

AbhiVyakti

..... *Expressing Synergies*



Foreword

*Its not because things are difficult that we do not dare;
its because we do not dare that things are difficult.*

The second issue of AbhiVyakti is all set to take the success of the first issue to newer heights. We are thankful to the entire DoMS fraternity in general and the alumni in particular for the tremendous support that they have extended, encouraging us to outperform ourselves with every issue. Here is a synopsis of this issue of AbhiVyakti.

Bringing you all the action at DoMS is our regular feature "Eventura". Starting from the last issue; this article showcases all the events taken place at DoMS since the last issue of AbhiVyakti. Then we have "FINesse", giving you your regular dose of the world of the Bulls and the Bears from the DoMS perspective. This time we focus on "Capital markets Demystified" - The workshop organized by DoMS for the techies.

In La Recontre', the section carrying the interview of the illustrious alumni of DoMS, we have Mr.Ganesh Mahadevan sharing his views on a wide variety of subjects. In a tête-à-tête with the members of AbhiVyakti, Mr. Ganesh Mahadevan gives an inside view of the infrastructural industry and the scope of MBAs in this fast growing field.

"Insight", our segment, for articles from the DoMS family, has contributions by Deepak Sharma and Vikas Thakur & Akash Rana (all MBA II year). We also have the "Achievements" section, a compilation of all the victories by DoMSians and a recap of the formation of DASFA - a major accomplishment on the Alumni front.

The second issue of AbhiVyakti bears testimony to the fact that we have worked on it with as much fervor and zeal as the first issue and we hope it lives up to the expectations that our earlier effort has generated.

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Eventura

The release of **AbhiVyakti**, the E-magazine of the department marked the achievement of yet another mile stone in the glorious history of DoMS. It was released on the 4th of March 2006. This was the day when one other venture of DoMS was applauded by one and all. **Capital Markets Demystified** - A workshop, conducted by DoMS, explaining the intricacies of the stock market to the techies was an accomplishment in its own right. The workshop generated tremendous response from the techies and helped in bringing the intellectual capital of DoMS to the fore.

Then we had the **Marketus Club** holding a quiz contest on the 6th of the same month, for the marketing freaks, giving stimulus to their grey matter. The winners of the fiercely contested competition were Vijay Kumaran and C.Karthik ('06 batch), the third place holders in **The E.T Quiz**.



The last week of March saw a splash of color in the portals of DoMS. The first years ('07 Batch) organized a delightful **Holi Bash** for the DoMS family and the entire department reveled in the spirit of gaiety that is associated with this festival.

April saw the academic year for the batch of '06 end with department's tradition of celebrating the **Laurel's Day** to commemorate the achievements of the faculty and the students. The Director Dr. M.Chidambaram applauded the department on the accomplishment of more than 100% placement record and urged the students to strive harder to make a mark in the corporate world.



Laurel's Day: A day when all that glittered was gold ... !!!

Next, we geared ourselves for the Farewell Party hosted in honor of our wonderful seniors. With heavy hearts, we bid adieu to the Batch of 04-06, wishing them well in all their future endeavors.



Farewell Party: It's the time to disco ...!!

The month of May marked the formation of the Association, christened “Department of Management Studies’ Alumni, Students and Faculty Association” commonly called as DASFA on 2nd May ‘06 under Section 10 of Tamil Nadu Societies Act 1975 bearing the Registration No SI. No 71/2006. This lent a formal touch to the evolution of strong ties among the DoMS fraternity.

The session started on the 17th of July and we returned from our summers to see the department sporting new faces (read juniors). AbhiVyakti welcomes the Batch of ‘08 to the DoMS family.

July also saw our Alumni of ’98 Batch from Hyderabad and Bangalore, coming all the way to DoMS to explain the nitty gritty of some of the hugely popular sectors of the corporate world like the BPO and the Infrastructure industry. We are extremely thankful to Mr. Ganesh Mahadevan (GM, Totem Projects, Hyderabad), Mr. Arun Raghavan (Transition Manager, IBM, Bangalore), Mr. S.K. Vinod (Business Manager, IBM, Bangalore) and Mr. N.E. Subramaniam (Manager, Specialty Products, Saint Gobain, Hyderabad) who made this session possible.



