



**Kishore Biyani**, CEO, Future group, dreams big. Now, with the inauguration of the partially operational 110-acre **India Food Park** at Tumkur, Karnataka, he wants to make his company an FMCG giant. An initiative of the Integrated Food Park Ltd, a company the Future group has floated as the food manufacturing arm of Future Consumer Enterprises, the India Food Park has been established with a total investment of ₹1,000 crore. It is the first such integrated food park to be commissioned and has been developed with partnership and support of the Union ministry of food processing

industries and the state government of Karnataka. Prime Minister Narendra Modi, and Siddaramaiah, chief minister, Karnataka, presided over the function in the presence of Harsimrat Kaur Badal, Union minister for food processing Industries. "India Food Park is an ambitious project which has the potential to aid thousands of farmers, directly employ 10,000 people and quadruple the value of the food products that enter through the gates. It is one giant *rasoi* (kitchen), where the golden harvest of Indian farmers will find new value in the hands of Indian consumers," said Biyani. The India Food Park has state-of-the-



art cold chain infrastructure, pulping and IQF (independent quick freeze) lines, spiral freezers, mechanized sorting facilities packaging and quality testing centers, rice, spice flour mills, grain silos, warehouses and R&D centres. ♦

**I**ED Communications Ltd is the organiser of **Automation 2014**: The Colossal Exposition Expressing 'Evolution of Technology'. Now in its ninth edition, Automation 2014 will also organise CEO Summit, a panel discussion on 'Adopt Automation and Go Global'. It will also witness knowledge based technical conferences by Foundation Field-Bus, and the Instrument Society of America is organising a conference on 'Futuristic Automation Trends and Challenges'. "Automation 2014 is a platform where you will find sustainable solutions for production efficiency, business profitability, optimisation of plans, cleaner and greener operations, safer and energy efficient. Adopting Automation is the best way to win in competition and sustainable growth," says **M. Arokiaswamy**, managing director, IED Communications. Automation 2014 will be held from 15-18 October 2014 at the Bombay Exhibition Centre. ♦

**E**mployee engagement has captured the attention of corporate circles in a big way in a working scenario that has become quite intense in recent years. This buzz phrase has become pertinent not only to workplace observers and personnel managers, but also to the management. While employers and employees believe that they comprehend the subject, articulating it is often not so easy and that is where Mumbai-based entity like engage4more plays a crucial role in providing integrated employee engagement and employer branding programmes for corporates. "We collaborate with corporates to



achieve a holistic understanding of their long-term goals, their people and work environment. Using trade-marked techniques like the more principle, our solutions are customised to generate tangible

results in the long run," says **Nishant Parashar**, director and founder, **engage4more**. Launched in 2010, the start-up has generated overwhelming response from corporates. Corporate Talent Championship (CTC), launched in December 2012 by the company, is the world's largest inter-corporate platform in the performing arts categories, encouraging employees to relive their passion. The third edition of CTC recently concluded with a record breaking 10,000 employees from 120 corporate houses, participating across different disciplines, including music, acting, dancing and singing. ♦

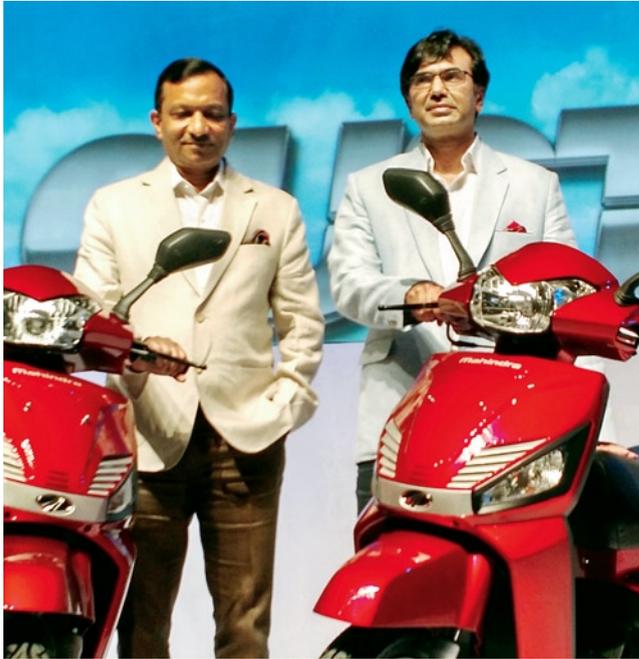
**O**ne in five people in India require mental health care. However, India's 4,000 registered psychiatrists, 15,000 psychologists and 40 mental health institutions all fear that most individuals with mental health disorders go untreated. They feel the lack of mental health care is because individuals with mental health disorders fear the stigma we as a society have attached to mental health disorders", explains **Priyanka Kartari**, a Mumbai-based practising clinical



