



## FORTUNE GLOBAL FORUM CONCURRENT PROGRAM

### INDIA IN FOCUS: DOING BUSINESS IN INDIA

29 OCTOBER 2007 • THE OBEROI HOTEL, NEW DELHI, INDIA

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As of 17 October 2007

- 10.00—10.05**      **Welcome and Overview**  
Robert Friedman, International Editor, FORTUNE
- 10.05—10.30**      **Setting the Context**  
India's economy has been expanding at prodigious rates, offering lucrative opportunities to those able to harness its potential. However, obstacles to efficiency persist. This session will offer a broad introduction to the country's dynamic business environment – what makes it unique, what factors inhibit or facilitate growth, and what the future might hold.  
  
Speaker:  
**Gurcharan Das**, Author, *India Unbound*
- 10.30—11:15**      **The Evolution of Outsourcing**  
From call centers to business and knowledge process outsourcing, India's strong labor market has been tapped in a range of innovative ways by multinationals attempting to boost the bottom line. How can we best to understand the changing dynamics of outsourcing in India? What developments are on the horizon?  
  
Speakers:  
**Scott Bayman**, Senior Director, Stonebridge International  
**Pramod Bhasin**, President and CEO, Genpact  
**Subramaniam Ramadorai**, Chief Executive Officer, Tata Consultancy Services  
**Azim Premji**, CEO and Founder, Wipro Technologies  
Moderator: **Adam Lashinsky**, Senior Writer, FORTUNE
- 11.15—12noon**      **Sounding out the Indian Market**  
Wide-ranging demographic layers within the Indian market make it a fascinating test ground for strategic creativity. The latent purchasing power of rural low-income populations remains significant, and the consumer culture and technological savvy of India's youngest generation offer innumerable opportunities for market experimentation. This session will discuss unique aspects of India's consumer populations and how companies have successfully capitalized on them, as well as the social and economic implications of various marketing strategies  
  
Speakers:  
**Rama Bijapurkar**, Founder, Rama Bijapurkar Consulting  
**C.K. Prahalad**, Paul & Ruth McCracken Distinguished University Professor of Corporate Strategy, Stephen M. Ross School of Business, University of Michigan  
Moderator: **Sheridan Prasso**, Contributing Editor, FORTUNE
- 12noon—12.20**      **Perspectives on an Asian Powerhouse**

Speaker:

**Sunil Mittal**, Chairman and Group CEO, Bharti Enterprises

Interviewer:

**Robert Friedman**, International Editor, FORTUNE

12.20–13.30

### Luncheon

13.30–13.50

### Case Study: Innovating to Meet Local Demands

Tata Motors' widely publicized efforts to create a one lakh (~US \$2,500) car led to novel approaches to reduce costs throughout the production and distribution chain. This case study will offer an overview of the companies' strategies and examine decision-making as managers, engineers, and local partners innovated to meet local demand.

Speakers:

**Mark Johnson**, Co-founder and Chairman, Innosight

Moderator: **John Elliott**, Contributor, FORTUNE

13.50–14.30

### Case Study: Bangalore International Airport

Construction of the Bangalore International Airport (BIA) is now well underway, with a projected opening date of April 2008. The project, operating under a Build-Own-Operate-Transfer (BOOT) mechanism, has involved a unique public-private finance structure, supported by the national government, Bangalore state government, and a consortium of private companies. Does the BIA serve as a model for future public works in India? What have been the successes and drawbacks to the scheme? This case study will offer perspectives on the project's financing, progress, and future outlook.

Speakers:

**Albert Brunner**, Chief Executive Officer, Bangalore International Airport Ltd.

**S.N. Srinivasan**, Vice President, Airport Projects, Larsen & Toubro

Moderator: **Edward Luce**, Washington Bureau Chief, *Financial Times*, and author, *In Spite of the Gods: The Strange Rise of Modern India*

14.30 – 14.40

### Break

14.40–15.20

### Multinational Innovation in India

India's strong base of well-educated scientists and engineers has frequently been cited as a major asset for potential innovation, and has prompted multinationals such as Microsoft to open major research and design centers in the country. As multinationals evaluate whether they have been successful in achieving their goals, and number of questions have arisen. How have their programs been structured, and how have research goals corresponded to their Indian context? Do they differ significantly from initiatives in China and elsewhere? How do intellectual property issues factor into the equation?

Speakers:

**Ajay Gupta**, Director, HP Laboratories, India

**Naresh Gupta**, Senior Vice President, Print and Classic Publishing Solutions Business and Unit Managing Director, India Research and Development, ADOBE Systems India Private Limited

**Guillermo Wille**, Managing Director, John F. Welch Technology Centre, GE

Moderator: **David Kirkpatrick**, Senior Editor, Internet and Technology, FORTUNE

15.20–16.00

### India's Regulatory Environment

The Indian regulatory environment can seem daunting for international businesses and investors alike. This panel will explore—through the perspective of government officials—some of the most prominent issues facing foreign actors seeking to develop or expand their presence in India.

Moderator:

**Adil Zainulbhai**, Managing Director, India, McKinsey & Company

Speakers:

**Sheila Dikshit**, Honourable Chief Minister, State of Delhi

**Buddhadeb Bhattacharjee**, Honourable Chief Minister, State of West Bengal

**Vilasrao Deshmukh**, Honourable Chief Minister, State of Maharashtra

**16.00**

**Adjournment**

**Robert Friedman**, International Editor, FORTUNE