Alumni Guest Lectures: Mr. Arun Raghavan giving his insights on the BPO industry (Left) & Mr. Ganesh Mahadevan explaining the nitty gritty of Infrastructure Projects (Right)

Lot of fun interspersed with some HR fundas was what Persona, the HR club, was aiming at in the club activity for the juniors. The response was amazing with enthusiastic participation from both the Batches. Role playing and Ad zap were the two activities organized, urging the juniors to put to work their latent talents in script writing and acting. The event left everyone refreshed and rejuvenated.



Persona Club: Role play in progress.....

The first week of August saw the barriers between the juniors and the seniors thaw, in the Ice Breaker Party for the juniors, organized by the seniors. Some good natured teasing and a lot of cheerful banter set the right note for the year ahead full of promise for both the Batches.



Ice Breaker Party: Trying to answer a few teasersgallery

Hence we come to the end of the gallery of events at DoMS, and look forward to more action at DoMS in the near future.

First Board Meeting of DASFA

(Department of Management Studies' Alumni Students' Faculty Association)

“A journey of thousand miles begins with a single step”. The alumni are the backbone of any management institute. DoMS has the good fortune of having illustrious alumni from all walks of life. The alumni have consistently shown interest in all activities that take place in the department and are keen to work for the betterment of the institute. The only hindrance till date was the lack of a common platform for alumni, students and faculty to interact & exchange ideas.

The Department celebrates the achievement of yet another mile stone, the formation of an association, christened “Department of Management Studies' Alumni, Students and Faculty Association” commonly called as DASFA under section 10 of Societies Act 1975 bearing the registration no SI. No 71/2006. The main objective of this association is to promote active participation by its members in all aspects be it guest lectures, placements, admissions or summer projects.

DASFA held its first board meeting on June 16, 2006 at Hotel Radha Park Inn to discuss the future of DoMS.

The primary issues discussed were:

- Website up gradation.
- Placements for the current batch.
- Admissions. Membership fees.
- Guest lectures.
- Inaugural lectures.

DASFA has successfully arranged the inaugural lectures for the 1yr and 2yr students. Another achievement is shifting of the qualifying exam from ATMA to CAT .This would ensure the intake of quality students for the program. Thus we tread towards promising “tomorrows” with unwavering confidence in our “todays”.

FINesse



Capital Market Demystified – A workshop revealing the nuts and bolts of the stock market to the techies was a grand success right from the word go. Our beloved director, Dr. M Chidambaram inaugurated the event. The event started



with a lucid presentation by our learned HOD, Dr.J.Raja on the basics of Capital markets. He led the techies on a journey through the world of stocks, shares and the various procedures followed in the stock markets. The lecture further dealt with the current Indian capital market scenario and the implications it has on the world markets.

The next speaker, Mr. Rajiv Nair, Manager, Capstocks and Securities (India) enlightened the gathering on the evolution of stock markets, the BSE, NSE and other regional stock exchanges. He also spoke on the various indices used in the



sensex and their role in current Bull- run. This acquainted the students with the various jargons used in the money markets.

Next came a session on equity and debt instruments, conducted by Mr. L.Ravindran, an alumnus of IIM A, and Director of Wealthmax India. He went on to discuss the services offered by the various wealth management services and the benefits that investors can derive from them. Another session on tax planning was handled by Mr.L.Ravindran, who had the audience spell-bound by the display of his enormous knowledge. The show wrapped up with insights on Derivative markets and instruments by our HOD, Dr. J.Raja.

The techies traveled through this knowledge filled journey, exploring the opportunities that this field has in store for them. The highly interactive session set the stage for a quality learning experience. To further enhance the value they gained from this session, DoMS provided them with a concise but informative study material. The event was a great success, thanks to the efforts of the Batch of 2004-2006 and the faculty of our department. This endeavor helped us present DoMS as the harbinger of enlightenment.

La Recontre'

Ganesh Mahadevan,
GM, Totem Projects Ltd.
(Batch of '98, DoMS, NITT)



Q. Sir, what were your reasons for doing an MBA after your B Tech from IIT Bombay & how did you come to choose DoMS NITT to pursue this course?

After having done my B.Tech in Metallurgy I worked for 2 years at Pennar Aluminum Ltd. My father wanted me to pursue a PG.course, so I chose to do an MBA to get a managerial perspective of the corporate world. I wrote CAT, FMS & DoMS NITT entrance tests. I managed to get calls from two IIMs but couldn't convert them so I joined DoMS NITT. I was already working then & didn't want to spend another year, writing exams!!!

