

**CONSULATE GENERAL OF INDIA
SAN FRANCISCO**

MONTHLY COMMERCIAL REPORT— APRIL 2011

I. Major Commercial and Trade-Related Events

Genpact of India announced on 12th April, 2011 the acquisition of Akritiv Technologies, headquartered in Silicon Valley, California. Genpact, a global leader in business process and technology management will take over the ownership of Akritiv Technologies' proprietary technology platform and software as a service (SaaS) – delivered solutions for OTC functions such as credit and accounts receivable management under the terms of the deal. Along with Akritiv's cloud-based platform, Genpact's OTC capabilities incorporate global delivery, local contextual knowledge, eBilling and back-end analytics that will help companies achieve critical bottom-line impact while realizing the benefits of the cost-effective and easily scalable BPaaS delivery model¹.

State Bank of India (California) (SBIC), a subsidiary of State Bank of India (SBI), India, opened a new branch in Fremont, California on March 28, 2011. This is the second branch opened in the Bay area after the success of the San Jose, California branch. The new branch will offer SBIC's deposit services, like checking and savings accounts, certificates of deposit, money market deposit accounts and lending services, like commercial real estate financing and commercial business financing. One of SBIC's most important products for people of Indian origin is remittances to

India. SBI has two different operations in the US. Their retail locations in New York and Chicago are considered branches of a foreign bank, while SBIC is chartered in California, and thus, has all the benefits as any other local American bank. This enables SBIC to expand its footprint all over the US².

Ahmedabad University (AU) launched VentureStudio, a new Center for Innovative Business Design in Ahmedabad in collaboration with center for Design research at Stanford University (CDR). VentureStudio, an incubation centre like that of IIM-A and NID, will bring together local and international resources to develop an ecosystem for innovative start-up ventures. The centre will invite support of faculty members and researchers of Stanford University, apart from leveraging on its network. VentureStudios expects to launch 2-3 new ventures per year wherein participants will work together in teams, prototype and test their ideas, and learn from seasoned mentors with a track record of launching successful ventures³.

Lattice Semiconductor Corporation of Hillsboro, Oregon announced on 4th April, 2011 the official inauguration of Lattice India (LI). Lattice has had a presence in India through distributors for over 15 years and established a direct sales office in 2006. The

¹ <http://www.genpact.com/home/aboutgenpact/press-releases/genpact-acquisition-of-akritiv-technologies.aspx>

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<http://www.indiawest.com/readmore.aspx?id=3092&Sid=6>

³ <http://education.in.msn.com/colleges/article.aspx?cp-documentid=5067229&page=0>

set up of the complete sales and support center marks both an expanded presence as well as a new level of commitment to the India market. Customers can now rely on LI to provide comprehensive support for their programmable logic devices, including FPGAs and CPLD's as well as mixed signal devices for power and platform management. LI's focus markets will be telecommunications, industrial, consumer and medical applications⁴.

SOHM Inc of Buena Park, California announced on 7th April, 2011 that the company had signed a Letter of Intent (LOI) to acquire a high-growth dermatology company based in India. SOHM is a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories, would add 17 new product offerings upon successful close of the acquisition and would contribute in excess of \$1 million in revenue with significant profit margins and also increase brand awareness significantly throughout India⁵.

L & T Infotech a wholly-owned subsidiary of Larsen & Toubro, announced on 18th April, 2011 at "Cloud Connect", a channel relationship with Intel of Santa Clara, California. This agreement will provide Intel Expressway Cloud Access 360 (IECA 360) to Enterprise and Software as a Service (SaaS) providers looking for cloud access security solutions. This relationship helps L&T Infotech strengthen its position in

⁴http://www.eetindia.co.in/ART_8800639837_1800014_NT_3e75e676.HTM

⁵<http://www.sohm.com/news/2011/4/sohm-inc-signs-letter-of-intent-to-acquire-dermatology-company-in-india-adding17new-products-1000000-in-projected-revenue-and-move-to-profitability-in-2011>

accelerating cloud computing adoption for its clients across its verticals like banking & financial services, insurance energy & petrochemicals and manufacturing⁶.

Cypress Semiconductor⁷ Corp. of San Jose, California announced on 15th April, 2011 an agreement with Birla Institute of Technology and Science (BITS) in Pilani, India under which cypress will extend support for the institute through 2014. Cypress will donate new PSoC 3 and PSoC 5 development kits and software to the PSoC lab at BITS. Cypress will also donate PSoC Creator™ software. Cypress and BITS first opened the PSoC lab in 2009 and there are also Joint Cypress and BITS PSoC labs at BITS Hyderabad and Goa campuses.

Concur, a Redmond, Washington based leading provider of integrated travel and expense management solutions announced on 18th April, 2011 the establishment of operations in India. Concur will hire local talent in India across all functional areas of the business and has a long history of working in India⁸.

Baker Dillon⁹ Group (BDG) of Fresno, California, the award winning nutraceutical brand marketing firm and one of the natural products industry's premier promotion firms has formed a strategic marketing alliance on 11th April, 2011 with MediaMedic¹⁰ Communications Pvt. Ltd (MMC). of Mumbai, India. MMC and BDC will work together on business development opportunities in India and US markets.

