



American Chamber of Commerce in India

Amcham Update

Focus: The Direct Selling Industry

Amcham - The Voice of American Business in India

February 2013 • Vol. II • Issue 7

Chairman's Message



Raj Jain

Chairman, Amcham India
Managing Director & CEO, Bharti Walmart
President, Walmart India

Dear Members,

Over the past two months, the American Chamber of Commerce in India engaged in various activities to intensify US-India trade relations.

To explore the business opportunities and avenues for investment in Bangladesh, a delegation of 22 members of the Amcham India visited Bangladesh which was led by Mr. Vishal K. Wanchoo, Vice President, Growth Initiatives, GE South Asia. The delegation comprised senior representatives of U.S. corporations operating in India, representing diverse business interests.

Amcham India supported the American Embassy and the U.S. Consulate in Kolkata on their "Experience America" visit to Guwahati and also hosted a dinner in honor of Ambassador Nancy J. Powell. This was an outreach effort to engage with members of the Government, Business and a cross section of decision makers in Guwahati.

continued...

H I G H L I G H T S

- **The Direct Selling Industry**
- **Business Delegation to Bangladesh**
- **Amcham Events**
- **Amcham Welcomes New Members**

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Saina Nehwal
Badminton, India

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Mary Kom
Boxing, India

"I love starting my day in pole position with Herbalife's Formula 1."

Somdev Devvarmann
Tennis, India

"The strongest bodies are the work of the strongest teams. Thank you XtraCal for being on my team"

Dipika Pallikal
Squash, India



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Ingersoll Rand (India) Ltd.

Laxmikanth Venkatraman

Broadridge Financial Solutions India Pvt. Ltd.

Viswanathan A

Visteon India

Ajay Singha

Executive Director

continued from page 1

The much anticipated Annual Day of the Amcham Hyderabad Chapter was held in February. Senior Government and US Consulate officials were invitees to the gala event and the Chief Guest for the occasion was Smt. J Geetha Reddy, Minister for Major Industries, Government of AP.

We also organized a Roundtable on "Intellectual Property Issues in India". The meeting was chaired by Mr. Anand S. Dayal, Chairman, Amcham Anti-Corruption Committee and Partner - Koura & Koura Company. Mr. Tabrez Ahmad, Chairman, Amcham Intellectual Property Rights (IPR) Committee and Director IP Policy – Microsoft Corporations India Pvt. Ltd. gave a brief overview of IPR in India. The US team was headed by Prof. Hannah Buxbaum, Dean of Indiana University.

We participated in a power breakfast with the Bruhat Bengaluru Mahanagara Palike (BBMP) Commissioner and government officials at Freedom Park, Seshadri, Bangalore, along with other CEOs and heads of industry associations as part of a Citi Connect initiative to discuss waste management solutions for corporates.

In response to our members' requests, we and the US Consulate organized an exclusive session for Amcham members to take the participants in a step-by-step walk through of the new US Visa Process in New Delhi.

The Regional Chapters were active concurrently engaged in organizing events locally for their members.

In association with the US Consulate General, we organized the first-ever national conference on "Best Practices for Gender Diversity" in Chennai. It focused on the Strategic Impact of Gender Diversity on Business Performance and on Sharing Best Practices.

Amcham hosted the traditional U.S. Ambassador's reception for all U.S. participants as well as other special invitees along with a Roundtable for the visiting USIBC delegation on the occasion of Aero India 2013 in Bangalore.

The Amcham Eastern Chapter was invited to an all Kolkata Chamber meeting by the Chief Minister of West Bengal, Ms. Mamata Banerjee.

In Mumbai, we organized a Seminar on 'Competition Enforcement in India'. Mr. Peter Haas, Consul General, US Consulate in Mumbai welcomed Mr. Ajay Chauhan, Director General, Competition Commission of India.

Apart from that, members of Amcham India participated at the Conference on 'Making Integrity Work for Business' organized by Transparency International India (TII) and supported by Amcham India.

