

**CONSULATE GENERAL OF INDIA  
SAN FRANCISCO**

**MONTHLY COMMERCIAL REPORT— MAY 2011**

**I. Major Commercial and Trade-Related Events**

TiE Silicon Valley based in Santa Clara, California announced on 9<sup>th</sup> May, 2011 that it was partnering with US-India Science and Technology Endowment Board in helping select the startups that can qualify for grants up to \$500,000 to drive Innovation and Entrepreneurship between the two countries. In a bilateral partnership signed in July 2009, for 2011 the US-India endowment is accepting proposals in the area of “Healthy Individual”. Preferred proposals would focus on diagnostic/preventive/curative measures to improve health or food and nutrition products and “Empowering citizens”. Preferred proposals would focus on reducing the digital divide in the two countries. This could include information and communication technologies with a social impact in areas such as water, agriculture and education. The US-India Endowment Board presents an unprecedented opportunity for entrepreneurs, scientists and researchers in both India and US, to solve some of the most critical problems facing both societies through the power of innovation and application of science and technology. The US-India Endowment Board will also have a booth at TiEcon 2011 Innovation<sup>1</sup>.

Online fashion retailer of Chennai, India C-Bazaar opened its first US retail store on 22<sup>nd</sup>

April, 2011 taking over a section of the Atirma boutique in Fremont, California. The C-Bazaar brand is very popular in the US and opening the store in addition to its online popularity allows stores to reach different clientele. The primarily online brand offers trendy, affordable saris and made-to-order sari blouses. The brand also offers pre-stitched saris for the Indian American set who may not know how to wear a sari. The meteoric rise in the demand for ethnic Indian clothing in the US has resulted in the opening of this boutique. C-Bazaar plans to launch its second store at the end of May in “Little India” on Pioneer Blvd. in Artesia, California<sup>2</sup>.

Phenomenex Inc of Torrance, California opened a new office in Hyderabad, India on 28<sup>th</sup> April, 2011 in order to expand its international subsidiary network to serve India directly. The new entity will serve research communities throughout India with sales and service teams that sell all Phenomenex products directly and provide timely technical support, training and seminars. It plans to provide customers with the most innovative products along with fast deliveries, expert technical support and outstanding service. Phenomenex serves research customers in a wide range of industries including drug discovery and development, chemical processing, biofuels analysis, food and water safety, forensics and toxicology. All Phenomenex products , including the leading Luna, Gemini, Synergi,

<sup>1</sup> <http://www.myprgenie.com/view-publication/us-state-department-led-us-india-science-and-technology-endowment-board-and-tie-partner-to-select-startups-that-will-qualify-for-grants-up-to-500k>

<sup>2</sup> <http://www.indiawest.com/readmore.aspx?id=3347&sid=6>

Kinetex, Strata – X, BioSep, Lux and Zebron brands, will be supplied exclusively from the Indian office to customers in India<sup>3</sup>.

Oracle Corp of Redwood Shores, California, the third major global IT firm signed a tripartite agreement with Technopark and Leela Infopark of Kerala, to lease 40,000 sq. ft. of space to commence their operations by September 2011. Oracle which has a big presence in Bangalore and Trivandrum will be their first venture outside of a metro in India. The IT major has potential to generate huge employment depending on the level of operations which in turn will depend on availability of quality manpower. Oracle has already done a few campus interviews and have identified their resources whose training will commence by June in Technopark<sup>4</sup>.

Hawk Exports of Newport Beach, California announced on 19<sup>th</sup> May, 2011 a strategic partnership with India based Maritime India in order to offer their US clients unparalleled access to manufacturing and distribution channels throughout India to enable them to expand there. Maritime India is one of the largest trade publications and export companies based in India. Hawk Exports is the “go to” resource for all companies in India looking to branch off into the US market. Maritime India also publishes a special magazine issue called “International Trade Promotion Bulletin” on a regular basis to help those involved in the global business community. Both Maritime India and hawk

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<sup>3</sup> [http://www.phenomenex.com/Home/News?id=Phenomenex\\_Opens\\_New\\_Office\\_in\\_India](http://www.phenomenex.com/Home/News?id=Phenomenex_Opens_New_Office_in_India)

<sup>4</sup> <http://www.technopark.org/latest-news/283-oracle-the-third-major-global-it-firm-signed-agreement-with-technopark>

Exports are united in their mutual goal to develop international trade<sup>5</sup>.