⁶<http://www.lntinfotech.com>

⁷<http://www.cypress.com/cua>

⁸<http://www.concur.com/en-us/media-resources/press-releases/04-18-11>

⁹<http://www.BakerDillon.com>

¹⁰<http://www.MediaMedicHealth.com>

On 30th March, 2011 Exim Bank of the US became the first international financing institution to approve solar-power projects under India's National Solar Mission. It authorized a \$30 million loan to the project sponsor, Dalmia Solar Power Ltd of India, on a limited-recourse project-finance basis. The loan will finance the sale of PowerDish™, a modular solar electricity system, by Infinia Corporation of Kennewick, Washington, for a 10 Megawatt (MW) solar-thermal project in Rajasthan. The loan repayment is based on the cash flows generated by the sale of PoweDish generated electricity to NTPC Vidyut Vyapur Nigam Ltd (NVVN), the power trading subsidiary of india's National Thermal Power Corp. The Indian government has provided special power price incentives to NVVN to promote the development of 20,000 MW of installed solar power by 2022¹¹.

II. Details Of Visits Of Delegations From India

Shri J Gopal, Advisor (T) Department of Telecommunications (DOT), together with 3 other officers from the DOT, visited Ericsson Silicon Valley Lab, San Jose, California from 29th April to 3rd May, 2011 for a study visit.

III. Details Of Visits Of Delegations To India

US food franchise companies CKE Restaurants – Carl's Jr. of Carpinteria, and Johnny Rockets of Aliso Viejo, both of

California were part of a delegation of 15 companies which visited Mumbai, India to network with leading entrepreneurs and business leaders as part of a trade mission organized by the US Department of Commerce in April 2011. This was first franchising trade mission organized by the US Department of Commerce to visit India and part of President Barack Obama's national national export initiative to double US exports in five years.

IV. Investments In The Jurisdiction Of The Consulate

None

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

The US Supreme Court on April 27 imposed limits on class action. The Court limited the ability of people to combine forces and fight corporations together when they want to dispute contracts for cell phones, cable television and other services, a move consumer advocates called a crushing blow. In a 5-4 ideological split, the high court's conservatives said businesses can block their customers from using class actions. The court said the federal arbitration law trumps state laws that invalidate contracts banning class actions. The decision came in a dispute between AT&T Mobility and a California couple who objected to being charged around \$30 in sales tax for what they were told was a free cell phone.¹²

¹¹ <http://www.prnewswire.com/news-releases/ex-im-bank-supports-us-renewable-energy-jobs-by-financing-solar-power-projects-in-india-118958379.html>

¹² <http://www.8newsnow.com/story/14523725/court-imposes-limits-on-class-actions>

VI. TRADE ENQUIRIES RECEIVED AND ATTENDED TO

Query From	Details
Vivek Mungali Tel:612-802-0934 Email:vic.m@ewmc onsulting.com	Interested in exporting from USA into India of packaged organic health food products. Requiring information on food related certification/licensing requirements.
Urvesh Psyllium Inds. Ltd Tel:0091-079- 26582494 Email:harish.parmar 44@yahoo.in	Interested in Exporting from India of Psyllium Husk (Isabghol- plangago ovata) products into USA.
Dr Arzoo Zaidi Email:dr.arzoo.zaidi @gmail.com	Interested in obtaining a list of hospitals in Delhi and Hyderabad for medical tourism references
Colosperse Dyes and Intermediates Tel:+91-261- 2398376 Email:exportdyes@g mail.com	Interested in Exporting from India of Dyes, (Reactive, Acid and Direct) products into USA
Jerry Crandall Tel:408-409-3542 Email:jacrandall@cr andallpatentgroup.co m	Interested in information on obtaining PAN card for company for doing business in India and on the various procedures involved in setting up a company in India
Neil Tolani Tel:510-219-5681 Email:nail@monsoo nco.com	Interested in information for validation of a No Objection Certificate for using same company name for subsidiary in India.

Michelle Richter Tel: 206-370-6534 Email:michelle.richt er@klgates.com	Interested in information and procedures for establishing business in India and procedures on authentication of documents relating thereto.
Rosenberg and Kaplan Tel:310-274-0788 Email:tclancy@rose nbergandkaplan.com	Interested in information and customs rules on importing of medicine, etc. into India from USA
Manisha Lal Tel:661-600-2971 Email:manisha.d.lal @gmail.com	Interested in information and procedures for opening humanitarian and medical aid (NGO/NPO) offices in various states of India

VII. Number Of Trade Disputes Pending/Resolved

Resolved – Nil

Pending – MPB Enterprises Inc has complained of non-payment of outstanding debt due of \$13,000 from an New Delhi based company M/s Multi Instruments for coordinating the sale of medical products. The Consulate has forwarded MPB Enterprises's complaint to the Indian company and is awaiting their reply.