These interactions with important stake holders of the Indian Government and the US Embassy, over the past two months, endorse our belief that constant dialogue and engagement leads to better understanding and numerous opportunities to help one another.

This issue of Amcham Update focuses on the Direct Selling Industry which is showing diversified consumption patterns across the country, increasing demand from tier-2 and tier-3 cities and higher acceptability by consumers, distributors and entrepreneurs.

Direct sellers such as Amway, Tupperware, Oriflame, Herbalife and Mary Kay are growing faster and the industry is expected to touch Rs 10,800 crore by 2014-2015.

With increasing income levels, these emerging markets provide a substantial base of households for direct selling companies to target and thereby drive future growth. On the demand side, an increase in consumption of consumer goods of the average Indian coupled with the rising awareness of health and wellness among Indian households is a key growth driver. Increasing capital investment on the supply side, with companies venturing into multiple product categories is also expected to drive growth.

The Direct Selling Industry



Mr. William S. Pinckney
Managing Director & CEO
Amway India Enterprises Private Limited.

The direct selling (DS) industry, which took root in India in the early 90's, today is a thriving industry of over Rs 5500 crores and provides full-time jobs to around 40,000 persons. An Ernst & Young Survey on the Direct Selling industry indicates that this industry will cross Rs 7000 crores in 2012-13. Around 3 million persons are distributors, or selling agents or representatives of DS companies – 62% of whom are women. It is no wonder that India's leading pink daily once described the DS industry as one that has the capacity to 'give millions, with limited means, a legitimate tool to earn a decent living and develop marketing and management skills'.

Clearly, this is no small industry and if global indicators are anything to go by, there is tremendous potential for DS in India. Mexico – on a similar socio-economic plain as India, has one-tenth India's population. Yet, its DS industry is over five times bigger than India, which is indicative of the potential of this industry. Globally, this is a US \$ 118 billion industry which supports over 60 million people.

Multi-nationals and Indian companies, with names such as Tupperware, Oriflame, Herbalife, Avon, Amway, and Modicare, Hindustan Unilever Ltd etc, are the major DS players in India. Eighteen of these DS companies in India have formed the Indian Direct Selling Association (IDSA), which is an industry body that outlines a Code of Ethics for its members. Consumers are protected against illegal or unethical practices through the

enforcement of the code. The IDSA, in turn, is part of the World Federation of Direct Selling Associations, a global industry body. With a Direct Selling committee formed in Amcham in Jan 2013, we are hopeful for greater regulatory safeguards.

Innovations in the DS industry have positively impacted the traditional FMCG as well. Amway began a spree of opening consumer experiential centres, where consumers could not just a touch-and-feel of Amway products, consultants using state-of-the-art technology, could advise consumers which product line suited their skin or body types. Recent reports indicate that HUL too, has plans for a 'consumer innovation centre' where technology will assess needs and behaviour of consumers.

Direct selling is a distribution **channel** employed by certain companies, in which they engage private citizens on a contractual basis to sell their products or services **directly** to consumers. This offers budding entrepreneurs a low-cost business opportunity. Products of DS companies are not available either in Malls, retail or wholesale stores. This is a person-to-person business which relies on the power of word-of-mouth (WOM). Communicators across the spectrum, agree that WOM is the most powerful form of communication – which possible explains the success of this industry.

The consumer too, has definite benefits if serviced by a distributor of a DS company. She/he gets personalized service which

includes guidance as how to use a product, which is delivered to their doorstep. **ALL legitimate** DS companies offer a money back guarantee that extends even if the product is used.

Inevitably, there are challenges that this nascent industry faces.

Possibly the greatest challenge is the lack of guidelines or legislation for the industry, which has led to a lack of clarity. We have seen a spike in interest from the Centre in end-2012, with the Finance Ministry, Ministry of Corporate Affairs, and Ministry of Consumer Affairs getting active on the issue. At this juncture, matters are critically poised and the industry waits with interest to see how things unfurl over the next 3-6 months.

