors could be resolved for further cooperation between India and Japan.

NASSCOM ER&D initiated a study on digital capabilities on Indian ER&D companies to be taken up by Strategy& to understand how digital is impacting their companies and which areas are the investment being made for building the organization to meet digital needs of the future.

Under the aegis of German Consulate at Bangalore, an initiative to provide connects to Indian and...
German companies with Indian and German start-ups respectively was initiated. NASSCOM has been roped in to support this connect and also to explore possibility of engagements between start-ups and enterprises between India and Germany.

The ER&D council mandate is to evolve programs around CASE (Connected, Autonomous, Shared Mobility and Electric) framework and help the community in adopting the technologies and also make an impact by building innovative solutions from India for the Global Market. The council is in discussions for collaboration with partner associations for Industry 4.0 programs.

A Special Interest Group to drive Industry 4.0 and 5G constituted and work in progress on the identified areas.

**5G SIG**

The SIG debated the areas that needs focus over multiple sessions and concluded to work on the developments of the 4 PoCs as below –

Public Safety – The team has finalized on the approach for developing the PoC. The team will be working on the hardware dependencies through a separate group.

Industry 4.0 – The team will develop a PoC to simulate a factory shop floor situation with the operator at the shop floor be assisted with AR/VR goggles communicate to the control room seamlessly with the help of a 5G network slice/5G network.

Virtual Private Network – The team is currently working on Network in a box using un-licensed spectrum and Network slice from existing Telco. The team will finalize on the actual test bed requirements to test the PoC.

AR-VR Based e-commerce – The team has added one more PoC with a dedicated Kisan Agri centre to be positioned at villages, where the farmers will get access to other farmers. The setup will have AR/VR goggles and sensors to test soil moisture and other minerals. The larger team is yet to finalize whether to have virtual shopping mall or Kisan Agri centre. We have introduced one of our start up working in the AR/VR area and has a module built for virtual shopping.

**INDUSTRY 4.0 SIG**

The SIG will prepare success stories of implementing Industry 4.0 and work with SME, MSME clusters/associations to relay the success stories, case stories which has been executed by the SIG member companies through workshops, roundtables and also by factory/shop floor visits.

The SIG members will form sub groups in taking up the below activities

• Industry 4.0 Awareness
• Standards & Frameworks
• Preparation of Problem statements

**Digital Transformation Roadshows**

As part of the workshops planned across multiple cities this year, workshop on Digital Transformation and Industry 4.0 was organized at Chennai, Vadodara, Hyderabad and Pune. The workshop catered to our members community who were looking at transitioning to Digital, however didn't know where to
start and to sustain the initiative. The workshop gave them insights on these aspects. The workshop was well received by the participants.

**ENGINEERING SUMMIT**


**Market Access**

**JAPAN**

An Indo-Japan Start-up Hub, one in India and one in Japan was envisioned by Indian and Japanese Prime Ministers through the joint declaration in 2017. This start-up hub would serve as a platform for promotion of information exchange, business collaboration and investments between the vibrant and innovative start-up ecosystems of the two nations. In this regard, to give fillip to this initiative, we have HE. Mr. Hiroshige Seko, Minister of METI, Japan visited Bangalore to announce the opening of the start-up hub.

NASSCOM ER&D and Global Trade Development team took a delegation to Japan for a 3 city road-show from June 11th to June 14th 2018. This visit was organised with the help of JETRO (Japan External Trade Organisation). These 3 seminars were conducted with support from Embassy of India and the three top most executives from EOI participated.

The seminars at Fukuoka, Hiroshima and Yokohama were attended by 95+ Japanese companies. Apart from these there were company visits that were arranged by JETRO at these 3 locations. The Indian delegation visited Mazda, Nishitetsu Information Systems, Dream-Arts, and FujiSoft with these companies expressing their willingness to collaborate with Indian companies for co-creating and co-developing solutions.

NASSCOM participated in CEATEC event held in Japan during October 2018. One of the key aspects of this event is the participation of start-ups from India at the event. NASSCOM had reached out to start-ups and 64 had applied to be part of this event out of which Ministry of Economy, Trade and Industry (METI), Japan sponsored a fully funded trip for 10 start-ups from India to showcase products and innovation at CEATEC 2018.

**GERMANY**

NASSCOM through its member companies participated in a roundtable session on “Smart Manufacturing” at the Messe Hanover fair at Germany on 23rd April 2018. The objective of the session was to hear insights on how India and Germany from panelists representing key PSUs/Associations/Chambers/Institutes from Indian & German side on how both countries can complement each other and explore collaboration opportunities. During the fair, NASSCOM member companies also showcased innovative product/solutions of Indian ER&D companies in the area of Industry 4.0/Digitalisation effort.
BPM industry from India is shifting from a cost arbitrage wave to a fast growing strategic partnerships and intellectual wave. Cloud, mobility and big data have rewritten the rulebook and have reshaped the way that companies develop strategies, make decisions and execute day-to-day tasks. Keeping with this trend, the NASSCOM BPM Council continued with the priorities of repositioning the Industry with the stakeholders of employees and the customers as the "Innovation Partner in a Digital World". The elements of this strategy included

Rebranding & Repositioning of BPM Industry: Creation of a Digital portal for the segment
Reskilling Initiative: Assessment of the skills gap and development of the skills enrichment plan
Building & Positioning Data Science & AI Capabilities
Ecosystem Building

REBRANDING & REPOSITIONING OF BPM INDUSTRY: Creation of a Digital portal for the segment

The rebranding initiative is to showcase the transformational work and demonstrate the innovation in the BPM industry from India. The idea is to develop a unified portal for the IT-BPM industry and to build thought leadership and promote India as an innovative destination where all significant work across industry, research, academia, and the entire ecosystem is showcased. We’ve come up with an overall strategy for repositioning based on Content, Creatives, Portal and Promotions. The game plan is to focus on content, creatives, and portal in Phase I and delve into the details of promotion in Phase II. We will adopt a segmented approach of targeting the BPM companies (Under Phase 1 A) first and then expand to other members. On the content front, we plan to source inputs from our members as well as tap into existing content plus find ways to find raw content to be developed. The portal will be a one-stop-destination where all transformational & innovative work by the industry, conversations, videos, articles and research is showcased and for the ecosystem to connect, interact and draw value. The initial work on the portal is being completed and will be launched in April 2019.

RESKILLING INITIATIVE: ASSESSMENT OF THE SKILLS GAP AND DEVELOPMENT OF THE SKILLS ENRICHMENT PLAN

NASSCOM BPM Council has initiated a program to identify interventions that NASSCOM can make to ensure the Indian BPM industry has the right skills to meet the requirements of the transformation as well as growth of the sector.

- Constituted a workgroup of senior leaders including CHROs, CIOs, L&D Heads to curate the interventions required.
- Initiated skills inventory benchmarking and reach out to industry members seeking support for the initiative and necessary inputs for benchmarking.
- Received inputs from 8 companies representing a cross-section of the BPM industry. As the next step, the data received needs to be compiled, analyzed as well as produce a benchmark study / report on skills to be imparted at an industry & process level by engaging a professional agency
- Identified research partner for this work
- The study will be in two phases, actual courseware to be developed in phase 2.

BUILDING & POSITIONING DATA SCIENCE & AI CAPABILITIES

A larger Work Group of non-members constituted to discuss how to leverage data science capabilities. For NASSCOM AI Game Changer Awards, NASSCOM received 300 case submissions from Start-ups, SMBs, Large Enterprises, MNCs as well as User enterprises. The case studies were shortlisted
with help of Jury comprising of leading academicians from IIM Ahmedabad, IIT Bombay & IIIT Bangalore. The top 50 case studies were recognized and special jury awards were given to 10 companies at the Big Data & Analytics Summit.

**STRENGTHENING BPM ECOSYSTEM AND MEMBER ENGAGEMENT**

The BPM industry from India is integrating technologies such as analytics, RPA, cloud into their core offerings to create value for its clients. In order to augment the collective capabilities and develop the overall BPM ecosystem, regional BPM workgroups are being constituted. The first such regional group was constituted in Mumbai to amplify the BPM council initiatives as well as determine and execute programs to develop local BPM ecosystem.

1. **Knowledge Workshop – Bringing your Digital Transformation Strategy to Life**
NASSCOM knowledge workshop on ‘Bringing your digital transformation strategy to life’ on April 24th in Mumbai to shed light on how to build digital transformation strategies in a ‘glocal’ landscape. The thought leaders at the workshop provided strategic insights in this space, touching upon current challenges and solutions with an actionable way forward.

2. **Knowledge Workshop – Reinventing Your Customer Experience**
NASSCOM knowledge workshop on ‘Reinventing Your Customer Experience’ on June 7th in Delhi to shed light on how to build strategies in a ‘glocal’ landscape. The thought leaders at the workshop provided strategic insights in this space, touching upon current challenges and solutions with an actionable way forward.

3. **Industry Engagement**
Organized the BPM Quality Symposium 2018: Quality, an Enabler for Digital Customer Experience at the Infosys BPM Office in Bangalore on Dec 13th. Over 130 delegates participated at the event. Digital transformation is a large-scale change that’s happening in the global landscape and an organization needs monumental change in its culture for its leadership and teams to think differently, increase their digital experience at all levels, innovate more frequently, and increase their risk-taking abilities. The event provided an opportunity for leaders to deliberate on these key issues.

**Call Centre Frauds**
Set up a workgroup on how to tackle call centre fraud. We have put together chapter heads for a study and vetting it with the group. Populated the first chapter with content.
- Had a couple of meetings with a few leaders and listed out chapters of a book that will essentially be a multi-pronged approach to fraud that will act as a how-to-guide with recommendations to law-enforcement agencies and the government.
- Formed a special Interest group of three leaders to help with the content for the other chapters
- Working with enforcement agencies and members to continuously create awareness on the issues.

**Positioning & Knowledge Sharing**
• NASSCOM Big Data & Analytics Summit
• NASSCOM BPM Strategy Summit
• AI Game Changer Awards 2018
• Customer Service Excellence Awards 2018
GCC COUNCIL VISION: TRUSTED PARTNER FOR THE GLOBAL ENTERPRISE

OBJECTIVES & PRIORITIES:

Create a robust ecosystem for existing GCC's to grow and “Pull Factor” for new GCCs to set up in India. Increase the GCC footprint with Digital capabilities beyond cost and talent arbitrage.

- Help GCC’s Drive Digital Transformation from India by evangelizing & sharing best practices on Disruptive technologies and Technologies of the Future.
- Facilitate Open Innovation & External acceleration through Start-up connect & engagement, NIPP & Co-Create
- Articulate the GCC Story– Cost Arbitrage to Value Arbitrage. Create Pull factor for Top Fortune 500 MNC's to setup in India
- Be the First port of landing & on Speed Dial for insights on Setting-up, Regulatory, Compliance, Tech, Data Security, CSR
- Drive the Skilling and Re-Skilling agenda for GCC's through Future Skills & SSC.
- India an Option to India an Imperative: Narrate the India Capability Story, Capabilities in Terms of Talent, Innovation, Scale and Impact.