VIII. Number Of Business Visas Issued

Business Visas issued in April- 1424

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

None

X. Potential Areas For Trade And Investment

Colorado State: The thirtieth largest state exporter to India from the USA in 2010 was Colorado. This has slightly increased from \$94.6 million in 2009 to \$102.2 million in 2010. Computers and Electronics products were the largest export from Colorado to India in 2010 at \$33.504 million which made up 32.8% of total exports from the state to India. Chemicals was the second largest export item to India from the state at \$31.321 million in 2010 (30.7% of total exports from the state) compared to \$26.75 million in 2009. The most dramatic increase in exports from the state to India has been in Nonmetallic Mineral a product which has increased from just \$130 thousand in 2009 to \$5.331 million in 2010. Exports of Miscellaneous Manufactured Commodities have also seen an increase from \$463 thousand in 2009 to \$1.712 million in 2010. Mineral and Ores exports to India from the state have also seen an increase from \$516 thousand in 2009 to \$1.308 million in 2010.

May 1, 2011

Imports from India into USA via Colorado were \$386 million in 2010 compared to \$232 million in 2009, a 66.3% increase giving the rank in worldwide imports into the state of 7th. The increase is even larger when compared to 2008 when Colorado's imports from India stood at \$1299 million with a ranking of 13th.

For any queries, please contact:

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Total U.S. Imports via COLORADO

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
---	---	Total COLORADO Imports and % Share of U.S. Total	10,337	8,627	11,346	0.5	0.6	0.6	31.5
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1	270900	CRUDE OIL FROM PETROLEUM AND BITUMINOUS MINERALS	1,651	1,389	2,333	16.0	16.1	20.6	68.0
2	852871	RECEPTION APP FOR TV NT DESIGNED TO INC VIDEO DISP	447	271	374	4.3	3.1	3.3	37.9
3	851712	PHONES FOR CELLULAR NTWKS OR FOR OTH WIRELESS NTWK	26	150	295	0.3	1.7	2.6	97.2
4	300490	MEDICAMENTS NESOI, MEASURED DOSES, RETAIL PK NESOI	69	196	269	0.7	2.3	2.4	37.2
5	902190	OTH ARTIFICIAL PTS OF THE BODY & PTS & ACCESSORIES	133	151	192	1.3	1.7	1.7	27.1
6	901890	INSTR & APPL F MEDICAL SURGICAL DENTAL VET, NESOI	187	221	179	1.8	2.6	1.6	-18.8
7	847150	DIGITAL PROCESSING UNITS, N.E.S.O.I.	189	194	178	1.8	2.3	1.6	-8.5
8	880230	AIRPLANE & A/C UNLADEN WGHT > 2000, NOV 15000 KG	353	208	175	3.4	2.4	1.5	-15.8
9	847130	PORT DIGTL AUTOMATIC DATA PROCESS MACH NOT > 10 KG	12	98	159	0.1	1.1	1.4	61.8
10	300410	PENICILLINS OR STREPTOMYCINS & DERV, DOSAGE FORM	42	118	146	0.4	1.4	1.3	23.8
11	847170	AUTOMATIC DATA PROCESSING STORAGE UNITS, N.E.S.O.I	236	138	146	2.3	1.6	1.3	6.0
12	880240	AIRPLANE & OT A/C,	106	20	146	1.0	0.2	1.3	(Z)

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		UNLADEN WEIGHT > 15,000 KG							
13	847330	PARTS & ACCESSORIES FOR ADP MACHINES & UNITS	76	66	124	0.7	0.8	1.1	87.4
14	010290	BOVINE ANIMALS, LIVE, NESOI	81	34	113	0.8	0.4	1.0	232.7
15	854231	PROCESSORS AND CONTROLLERS, ELECTRONIC INTEG CIRCT	74	44	100	0.7	0.5	0.9	124.9
16	854239	ELECTRONIC INTEGRATED CIRCUITS, NESOI	23	22	87	0.2	0.3	0.8	292.7
17	851762	MACH FOR RECP/CONVR/TRANS/REGN OF VOICE/IMAGE/DATA	45	59	86	0.4	0.7	0.8	44.8
18	850440	STATIC CONVERTERS; ADP POWER SUPPLIES	43	36	77	0.4	0.4	0.7	114.9
19	730629	CASING ETC OIL OR GAS DRILLNG, IRON OR STEEL NESOI	54	34	73	0.5	0.4	0.6	114.7
20	870870	ROAD WHEELS & PTS & ACCESSORIES FOR MOTOR VEHICLES	38	41	69	0.4	0.5	0.6	65.9
21	721012	FR IOS NAL 600MM AO W TIN CTD OR PLTD UNDR 0.5MM T	18	36	68	0.2	0.4	0.6	89.3
22	020230	MEAT OF BOVINE ANIMALS, BONELESS, FROZEN	52	62	68	0.5	0.7	0.6	9.6
23	852329	MGNTC MEDIA FOR RCRDNG SOUND OR OTH PHENOMNA NESOI	89	70	66	0.9	0.8	0.6	-5.5
24	902110	ORTHOPEDIC OR FRACTRE APPLIANCES, PARTS & ACCESSOR	136	115	65	1.3	1.3	0.6	-43.6
25	300420	ANTIBIOTICS NESOI, IN DOSAGE FORM	12	44	62	0.1	0.5	0.5	41.9