Like regular FMCGs – where a sales supervisor has numerous sales reps working for him, a distributor of a DS company encourage others into the business, making the 'introducer' akin to the sales supervisor, and the 'joinees' the sales reps. Due to lack of legislation, regulators tend to see this as 'enrolment', often without realizing that there is no monetary benefit simply to 'introduce' someone into the business. Legitimate DS companies offer money back guarantees on their business opportunity as well as their products, allowing would be entrepreneurs to 'try' the respective business with no risk at all. In short, there is no easy money to be made in the DS industry but through consistent hard work and the selling of products and services, good incomes can be achieved and sustained.

That the DS is a employment generator, is beyond doubt. That the DS industry is beneficial to the economy is also beyond doubt. Markets across the globe have legalized and thriving DS industries with meticulous, yet non-intrusive regulatory frameworks. This needs to happen in India to protect consumers from predatory businesses as well as to keep alive the spirit of entrepreneurship.

Powering the Other 50%



Asha Gupta

Area Vice President
Asia Pacific & Managing Director – India
Tupperware Brands Corporation

India is and will continue to be one of the fastest growing markets in the world for a variety of businesses in the decades to come. Direct selling which was at its infancy in the 90's is now an industry rapidly growing in size, stature and significance nation-wide. The socio-economic impact of the industry is enormous and is worth shedding light on.

Try this on for size. The participation of women in work force is low at an overall 26% according to the statistics released by the office of the Registrar General in India. Delve deeper into this and one would realize that much of this comes from women employed in agriculture, construction and other trades and far less in the organized sector. The 'other 50%' of our population, who are women, is a resource with huge untapped potential that is targeted by direct sellers. Notwithstanding the economic impact, the focus on harnessing women power has far reaching positive social impact in a country such as India. And it is noteworthy to mention that over 60% of the salesforce engaged in direct selling today in the country are women.

According to a recent study done by the IIM (Ahmadabad) there are three major impediments to women entrepreneurship or employment. They have been identified as: lack of working capital, socio-cultural factors and lack of confidence. Depending on one's own personal situation one or more of these factors dominate the decision to be a stay at home mother or homemaker. When we view these factors in the light of our social fabric, the access to higher levels of education and also economic situation, we in direct selling realize that our business opportunity offers women a clear way around these obstacles.

Direct selling offers a ready-made, low investment business opportunity with international training and motivation programs that have been customized to suit women. In many cases, the fact that their working environment is a 'women only' landscape and much of what is done can be transacted from home and with great flexibility offers solace to families who are conservative about their women going out to work in traditional jobs. With two major impediments addressed effectively by the business opportunity,

the third significant factor, namely lack of confidence gets addressed by way of training and the support group that women have as they network among their peers.

The end result delightful to behold! It is a complete transformation which can best be described as 'life changing'. A Confident woman emerges from within, who with her newfound financial independence has the ability to influence and in some cases even steer important decisions for her family. Her contribution helps the family upgrade to a superior lifestyle and brings about more stability and security for the family members. And she does all this on her own terms and in her own time. As for her own self, she commands a superior social identity and has a greater sense of self-worth.

In a nutshell, direct selling offers a win-win for all stakeholders – the consumer wins with access to world class products that can be purchased in the comfort of their homes backed by strong after-sales service and money back guarantee. The salesperson has a richly rewarding business opportunity with full-flexibility. The company wins due to its ability to operate in a 'blue-ocean' environment – well differentiated from competitors by directly accessing consumers by using vehicles like word-of-mouth and more recently social media which are cost effective as well.

And finally the nation wins - imagine the multiplier effect on the GDP growth rate of our country with every incremental percentage of women taking a shot at entrepreneurship via direct selling....

Woman Power creating a Super Power!