Intel Capital, Intel’s global investment organization based in Santa Clara, California announced on 13<sup>th</sup> May, 2011 two new investments in Indian companies as part of its ongoing commitment to support technology innovation in India. Intel Capital made an investment in PolicyBazaar, a leading online insurance comparison site that assists customers in making informed decisions about their insurance purchase. The investment funds will be used for building brand awareness and further enhancing PolicyBazaar’s technology platform and product depth. Intel Capital also signed an agreement to invest in Sudhir Srivastava Robotic Surgery Centre (SSARSC), a provider of advanced robotic surgery procedures for specialty areas such as cardiac, urology, thoracic, gynaecology, orthopaedics, head and neck and general surgery, subject to satisfaction of customary conditions. This investment marks Intel Capital’s first investment in the healthcare sector in India. In addition to these two new investments, Intel capital announced follow-on investments in mobile media company JulySystems, online travel company Yatra.com, and open-source application development software company WSO2. It made a total investment of \$18 million. Intel Capitals support of these companies will give them access to global resources, knowledge and expertise to assist with their growth and success. These investments underscore the opportunity that computing creates for Indian entrepreneurs to build innovative new businesses. Funding for the investments announced by Intel Capital comes from the

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<sup>5</sup> <http://www.prweb.com/releases/2011/5/prweb8449439.htm>

\$250 million Intel Capital India Technology Fund established in December 2005. This fund invests in Indian technology companies to stimulate local technology innovation and the continued growth of india's information technology industry<sup>6</sup>.

Viacom 18 Media, an equal joint venture between Network 18 of Mumbai, India and Viacom, will take over the Indian operations of Hollywood, California based Paramount Pictures. Under the deal Paramount Films will be part of Viacom 18. All movies released under the Paramount banner in India will be distributed, marketed and syndicated by Viacom 18 Motion Pictures. In 2010, Viacom 18 changed its film business, Studio 18, and rebranded it as Viacom 18 Motion Pictures. It plans to invest Rs 250 crore in producing films over the next three years. It has begun beefing up its in-house marketing function, and is also looking at creating a talented pool of newcomers to ideate for concept development, production, merchandising and syndication. Realigning with Viacom 18 will help Paramount to leverage the existing infrastructure and also help in increasing its investments in India for distribution, merchandising and production<sup>7</sup>.

## II. Details Of Visits Of Delegations From India

Dr Thomas Mathew, Joint Secretary (CM), dept. of economic Affairs, Ministry of Finance visited San Francisco from April 30 to May 3, 2011 to attend the two events on the theme of India as an attractive investment destination organized by Stanford University,

<sup>6</sup> <http://www.intel.com/pressroom/capital/pdfs/IndiaNewDeals.pdf>

<sup>7</sup> <http://ivgpartners.wordpress.com/>

Stanford and the Consulate General of India, separately.

Dr B Bandyopadhyay, Scientist 'G', MNRE and 1 other officer participated in the WGNTTE Working Group on New Technologies and renewable Energy under the India-US Energy Dialogue and to have discussions/visits to US laboratories/installations in the field of Renewable Energy from 16-20 May, 2011.

Mr N Venkatesh, Commissioner, Systems Directorate, CBEC attended the WCO IT Conference and Exhibition in Seattle, Washington State from 11-13 May, 2011.

## III. Details Of Visits Of Delegations To India

None.

## IV. Investments In The Jurisdiction Of The Consulate

No details available.

## V. Details Of Local Developments/Policy Changes Affecting Bilateral Trade

None

## VI. TRADE ENQUIRIES RECEIVED AND ATTENDED TO

Query From	Details
Cursor Impex Tel:+91-4173-22-3323 Email:cursorimpex@yahoo.in	Interested in exporting from India of Spices, Handicrafts, Agri Food products into USA.
Chris Kenny Tel:303-6191-9296 Email:clyndon_k@msn.com	Interested in Textile fabric supplier in India for Importing into USA.