Q. Tell us something about your career path since you passed out of DoMS?

I deliberately did not accept any campus offers as they were mostly from the IT sector. I wanted to try out other fields & so I joined Indian Aluminium Company Ltd & worked there for around 2 years in the manufacturing side. After this brief stint I wanted to shift to the managerial side, so I joined Deloitte Consultancy & was working there until I shifted to Totem Projects Ltd.

Q. Sir, please tell us something about Totem Projects, the company you are working for right now?

Totem Projects is a fairly new infrastructure development company. Mr. Salalith Tottempudi, a first generation entrepreneur promoted it in the year 1999, but commercial activities started in full swing only in 2002, when the

business of Tottempudi Constructions, a proprietorship concern of Mr. Salalith Tottempudi, was transferred to Totem Projects. We have done quite a few projects, some construction & some real estate ones however our main concern is the Infrastructure sector. Currently we have around 5 projects on our hands including some prestigious one like the ones for National Highway & Indian Railways.

Q. Sir, Kindly enlighten us on the Infrastructure industry? What is the scope for MBAs in this sector?

The Infrastructure industry forms the base of all other industries & with the present boom in the Indian economy this industry is growing at a tremendous pace; its current growth rate is around 15% per annum. Govt of India has plans to invest around Rs 200000 cr in this industry in the next few years. Time, Cost & Quality are the essence of this industry. The projects handled are of huge scale requiring major investments, however, successful completion ensures good returns.

MBAs can play a vital role in this sector, in areas like Project Management, Finance & also in the Human resources department. However retaining manpower has always been a problem in this industry as the work is very hard and challenging & rewards don't come your way easily.

Q. Is a career in the Infrastructure industry a good option for non-engineering management graduates?

Infrastructure is not as sophisticated an industry as the metallurgical or chemical industry where knowledge of the core subject is required, so both engineering and non-engineering management graduates have a lot of scope in this field especially in the managerial area. Of course, the technical intricacies involved can be learned by working a few years in the field. Knowledge in areas like SCM & Logistics, Materials Management, and

Finance are always an added help. In fact, we are in need of qualified people as the demand for good managers never seems to cease.

Q. Do you think that MBA is a prerequisite to being a successful manager?

No, I definitely don't think that MBA is a prerequisite to a corporate career. But an MBA definitely gives you an edge over the others. It equips you with an overall knowledge of all business functions & gives you a managerial perspective, which is essential at times to give the necessary thrust to your career.

Q. In what ways did the knowledge that you acquired at DoMS help in shaping your Career? Do we apply what we learn?

Actually, theoretical knowledge is not very useful in the industry, but being clear with the basics always helps. However, the main benefit of a MBA degree is that it teaches you to handle pressure, work under deadlines & develop team spirit. So, the two years spent in the Institute should be optimally used. The students should take part in various other activities, both within & outside the Institute, rather than just sticking to course books.

Q. Sir, do you mind sharing some of your experiences at DoMS?

The two years in DoMS were full of memorable experiences. It was during our time that the Management Department was proposed to be merged with the Production Dept & we had to stand against the administration to not let it happen, This one instance bonded us so greatly that, even after eight years, we are in touch with around 30 of our batch mates in a class of 35. As a hosteller in Beryl there were some terrific moments & who can forget those frequent visits to the Snacky & the Canteen. Further I was the placement coordinator of our batch & working collectively with the class to achieve more than 85% campus placements is always a tremendous experience.

Q. What do you think is the role of Alumni in any B-School? How do you think we can strengthen the DoMS Alumni Network?

The alumni form the backbone of any management institute. Continued alliance with the alumni not only helps the students during their course duration but also after they have left the institute. The alumni can help the students in various ways like Summer Projects, Final Placements, Guest Lectures & also at times with Funds to conduct any students activity.

The DoMS Alumni Network can be strengthened with proper & regular correspondence between the students & the Alumni. Participation in the common platforms like the DoMS Alumni website & Annual Alumni Meet should increase.

Q. Sir, any message to the students of DoMS NITT?

The students should look at long term career perspective while choosing their specialization and electives; they should not be guided by campus placements & compromise on the area of their interest. They should also participate in various activities like Management meets, B-Plan Contests etc for an overall personality development. Further in whatever field a student wants to specialize in, the most important thing is “people management”. In today’s corporate world instead of concentrating in one core area it is essential that a person has a good over view of all areas & the relationship between various fields & they should also keep themselves updated on all the new developments taking place in the corporate world.