Quote from the Chairman, Amcham's committee on Tax and Tariff on the Budget 2013

There are three noteworthy proposals in Budget 2013 impacting non-resident. First is imposition of additional tax of 20 percent on unlisted Indian companies undertaking buy-back of shares. The second is retrospective clarification from start of the current fiscal year that submission of Tax Residency Certificate ('TRC') is necessary but not a sufficient condition for non-resident to claim tax treaty benefit. And the third is increased tax on Royalty/ FTS paid to non-residents from existing 10% to 25%. While the first two proposals may impact investment structures, the proposed increase in tax rate will push the tax on US bound Royalty/ FTS payments to 15% under the India-US tax treaty. In addition, while the Budget proposes deferment of General Anti Avoidance Rules ('GAAR') to April 2015, it maintains a noticeable silence on a number of suggestions made by Shome Committee, retrospective amendments and taxation of indirect transfers.

Sanjiv Kumar Chaudhary

Partner
BSR & Company

Amcham India Business Delegation to Bangladesh

A 22-member Delegation of the American Chamber of Commerce in India visited Bangladesh from February 12-14, 2013. The Delegation was led by Mr. Vishal K. Wanchoo, Vice President, Growth Initiatives, GE South Asia.

The Delegation comprised senior representatives of U.S. corporations operating in India, representing diverse business interests.

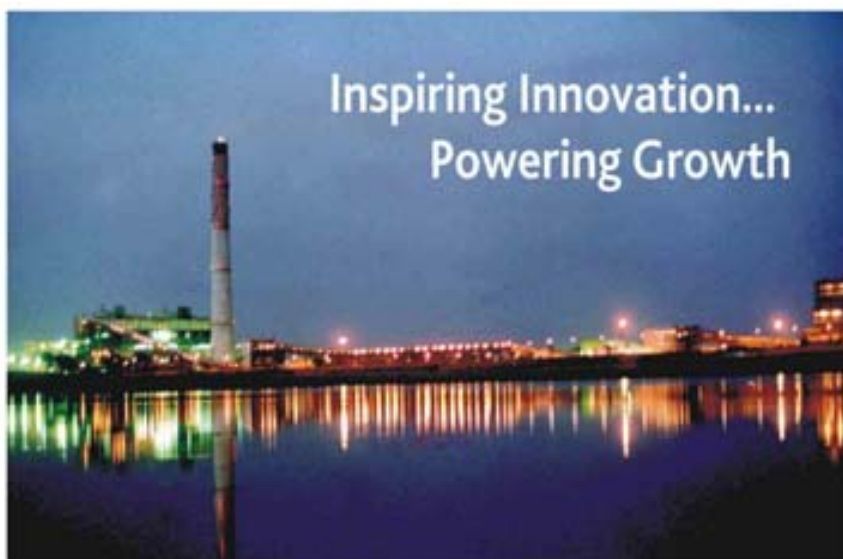
The purpose of the Delegation was to explore business opportunities and avenues for investment in Bangladesh.

The Delegation had the following meetings:

- Briefing with H.E. Ambassador Dan W. Mozena
- Meeting with Dr. Syed A. Samad, Executive Chairman of Board of Investment (BOI)
- Meeting with Dr. Atiur Rahman, Governor and Mr. Hassan Zaman, Chief Economist, Bangladesh Bank
- Meeting with Mr. Md. Humayun Kabir, Senior Secretary, Ministry of Health & Family Welfare
- Meeting with Brig. Gen. Muhammad Enamul Haque, State Minister for Power, Energy and Mineral Resources

- Meeting with Mr. Sunil Kanti Bose, Chairman, BTRC
- Meeting with Mr. Ghulam M. Quader, Commerce Minister
- Meeting with Maj. Gen. Md. Jahangir Hossain Mallick, Director General of Drug Administration
- Meeting with Dr. Gowher Rizvi, International Affairs Adviser to Prime Minister
- Meeting with President, Dhaka Chamber of Commerce and Industry (DCCI) and High officials of followed by Lunch hosted by DCCI
- Meeting with Dr. Tawfiq e-Elahi Chowdhury, Energy Adviser
- U.S. Ambassador Dan Mozena hosted a welcome reception on the occasion of the 22nd U.S. Trade Show co-sponsored by Amcham Bangladesh and the U.S. Embassy in Bangladesh.
- The U.S. Trade Show held from Feb 14-16, 2013 was inaugurated by Mr. Ghulam M. Quader, Commerce Minister of Bangladesh.
- On the occasion of the U.S. Trade Show 2013, Amcham Bangladesh hosted a dinner on 14th Feb, 2013 in honor of the foreign delegates of the participating U.S. companies. Dr. Dipu Moni M.P., Minister for Foreign Affairs was the Chief Guest.