KEY PROGRAMS:

Open Innovation through Start-up engagement –

- Facilitate Enterprise connect programs and External Acceleration for GCC's through Start-up Connect Program's.
- Over 20 GCCs have signed up for NIPP & Co-Create programs out of which 6 have signed up in 2018.
- Multiple Start-ups are working on POC's on problem statements given by GCC's.
- NASSCOM hosted various Start-up Connect programs in Bangalore, Delhi, Mumbai, Pune, Chennai and Hyderabad to facilitate partnerships and collaborations between the GIC Community and Start-ups.
- Evangelize Digital Transformation & Future Technologies –
- Help GCCs to be future ready to deploy and adopt disruptive technologies
- Engage with Consultants, Research firms and Subject matter experts to conduct sessions and awareness about Disruptive technologies.
- Conduct multiple sessions on technologies impacting GCCs – Automation, RPA, AI, MI, Blockchain etc
- Share best practices and Showcase tech adoption
**NASSCOM GIC CONCLAVE 2018 –**

- NASSCOM hosted the 8th edition of NASSCOM GCC Conclave in April 2018 in Mumbai.
- NASSCOM GCC Award 2018
- NASSCOM hosted its maiden GCC awards at the side lines of GCC Conclave 2018 to acknowledge, showcase and recognize the contribution of GCC’s to the IT, BPM sector.

**MEMBER ENGAGEMENT ACROSS ALL REGIONS –**

- NASSCOM GCC forum hosted over 50 Sessions / Workshops/Masterclasses in 2018 across all regions (Pune, Mumbai, Bangalore, Hyderabad, Chennai, Delhi).
- Key areas of focus for discussions were around Technology, Compliance, Regulatory, Data Security, CSR, HR and Skilling.
- NASSCOM GCC National and Regional Council was the driving force behind conducting calendarised initiatives and activities across all regions.

**RESEARCH REPORTS**

- NASSCOM GCC Forum conducted Study and Research reports on Digital Maturity with EVEREST Group
- Two new studies have already been initiated this year – “Digital Innovation at GCCs” with ANSR and “GCC Landscape Study” with Zinnov

**ONE NASSCOM - ENGAGEMENT WITH NF, DSCI AND SSC**

- GCC Member companies were actively engaged with NASSCOM Foundation to drive CSR initiatives through programs like National Digital Literacy Mission (NDLM), Big Bridge, Social Innovation etc.
- Data security is one of the key focus areas for GCC’s and the forum and all regions worked with Data Security Council of India (DSCI) on various initiatives from education to awareness on Data / Cyber security
- GCC’s are actively working with NASSCOM Sector Skills Councils (SSC) on skilling, reskilling and upskilling of employees.
The vision of the council - ‘Augment & Showcase the digital capabilities of ITS companies to stay relevant in the face of digital disruption.

The four key areas of work:

- **Develop thought leadership** - Digital portal, White paper, media coverage on available digital capabilities in the IT services Eco system
- **Reskill existing workforce** to reduce redundancy as well as to meet the new talent requirements of transformation
- **Rebrand & Reposition the ITS industry** as a reliable, valuable, innovation partner in the client’s digital journey and as right career for young professionals
- **Expand Open Innovation** Eco system and cross collaboration with other segments
• **Engagement with US Universities** – Created a broad plan to implement hiring of interns to be placed in various IT service companies in the US and to build Awareness of ITS from India as a career options amongst US graduates

• **Expand NIPP /Enterprise connect program to IT services segment to augment the deep tech capacity** – Initiated and lead engagement with Plug and play in the US for Innotrek. 40 pre-qualified startups presented to over 60 companies and VCs.

• **Repositioning the IT Industry** – Showcase the Indian IT Services industry as a key value driver focused on innovation and outcomes and true co-creator. Development of digital platform / microsite – min 25 case studies to show transformational capabilities, investments, and success (shared goal with BPM Council)

• **NASSCOM put together** and hosted its first edition of ‘**NASSCOM Leaders Roundtable**’ at San Francisco on 25th August, 2018, Honourable Union Minister for Law & Justice, Electronics and IT, Government of India Shri. Ravi Shankar Prasad led the meeting. 25 leaders from the IT sector came together for this exclusive roundtable to discuss collaboration models in the digital economy that will help reposition India and the stance that Indian IT should take in the days to come.

• **Evangelize the Council Agenda/ Priorities across members** – 3 round tables were held in Chennai- Aug 7th, Mumbai- Aug 8th , Bangalore- Aug 9th

• **A representation for an Industry** Consultation Meeting on the Draft Action Plan for Champion Sector in Services – IT/ITeS under the Chairmanship of Secretary, MeitY was made.
COUNCIL VISION:

To build a thriving ecosystem of small and mid-sized technology companies that would together create leading-edge technology and business solutions for the world.

With an objective to enable business collaboration for SME companies in India with businesses in emerging markets, SME Council has been striving to strengthen the entire NASSCOM SME member ecosystem. 2018-19, 2nd year of SME council have been very high impactful in multiple ways. For past one year we have impacted 1500+ members through various initiative and programs.

We created 9 SME councils and 15+ chapters across PAN India which gave us better reach among the SME members, and the retention and acquisition of members has been significantly improved. Regular quarterly SME council meeting has been helping the Council to stay focused and keep the track of work being done and if any changes or improvement to be done on the council agenda.

Business are facing various challenges and to address the same, SME council aligned their priorities under 3 pillars:
1. Business Growth
2. Adoption of New Technology
3. Business Operation

Under these 3 border topics, we conducted 200+ Round-Tables touching 1000+ SME member. The topics covered under these Round-Tables were most relevant to the need of the time, the new age technology such as
- Agile DeVops
- How AR and VR helping better customer experience
- Impact of Emerging Technologies
- Design Thinking
- Future of Data Centre

Along with these tech session we also did multiple policy related session where in members got to know about the new policy launched such as GST / IPO / industrial polices etc.

Our leadership workshops and enterprise connect programs were well appreciated by the members. We had speakers from the industry & leading institutes talking to member on leadership skill required for the growth & better team management and the enterprise connect programs gave SME companies an opportunities to connect with big companies like Google, TechM to showcase their service.

Besides giving member the domestic platform to explore the business and networking opportunities, we also created international market access platform opportunities for the SMEs to expand their business internationally.
SINGAPORE CONNECTECH ASIA EXPO

For the first time we participated at Singapore ConnecTech Asia Expo. ConnecTechAsia is the only business platform in Asia covering the entire spectrum of communication, broadcast, and enterprise technology and services. This is our debut and we had 10 companies participating in Connect Asia this year. Members got an opportunity to interact with Mr. Ishwaran Minister for Information and Communication & Mr. Jaishankar the first officer from the High commission. ConnecTechAsia combines two of Asia’s biggest business platforms – CommunicAsia, Broadcast Asia, and the inaugural NXT Asia, to create one MEGA EVENT.

GITEX 2018@DUBAI

NASSCOM SME Council took a purposeful initiative to participate at GITEX 2018. With over 4700 + Exhibitors and 100,000+ participation from 140+ countries, everyone headed to GITEX in anticipation of big business partnerships, future-ready gear and booming successes. We took 26 delegations, a notch higher than the previous year. On an average leads generated by each company must be around 40-50. Few companies could also found local partners and agreed on partnerships with them.

We signed the MoU with Dubai Internet City (DIC). This mutual collaboration will open doors for our SME member companies to establish their presence in Dubai. This will also help them to ease out on all the legal formalities and other nitty gritty of running business in Dubai. This is one of the biggest value we would be offering to all our SME members.

SINO-INDIAN DIGITAL COLLABORATIVE OPPORTUNITIES PLAZA (SIDCOP): NASSCOM - CHINA IT CORRIDOR

These corridors are established with an objective to promote “co-create” culture between the two nations leveraging our respective strengths in hardware and software to develop smart solutions for the world. The NASSCOM and local Chinese government have commissioned a collaborative technology platform of IT solution providers and consumers with the operating agency Zeta-V Technology Solutions (a NASSCOM partner with local presence in China) to support this strategic partnership.

SME INTERNATIONAL CONCLAVE @ KOLKATA (NISC 2019)

We conducted first ever SME International conclave @ Kolkata (NISC 2019). The conclave scheduled on 10th & 11th of Jan 2019 @ Kolkata, with 1400-odd participants coming under the summit’s aegis to be part of multiple discussions, showcases, networking opportunities, usual camaraderie and more. The 80 speakers we had, held us in thrall over 100 sessions and covered almost all angles
adequately. Moreover, the expansive outreach was most impressive and we had participants from faraway places like Chandigarh and Kochi. The event was truly democratized in its maiden venture itself. During NSIC 2019, SME Council signed MoU with RBL and Axis Bank to provide all the banking / financial needs ranging from basic banking services to complex business solutions and to also meet the credit requirements of the segment.

We also launched PwC report which talks about SME Companies growth plans, challenges faced, maintenance of competitiveness, etc. The Report: “Through the looking glass: Are IT and ITeS SMEs geared for the next growth wave?”

The Key findings of this reports:

• Technology companies are optimistic about riding this growth wave and 40% of tech SMEs anticipate to grow at over 40% in the coming 2 years with another 25% expecting growth between 30% and 40%.

• For 27% of businesses, funding growth is a challenge. The ability to procure funds, at reasonable rates and when needed, particularly during scale-up, is a concern for technology companies. In terms of source of funding for growth (where available), nearly half indicated that business earnings would be sufficient to allow aggressive growth, while another 19% were open to private equity funding.
The Product Council at NASSCOM had a very active year focused on 4 key objectives:

DeepTech Club: Nurture and mentor Deep Tech product companies from India
Skill Enablement: Build online and offline programs on key themes that help to build capabilities of product companies in India
Showcase and Evangelisation: Regional and National Product Conclaves, Emerge50 awards
Business Connects and Roundtables

DEEPTECH CLUB

The program is specially designed to catalyse and help scale selected DeepTech Products using mentorship and curated connect with enterprises and investors and providing support in global outreach.

First cohort of 22 Products concluded with a meetup of mentee founders and mentors along with enterprise and investor 1:1 networking session. The summit was attended by 12 representatives from 8 enterprises and 18+ investors from 10 angel and VC funds.

2nd cohort of 20 companies inducted after evaluation, interview and curation process from 250+ applications – Specific mentors identified and assigned to each selected company based on identified need analysis. This cohort will be concluded in Mar/Apr 2019.

More info about the program, mentee batches and mentors are available on www.nasscom.in/deeptechclub/

SKILL-ENABLEMENT

Broad range of topics and leaders were crowdsourced through industry volunteers and a sustained webinar series was undertaken. We conducted 29 webinars, starting with 2-3 webinars a month in the beginning to now 4-6 webinars a month across business and technology topics relevant to product companies. The webinars included:

Product Management Webinar Series 1: started in Dec 2017 in partnership with SAP, the series was completed with balance 16 webinars this year (22 total in whole series). Each webinar was attended by 70-250 people with an average attendance 135 people.