psychologist and founder of **The Thought Company**, which has launched an initiative to create Mental Health

Awareness Week (MHAW) over a weekend of activities as the world celebrates MHA day on 10 October. An initiative by The Thought Company, towards destigmatising 'mental health', the event has been supported by corporate like Sun Pharma, SIS Security, Tata Sky, MyDentist and mAD Calls. "At MHAW experts from the mental health field will use creative mediums such as short videos, plays, music performances, and presentations to discuss the importance

of mental health and specific mental health disorders. We intend to focus on prevalent disorders such as panic disorder, schizophrenia, depression, stress and many more mental health concerns," says Dr. Hozefa Bhinderwala, who is associated with Saifee Hospital, Global Hospitals and Prince Aly Khan Hospital. "We believe MHAW will aid in destroying myths, misconceptions, grossly distorted information and demystify mental health", sums up Kartari. ♦



**Mahindra Two Wheelers Limited**, a part of the \$16.5 billion Mahindra group, last fortnight launched its global scooter 'Gusto', developed indigenously at its R&D facility in Pune. The name – Gusto, is a derivative of a gust, which connotes a sudden strong current of wind, symbolising the spirit of freedom. The Mahindra Gusto is India's first scooter with a unique patented height adjustable seat. **Pawan Goenka**, executive director, Mahindra & Mahindra said, "The Gusto is Mahindra's first ground-up scooter developed entirely in-house. Based on deep consumer insights, it deploys innovative technology to create a category defining product, which will provide exceptional value in the fast growing 100 cc scooter market. This is truly what our Rise philosophy is about. With the Gusto, we are committed to further consolidating our two-wheeler business in India and globally." "The Italian styled Gusto is powered by the smooth and fuel-efficient M-TEC engine," added **Rajesh Jejurikar**, chief executive – farm equipment and two-wheeler division & member of the group executive board. "It is India's first scooter with a height adjustable seat. The telescopic suspension with air springs and 12-inch wheels give it a best-in-class ride experience. Other features like Remote Flip Key, Find-Me Lamps and bright Halogen Head Lamp with LED pilot lamps, create amazing value." ♦

Microsoft devices, erstwhile **Nokia** has launched three Lumia smartphones in India, including a new flagship Lumia 930. New devices Lumia 730, 830 and 930 run on latest windows phone 8.1 and strengthen the windows phone portfolio in India. It was expected that Microsoft devices will launch new range of affordable

phones to compete with Google's Android One. It didn't. Microsoft claims that its affordable Lumia smartphones 520, 525 and 530 and X family smartphones are the highest selling in its category. They're retailing in the range of ₹5,500-8,000. "Our strategy is to help people do more with stunning products that unite and showcase

**SanDisk Corporation**, a US-based Fortune 500 and S&P 500 Company has launched a 512 GB SD card, the largest in the world, and a microSD card with 64 GB storage that it claims is the world's fastest. The SD card is built for the professionals who want greater storage capacities on their cameras. It solves the problem of repeatedly transferring data from a small capacity SD card to a storage drive, and using the SD card again and again. This card can also help in recording 4K ultra HD videos which are very large files. "4K ultra HD is an example of a technology



that is pushing us to develop new storage solutions capable of handling massive file sizes," says **Rajesh Gupta**, country manager India, SanDisk Corporation. ♦