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AMCHAM EVENTS



AMCHAM EVENTS

Delhi

Interactive Session on US visa Issues

Amcham organized a workshop on "New US visa procedures - A Step by Step Process" held on February 11, 2013 at The Claridges, New Delhi. Ms. Julia Stanley, Minister-Counselor for Consular Affairs, US Embassy, addressed members of Amcham India.



Heads of Immigration / Global Movement / Travel / HR were invited for this Interactive Session to help them get acquainted with the new policy and regulations regarding issuance of US visas. Mr. Aubrey Daniels, Regional Director (Chennai), Amcham India gave a presentation on US Visa Procedures.

Amcham Roundtable on "Intellectual Property Issues in India"

Amcham organized a Roundtable on "Intellectual Property Issues in India" on February 26, 2013 in New Delhi.

Mr. Anand S. Dayal, Chairman, Amcham Anti-Corruption Committee and Partner - Koura & Koura Company, welcomed and chaired the meeting.

Mr. Tabrez Ahmad, Chairman, Amcham Intellectual Property Rights (IPR) Committee and Director IP Policy – Microsoft



The US team was headed by Prof. Hannah Buxbaum, Dean of Indiana University. She discussed about their law school's stepped up engagement with India, initiatives by the Center for Intellectual Property Research and proposed executive education programs in intellectual property. She was joined by Professors Janis and Krishnan.

Mumbai

Conference on 'Making Integrity Work for Business'

Members of Amcham India participated at the Conference on 'Making Integrity Work for Business' on December 19, 2012. The conference which was organized by Transparency International India (TII) was supported by Amcham India. The objective of the Conference was to provide a platform where the participants can listen to experts, pool their experiences as well as discuss strategies to embark upon challenges in the areas of Effective Implementation of Integrity Pact, Transparency in Banking Sector, Transparency in Public Private Partnership, and Cartelization in Indian Industries.

Step by Step Walking Tour of the New US Visa Processing System - (GSS) Global Support Strategy for Visa Services'

Amcham India in partnership with the Consulate General of the United States in Mumbai organised an exclusive walk through



AMCHAM EVENTS



tour for Amcham members. The objective of the event was to take the participants step by step through the new US Visa Process. The event which was held on January 25, 2013 was a mock drill of the entire experience beginning from the payment of the US visa fee, to filling of the DS 160 form, mock interviews which was followed by a conducted tour of the offsite facility. The participants were then taken for an actual walk through of the Consular section at the Consulate.

Seminar on 'Competition Enforcement in India' with Mr. Ajay Kumar Chauhan, Director General, Competition Commission of India

Amcham organized a Seminar on 'Competition Enforcement in India' on February 14, 2013 in Mumbai. Mr. Peter Haas, Consul General, US Consulate in Mumbai welcomed Mr. Chauhan, DG, Competition Commission of India. During the Key note address Mr. Chauhan informed the participants of the Role, Objectives, Constitution & Key Regulations and Policies of CCI. Ms. Kaku Nakhate, Chairman Amcham Western Region and Country Manager & President Bank of America Merrill Lynch in her remarks thanked Mr. Chauhan for the informative presentation underscoring the importance of Compliance and Law to American companies. The meeting was well attended by senior representatives of US companies.



Kolkata

Meeting with Ms. Mamata Banerjee, the Chief Minister of West Bengal

The Chief Minister of West Bengal, Ms. Mamata Banerjee invited Amcham Eastern Chapter to an all Kolkata Chamber meeting held at Writers' Building.