Data Science Learning Series: The series of webinar was started to build awareness on subject of data sciences and putting a foundation step towards building a workforce of tomorrow. In 7 sessions conducted so far, we discussed exploring technology roles of data scientist, applied data sciences, building ML models, deep-learning, data visualisation, AI ethics and data sciences with specific vertical focus like, fintech, healthcare, etc. Five (5) upcoming sessions in this series will cover AI in fashion/retail, NLP, recommendation engines, DS at internet scale.

Product Management Webinar Series 2: after successful completion of 1st series on this product management that was more theoretical backed by examples, we took to disseminating pragmatic approach of product management with more real life use cases to be delivered by practitioners and entrepreneurs from variety of organisations having more engaging session with
participants. The series was kicked off in Dec'18 with a session on Product Management in the age of digital transformation by Ramkumar Narayanan, VMware. Two (2) session followed afterwards and 5 in pipeline to be delivered by March 2019.

Other Business topics: in between, 5 more webinars on business communication (by Rakesh Godhwani, IIM-B), Catalyst: Accelerate your growth at work and in life (by Chandramouli Venkatesh, Pidilite), Building Inclusive Innovative Product Culture in Your Organization (by Som Dutta Singh and Bharath Lingham), Product Management Career Path (Yogesh Rao) and Chanel Sales for SaaS product (Anuj Joshi).


**SHOWCASE AND EVANGELISATION**

NASSCOM Product Conclave was held at Hyderabad and Bangalore and Pune is scheduled for March 2019. Key highlights included:

a. **NASSCOM Product Conclave, Hyderabad | 20 July 2018**
   The event was themed on – Start to Scale...building the next Unicorn and was attended by 325 + Delegates, 25 Speakers, 6 Sponsors and included 10 Product Showcases. Some of the other firsts attempted this year which received a good feedback were –
   • Investor Series Master class for HNI's and Prospective Investors to propel investment community in Hyderabad
   • Digital Experience Zone showcasing the latest technologies combined with a Master Class

b. **NASSCOM Product Conclave, Bengaluru | 25-26 Oct 2018**
   15th NASSCOM Product Conclave was held on October 25-26, 2018 at the Taj Yeshwantpur, Bengaluru. The theme of the event this year was ‘Product Mission 2020: Are We Ready?. The conclave witnessed more than 2,000 participants from product companies/startups, GCCs, SIs across the world. Participants comprised of Digital business CXOs, product innovation leaders, angel and VC investors, and academicians/ researchers.

   The 10th edition of the Emerge 50 awards were announced during NASSCOM Product Conclave. Emerge 50 this year saw over 420 nominations. The nominations were screened and scrutinised on more than 30 business, innovation and technology parameters by Grant Thornton. Such shortlisted companies went through a jury round in 3 cities – Bangalore, Delhi and Mumbai. After rigorous jury evaluation and rating, Emerge 50 and the League of 10 were identified and awarded during the NPC. Details of awardees are available on http://product.nasscom.in/emerge50.php.

c. **NASSCOM Product Conclave, Pune | 15th March 2019**
   NASSCOM Product Conclave (NPC) in Pune commemorates its 5th edition this year. Theme this year is “Innovation—FutureTech—Disruption”. NPC Pune, will focus on how to creatively enhance businesses while the futuristic technologies are enabling disruptive innovations through machine intelligence.
CONNECT/ROUNDTABLES

• We continued our efforts of organizing special roundtables to bring all stakeholders of the ecosystem from investors to startups, large product companies, enterprises to accelerators/incubators, on a common platform in multiple cities to exchanges ideas to be future ready.
• 4 roundtables around the year across cities on Blockchain (16th May, Trivandrum), Security and Privacy (17th May, Delhi), Agritech (22nd June, Bangalore), Legal/Compliance (27th June, Kolkata)
• CXO Connect at NPC2018 – 2 specially conducted roundtables with 50+ digital CXOs to have a free exchange of ideas about achieving impactful transition of businesses to use digital at its core. The key agenda item which drove the overall discussions was “changing customer demand across industries and sectors”.
• 10 special focussed roundtables at NPC2018 – Fintech, Artificial Intelligence, Cloud/SaaS, Healthtech, IoT and devices, China’s pursuit of AI Leadership, Blockchain and Retailtech
• Enterprise Connect at NPC – NIPP powered session at NPC2018 saw 80+ representations from 35+ enterprises having 1:1 speed dating format meetings with 20+ curated startups.
• Investors’ Connect at NPC – Investors meet and roundtable at NPC2108 co-organized with IVCA saw 30+ investors/funds participating and 100+ meeting among these investors and 30+ curated startups

GLOBAL CONNECT

Our partnership with Mass Challenge Israel, renowned tech accelerator in Jerusalem having network of mentors across the world and providing startups great values in business acceleration, resulted in 6 NASSCOM associated product companies being part of their 2018 cohort. Program exposed these startups to business and investors in Europe and the US. One of the startups, Ziroh Labs, went on to win 2nd position among their Top 10 startups across the world winning an all-expense-paid trip to Boston to network with business and investors for a week.
Diversity and Inclusion Initiative
The Diversity and Inclusion summit, 2018 “Full steam Ahead” was very well received by the industry member and saw great participation. Over 600 delegates from over 150 NASSCOM members companies attended the 2 day conference in held in Chennai, March 2018. Thought leaders and speakers from 54 organizations elevate the conversation to the next level. During the same summit, NASSCOM launched its first ever as a part of Women In Technology initiative Women Wizard Rule Tech (W2RT), a 1 year program under Diversity & Inclusion initiative of NASSCOM.

D&I redefining series was carried out in 3 locations Hyderabad, Mumbai, that was attended by over 350 participants from across 65 companies to gain perspectives from over 25 Speakers, and workshops on leadership and LGBT+IQ. The redefining series in Noida will be conducted shortly in March, 2019. NASSCOM announced the D&I Corporate Awards which will be presented at the upcoming D&I Summit 2019.

The year 2018 marked a difference to Diversity and Inclusion - Women in Tech in the ITBPM industry through the W2RT initiative of NASSCOM. Over 4500 women technologists were nominated by NASSCOM member organizations and were on boarded the program to gain awareness about emerging technologies. The program aim to create a leadership pipeline by motivating women technologists to remain in core technology, further to upskill, reskill to and stay industry relevant. This is a 1 year program that was kick started on 1st November, 2018. There are 5 key components to program, in Q1 the program witnessed amazing traction through Gurukul sessions, role model session and Mentoring. 13 Gurukuls sessions were conducted, 9 webinars were facilitated, and over 1028 W2RT users were connected to over 300 mentors who would provide Tech and Leadership mentoring. Over 250 badges were earned by W2RT users spending an average of 142.7 mins in Q1. 4 Official curtain raiser in 4 location witnessed over 950 participants, 6 role models motivating women technologies to become leader of tomorrow.

As the first batch of this program commences in October, 2019, over 45 Gurukul sessions would have been completed, 1200 mentoring sessions, a minimum of 25 hours learning per user, and multiple networking sessions would have been accomplished.

Over and above the focus on Women in Technology as a part of Diversity and Inclusion, NASSCOM also facilitated

- NASSCOM LGBT+IQ Inclusion and Equality Workshop to build perspectives, and participatory experiences of creating inclusion and equality at workplaces.
- Financial Wellness Session for Women - Dreams Don't Work Unless You Do
- The key imperative – understanding generational differences that emphasized on how to manage Multi-Generational workforce to develop and nurture an inclusive culture.
- NASSCOM facilitated a session that emphasized on #Impact of PWD Act in Organisations to build awareness on the impact of the act on organizations and the need for its adoption.
10,000 STARTUPS
- FUELLING ENTREPRENEURIAL SPIRIT & BEYOND
The year 2018 was the year of re-defining the vision of 10,000 Startups. In the past five years, the Indian startup ecosystem has undergone a transformation. It no longer is a fledgling ecosystem which formed the foundation for 10,000 Startups program five years ago. Launched with the vision to support and evangelise startups, 10,000 Startups is now focused on not only nurturing startups but also helping them create globally acclaimed products. Here’s how we are taking those small steps to achieving our vision.

10,000 STARTUPS PROGRAM IMPACT

Funding & Acquisition
- Hyderabad warehouse startup Dairy+ closed deals with multiple dairies in Telangana, Andhra Pradesh, and Tamil Nadu
- LeanSpoon expanded its operations with the commencement of specialized services in hospitals
- Noida Warehouse startup The Solar Labs raised funds from China based accelerator and Yes Bank Energy Accelerator
- Virtually supported Delhi startup Get Khabri raised funds from GSF Accelerator
- Gurugram Warehouse startup ParkZap raised funds from HNI group
- Kochi warehouse startup Tranzmeo secured funding in Kerala’s first public sector funding from HPCL
- Kolkata Warehouse Program startup, Brickview Studios, received a grant from IEM University for R&D work
- Kolkata warehouse startups Ecoline and Imaginorlabs raise seed money
- Virtual program startup from Kolkata, FindVise raise seed investment from Kredent InfoEdge

COLLABORATION
- Park Zap a startup in Parking & Toll management system received a project from NHAI for the stretch from New Delhi to Chandigarh.
- MyTootle, Kolkata warehouse program startup closed a deal with a market research firm Innovius Research through the connect made possible by 10,000 Startups.
- Mumbai warehouse startup Clairvize secured a deal with Aditya Birla Group
- PublicVibe, also a Code for the Next Billion startup, has partnered with Reliance Jio. It will fea-
ture in the latter’s upcoming mobile handset browsers by default.
• NCR startup Zenatix got acquired by Hero Electronix, a Heri Group company.
• Hyderabad warehouse startup Flytta collaborated with Infosys
• Stelae Technologies collaborated with Satsearch to build 1st Global Search Engine for Aerospace Industry
• Bangalore warehouse startup Satsure Analytics signed MoU with Antrix Corporation

ACCELERATORS & PROGRAMS

• Noida Warehouse Incubated Startup, The Solar Labs was selected for the final round of Techstar Energy Accelerator and Zeroth Accelerator Program. Zeroth is focused to promote and support innovations in AI-ML tech space.
• KrishiHub Part of Code for the Next Billion - 2.0 cohort got into Maersk’s prestigious accelerator FoodTrack program - a global food technology program whose aim is to support startups that combat food shortages around the world. The startup accelerator program is a collaboration between Maersk an end-to-end food transportation and logistics company, and Rockstart the startup accelerator.
• InnoTrek 2018 and Hyderabad warehouse startup Abda Digital got through HSBC’s accelerator program
• Rightwatts- Noida warehouse startup got selected in Bangalore based Energy Accelerator program Shell E4.
• Threye & Bolbay Play, Bangalore warehouse startups were selected for Google’s Indie Games Accelerator Program.
• Abda Digital, Hyderabad warehouse startup collaborated with Vodafone India
• Slang Labs got inducted in Google Launchpad Accelerator

NASSCOM INDUSTRY PARTNERSHIP PROGRAM (NIPP)

With the aim to foster sustained engagement between large corporations and innovation technologies in India, NIPP has had a busy year with numerous CXO roundtables, exclusive pitch sessions, workshops, connect sessions, NIPP partner initiatives. The numbers speak for the extensive work done by NIPP in creative a collaborative ecosystem for the global innovation leaders and innovative technology ventures. Here’s a roundup of the effort.
INNOTREK 2018

The legacy that started in 2014 witnessed a successful fifth edition with deep tech startups representing various domains such as IoT, ML/AI, Big Data/Analytics to NLP. It received phenomenal response resulting in over 350 applications from across India that set the ball rolling for the coming days. The week-long journey saw the bigwigs of the Valley come together such as Tim Draper, Keith Krach, Don Loeb, Anand Rajaraman, Vinod Muthukrishnan and TM Ravi. The initiative also saw keen interest from tech giants Netapp, Nvidia, and Unity and renowned accelerators Google Launchpad Accelerator, Plugandplay, Thoughtworks and FalconX where the startups met investors and enterprises for potential investments and opportunity to work together.