After the recent meeting of Indian Prime Minister with Chinese President, the Chinese government officials, manufacturers of various plant and machineries, as well as general traders are upbeat about the long-term bilateral trade prospects with India. So, as a follow-up of the high-level meet, a trade delegation comprising of top Chinese government officers and around 400 Chinese companies along with traders will visit India. **Binu Pillai**, COO, **Meorient International Exhibition** – which is taking the initiative in organising the trade meet, CHINA MACHINEX INDIA 2014, says, "we believe India is a huge market place for Chinese machineries and it will play a big role in completion of the Indian prime minister's dream of 'Make in India'. This meet provides a global platform



to Indian corporate particularly those manufacturers who don't travel too much in international trading circle". The organisers have set up two special three-day trade shows of Chinese products – CHINA HOMELIFE INDIA 2014 & CHINA MACHINEX INDIA 2014 - and machineries in Mumbai. Simultaneously there will be a day-long seminar on 'India-China Investment Opportunities'. ♦



the best of Microsoft's digital work and life experiences," says **Raghuvesh Sarup**, director, marketing, Nokia India Sales Pvt Ltd, a subsidiary of Microsoft Mobiles Oy. "We've introduced three new devices, Lumia 930, 830 and Lumia 730, which we believe will help us consolidate our position in the mid-priced smartphone market in India." ♦

**Jeff Bezos**, founder & CEO, **Amazon**, was in India last fortnight. Amazon has completed more than a year here and he is brimming with joy as the e-tail giant's success in India has exceeded his expectation. "Amazon is little over a year old in India. But the local team here has blown past the initial set of goals," he said. Clad in traditional Indian attire and flashing a \$2 billion cheque atop a truck, he went around the city of Bangalore, despite his well-entrenched rivals like Flipkart's taunting hoardings placed all over the city. "Amazon has unveiled a \$2 billion investment in the

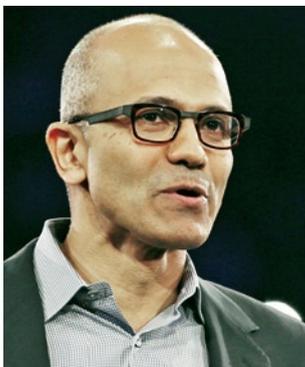


country ... we'll work to better what Indians love most in shopping – vast selection, competitive pricing and fast delivery," he announced. "We stay focussed on the customer, not the competition. It's the customer who pays us, not our rivals," he added. ♦

**Australian coffee chain, Di Bella**, which had set up a presence in the Indian market a couple of years ago and subsequently snapped ties with its local partner, is looking at revamping its growth plans. Set to expand its chain of café's with a licence agreement with the A.L. Global group, in which it has a 5 per cent stake, the chain is now looking at an aggressive footprint in the Indian market. While A.L. Global is providing the investments under the new agreement, Di Bella coffee will provide the marketing assistance, training and coffee blends, among other aspects. Currently, they have around nine operational café's, with seven more under



fit-outs. "We plan to have a structured rollout targeting profitable locations," says **Philip Di Bella**, founder, Di Bella Coffee. We're looking at achieving a footprint of 120-150 cafés across the country within the next three years, he adds. ♦



**Satya Nadella**, in his maiden visit to the country after becoming CEO, **Microsoft**, announced that the company's commercial Cloud services, which are Azure and Office 365, would be available from local data centres in India by the end of 2015. "Microsoft is deeply committed to helping people and organisations thrive in our mobile-first and Cloud first world," Nadella said. According to a press statement from the company Microsoft's Cloud services in India have seen a 100 per cent increase in revenue. The company says that with the local data centres organisations using its services will benefit from lower latency, geo redundancy and data sovereignty. ♦

**Given the rising interest in India's growing outbound tourism market, Brand USA**, which is the country's global marketing effort, recently led a road show in India, showcasing some of the most popular destinations and attractions in the US. **Jay Gray**, VP, global partnership development, Brand USA, points out they have witnessed a healthy growth in the number of Indian tourists to the US, "From 850,000 Indian tourists the previous year, we expect this number to increase to over 1 million



by 2015," he says. Currently, India stands as the eleventh

largest source market for the US. Gray adds that while they do have a fair bit of catching up to do, in terms of promoting their destination in India as compared to other foreign tourism boards, they are busy working towards building a 360 degree marketing campaign, coupled with a number of activities on digital and social media as well as culinary campaigns and more. "We want to build a strong product in the Indian market and are working closely with travel trade partners here," he adds. ♦