Amcham Eastern Chapter was represented by Mr. Aniruddha Lahiri Chairman and Vice Chairman NEB, Mr. Surajit Banerjee Vice Chairman Amcham Eastern Chapter and Amada Kidwai, Regional Director Amcham Eastern Chapter. The meeting was chaired by the Hon'ble Chief Minister, members of her Cabinet. Minister of Commerce & Industry, Shri Partha Chatterjee, Finance Minister Shri Amit Mitra, Minister of Urban Development and Municipal Affairs Frihad Hakim, Dr. Krishna Gupta, IAS, Managing Director WBIDC and Sr. Officials of their cabinets.

Amcham India delegation visit to Guwahati

The American Chamber of Commerce in India and its Eastern Chapter supported the American Embassy and the U.S. Consulate in Kolkata on their "Experience America" visit to Guwahati on December 13, 2012.

A Twelve member Amcham India delegation travelled on a networking and fact finding mission to Guwahati to understand the trade and investment opportunities in a variety



AMCHAM EVENTS



of sectors in Assam and the North Eastern region, from local business, industry heads, academics and government officials. They met with the Honorable Chief Minister, Shri Tarun Gogoi and members of the Government of Assam. They also had discussions/meeting with the Departments of the Government which covered various business interests of member companies looking at investment opportunities in Assam. The delegation was led by Mr. Aniruddha Lahiri, Chairman of the Eastern Chapter and Vice Chairman of the NEB.

Amcham also hosted a dinner in honor of Ambassador Nancy J. Powell to meet members of the Government, Business and a cross section of decision makers in Guwahati.

Members' Meet organized by Amcham Eastern Chapter

Amcham Eastern Chapter hosted a member's meet at the Calcutta Football and Cricket Club followed by Cocktails. The meeting was chaired by Mr. Aniruddha Lahiri, Chairman Eastern Chapter and Vice Chairman NEB.

He discussed about the role of Amcham Eastern Chapter. He would like to see the Eastern Chapter take the lead in helping American Business explore the opportunities that are available in Eastern India to work with the Governments of various states to showcase their States and the business opportunity they offer.

Mr. Lahiri cited the recent success Amcham members had when the Eastern Chapter supported the U.S. Ambassador's visit to Assam in December 2013. He mentioned that the Executive Committee was committed to holding similar events in other eastern states. The Eastern Chapter would hold its next **ECONOMIC SUMMIT on The criticality of the Eastern Region in sustaining India's Economic Growth.**

Interactive Session on Domestic Transfer Pricing, Advanced Pricing Agreements and Provident Fund – Recent updates

Amcham Eastern Chapter Regulatory Sub-committee chaired by Mr. Dinesh Agarwal organized an interactive session on Domestic Transfer Pricing, Advanced Pricing Agreements and



Provident Fund – Recent updates. The objective of the sub-committee was to update the members on recent regulatory changes. The event was graced by the presence of Mr S. K. Gupta, Regional Provident Fund Commissioner. The technical session on Domestic Transfer Pricing, Advanced Pricing Agreement was led by Mr. Sidhartha Jain, Director - Ernst & Young Private Limited.

The Provident Fund updates were given by Ms. Surbhi Jain, Manager - Ernst & Young Private Limited.

The Provident Fund Commissioner Mr. S. K. Gupta, who was the guest speaker, spoke about various practical issues relating to provident fund and provided practical solutions to the member's issues/questions/concerns.

Bangalore

Walking tour of the Visa Process

Amcham organized a walk through the Visa process at the American Consulate General on February 25, 2013 in Chennai in which several Amcham Bangalore members participated. There was a quick guided tour of the OFC. This was followed by a welcome by Ms. Jennifer McIntyre, Consul General; an overview of the visa process by Nicholas Manning, Consular Chief & Deputy Consul General; and a Q&A with the Consular Officers.