DoMS Shining

DoMS sparkles yet again in the year 2005-06, with its students setting new trends and breaking new paths. The brilliant performance of these students has brought laurels to the Department. *AbhiVyakti* congratulates them all & takes pride in presenting their accomplishments in the respective fields.

Economics Times Quiz

The Trichy edition of Economics Times Classroom Quiz 2006 was held in Bishop Heber College on 7th March 2006, where 300 teams vied with one another for the prestigious Trophy. After a tough & grueling session of quizzing the DoMS NITT team comprising of Vijaykumaran R & Karthik C (2nd year MBA 05-06) grabbed the 3rd position. The final round was a three-way tie between DoMS NITT, Thiagarajar College of Engineering Madurai & BIM Trichy, the DoMS team losing only by two points.

Marketing Plan Contest

El Mercado an Inter Department Marketing Plan Contest was organized as a part of *Jagriti*, an Intellectual Property Rights Workshop organized by NITT, in which *DoMSians*, Vinod Krishna R & Manikandan V(1st year 05-06) won the 1st prize as a team. The Product they marketed was Purit Water Purifier.

Music

The pleasant baritone of Prem Chandra Lakra (1st year 05-06) received a huge applause in the Hindi Vocals Contest in NITT FEST & brought glory to the Dept by winning the 2nd prize in the same.

Sports

Ø The PG. team of Beryl hostel won the Ruby Cup (Inter Hostel Cricket Tournament 2005-06). B.Rakesh, P.K.Senthil & Arun Prasad K from 1st year MBA were a part of this team. B.Rakesh won three “Man of The Match” awards in this Tournament & he was also acclaimed the Man of The Tournament.



Shield' of Glory: Well done Rakesh!

- B Rakesh is also an all rounder in the NITT league Cricket team which plays 1st Division Cricket in Trichy District. He has two paper scores to his credit.
- Ø S.Thangadurai (2nd year 05-06) brought laurels to the Dept by winning Three individual events & One team event. He won the Gold medal in the Best Physique Contest (80 Kgs), The Gold Medal in the Weight Lifting Contest (80kgs) also went to his credit & he is also the Bronze Medalist in the 10000 m race. S.Thangadurai also captained the Kabbadi PG.team which won the 1st prize.
- Ø S.Thiagu (1st year 05-06) has done us proud by his achievement in Two individual events. He won the Gold Medal in the Weight lifting contest (75kgs); he was also the Silver Medalist in the Best Physique Contest (75kgs).
- Ø S.Deepak (2nd year 05-06) has brought us glory by winning the Bronze Medal in the Weight Lifting Contest (70kgs).
- Ø Pradhan Tatsat Jayavant (1st year 05-06) has to his credit the Bronze Medal in the Weight Lifting Contest (80kgs).

OPAL Day Contests

- Ø M.Madhavi Rao, Monalisa Sarma Baruah & Reena Lugun as a team won the 3rd prize in Dumb Charade Contest organized as a part of the Opal Day Celebrations.
- Ø Monalisa Sarma Baruah & Radha S. were a part of the PG team (led by Radha.S) which came out as the Runners- Up in the Throw Ball Contest.

Events Participated

- Ø The participation by the DoMSians in the Choreography Contest at the



NITT FEST was highly appreciated; the members of the team were Sudha G, Vijaykumaran R, Divya Premraj, Gengarajen P V from 2nd year MBA 2005-06 & M.Madhavi Rao, Vivek Krishnan R, Reena Lugun, B Rakesh, Aruna Jeeva Nandham, Vinod Krishna R,

Tapping to the right note.....

Satadal Payang from 1st year MBA 2005-06.

- Ø Deepak Sharma & Indu T. participated in the Debate Competition organized as a part of NITT FEST '06.
- Ø Prem kumar and Sancharan Roy participated in the solo singing competition of NITT fest06.
- Ø Prem kumar also participated in Hindi debate along with Vikas Thakur, and teamed up with Prem Chand Lakra for the Hindi film quiz contest.

- Ø Yuvraj Bakshi participated in the Hindi Poetry Recitation Contest organized as a part of NITT FEST '06.
- Ø M. Madhavi Rao & Deepak Sharma participated in the IPR Debate Contest organized as a part of Jagriti'06.