[ Snapshot ]

350+ Applications
40 DeeTech Startups
45 Speakers
36 Investors
45 Enterprises

India Fintech Day 2018

With the aim to bring focus on the dramatic changes as well as gradual shifts taking place in the global FinTech landscape, coupled with the intention to showcase the disruptive innovation happening in FinTech, the third edition of India Fintech Day was organised in Mumbai. It was an opportunity for corporate and startups to explore synergies and take the discussion forward after the session. Supported by NIPP, 20 leading BFSI startups were a part of the product showcase zone.
NIPP Blockchain Challenge & Innovation Day

The first Enterprise Blockchain focused pan-India NASSCOM hackathon (May – July), which concluded over a 36-hour final hackathon in Bangalore from 28th July - 29th July was a challenge thrown at Blockchain developers. The event paved the way towards building a comprehensive Blockchain forum for enterprises, start-ups, developers, experts, and enthusiasts to come together and explore new opportunities for ideation and collaboration. The entire event was conducted in 7 phases.

NIPP Innovation Day was held on 30th July when the winners of the Blockchain Challenge were felicitated. The event was a major success with the participation of 150+ attendees from 40+ corporates and 25+ startups.

On NIPP Innovation Day, corporates had the following to say..

It was a well communicated and coordinated event. It was an excellent job in taking the first step and such programs definitely would up-skill the developers and help the industry, as “Developers are the Kingmakers”. Developers in the contest were good and enthusiastic which is a very positive sign for future endeavors. Looking forward to work with NIPP in all your future programs.

- Raghavendra Deshpande
IBM (Technology Partner)

It was a pleasure and a good opportunity to look at the world of blockchain start-up’s by NIPP. The overall event was well organised and the platform provided for the teams was excellent. It came to the forefront that every blockchain has to be treated like a resource and the real question of “WHY BLOCKCHAIN?” has to be addressed with adequate reasons. And I am really impressed with the teams and their innovative implementations. Such initiatives are a wonderful opportunity for new products to be developed around blockchain. Such a community for these start-ups to collaborate on the technology front will move us forward both in technical aspects and in product development of each startup.

- Mohamed Neyaz Basheer
Rolls-Royce India Pvt. Ltd. (Mentor)
LAUNCH OF ACCELERATE10X

Building on the success of the 10,000 Startups initiative its second phase was unveiled, Accelerate 10X. The program aims to catapult the nation's deep tech startup ecosystem onto the next level and is deeply motivated by the need to create the world class deep tech product startups from India. This program will harness the industry ecosystem strength to support 50 to 100 deep tech product startups per year, through various focused interventions over a period of six months including deep dive mentorship, corporate engagements, global market exposure, and global VC connects. Following up to the launch of Accelerate 10X program, the applications were announced open in October.

CODE FOR THE NEXT BILLION

NASSCOM 10,000 Startups and Facebook concluded the second edition of the Code For The Next Billion programme with ten shortlisted social impact startups after six months of mentorship and pitch sessions. The programme started in the year 2015 and had a singular focus to discover and empower the next generation of social impact startups in the country. Moving beyond the boundaries of digital natives, the second edition of the program, was aimed at nurturing social impact start-ups that are creating digital innovations that serve to bring larger sections of new-to-internet/bottom of pyramid users into the digital fold.

The finalists were Haqdarshak, Eye-D, Bodhi Health Education, TheTeacherApp, Jiovio, KrishiHub, PublicVibe, Right2Vote, ChainFrame and Helper4U Services LLP.

MAKEINAP

In a bid to boost the start-up ecosystem in Andhra Pradesh, Government of Andhra Pradesh in collaboration with NASSCOM 10,000 Startups and Idealabs launched MakeInAP. A first of its kind unique initiative of Government – Industry - Academia Partnership, the program will provide a platform for students, young professionals and startups to interact with established corporates, leading technology companies and industry mentors to build collective capabilities for the industry in the cutting-edge areas of advanced technologies. 10,000 Startups aims to tap the potential of emerging technologies like AI/ML, Blockchain, IoT, Cyber Security to uncover start-ups and seed a culture of innovation, entrepreneurship and product development amongst students and young professionals in the region.

DRIVING CHANGE WITH PARTNERS

As the key players of the ecosystem, we understand that the responsibility of driving change for the Indian startups is through collaborative contribution. We are continuously striving to introduce important initiatives for startups that offers them access to best practices and in turn gives our partners an insight into innovative startups.

- Partnered for Google Cloud Startup Program for which 650 startups were brought on board.
- IBM Blockchain workshop witnessed over 3000 developers and 400 plus startups
- Supported Call for Code initiative by IBM that saw 2000 plus developers across 6 cities
- Brought on board over 400+ Developers for Bangalore meet-up and over 300 developers for the Delhi chapter for Digital Ocean Tide Conference.
- Partnered for Kotak UPI 2.0 Hackathon Demo Day organised at our Bangalore Warehouse
DESIGN4INDIA
CREATING WAVES IN THE DIGITAL FRONTIER

Integrating design into the Indian innovation ecosystem

Initiated by NASSCOM in 2016, Design4India is a platform that aims to integrate experience design and design thinking into the innovation ecosystem in India. Design4India strives to connect the technology industry with designers and design enthusiasts to guide them through the multifarious facets of design. Ever since its conceptualization, Design4India has been creating waves in the digital frontier.

THE BRIDGE BETWEEN TECHNOLOGY AND DESIGN

Creating immersive user experiences

The Design4India initiative is educating the tech workforce about the pressing need for immersive user experience in dramatically improving user experience design. Design4India aims to radically transform India’s innovation ecosystem by bridging the gap between technology and design.

CATALYZE THE INNOVATION ECOSYSTEM

Create world-class opportunities

Design4India envisions to catalyze the innovation ecosystem in India. With a massive plan to create world-class opportunities and solutions, Design4India seeks to enable 1,000+ product startups and train 10,000+ design enthusiasts and professionals in the country.

CONNECT AND COMMUNITY

Strong foundation for success

Designers and technology ninjas can leverage the Design4India platform by participating in business challenges, design hackathons, workshops, roundtables, summits, meetups, podcasts, webinars and more, with leaders in the industry. By forging a connection between the design community, Design4India helps innovators build a strong foundation for success.

OBJECTIVES

1. Embed Design and a Human Centric Approach into final technology, whether Product or Service
2. Create a Design Capable IT Workforce
OUR JOURNEY IN 2018 – 2019

# - Number of Events
+ - Number of Professionals Impacted

IMPACT

11,059+ PROFESSIONALS
844+ STARTUPS
15+ AWARDS
9+ CITIES
IT-ITeS Sector Skills Council NASSCOM (SSC NASSCOM) is the identified body for setting IT-ITeS job standards and the related competency assessments & certifications for the same under Government of India.

Towards this end and with a view to extend its circle of influence in the education and skills ecosystems, SSC NASSCOM was constituted in March 2012 and is operational to date. SSC NASSCOM has an elected industry-led Governing Council including representatives from various sector councils of IT-ITeS industry (ITS, BPM, ERD, SPD, SME, GIC), line ministry (Ministry of Electronics and Information Technology), NSDC, and eminent academicians.

SSC NASSCOM is a special purpose vehicle/aggregator that is meant to enable a sustainable quality talent pipeline for the IT-ITeS industry with an aim to facilitating the necessary generic and technical skills and competencies towards a job ready workforce. Multiple initiatives have been facilitated enabling the transition of students to professionals.

For enabling a razor sharp focus to meet the heterogeneous requirements of IT-ITeS industry, SSC NASSCOM has formulated two strategic divisions to meet requirements present and future; one strategic division focuses on ‘Skilling at Scale’ and the other on ‘FutureSkills’ with an aim to facilitate an industry driven learning ecosystem to get India accelerated on the journey of building skills and becoming the global hub for talent in emerging technologies.

**SSC NASSCOM ‘Skilling at Scale’,** contributes towards the development of individuals with industry standards for employer needs thus impacting the ecosystem both national & international.

**REVIEW FY 18-19 TO DATE: KEY HIGHLIGHTS**

**Research & Analysis:**
- Developed the report on “Impact of Artificial Intelligence”- Government AI Committee
- SSC NASSCOM organized meeting with key SSC CEO’s to identify and develop cross functional Qualification Packs (QPs) w.r.t to NextGen/Future Technologies (i.e., AI, Big Data, IoT, Cloud Computing, RPA, Social & Mobile, Cyber Security, Virtual Reality, 3D Printing)
- SSC NASSCOM has developed 19 standards in Artificial Intelligence & Big Data Analytics occupation.
- SSC NASSCOM has commissioned a ‘Talent Demand –Supply’ report to understand the skill gap & high demand occupations
- SSC NASSCOM undertook a strategic review and rationalization of its Qualification Packs. Phase 1 – Strategic Review of the project, final report on Rationalization Strategy and Demand Supply Report has been approved by the Research Board and is now completed
- SSC NASSCOM validated 84 QPs across 48 occupation under IT/ITeS. PwC on-boarded to support in validation & rationalization process.
- 8 QPs have been retired and 4 QPs merged as 2 with the necessary information for support validation is ongoing

**Capacity Building:**
- Courseware Development completed for
• **Cyber Security QPs**
  •Security Infrastructure Specialist (SSC/Q0923)
  •Penetration Tester (SSC/Q0912)
  •Analyst Endpoint Security (SSC/Q0905)
  •Analyst Compliance Audit (SSC/Q0907)
  •Analyst IdAM (SSC/Q0904)

• **Analyst QP (IT Consulting)**
  •Web Developer QP

• **Foundation Skills in Digital Marketing**

  •Approval of paired Curriculum for Apprenticeship
  •Domestic Data Entry Operator and Domestic Biometric Data Operator
  •Junior Software Developer and Web Developer
  •CRM Domestic Voice and Associate CRM
  •Junior Software Developer and Web Developer
  •Domestic Data Entry Operator, and Domestic Biometric Data Operator
  •All 6 paired and 3 embedded apprenticeship curriculum approved by NSDC and uploaded on the ‘Apprenticeship’ portal under ‘Optional Trades’
  •SSC NASSCOM submitted an improved B.Voc model to MHRD
  •SSC NASSCOM participated in the CBSE Committee for the formulation of Artificial Intelligence and Data Analytics Foundational curriculum

• **Training, Efficacy & Placements Measures:**

  •SSC NASSCOM has signed 120+ MoUs with various skilling ecosystem stakeholders w.r.t. QP program implementation and assessments
  •SSC NASSCOM has impacted 1100+ ‘Master Trainers’ and ‘Trainers’ till date
  •SSC NASSCOM has assessed 1,95,000+ candidates till date in (FY 2018-19) across various schemes including PMKVVY, NULM, DDU-GKY, Schools, CSR, 3rd Party Assessments, AICTE PMKVY-TI, etc.
  •SSC NASSCOM has organized 65+ Job Melas/Placements Fairs and facilitated 20,000+ jobs wrt IT-ITeS job standards.