U.S. Ambassador's Reception supported by Amcham and USIBC on the eve of Aero India Show 2013

On the occasion of Aero India 2013 at Bangalore, Amcham hosted the traditional U.S. Ambassador's reception for all U.S. participants as well as other special invitees along with a Roundtable for the visiting USIBC delegation. The U.S. Government principles included Vice Admiral William E. Landay III, Director, Defense Security Cooperation Agency, Ms. Heidi Grant, Deputy Under Secretary of the Air Force, International Affairs, Lieutenant General Stanley Kresge, Vice Commander, Pacific Air Forces, Mr. Rino Pivrotto, Deputy Director, Navy International Programs Office.

AMCHAM EVENTS

Focusing on enhancing industrial partnership and commitment to meeting India's defense modernization requirements, US defence industry had a huge presence at the Aero-India 2013 at Bangalore.

With the US military sales to India touching close to \$12 billion, top US defence companies including Boeing, General Electric, Honeywell, Lockheed Martin, Northrop Grumman, Raytheon, Rockwell Collins, Textron were present there. These companies showcased advanced capabilities in air, land, naval, and internal security systems.

Recent US offerings to India, include heavy-lift and transport aircraft, Sensor Fuzed Weapons, advanced maritime surveillance aircraft, attack helicopters, and light towed howitzers.

On display were a USAF variant of the recently acquired C-17 heavy-lift aircraft, C-130J Super Hercules, F-16, KC-135, and

armored security and light combat vehicles, tactical communications equipment, integrated weapons systems, thermal imaging technologies and network munitions systems.

Breakfast Briefing on the occasion of Aero India 2013

Amcham had a breakfast briefing with the U.S. Embassy Delegates and the AMCHAM and USIBC delegations on February 6, 2013 at Air Force Station Yelahanka on the occasion of AERO India. All the senior heads of AMCHAM Aerospace and Defense companies were present.

Breakfast Meeting for Waste Management Solutions

Amcham participated in a power breakfast with the BBMP Commissioner and government officials at Freedom Park, Seshadri, on February 7, 2013 along with other CEOs and heads of industry associations as part of a Citi Connect initiative to discuss waste management solutions for corporates. There was a showcasing of live demos of technology solutions and service providers tailored for Offices, Campuses, Factories; keynotes by leading experts and practitioners; and engagement with key decision makers from BBMP.

Meeting on "Network Security"

Ms. Renee Macklin, CIO, International Trade Administration, U.S. Department of Commerce and Mr. Jeffrey Jackson, Director of Cyber Security, U.S. Department of Commerce met U.S. Companies at the Taj West End on January 11, 2013 to exchange notes on network security and the new systems in place and what plans the individual companies had to enhance network security. Among the attendees were CTOs/CIOs of HP, Mphasis, Northern Trust, Motorola, Honeywell, Timken, Oracle, MOOG, Netapp, Textron, Walmart, Laird Technologies, Intel, etc.

Meeting with the officials of "The South Carolina Department of Commerce"

Mr. Ford Graham, Director of International Investment, South Carolina Department of Commerce; and Mr. George Patrick, Deputy Secretary of Commerce of the South Carolina Department of Commerce met with the AMCHAM ExeComm at the ITC Gardenia on December 13, 2012.

The South Carolina Department of Commerce is the lead economic development agency for the State of South Carolina. The officials were on a visit to Bangalore to explore business opportunities for the State as well as lay the groundwork for a proposed South Carolina Governor's mission to Bangalore early next year.



AMCHAM EVENTS

Chennai

National Conference on Best Practices in Gender Diversity and Inclusivity

The Amcham India in association with the US Consulate General organized its first-ever national conference on "Best Practices for Gender Diversity" on February 7, 2013 in Chennai. It focused on the Strategic Impact of Gender Diversity on Business Performance and on Sharing Best Practices.

FLEXI Careers India was the Knowledge Partner for the conference.

The conference began with a Presentation of findings of Amcham Survey on Gender Diversity and Inclusivity by Saundarya Rajesh, Founder Director, FLEXI Careers India

There were two panel discussions. One on **"Increasing Women's Participation in Senior Management"** led by David Lobo, Director –HR, GE India; Samik Basu, Chief People Officer, PepsiCo India; Nikhila Rangaswamy, VP HR Talent & Org Effectiveness; Cadbury plc; Krishna Giri, Managing Director, Public Service in AsiaPacific, Accenture.

