

Chip verification market waiting to be tapped

Bureau

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Major semiconductor companies have opened shop in India. They are looking at outsourcing their chip verification requirements to specialised firms in the country. eInfochips, a chip design, verification and product design company believes that this market is large and waiting to be tapped. The company wants to increase its presence in the segment through acquisitions. "We are looking at companies that have chip-design capability. We could be looking at 50 people-strong companies that operating in the mixed signals (analog and digital) space," Pratul Shroff, president, CEO, eInfochips said.

"The company is looking at acquisitions in the \$5 million to \$20 million," he said. Since validation efforts are almost three times the design effort, a lot of time is lost in bringing the product to market. Verification components like those developed by eInfochips can reduce the time-to-market gap by a big margin. Earlier, multinationals were reluctant in outsourcing verification requirements, but they are now beginning to do so

to ensure the product reaches the market as fast as possible, Shroff said. "If we develop the chip and the system -- the complete product, we bring value to the table. This year, we would be making a significant breakthrough in the Japanese market," he said.

As part of its strategy, the company provides onsite verification services and re-usable verification components that can be purchased off the shelf. According to the company, they have already executed over 80 complex chip design and verification projects for semiconductor and fabless chip customers across the globe. Shroff said that they could also be looking at acquisitions in systems design. "Both these acquisitions could happen this year and they will help the company strengthen its presence in the verification space," he said.

In 2008, the company will be adding another 100 employees to the existing strength of 120. A total of 300-odd employees would be added at the Ahmedabad and Pune centres in 2008-09.

The company's current worker strength is 650 at centres in Pune, Ahmedabad, Japan and the US.