• **WFMIS:** Workforce Market Intelligence System website is a digital gateway to SSC NASSCOM initiatives. WFMIS provides information to various stakeholders and is a regular source of information related to various programs and communication from SSC NASSCOM. WFMIS is re-engineered periodically to ensure a wider reach and build the requisite interaction with stakeholders. Key updates include:
  
  •Regular updates wrt ‘Master Trainer’ & ‘Trainer’ licenses
  •Django version upgradation
  •Publishing various RFPs
  •Security enhancements in login; adding token based login
  •Updation of various animated ‘Career Maps’ and ‘Mind Maps’ WFMIS
• Online request registration for LTP MOU
• Output document and FRD development
• Windows service configuration for assessment automated reporting
• Configuring automated emails of all dashboard report to the team.
• School Certificate generation module re-engineering.
• Development of “Scheduling dashboard for Regional Leads”
• Update of online TTT/ToT calendar on WFMIS
• Implementation of SSL layer on InSDMS & WFMIS
• Development of ‘PMKVY Batch Scheduler’
• Animated Career Map for Future Skills is under progress
• FutureSkills MoU module on InSDMS in progress.
• Operational dashboard wrt various SSC NASSCOM metrics is in Progress.
• Development of a microsite for Apprenticeship scheme

• **Promo & Marketing:** SSC NASSCOM has completed 100+ events addressing College and Government connects, Regional Events, Hackathons, QP Adoption & TAT sessions, MOU and Press events, NASSCOM & International Events, Training Partner & Student events;

• **Other Key Focus Areas:** Recognition of Prior Learning (RPL), Apprenticeship Program and World Skills Project & BRICS Competition.

**Recognition of Prior Learning (RPL):**
• RPL is the process of recognizing previous/prior learning, often experiential, towards gaining a qualification. The program assesses and certifies those who have acquired their skills informally without certification. This not only recognizes their competency but also helps them access future job opportunities in the formal ecosystem. RPL project Type 4 launched by National Skills Development Corporation (NSDC) is to ensure wider outreach to the large uncertified workforce pan India, primarily in the organized sector, through direct partnerships with Sector Skill Councils and Industry/Corporate.

• SSC NASSCOM has been working with BPM organizations to undertake RPL. NSDC has approved proposals from Mattsen Kumar, Softage and Competent Synergies, etc. for around 3900 employees to undertake RPL. Discussions are on with additional BPM companies like Tech Mahindra, WNS, Capita, etc.

• **Apprenticeship Program:**
  • Engaging apprentices is mandatory by law (Apprenticeship Act 1961) for all industry sectors, including IT-ITeS, in India. SSC NASSCOM has proactively embarked upon a massive initiative of creating awareness to facilitate NASSCOM member companies implement apprenticeship, aligning Govt’s framework with industry’s business requirements.
  • Govt has brought significant reforms in the Act, making it more flexible and industry-friendly. IT-ITeS industry, employing about 4 mil professionals, has to engage at least 1, 00,000 apprentices to comply with the law.
  • More than 600 apprentices have been engaged in the last 3 months. Elaborate plan is being
worked to reach out to all, more than 2700 member companies, in the forthcoming FY 2019-20.

- World Skills Project & BRICS Competition: SSC NASSCOM organized various regional rounds of India Skills and participated in World Skills – Asia at United Arab Emirates.
- SSC NASSCOM, NSDC & DSCI led India Team won the 2nd Spot at BRICS 2018 for Future Skills Challenge in the Cyber Security category.

NASSCOM FutureSkills, An industry driven utility, a learning ecosystem to get India accelerated on the journey of building skills and becoming the global hub for talent in the emerging technologies.

In response to the IT-ITES industry’s need to adapt to Industry 4.0 and its impact on the jobs of the future, NASSCOM launched its flagship initiative ‘FutureSkills’ on 19th February 2018. FutureSkills was unveiled by Hon’ble Prime Minister of India Shri Narendra Modi who applauded the initiative for its focus on creating skills for future jobs in the country. The programme aims to reskill 1 million professionals along with skilling 1 million potential employees and students in the industry over a period of 5 years.

The initiative focuses on building technology skills spanning 155+ skills for 70+ job roles on 10 emerging technologies namely Artificial Intelligence, Blockchain, Big Data Analytics, Cloud Computing, Cyber Security, Internet of Things, Mobile Tech, Robotic Process Automation, Virtual Reality & 3D Printing. These technologies were identified by a NASSCOM-BCG study conducted in 2017 to identify trending job roles & skills in the emerging tech space.

Built on a learning aggregator platform by EdCast, FutureSkills is a ready to use, login-based portal. It has been designed as a marketplace and content library where best-in-class global learning and content providers come together to offer learners free and deep learning content required to build skills, assessments and certifications to take up future jobs. It also has a curation feature that allows SMEs (Subject Matter Experts) from organisations and academia to contribute by curating content and learning pathways.

THE YEAR IN REVIEW: KEY HIGHLIGHTS

- **The Journey So Far**: As part of Phase-1 (June – Sep 2018) roll-out and implementation, 10 Member Firms of NASSCOM pioneered to adopt FutureSkills to reskill their workforce. This was followed by nomination of employees for reskilling from more than 80+ companies on the platform. About 200,000 employees have committed to embark upon their learning journey fuelled by more than 30,000+ content pieces, contributed by more than 30 learning content providers, including best in class product firms, MOOC companies and Innovative smaller edu content providers. Nearly 46% of these content providers contribute content on Artificial Intelligence, which is also one of the top trending technology topic being consumed by the learners.

- **FutureSkills® - A registered Trademark**: As a step further to enhance and simplify the identity of FutureSkills, both visually and verbally, trademark registration for the word ‘FutureSkills’ was submitted to the Trademark Registrar. We are excited to share that FutureSkills is now a registered trademark. The word mark for ‘FutureSkills’ has been accepted and advertised.

- **Development of Job Standards for AI & BDA**: Another landmark recorded during the year was the development of qualification packs and model curriculums for 19 job roles related to AI (Artificial
Intelligence) & BDA (Big Data Analytics) that has been approved by NSDC (National Skills Development Corporation). Work is underway for defining job roles for IOT and Cloud Computing. This marks the beginning of a new era as it will help provide a common framework or ‘Standards’ defining the proficiency levels required for all job roles on next-gen technologies.

- **Approval of Job Standards for Information/Cyber Security:** In addition to the landmark approval of the AI&BDA, 10 Qualification Packs (QPs) got approval and NSQC clearance by NSDA (National Skills Development Authority) and these QPs are now available in National Qualification Register (NQR) to be accessed by IT-ITeS Skilling Ecosystem. Same will be incorporated in FutureSkills platform subsequently.

- **Foray into the Academic Ecosystem:** A significant milestone for FutureSkills during the year was the pilot launch of the portal at OP Jindal University for 250+ students and SRM University for 5000 students, opening up the platform for skilling fresh graduates on job oriented skills on emerging technologies.

- **Marketing & Promotion:** During the year, FutureSkills participated and exhibited at 8 NASSCOM events.

  - Roundtables & Panel Discussions: In addition, the following roundtable discussions and workshops were organised to bring-together the Industry, Academia and Government to drive conversation on the reskilling imperative and come up to a broad consensus on the way forward to drive a collaborative ecosystem to build the digital talent roadmap for India
  - Roundtable on infusing accountability and technology into future-proofing learning: A refreshing cocktail | NASSCOM HR Summit, 26-27th July 2018
  - Workshop on ‘Skillling in the Age of AI’ in association with Niti Ayog, Government of India | 20th September 2018 in Bengaluru
  - RoundTable on Decoding Re-skilling of Tech Talent: How is the Industry keeping pace? | NASSCOM Design & Engineering Summit, 15-16 November 2018
  - Panel discussion on FutureSkills at the India-UK FutureTech Festival | 11-12 December 2018

- **FutureSkills on Social Media:** FutureSkills went live on all major social media channels (Twitter, Facebook, LinkedIn & Instagram) in November 2018. With a total followership of 2000 people, the content interactions on all our channels peaked at 43 lac impressions (as of Jan 2019)

**FEW PHOTOGRAPHS**

SSC NASSCOM participated in Rozgar Mela at Belgaum, Karnataka SSC NASSCOM organized Job mela at Navi Mumbai 40 companies and 3000 students participated
SSC NASSCOM organized Job mela at Navi Mumbai

SSC NASSCOM organized Rozgar Mela at Chhattisgarh

SSC NASSCOM & GCC talent group conducted a software using developer program at BVRIT engineering college

Cloud Computing standards development workshop discussion Cognizant, CtrlS Datacentres, Amazon, Tech M, Google, Walmart, Pidatacentres etc participated in the session

SSC NASSCOM organized Rozgar Mela at Bhubaneswar; 19 companies and 1500 students participated in 2 days.

SSC NASSCOM NASSCOM showcased FutureSkills Initiative AI fueled console at NASSCOM BPM Strategy Summit 2018
Workgroup meeting with IoT companies to set Job and Occupation, Standards completed. ABB, TCS, Infosys, Intel, AXISCADES HCL, Philips, Bosch, Schneider Electric, etc.

NASSCOM signed MoU with Tech UK on the Future Skills platform

SSC NASSCOM partially with Directorate of Skill Development, Govt of Tripura in August presence of Hon’ble Chief Minister, Tripura

SSC NASSCOM inks MoU with Tech UK on the Future Skills platform

SSC NASSCOM, NSDC & DSCI Led India Team won the 2nd Spot at BRICS 2018 for Future Skills Challenge
Membership Outreach
NASSCOM through its 9 regional offices plays an active role to engage with the membership, build specific programs, catalyse the Regional Councils and work with state governments. The year 2018-19 saw an expanded agenda for NASSCOM through its regional initiatives.