Another one on **"Strategic Importance of Gender Diversity"** led by Anne Weisberg – Chief Strategy Officer, The Future Work Institute, New York; Joginder Singh – President & Managing Director, Ford India; Aruna Jayanthi – CEO, Capgemini India;

Kami Narayan – Co-Ceo, PreMedia Global, Inc.

The panel discussion was followed by a presentation by Ford India on their successful diversity program and a Keynote address by Nancy J. Powell, US Ambassador to India.

A workshop was also organized on **"360 Degree Perspective of Gender Diversity Policies"**

Hyderabad

Annual Day 2013

The Annual Day of the Amcham Hyderabad Chapter was held on February 14, 2013.

The Chief Guest for the occasion was Smt. J Geetha Reddy, Minister for Major Industries, Government of AP. The Guests of Honor were Shri I Y R Krishna Rao, Spl Chief Secretary, Coop & Agri Mktg, Govt of AP; Mrs. Katherine Dhanani, Consul General, US Consulate General Hyderabad, Ms. Judy Reinke, Minister Counsellor or Commercial Affairs, US Embassy New Delhi

All the Amcham Members and the winners and runners of the

Amcham Sports 2012 were present at this event. Prizes were awarded to all the winners and runners.

The US Commercial Services gave out awards in the Leadership Category to Mr. J A Chowdury, who was the former Chairman of AMCHAM. Under the Institutional awards, besides a few of the other Associations, AMCHAM also received an award from the Commercial Services for its efforts in enhancing and improving Trade and Commerce in the city.

Mr. Madhu Poomalil, the Chairman of Amcham welcomed the guests and gave a brief of the AMCHAM activities in Hyderabad.



Amcham Welcomes New Members



Mr. Michael J Surface
India Advisory Leader
Pricewater House Coopers Private Limited



Mr. Alok Gupta
Managing Director
Reichhold India Pvt. Ltd.



Mohammad Abdul Saboor
President
ExterNetworks



Mr. Ivan Keogh
Sr. Vice President
The Louis Berger Group, Inc.



Mr. Satish Rao
Managing Director
Kohinoor Specialty Foods India Pvt. Ltd.



Mr. K. G. Ananthkrishnan
Managing Director
Fulford India Ltd.



Mr. Don Schulte
President
PACCAR India Pvt. Ltd.



Mr. David Jon Ranson
Managing Director
Moog India Technology Center Pvt. Ltd.



Mr. Narsi Reddy
Managing Director
SMSilicon India Pvt. Ltd.



AMERICAN CHAMBER OF COMMERCE IN INDIA

Established in 1992, the American Chamber of Commerce in India (Amcham India) is an association of American business organizations operating in the country.

Amcham India has around 500 members, spread across the nation. The Chamber enjoys a close relationship with the U.S. Embassy, which supports its objectives and helps in fulfilling them. The incumbent U.S. Ambassador to India is the Honorary President of Amcham.

Mission

Amcham's principle objectives are to:

- Promote activities that encourage

and stimulate investment by U.S. companies in the country.

- Support the business operations of its members.
- Encourage bilateral trade between India and the U.S.

These primary objectives are fulfilled by:

- Providing a forum for U.S. – based business organizations to discuss and identify common issues, economic and commercial interests in India and/or the U.S.
- Instituting Sectoral Committees which implement the primary objectives in their respective sectors.
- Reviewing policies and procedures in various sectors that affect the

members as well as growth of foreign direct investment.

Affiliations

Amcham is affiliated to the following Chambers in the U.S.:

- Chamber of Commerce of U.S.A in Washington, D.C.
- Asia Pacific Council of American Chambers of Commerce (APCAC)
- Amcham's in other countries.

Regional Chapters

Amcham's National Secretariat is based in New Delhi with six Regional Chapters in Bangalore, Chennai, Delhi, Hyderabad, Kolkata and Mumbai.

American Chamber of Commerce in India

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