



Mr. Upendra Patel
CTO,
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The semiconductor business growth seems to be changing in the year 2010. Demand improvement is resulting in lead times for deliveries. This can be due to depleted inventories in 2009, but we see the growth in demand during year 2010.

also required. This is driving demand for newer semiconductors and all the vendors have plans to come out with high performance and multi-functional chips with reduced power consumption and geometries. We also see growth in outsourced product design services. Due to recession lot of companies had to do away with design teams due to R & D budget reductions. Now, with newer products demand coming up we see lot of customer interest in product design outsourcing. We are putting more emphasis on complete product design solutions", commented Mr. Upendra Patel, CTO, elnfochips.

Dr. Rajiv Jain, Vice President & Managing Director, Infineon India added, "Our strong performance is not only the result of the general economic recovery but also reflects Infineon's continuing strong cost discipline and confirms our strategic direction. We had initiated exercises to improve performance and profitability before even before the recession occurred, and this helped us tremendously. We were already geared up and better prepared for the challenges ahead of the curve, and this helped us tide the downturn without having to resort to tough decisions and drastic measures."

"Indian industrial sector has emerged out with minimal impact. In fact, segments such as telecommunications, industrial and consumer have registered a strong recovery. As we continue to strengthen our support for existing applications, we

are investing efforts to develop new system solutions for emerging applications such as solar equipments and LED lightings. The fastest growth is taking place in these new segments, and is being promoted aggressively by the Indian Government. The company will also continue its effort in WiMAX. There will also be addition of new product lines in power and multimedia applications. We will release new products to further enhance our analog and DAV-STB/V portfolios", said Mr. Francis Tan, Vice President, Sales & Marketing - SE Asia & Oceania, Fujitsu Microelectronics Asia Pvt Ltd.

The influence of India's Semiconductor Policy

The Indian Semiconductor policy of 2007 was precisely structured for the development of industry with favourable ecosystem. Organizations such as the India Semiconductor Association (ISA) have worked with the Government to initiate favourable policies to encourage investments in semiconductor manufacturing. Thus, was born the 'Semiconductor Policy' of the Government of India in 2007, aimed at improving the country's semiconductor ecosystem in a structured and planned manner.

After being in operation for the past 3 years, this policy is due to expire on 31st March, 2010. During this period, proposals for investment have been submitted under the policy; however, the key



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As 2010 unfolds, we are witnessing a strong market recovery and rebounding demand, especially in semiconductor segments. In this region, we are looking at Indian automotive market as the major revenue contributor.