Towering above all the individual achievements was the feat accomplished by the class of 06 i.e. an astonishing 116% placement record. Exemplifying the strength in unity was undoubtedly the finest of triumphs. Salutations to the Batch of '06.

On this note we come to the end of this segment, wishing Domsians the best in all their efforts and future undertakings.

Quoting Emerson:

*“Destiny is not chance; it is choice
It is not to be waited for; it is to be achieved.”*

Insight

Retail technology – What’s “In Store” for consumers

- Deepak Sharma (Batch of '07)

Today retail industry is facing one truly significant reality – the consumer is in charge. Consumers today enjoy more choice than ever before and have access to an increasing amount of information upon which to base their buying decisions. They have a clear understanding of value...value which is price, quality and information. The 21st century has added to this catalog the all-important parameters like selection, convenience, service and entertainment. Providing this “value” to the customer can be a daunting challenge for the retailers.

It is felt today that physical store is a liability, burdening the conventional retailer with unnecessary overhead. But even shopping online can be an intimidating experience for the consumers. Most of them end up having a difficult time navigating through the vast electronic landscape and locating the ever-elusive right store and right brand. Apart from the lack of touch and feel appeal, the order delivery can take ages, not to mention the excessive shipping costs. Customer Service is often poor and returns are extremely inconvenient.

What then can the bricks and mortar retailers do to understand the increasingly sophisticated customer and wow him? In the post Wal-Mart world the need to “sell” shopping as an experience is being progressively felt. Capturing the hearts and minds of the consumer is the number one objective in the to-do list of many of the large retail outlets. It is at this juncture that technology plays a crucial role in differentiating the unconventional retailer from the conventional shopkeeper.

The ever-burgeoning scope of technology in all facets of retail has rendered it indispensable for the modern day businesses. Technology enhances retail business by accomplishing key objectives at the point of sale, in store operations, in the supply chain and many other vital areas of operation.

For starters, the god of all webs, the internet can make it easier for consumers to shop in stores, thus increasing the value of existing locations. A website for the local store could announce new items, highlight store specials, let consumers check what's in stock, hold items for pick up and provide store layouts. By using product photographs and video clips of the physical store on its website, the retailer can leverage consumer's familiarity with & loyalty to, the conventional store. This would make the transition between the online and in store environments easier for shoppers.

Once the consumer is in the store, merchants can use technology to deliver many of the same benefits as online retailing. Information kiosks and Handheld PDAs (Personal Digital Assistants) can help the consumers search for products they want and provide detailed product specifications. Personal Shopping Assistants display personalized promotions and product suggestions and list the rewards that patrons earn. Self-Checkout technology ensures avoidance of long queues at checkouts using item level RFID tagging.

Typically the pattern today is that the stores lose sales because the products that the customer desires are not found easily on the shelves or, worse are out of stock. When the problem is spotted, retailers pump up the volume of product and flood the store with supply. The end result is that the stores get large volumes of the product leading to problems in stocking, shelving and inventory management. The use of technology can eliminate the vicious boom and bust cycles inherent in inventory management and on-shelf stocking. This would help the companies achieve high performance standards by minimizing inventory while maximizing the on-shelf availability of the products.

Additional business value can be gained from extending access to real time information onto the sales floor and into the hands of store management & personnel. Creating a wireless infrastructure within the four walls of the store is foundational to a responsive in-store staff. It helps the store associates in breaking free from the rigmarole of back-end activities and provide quality

service to the customer in-store. In general, RFID tagged pallets & cases, and eventually item level tagging, will enable full flow of product movement data across the supply chain and between trading partners. This will enable real time exchanges of data between the supplier & the retailers and remote demand-side inventory management by suppliers.

Considering all this, it is important to keep in mind that consumers will embrace the new technologies only if they enhance the shopping experience. Consumers won't ask for touch screen kiosks, Internet connectivity or any other specific technology. However, they would want more accurate price information, more complete & current product information, more help in finding items that meet their needs, better selection of merchandise, fewer instances of out-of-stock & faster checkout.

New technologies hold promise of delivering these benefits to the consumers on a mass scale without costly investment in staff, floor space and product inventory. Hence technology can be a useful tool in helping to create the right value proposition, but understanding how consumers react to technology and when technology should be used in shopping process, is critical to the success of the retailers.