**Juno-Tele**, a Bangalore-based start-up founded by **B. Sekhar Rao** has made possible real time carrier

billing in mobile telephony. During a call, a user can press a designated number to activate a service, after which the user will be charged for the service and provide that service during the call, without disconnecting and redialling it. Real time carrier billing can vastly benefit telemedicine or doctor-on-call, and opens up potential for a host of services that can be offered easily to a large number of people in remote areas. With the technology, subscription-based services can be offered as on-demand

services to customers. Earlier, a user could only activate a service and pay for it during the call, and there was a processing time before the user could use the service. That processing time has been eliminated. Rao is in talks with telecom service providers in the country and outside and plans to launch the product soon. "For me, real time meant being able to charge while the thing was live," says Rao. "This is the fastest possible billing service. It takes only 500 ms and is as good as real time." ♦



Google and Facebook have one thing in common: both are working on expanding Internet connectivity to all. **Facebook** has

already announced plans to fly drones that provide Internet access and it has also started a non-profit organisation internet.org for the

same. Ericsson, Nokia, Qualcomm and Samsung are among the companies associated with the non-profit. The agenda was clear when **Mark Zuckerberg**, creator of Facebook, on his visit to India, addressed the issue of internet.org. He acknowledged that telecom infrastructure and different languages in India are challenges and announced a \$1 million fund to help developers develop apps for farmers, migrants and women. "Connectivity cannot be the privilege of the rich," he said. "I'm mostly interested in learning what we can do to help." Although India is among the top 3 nations in the world with the highest number of Internet users, because of its size and population, a large numbers of Indians are not connected to the Internet. ♦



Consumer expectations are rising fast. The always on – always connected consumer demands engaging communication from an organisation, says a digital marketing insights report 2014 co-authored by **Ruth Gordon**, director, digital marketing – EMEA, **Teradata** Corporation. The US-based company provides data warehousing and data-driven marketing solutions and has been operating in India since 12 years. Some of its products are digital messaging centre, real-time interaction manager, and campaign management tool. Teradata, being a niche player in data driven marketing, it has a large number of financial services clients globally and in India also, as banks and other financial institutions want to go digital, Teradata is actively considering the opportunity. "Indian market has always been slightly behind in data driven marketing but is catching up," says Gordon. "Indian market is focussing on personalisation of communication sent to customers." ♦

**UTStarcom**, a US-based NASDAQ listed global telecom infrastructure provider is engaging with the Narendra Modi government which has plans for Digital India and 100 smart cities. These are the areas where UTStarcom has technological solutions to offer. UTStarcom went through restructuring and spun off its IPTV business in 2012. It now provides broadband transport and access (Wi-Fi and fixed line) products and solutions with carrier grade software defined networking (SDN) platform and counts Japan, US and India as its key



growth markets. "After a lot of restructuring, we're on a growth path. We're indeed

engaging with government entities to show them what we're capable of," says **William Wong**, CEO, UTStarcom. "India has the prime opportunity to leapfrog from the beginning phase to the SDN phase," he adds. In 2011, UTStarcom deployed a revamped growth strategy that concentrates on broadband and selective investments into innovative companies providing media operation support services. In India, it is currently working with a national telecommunications provider to revamp its wire line network. ♦



**CloudBuy**, a Europe-based transactional cloud platform that provides business to business e-commerce marketplace, has set up shop in India. It offers a 'Private Purchasing Portal' to Buyer Organisation and 'eMarketplace' across buyer and seller organisations and or across industry verticals. "We're a technology

provider. And we provide e-commerce for everything – business to business, business to consumer and government to consumer/citizen," says **Ronald Duncan**, chairman & CIO, CloudBuy. "India is going to be the largest area for our business." The London stock exchange listed company is focussing on providing B2B

e-commerce in India at present and later it'll focus on B2C. Duncan feels the biggest B2B market in the world is the Asia Pacific. The B2C market is in billion of dollars, while, the B2B market is in trillions. CloudBuy is targeting large corporates in India. There is potential for companies to become global supplier with CloudBuy. ♦