Serrah Namini Tel:949-226-8118 Email:snamini@biolase.net	Medical device manufacturer in USA interested in information of steps involved in setting up an office in India to conduct business.
Archie Ituh Tel:408-235-7000 Email:aituh@aurora.com	Interested in obtaining information about documentation required for taking test equipment into India for a week.
Anand Kumaran Email:cdsanand@gmail.com	Interested in Exporting from India of Cashew Nuts and Coir pith products into USA.
Sharon Chang Tel:650-968-6789 Email:Sharon.chang@agilepoint.com	Interested in information on documentation required and attestation thereof for change of ownership in Indian company from local Indians to foreigners.
Nuco Logistics Tel:702-481-4812 Email:farid@nucologistics.com	Interested in information for attestation of Certificate of Incorporation for entering into an agency agreement with an Indian company in India.
Kukku Jewellers (Pvt) Ltd. Tel:91-9414044580 Email:vikas69@gmail.com	Interested in exporting from India of Gems, Jewellery, Beads and Carvings products into USA.
Golden Archives Tel: 91-9810029825 Email:contact@realhandicrafts.com	Interested in exporting from India of Handicrafts, Oil Paintings, Fashion Jewellery, Home Furnishings, Handbags

	& Purses and Aroma Candles products into USA.
Kannemaar Exports Email:blackgreen95@gmail.com	Interested in exporting from India of Garments and T/shirts products into USA.
Tavinder Wadhwa Tel:919-593-7548 Email:t.wadhwa@lumasenseinc.com	Interested in information on documentation required and attestation thereof for starting an Indian subsidiary.
Herbal Fab Tel:91-8141477309 Email:herbalfab@gmail.com	Interested in Exporting from India of Organic Cotton Fabrics and Clothing into USA.

## VII. Number Of Trade Disputes Pending/Resolved

Resolved – Nil

Pending – 1 - Hugo Hopenhayn of Sherman Oaks, California has complained of non-fulfillment of contract by Loom Crafts Furniture (India) Pvt Ltd of Ghaziabad, UP, India. Mr Hopenhayn complained that Loom Crafts did not supply setting up instructions as had been promised by them before the order was placed with them, supply missing parts and did not reply to Mr Hopenhayns repeated e-mails. The consulate has brought the two sides together and they are both now trying to get the matter resolved.

- 2 – Quddus Silk Palace of Varanasi, UP has complained of non-payment of outstanding debt from a Artesia, California, US based company, Gadani Fashions Inc. for goods supplied. The consulate has forwarded Quddus's complaint to the US company and is awaiting their reply.

- 3 – The Sandesh Limited of Ahmedabad, Gujarat has complained of loss of investment value in Rotate Black Inc of USA. Mr Randy Edgerton, President of the US company has communicated that they are willing to settle the matter amicably even though the Indian side has taken the matter to court. The consulate has brought the two sides together.

### **VIII. Number Of Business Visas Issued**

Business Visas issued in May - 1309

### **IX. Details Of Tenders Procured On Behalf Of Indian Companies/Organizations**

None

### **X. Potential Areas For Trade And Investment**

**Arizona State:** The thirty-first largest state exporter to India from the USA in 2010 was Arizona. Exports have decreased from \$92 million in 2009 to \$76 million in 2010. Computers and Electronics products were the largest export from Colorado to India in 2010 at \$35.443 million which made up 46.64% of total exports from the state to India. Transportation Equipment was the second largest export item to India from the state at \$21.949 million in 2010 (28.88% of total exports from the state) compared to \$36.058

million in 2009, the most dramatic decrease in exports from the state to India. Exports of Miscellaneous Manufactured Commodities increased from \$1.695 million in 2009 to \$2.297 million in 2010. Machinery, except Electrical exports to India from the state have also seen an increase from \$3.213 million in 2009 to \$4.054 million in 2010.

Imports from India into USA via Arizona were \$126 million in 2010 compared to \$95 million in 2009, a 32.63% increase giving India the rank in worldwide imports into the state of 16<sup>th</sup>.