**TAMIL NADU**

NASSCOM crossed 400 members in the state of Tamil Nadu and had a series of engaging programs during the year. These included:

- CEO Get Together Meet and Felicitation of Members for Longevity in Membership, Guest of Honour Dr. M. Manikandan, Hon’ble Minister for Information Technology, Government of Tamil Nadu. 130 CXO’s from our Member cos. participated
- TechNext full-fledged initiative for B2B Software Product Cos. was developed to focus the scaled up Product Cos.in the region. 100th session of Product Connect organised focusing on B2C Product Cos. showcase.
- Regular programs for GIC, SME, Product, Marketing, D&I, Tech Series, GTD, HR, CFO, Analytics Forum, BCP and some joint activities with other associations.
- Year 2018 ended with CEO Get Together Meet with participation of 120 CXO’s meet, an outstanding Key Note session on new age of digital technology by Ramkumar Ramamoorthy, ED, Cognizant and special address on Labour Department transparency and friendly connect delivered by Mr. Sunil Paliwal, IAS, Principal Secretary – Labour and Educational Department, Govt. of TN
- Regional Council & GCC Chapter of TN created substantial value by engaging members of the region and added significant value.
- New Market opportunities with GITEX participation and subsidy from TN Govt. was a remarkable support to member cos.
- 4000 plus delegates from our member and non member cos. benefited from our activities of the year 2018 which resulted in healthy engagement and active contribution

**KERALA**

- Organised 52 sessions spread across 10 at Kozhikode, 23 at Kochi and 19 at Thiruvananthapuram, apart from Regional Council Meetings.
- Major focus on Tech learning Sessions, SME Connect and HR Forums.
- Impacted around 1669 delegates covering 80 % of member organisation.

**TELANGANA & ANDHRA PRADESH**

The region has over 300 members with majority of them being active participants in the various initiatives thereby contributing a lot to the ecosystem.
The Vision is to build local tech ecosystem with focus on skills, innovation and to create new oppor-
opportunities for business/market connect, enable a positive & collaborative ecosystem for the IT-BPM industry in the states of Telangana & Andhra Pradesh. Some of the key focus areas of impact to the industry are, promotion of Tier 2 Locations and take the Members activities to the next level on promoting innovation to increase engagement at various levels in these organizations.

**Active Forums & Working Groups in the region are given below apart from the Regional Council for Telangana.**

- GCC Forum
- Product Working Group
- Engg, R & D Forum
- HR Forum
- D & I Forum
- Sales & Marketing SIG
- Business Excellence Initiative

**Events, Sessions, Workshops Conducted under 4 Broad Areas –**

- Technology Series
- Operations Series
- Leadership Series
- Shared Services Series

In all, the region conducted 48 thought leadership sessions and workshops (40 in Hyderabad, Telangana and 8 in Visakhapatnam, AP) apart from the periodic forum and regional council meetings from Jan to Dec 2018. In Hyderabad the fifth edition of NPC was conducted on 20th July 2018 with the broad theme of Start to Scale and saw participation across member & non-member companies with a footfall of 325+ delegates. The other regional sessions and workshops also had a good participation from members across Enterprise, SMB and Startup companies and received a good feedback from most participants. The total no of attendees in all these sessions and workshops were over 2500 people covering over 85% of the member organisations who are present in the region.

**Karnataka**

The city of Bengaluru is a hotbed of activity and NASSCOM programs in the state spanned across large events, technology sessions, hosting international delegations, and engagement with the state government. Some of the focus programs included:

- The Future Of GCCs: Implications on Work, Capabilities and Leadership - Prof. Vasanthi and Sharad sharing their experience and thought leadership, the deliberations were both rich and pragmatic
- Organized Tech Discussion with IT Services & BPM Member's on importance on being relevant and addressing the new technologies impacting business and growth
• Multiple tech sessions on Healthcare Odyssey in 2025, The Digital Enterprise Imperative & Digital Key, Securing and updated on changing biometric, Chatbots & UI Interface changes for Consumers and internal organization & Digitization
• SME CEO & US Business Opportunity with Tacoma - Lead by the SME Council & Dy. Mayor - the session provided an opportunity for CEO’s to network with peer and Dy. Mayor provided an opportunity to setup business in Tacoma with support for Govt Support, Visa, Infrastructure & local business opportunities and networking
• The future of CFO’s in the Digitalization of Organization & Changing role in partnership of Deloitte India
• Organized industry leadership through visits and showcasing India Story and providing an Business Connects Opportunity with Startup & Other Eco System
• CHRO’s” An approach to decode & Opportunities on Catering to Multigenerational Workforce - Upskilling & Reskilling, HR Digitization & Transformation challenges,

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**EAST**

**Key achievements of the Region: Outreach / Events / Activities/Value additions**

• Opportunities for Business - 8 Business connect (B2B) sessions for Members
• Government Relationship - 18 Joint sessions and initiatives with Government of West Bengal, Odisha, Tripura, Arunachal Pradesh, Nagaland, Bihar
  • Specially engaged with Dept. of IT – Govt of WB for initiatives like Blockchain Congress, IOT Summit, Bengal Global Summit.
  • 8 District Sensitisation sessions in IT parks along with Govt of WB
• Supporting Innovation and new Technologies - 20 Deep engaging roundtables on boosting the process of innovation, disruptive tech, process excellence, BCP/DR, Tax/HR/Compliance and enhanced cyber security
• Eastern Region conducted 50+ sessions during the year. The 5 Special Interest groups (Products, SME, Services, DS/AI, Security) championed their individual areas to run engagements.
• Reached out to Tier 2-3 cities like Bhubaneswar, Guwahati, Agartala, Ranchi, Siliguri, Durgapur, Malda
• Special focus on Industry connects, meetings with micro-vertical associations and clusters to channelize business opportunity for members
  • 7 CXO connect sessions with special focus; Facilitating members to participate in CXO forums where NASSCOM gets invite
  • Worked jointly with 10K colleague to extend support to Startups in almost all major events, patching with potential investors
    • Worked with IT Dept. to close the version 2.0 proposal and got Govt funding support; Part of pitch sessions to steering committee; Ensured capacity utilisation

**Areas Covered, The sessions, roundtables and workshops done are mainly on**

• Cutting edge technologies like AI/ML, IoT, Embedded Systems, Blockchain.
• Functional issues on HR, Government policies, Tax, Intellectual Property, Project Management, Product Management
• Creating Market opportunity sessions on advantage of geographic locations like UK, Singapore; B2B and B2G sessions; CIO connect sessions
• Skill development sessions through NASSCOM SSC and FutureSkills initiative.

**MUMBAI, GUJARAT, MP & CHATTISGARH**

**MUMBAI**

• Western (Mumbai) Region conducted 74 sessions from Jan – Dec 2018. We conducted 40 Session in Mumbai, 27 in Gujarat, and 7 in Madhya Pradesh. (Focus areas – Member engagement and interaction, reaching to Non-Members, participation – CXO’s, HR, CIO’s CISO’s, Impact – facilitate interaction with experts, a session on Future Technologies, follow-up – Members benefited from Best Practices sharing thru these session like Sales and Marketing, BPM, HR)
• 3217 Delegates participated through these 74 session
• These sessions were covered up under 23 Forum initiative like CXO Forums, D&I and HR, SME Forum Product Forum, Sales & Marketing etc.
• SME Forum had a broader focus covering 29 sessions in Mumbai, Ahmedabad, Vadodara, Surat, and Indore

**Key sessions and activities**

**Mumbai**

• Focused RT's happening in Mumbai helping connect and engage with members.
• BPM Session on ‘Bringing Your Digital Transformation Strategy to Life’ was highly appreciated by all and Susir Kumar, Executive Chairman, Intelenet Global now as Teleperformance was the Key Note Speaker
• Working actively with Govt of Maharashtra (GoM) on initiatives like Skill, Policy inputs, Start-ups and helping SME scale up. The key highlight for the year was GoM signing the MoU with NASSCOM supporting the NTLF for 5 years. GoM supported the delegation to Dubai GITEX for NASSCOM SME members by helping them look at developing / exploring the UAE market. GoM partnered with NASSCOM for the India Fintech Day event in Mumbai.

**GUJARAT**

• Another session which had a high impact was conducted in Vadodara – NASSCOM Engg Forum "Workshop on Digital Transformation & Industry 4.0" conducted by Mr. Manjunath was highly appreciated, 20+ Engineering Organization in Vadodara participated
• NASSCOM signed a MoU with Govt of Gujarat to establish CoE in Gandhinagar

**Madhya Pradesh**

• Engagement with Madhya Pradesh Government – The interaction of Madhya Pradesh members with the MP Govt officials was facilitated by NASSCOM to discuss about the IT policy. This was a high impact event & NASSCOM got good feedback for enabling this platform.
• The events in Madhya Pradesh have increased considerably resulting in a good engagement with the ecosystem (members and non-members).

**PUNE**

_Areas covered in the initiatives during the year_

• Geography wise: Pune, Aurangabad, Solapur, Ichalkaranji, Kolhapur, Goa, Nagpur, Satara

• Forum wise: DeepTech, HR, Compliance, GCC, SME, Corporate Administration, Finance, ER&D, Academia, GTD, Sales & Marketing, D&I

• Outstanding Sessions, Events, landmark speakers who addressed -

Building Best Place to Work – Speakers: Rajat Raheja, Country Head, Amdocs | Shashank Bhushan, VP HR India/APAC & COO, BMC | Vivek Ranjan, Senior Vice-President and CHRO, Zensar

Session on DevOps – Speaker: Scott Davis, Solutions Engineer, Atlassian flew down from Sydney, Australia to deliver this session.

Session on Artificial Intelligence – Speaker: Pierluigi Casale, Group Data Scientist, TomTom joined from Netherlands to share his insights

Formation of Corporate Administration Forum: Engaging with Commissioner of Police and appointment of Nodal Officer to chalk down communication strategy during crisis

Workshop by McKinsey: Digital Transformation and Industry 4.0: Speakers: Sameer Joshi, VP, Head of India & Middle East, Tata Technologies | Dr. Tilak Arvind, CEO, Ascent Intellimation Pvt. Ltd | Anil Ghegade, Head – Corporate Research and Technology, Eaton | Shankar G Rao, Head – Digital Transformation Office, Bosch

_Business connect sessions, CoE etc_

• Over 80 enterprise connects either through one to one econnecting mails or through Roundtables with limited & specific participants

• Collaboration with various associations such as National Insurance Academy, Frankfurt Rhein-main, NIBM, etc. helped members bring closer to potential customers and explore new geographies for business.

No of companies / people covered across sessions - Approx. 550 companies and 1600 people

**NORTHERN REGION**

The NASSCOM Northern Region has been actively engaging with its members through a host of activities. Prominent ones being:

1. NASSCOM Paytm Women in technology- Build for India Hackathon was held on 7-8 April at the NASSCOM Noida Campus
The Theme of the Hackathon was “Build for India” The aim was to build a project to solve a problem in India. 104 teams registered with 367 Participants. Finally, 84 Teams and 320+ Participants participated 30 Student category teams participated from across India. In total, 30 Jury members judged the Projects submitted by the teams. There were 2 Jury rounds

**Two teams were adjudged Winners in the Professional Category and two- Student Category**

2. NASSCOM Annual Technology Conference was held on 26-27 Sep in Gurgaon The NATC was attended by over a 1000 delegates over 2 days
Three masterclasses were organised with Knowledge sharing by IBM, AWS and Sapient provided a great learning platform to the attendees. A techquest Quiz was also held for the first time at the Conference which saw the enthusiastic participation of over 80 teams.