With the incredible clutter in the in-store retail environments, merchants have just a few seconds to communicate the value of a new technology. The innovation must provide an immediate, tangible benefit to the consumer. So, the technology must be easy to use, requiring a minimum amount of new learning & few changes in consumer behavior. It must relate to shopper's current state of need. Moreover, features must be linked together into a simple, coherent and compelling interface.

So, there is a need to focus on consumer innovation i.e. developing creative solutions to consumers' problems rather than technical innovation as we explore the horizons of customer-centric retail in the twenty first century.

New Trends in the Software Sector in India

- **Vikas Thakur & Akash Rana (Batch of '07 batch)**

Indian software companies have been in the business of application development and maintenance for global clients for quite some time now. However, in this age of competition, price undercutting and rise in salaries, this model may not yield the desired returns for long. The downfall in revenue all over the world bears testimony to this fact. The depreciation of rupee & the low cost infrastructure provided by government of India have so far been minimizing the effects of this phenomenon, but the fact remains that the present model may not yield desired returns in the long run. Therefore it is essential to move up in value chain, and for Indian Software Companies consulting & product development are the two broad ways to move up.

Indigenous companies of our country have built up considerable domain knowledge through application development and maintenance. A typical high-end IT project consists of three stakeholders - the software company, the client whose expertise is normally not technology (e.g., banks) and a consultant hired by the client. This consultant (normally a company with expertise in the domain of the business of the client and also in technology) advises the clients on the technology to adopt, the software package to implement, the customizations required to suit the requirements of the client business, etc. Some of the Indian companies are already providing integrated software packages of this kind, I-flex and Wipro being the first few, though other companies have a lot of catching up to do. This could be the turning point for the Indian software industry.

On the other hand, product development is a high-risk business. This is because the product might fail in the market, which means the loss of entire investment made on it, but after a decade of software industry, companies have enough surpluses to take risk and reap high profits.

The major areas where Indian software companies can make their mark are: -

- E-business
- Open source software
- Domain specific proprietary software

E-business offers a wide variety of new and expanded channels and other opportunities to generate revenues for a company. These companies can exploit the omnipresent, global nature of the World Wide Web, to access new customers in new markets almost as easily as they serve local customers. Companies using E-business can therefore look towards a larger customer base, which can drive up their sales volume and subsequently their profits. These companies can also expect a higher customer lifetime value from their existing customers. Enabling the customers to design the product according to their requirements also has huge potential. Such a product will therefore be much in demand in near future and might turn out to be a major source of revenue. E-business consulting is an ever-expanding sphere where Indian software companies can command premium prices. This area offers these companies an opportunity to improve revenue productivity.

Open Source Software Development is another area where Indian software companies can venture. It has wide scope with opportunities of converting open standards into actual software and customization of the software at the user's own schedule. Customized solution, Reliable and robust performance, Banking, other financial institutions and services are some of the sectors where emphasis should be laid

Domain Specific Proprietary Software is also emerging as a large untapped market. Here, the Indian software companies can pitch upon their domain expertise in banking, telecom, etc., to develop products that suit a wide range of needs of different companies. The product will earn royalties for the company

when used by the customers. The company therefore does not have to give up its control over the software and at the same time make quick moolah.

There are hindrances in the path that our companies would have to get better of. Some of these challenges arise because of the fact that over a period of time, Indian software companies have acquired the image of being application maintenance companies who take projects from international companies by quoting the lowest prices possible. This image hinders their being considered for high-end jobs where rates are soaring on a day to day basis. Indian companies also need to re-train their human resource pool so that they are able to work in the changed environment. This, apart from being a big technological challenge, is also a major HR encumbrance. For smaller companies (Tier-II) trying to enter this market, coming up with the investment required to start such operations, in a big way is a major obstacle. Product development being a high-risk game might not find much favor with venture capitalists.

Many software companies are already getting into product development and consulting in a big way. I-Flex generates about 63% of its revenues from Flexcube, while for TCS the figure stands at about 66 crores. Smaller companies like Polaris and Orbitech have also taken to this sector with gusto.

About 37% of all the products developed are sold in the domestic market. Product exports constitute only about 2% of the total software exports. This indicates the Indian software companies have to move up the value chain to survive.

Evolution being the name of the game in the I.T sector it is yet to be seen if the indigenous companies can carve out a place for themselves in this highly competitive industry.



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