June 1, 2011

For any queries, please contact:

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## Total U.S. Imports via ARIZONA

### Top 25 6-digit HS Commodities Based on 2010 Dollar Value

U.S. Imports by State of Final Destination ([State Import Series](#)). Values in millions of dollars. Percent Change is from 2009 - 2010.

Rank	HS Code	Description	2008 Value	2009 Value	2010 Value	2008 % Share	2009 % Share	2010 % Share	% Change, 2009 - 2010
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1	854231	PROCESSORS AND CONTROLLERS, ELECTRONIC INTEG CIRCT	445	460	856	2.9	3.7	5.5	86.0
2	070200	TOMATOES, FRESH OR CHILLED	615	565	748	4.1	4.6	4.8	32.4
3	880240	AIRPLANE & OT A/C, UNLADEN WEIGHT > 15,000 KG	336	419	563	2.2	3.4	3.6	34.3
4	854239	ELECTRONIC INTEGRATED CIRCUITS, NESOI	577	397	559	3.8	3.2	3.6	40.8
5	854430	INSULATED WIRING SETS FOR VEHICLES SHIPS AIRCRAFT	456	226	348	3.0	1.8	2.2	54.3
6	070960	FRUITS OF GENUS CAPSICUM OR PIMENTA, FRESH/CHILLED	309	242	284	2.0	2.0	1.8	17.2
7	080610	GRAPES, FRESH	133	180	280	0.9	1.5	1.8	55.3
8	853669	ELECT PLUGS & SOCKETS F VOLTAGE NOT OVER 1000 V	226	141	240	1.5	1.1	1.5	70.5
9	848690	PARTS & ACCSESORIES FOR MACH TO MAN. SEMICNT, ETC	149	79	238	1.0	0.6	1.5	202.6
10	070990	VEGETABLES, NESOI, FRESH OR CHILLED	191	162	228	1.3	1.3	1.5	40.7
11	848620	MACHINES FOR MAN. SEMICONDUCTOR	337	115	211	2.2	0.9	1.4	84.2

		DEVICES/ELEC IC							
12	854140	PHOTOSNSITVE SEMICNDCTR DVICE INC PHTVLTC CELL ETC	125	97	204	0.8	0.8	1.3	109.5
13	930690	BOMB MINES OT AMMNITION PROJECTIONS ETC AND PARTS	178	217	200	1.2	1.8	1.3	-7.5
14	841199	GAS TURBINE PARTS NESOI	152	148	199	1.0	1.2	1.3	34.5
15	851762	MACH FOR RECP/CONVR/TRANS/REGN OF VOICE/IMAGE/DATA	131	112	191	0.9	0.9	1.2	70.1
16	842890	LIFTING, HANDLING, LOADING & UNLOADING MACHY NESOI	222	207	184	1.5	1.7	1.2	-11.1
17	870120	ROAD TRACTORS FOR SEMI- TRAILERS	31	49	170	0.2	0.4	1.1	243.6
18	080711	WATERMELONS, FRESH	127	146	168	0.8	1.2	1.1	14.7
19	070700	CUCUMBERS AND GHERKINS, FRESH OR CHILLED	158	139	153	1.0	1.1	1.0	9.7
20	630790	MADE-UP TEXTILE ARTICLES, NESOI	137	181	150	0.9	1.5	1.0	-17.0
21	854370	ELEC MACH AND APP, HAVING INDIV FUNCTIONS, NESOI	21	89	148	0.1	0.7	0.9	67.0
22	847330	PARTS & ACCESSORIES FOR ADP MACHINES & UNITS	123	154	144	0.8	1.3	0.9	-6.9
23	841191	TURBOJET AND TURBOPROLLER PARTS	228	123	143	1.5	1.0	0.9	16.2
24	901890	INSTR & APPL F MEDICAL SURGICAL DENTAL VET, NESOI	119	109	125	0.8	0.9	0.8	14.9
25	853890	PT F ELECT APPR F ELECT CIRCT; F ELCT CONTRL NESOI	87	64	123	0.6	0.5	0.8	91.1