3. PM Townhall with IT Professionals : the NASSCOM Northern Regional Team was instrumental in supporting the Townhall organized by the Prime Ministers office on 24th October 2018 at the JLN Stadium in New Delhi. Hon’ble Prime Minister Shri Narendra Modi addressed IT professionals through a Town hall meeting in Delhi and virtual connect of campuses across the country to encourage IT professionals to volunteer for social causes. The townhall directly connected over 1 lakh professionals

4. NASSCOM in Partnership with the EDM Council conducted a session on Best Practices in Data Management on 11 Dec 2018. The Session was conducted by John Bottega the first Global Chief Data officer. EDM Council, the world’s largest association for data management professionals in the global financial industry.

**The NASSCOM Northern Region also conducted out of the Box sessions such as:**
- Getting into the mind of the Millennial
- Business to psychology masterclass
- Art of Business Storytelling
- Reinvent your Customer Experience Strategy

CEO Sessions/CHRO Sessions/CTO Sessions with Global Leaders were held in the region
Some of the prominent ones around strengthening and Capability building around HR were:
- Talent Acquisition and Expert class on interviewing and selection skills
- HR Trends today and Fast Forwarded

Some of the prominent ones for strengthening and Capability building around Technology were:
- Understanding the organization digitally how to use the power of Digital Networks
- The Value of Statistical Modeling in Machine Learning
- The Power Tool called AI
- Building Cloud APIs/ and SaaS Ecosystem

**Some of the prominent ones for strengthening and Capability building around Sales & Marketing were:**
- Digital Marketing
- The Changing Buyer

In order to make the members aware of the new initiatives rolled out by NASSCOM, sessions around Futureskills and Women Wizards Rule Tech were also conducted.
NASSCOM GCC AWARD 2018

NASSCOM hosted its maiden GCC awards at the side lines of GCC Conclave 2018 to acknowledge, showcase and recognize the contribution of GCC’s to the IT, BPM sector. The awards were given in 4 categories – Transformation Catalyst, Innovation – Product and Process, Learning and Skill Development and Organisational Excellence. Over 150 applications were received from GCC’s across all regions. Awards were given to 20 GCC’s after a fair and matrix driven assessment.

Artificial Intelligence Game Changer Awards - 2018

NASSCOM Design Awards 2018

NASSCOM Design4India Design Awards’ maiden edition felicitation ceremony was hosted on 25 September 2018 with an aim to spur innovation with a focus being on technology product design, that is simple yet builds a powerful product and exemplifies Experience Design. Out of total 188 applications and after two levels of evaluation by the pre-jury and the illustrious jury, 68 applications were shortlisted. 15 winners took home the Golden Spiral Trophy and the certificate.

NASSCOM Customer Service Excellence Award 2018

To showcase and recognize digital innovation and value, NASSCOM had announced NASSCOM Customer Excellence Award - 2018. Companies were invited to submit case studies to illustrate how the BPM industry is investing, and transforming their capabilities to enhance customer services and lead the way for digital transformation. Over 175 case studies were received from the industry and 17 companies were felicitated at the event across the categories of Transformation, Co-Creation, Return on Investment and Process Efficiency. Special category awards were also given to Enterprise delivering customer excellence and startups.

NASSCOM Emerge 50

The 10th edition of the Emerge 50 awards were announced during NASSCOM Product Conclave. Emerge 50 this year saw over 420 nominations. The nominations were screened and scrutinised on more than 30 business, innovation and technology parameters by Grant Thornton. Such shortlisted companies went through a jury round in 3 cities – Bangalore, Delhi and Mumbai. After rigorous jury evaluation and rating, Emerge 50 and the League of 10 were identified and awarded during the NPC. Details of awardees are available on http://product.nasscom.in/emerge50.php.
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ANSR Global Corporation Private Limited
Ansys Software Private Limited
Antares Systems Ltd
Antialias Ventures Private Limited
Antler Solutions Private Limited
Antwork Solutions India Pvt Ltd
ANZ Operations and Technology Pvt Ltd
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Aosta Software Technologies India Limited
APA Engineering Private Limited
Aparajitha Software Services Private Limited
Apa Partners India Advisers Pvt Ltd
Apconic Software Private Limited
Apex CoVantage India Pvt Ltd
A-Plus Tree Systems Private Limited
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AppBell Technologies Private Limited
Appexigo Technologies Pvt Ltd
Applied Software Pvt Ltd
Appnovation Technology Solutions Private Limited(OC)
APPERI Technology Solutions Private Limited
AppsGuru Business IT Consulting Pvt Ltd
Appsoleut Coders LLP
Aprescom Private Limited
Apt Software Avenues Pvt Ltd
Aptagrim Consulting LLP
Aptech Limited
ARC Advisory Group
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Arctern Consulting Pvt Ltd
ArcWeb Designing SMAC Private Limited
Ardhika Software Technologies Private Limited
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Arrowhead Professional Services Pvt Ltd
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Artivatic Data Labs Private Limited
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AstraZeneca India Private Limited
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AT&T Global Network Services India Pvt Ltd
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Ather Energy Private Limited
ATL Education Foundation
ATOA Scientific Technologies Pvt Ltd
Atos India Pvt Ltd
Atria Convergence Technologies Private Limited
Atrity Info Solutions Private Limited
Attra Infotech Pvt Ltd
Aubergine Solutions Private Limited
Aujas Networks Pvt Ltd
Aurionpro Solutions Limited
Aurum Equity Partners LLP
AuthBridge Research Services Private Limited
Autodesk India Pvt Ltd
Automation Edge Technologies Private Limited
AVA Software Private Limited
Avaal Technologies India Private Limited
Axaa IT Solutions Pvt Ltd
Avalara Technologies Private Limited
Avancer Software Solutions Private Limited
Avani Cimcon Technologies Ltd
Avaya India Pvt Ltd
Aveksha Technologies Pvt Ltd
AVEVA Solutions India LLP
Aviva Global Services (A div. Of A G S Customer Services (India) Pvt Ltd)
AVR EdGE Networks Pvt Ltd
Awfs Space Solutions Private Limited
AXA Business Services Pvt Ltd
Access Tech Systems India Pvt Ltd
AXISCADIES Engineering Technologies Ltd
AXS Solutions and Consulting Private Limited
Axtria India Pvt Ltd
Aryuz DataMarketing Private Limited
Azurei肯 Technologies Pvt Ltd
BBIT Solutions Pvt Ltd
BA Continuum India Pvt Ltd
BA Solutions
Babte System Technologies Pvt Ltd
Baba Farid Group of Institutions
Bactrak Private Limited
Bahnw CyberTek Pvt Ltd
Bain & Company India Private Limited
Bain XL Services India Private Limited
Bajaj Allianz Life Insurance Company Limited
Baily Technologies India Private Limited
Banca Sella S.p.A.
Barclays Global Service Centre Private Limited
Barry-Wehmiller International Private Limited
Bassierte ITES Private Limited
Batic Systems Pvt Ltd
Baxter Innovations and Business Solutions Private Limited
Bayern International
BBITS Consulting Pvt Ltd
bbnisys Technologies Pvt Ltd
BC Management Services Pvt Ltd
BeatRoute Innovations Private Limited
Bebo Technologies Pvt Ltd
Bechtel India Pvt Ltd
Belcan India Private Limited
Belief Systems
Berkadia Services India Pvt Ltd
Best of Breed Software Solutions India Pvt Ltd
Bestfit Business Solutions Pvt Ltd
Betamomks Technology Factory Private Limited
Better Mortgage (BMTG Advisors India Private Limited)
Codelogix Technologies Private Limited
CodeTantra Tech Solutions Private Limited
CodeZen Technology Solutions Private Limited
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Cognatrix Information Technology Private Limited
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Cognet HR Solutions Pvt Ltd
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CogniCor Technologies Private Limited
Cognizant Technology Solutions India Pvt Ltd
Colan Infotech Pvt Ltd
Colgate Global Business Services Pvt Ltd
Collaborative Intelligence Private Limited
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Colosseumtech Solutions Private Limited
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COLT Technology Services India Pvt Ltd
Columbus Global Services India Private Limited
Columbus Software Technologies Private Limited
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CompuCom CSI Systems India Private Limited
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Confront Solutions Private Limited
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Control Risks India Private Limited
ControlCase International Private Limited
Convergence Innovation Labs India Private Limited
Convergence IT Services Pvt Ltd
Convergya India Services Pvt Ltd
Corporate Infotech Pvt Ltd
Corporate Technologies
Coruscate Solutions Private Limited
Cosmolance Tech Private Limited
Cotiviti India Private Limited
CourseCube Private Limited
Couth Infotech Pvt Ltd
Covance India Pharmaceutical Services Private Limited
CPA Global Support Services India Private Limited
CR2 Technologies Ltd
Crafsoil Technology Solutions Private Limited
Crane Global Solutions Ltd
Crane Process Flow Technologies (India) Private Limited
Creative Lipi Webtech Pvt Ltd
Creative Virtual Private Limited
Creecientech InfoSystem Private Limited
Credit Suisse Business Analytics India Pvt Ltd
Crescendo Connect Private Limited
Crimson Interactive Pvt Ltd
CrimsonLogic India Pvt Ltd
Crossbow Global Marketplace Solutions Private Limited
Crossbow Labs LLP
Crossdomain Solutions Private Limited
Crushaders Tech Solution LLP
Cruze Solutions LLP
Crystal HR and Security Solutions Private Limited
Crystal Screening Services Pvt Ltd
CS Soft Solutions (India) Private Limited
CSM Technologies Pvt Ltd
CSS Corp Pvt Ltd
Cubit Techno Labs Private Limited
Cubeware Global Private Limited
Cubic Logics India Private Limited
Cue Blocks Tech Private Limited
CuePen Power Private Limited
CustomerXP Private Limited
Cvent India Private Limited
CVR College of Engineering
Cybage Software Pvt Ltd
CyberEye Research Labs & Security Solutions Pvt Ltd
Cybermate Infotech Limited
Cyberops Infosec LLP
Cyberpark, Kozhikode
Cybertech Systems and Software Ltd
Cyberyog Technologies
Cybrsys Tech Solution Pvt Ltd
Cyfuture India Private Limited
Cygnet Infotech Pvt Ltd
Cyient Limited
Cynotech Technology Solutions Private Limited
Cypress Semiconductor Technology India Pvt Ltd
Cyret Technologies India Pvt Ltd
D and E Shaw India Private Limited
D+H Solutions India Private Limited
da4k Technologies Private Limited
Daffodil Software Ltd
Danfoss Industries Pvt Ltd
Danske IT and Support Services India Private Limited
Darwin Labs Private Limited
Dassault Systemes India Pvt Ltd
Data Infosys Limited
Data Resolve Technologies Pvt Ltd
Data Software Research Company Pvt Ltd
Dataciper Solutions Pvt Ltd
Dataglen Technologies Private Limited
Datamatics Business Enablers Private Limited
Datamatics Global Services Ltd
DataTracks Services Ltd
Dataavail Infotech Pvt Ltd
DBOI Global Services Pvt Ltd
DBS Asia Hub 2 Private Limited
DCG Data-Core Systems (India) Private Limited
DCM DataSystems (IT Division of DCM Ltd)
Delgence Technologies Private Limited
Dell International Services India Pvt Ltd
Deloitte Consulting India (P) Ltd
Deloitte Touche Tohmatsu India LLP
Delta Technology & Management Services Pvt Ltd
Deque Software Private Limited
Desicrew Solutions Pvt Ltd
Dev Information Technology Limited
Dev Technosys Private Limited
DeveLearn Technologies Private Limited
Deven InfoTech Private Limited
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Dewsoft Solutions LLP
Dexler Information Solutions Pvt Ltd
Dfrens Management Consulting India Private Limited
DgNote Technologies Private Limited
Dh Sarjak Concepts And Promotions Private Limited
Dhandhania Infotech Private Limited
Dheeyantra Research Labs Private Limited
DhiSigma Systems Private Limited
DHL Logistincs Private Limited
Diadem Technologies Pvt Ltd
Diageo Business Services India Private Limited
Diaspark Infotech Pvt Ltd
Digichamps (SS Eduventures Private Limited)
DIGITquest India Ltd
Digital Agents Interactive Private Limited
Digital Aptech Private Limited
Digital Convergence Technologies India Private Limited
Digital Core Technologies Private Limited
Digital Minds Software Solutions Private Limited
DigitalIndian Business Solutions Private Limited
Digitimize Innovations Private Limited
DigiVerify Private Limited
Dimentrix Technologies Pvt Ltd
Direction Software Solutions
Disys India Pvt Ltd
DLF Cyber City Developers Ltd
DNV GL Business Assurance India Private Limited
Dogfish Mobile India Private Limited
Domain Registration India Private Limited
Dot Com Infoway Ltd
Dotsquares Technologies India Private Limited
Drawings
DRG Analytics & Insights Private Limited
Drish Infotech Limited
Drishi-Soft Solutions Pvt Ltd
Drive Visual Data Analytics Private Limited
Drivestream India Pvt Ltd
Dron Study Private Limited
Drubus Technologies Private Limited
DSM Infocom Private Limited
DSM Shared Services India Private Limited
DTCC Enterprise Services India Pvt Ltd
Ducen IT Pvt Ltd
Dun & Bradstreet Technologies & Data Services Pvt Ltd
DXC Technology India Private Limited
Dynamic Computronics Private Limited
Dynode Software Technology Pvt Ltd
DynPro India Pvt Ltd
e.com Developers (ecD)
E Square System & Technologies Private Limited
E.I. DuPont不定期 Centre India Pvt Ltd
e-Activities Technologies Pvt Ltd
EAGateway Services India Private Limited
Eastern Software Systems Pvt Ltd
Eastman chemical India Private Limited
Easy Design Systems Private Limited
Eaton Technologies Private Limited
Ebizindia Consulting Pvt Ltd
Ecessis BPO Services Private Limited
Eclat Engineering Private Limited
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Ecsmob Technologies Pvt Ltd
Edge Business Solutions Private Limited
Edifizio India Pvt Ltd
eDOFT Technologies Private Limited
eDominer Technologies Private Limited
EDP Soft
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Edvance Pre-schools Private Limited
Efflorescence Technologies Private Limited
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ehost 24X7
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Eka Software Solutions Pvt Ltd
Electronic Arts Games (India) Pvt Ltd
Electronic Payment and Services Private Limited
Electronics For Imaging India Pvt Ltd
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Elektrobit India Private Limited
Elementz IT Solutions Private Limited
ELF Technologies Pvt Ltd
Elixir Softech Private Limited
Elucian Higher Education Systems India Pvt Ltd
Elsys Intelligent Devices Pvt Ltd
Elyxian AIMMS Business Solutions LLP
Elysium Technologies Pvt Ltd
EMarket India Private Limited
Embassy Office Parks Management Services Pvt Ltd
embedUR Systems India Private Limited
EMC Software and Services India Pvt Ltd
Emerging India Educational Service Private Limited
Emerson Information Technology Solutions (A division of Emerson Electric Company India Pvt Ltd)
Emerson Innovation Center - Pune (A Div. of Emerson Electric Company (I) Pvt Ltd)
Eminenture Private Limited
Empower Integrated Solutions Private Limited
EmPowerM Mobility Solutions Pvt Ltd
Emteck Software India Pvt Ltd
ENERNOC Energy Intelligence Software Private Limited
EngineerBabu IT Services Private Limited
Enjay IT Solutions Limited
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Enormous IT Services Private Limited
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Envecon IT Systems Private Limited
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EPAM Systems India Pvt Ltd
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ESC Utility Services Private Limited
EscrowTech India Pvt Ltd
Esearch Advisors India Private Limited
ESF Labs Limited
ESFITA Infotech Pvt Ltd
ESIGO Consulting Private Limited
Esko-Graphics India Pvt Ltd
ESN Technologies (I) Pvt Ltd
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Esthenos Technologies Private Limited
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ETAS Automotive India Pvt Ltd
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Ethnus Consultancy Services Private Limited
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Eurofins IT Solutions India Pvt Ltd
Everest Business Advisory India Pvt Ltd
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Maharashtra Industrial Development Corporation
Mahi Infomedia LLP
Mahindra Integrated Business Solutions Pvt Ltd
Mahindra Logistics Limited
Mahindra World City Jaipur Ltd
Majesco Limited
Makeitlive Media Private Limited
MakeMyTrip (India) Pvt Ltd
Mallow Technologies Pvt Ltd
Management & Computer Consultants
Mancer Consulting Services Private Limited
Manchester Associates (India) Development Centre Pvt Ltd
Manipal Global Education Services Pvt Ltd
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Mass Software Solutions Private Limited
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Master Software Solution Hitech Private Limited
MasterCard Technology Private Limited
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Mavenick Consulting (OPC) Private Limited
Mavens i Softtech Solutions Private Limited
Maverick Quality Advisory Services Pvt Ltd
Max Mobility Pvt Ltd
MB Informatics Private Limited
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McCoy Global Links Pvt Ltd
McGraw Hill Education (India) Pvt Ltd
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MCS Solutions Pvt Ltd
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Media Lab Asia
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Medina Informatix Pvt Ltd
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Meteoric Innovation Pvt Ltd
Metrolife Global Operations Support Center Pvt Ltd
MetricStream Infotech (India) Pvt Ltd
METRO Global Business Services Pvt Ltd
Mettler-Toledo India Private Limited
MFX Infotech Private Limited
MGSM Net Ltd
Micro Focus Software India Private Limited
MicroGenesis TechSoft Private Limited
Microland Ltd
Microlucid Technology Private Limited
Microsoft Corporation (I) Pvt Ltd
MicroWorld Software Services Private Limited
Midland Credit Management India Pvt Ltd
Miles Software Solutions Pvt Ltd
Millowsatyas Services Private Limited
MIMYK Medical Simulations Private Limited
Mindcom Consulting Services Pvt Ltd
Mindcrest (India) Pvt Ltd
Mindfire Solutions
Mindgate Solutions Private Limited
MindMap Consulting
MindNerves Technology Services Private Limited
Mindnotix Technologies
Mindspace Outsourcing Services Private Limited
Mindteck (India) Ltd
MindTree Ltd
Minecodes Technology Private Limited
Mirabel Technologies India Private Limited
Miracle Software Systems India Pvt Ltd
Miramed Ajuba Solutions Private Limited
MIST IT Services Private Limited
MIT Art,Design & Technology University
mjunction Services Ltd
MLR Institute of Technology
MNR Data Might Private Limited
MOBAC Technologies Private Limited
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Modular Infotech Pvt Ltd
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Monjijn Interviews Private Limited
Monocent Consulting Pvt Ltd
Monsoonfish
Morgan Stanley Advantage Services Pvt Ltd
MothersonSumi Infotech & Designs Ltd
Motil India Infotech Pvt Ltd
Mouri Tech Pvt Ltd
Move Offshore Call Centre Pvt Ltd
Moveinsync Technology Solutions Pvt Ltd
Moxtra Solutions Private Limited
Mphasis Ltd
MMP Infosoft Private Limited
MRresult Services Pvt Ltd
MTAP Technologies Pvt Ltd
Murata Electronics (India) Private Limited
Muthayammal Engineering College (A unit of Muthayammal Educational Trust and Research Foundation)
Muziris Softtech Pvt Ltd
MyAccounts Online Softwares Private Limited
MyAnatomy Ventures LLP
Mynd Solutions Pvt Ltd
N.S. Infotech Limited
Nagarro Software Pvt Ltd
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<td>NAPTech (IT subsidiary of Nava Bharat Agro Products Ltd)</td>
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<td>Nasdaq Corporate Solutions (India) Private Limited</td>
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<td>NathCorp Private Limited</td>
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<td>National Institute of Rural Development and Panchayati Raj</td>
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<td>National Payments Corporation of India</td>
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PI Data Centers Pvt Ltd
Pickzy Software Private Limited
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Pinnacle Infotech Solutions
Pinsoft Consultancy Services Private Limited
Pioneer Design And Engineering Private Limited
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Piramal Swasthya Management and Research Institute
Pitney Bowes Software India Pvt Ltd
Pixel Solutions
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PKF Proserv Private Limited
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Planet Web Solutions Pvt Ltd
Platinum Infosystems Private Limited
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PM Power Consulting Private Limited
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Pole to Win India Pvt Ltd
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Policybazaar Insurance Web Aggregator Private Limited
Polo Queen Industrial and Fintech Ltd
Polycom Technology (R&D) Center Private Limited
Pompeii Technologies Pvt Ltd
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Position2 Marketing Pvt Ltd
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Prakat Solutions Private Limited
Pramati Technologies (P) Ltd
Pratham Software Pvt Ltd
Pratibha Healthkon Private Limited
Precise Consultancy Services LLP
Precision Informatic (Madras) Pvt Ltd
Predictive Analytics Solutions Private Limited
Prescience Decision Solutions Private Limited
PRGX India Private Limited
PricewaterhouseCoopers Pvt Ltd
Prime Infoserv LLP
Principal Global Services Pvt Ltd
PRM Fincon Services Private Limited
Pro Business Innovations (OPC) Private Limited
Process Master Technologies Private Limited
Proclaim Insurance Surveyors and Loss Assessors Private Limited
Procure Techstaff Private Limited
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Progno Financial Planning Systems Private Limited
Progress Software Development Pvt Ltd
Pro-Interactive Services (India) Pvt Ltd
Prakarma Softtech Private Limited
Prologic First India Pvt Ltd
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Prongo Software Pvt Ltd
Prosys Infotech Pvt Ltd
Prosperance Infotech Pvt Ltd
Prospecta Technologies India Pvt Ltd
Proval Technologies Pvt Ltd
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Prudential Global Services Private Limited
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techies India Inc.
techindia Infoway Pvt Ltd
techno Brain India Pvt Ltd
techno Developers Group
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Technoforte Software Pvt Ltd
Technology Mindz
Technopark - Technology Business Incubator
TECHNOPARK (Electronics Technology Parks - Kerala)
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technosoft Global Services Pvt Ltd
technostacks Infotech Private Limited
Technovalley Software India Private Limited
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Zscaler Softech India Private Limited
Ztransparency Technologies Private Limited
Zuci Software Testing Solutions Private Limited
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