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*India Now - a perspective\**, is published as a bi-monthly magazine in Mumbai for the India Brand Equity Foundation by Mediascope Integrated Marketing India Pvt. Ltd. The magazine is available free of cost, and is for private circulation only. Material in this publication may not be reproduced in any form without the written permission from the Publisher.

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Printed and published by Marzban Patel on behalf of Mediascope Integrated Marketing India Private Limited. Opinions expressed herein are of the authors and do not necessarily reflect any opinion of Mediascope Integrated Private Limited. Printed at SilverPoint Press Pvt. Ltd., Kohinoor Estate, 165 Tulsii Pipe Road, Mumbai - 400 013, and published at 402, Doli Chamber, Arthur Bunder Rd, Colaba, Mumbai - 400 005.

\* IBEF has initiated the process for the registration of the title of this magazine. The approval for its registration is awaited.

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# LETTER FROM THE EDITOR



AN INCREASING NUMBER of CEOs now look forward to some melting moments at the Swiss ski resort of Davos in end-January. That is where the best and the brightest from all over gather for the Annual Meeting of the World Economic Forum.

The meet, now in its fourth decade, has gone much beyond being an oasis for global industry. It is cerebrally stimulating in every sense with the inclusion of management gurus, investors, policymakers, NGOs, artistes and thinkers. Davos has come to represent almost every facet of human endeavour and it is heartening to note that India is participating in a very active manner at this international event. Apart from a who's who of India Inc., several ministers are expected to grace the occasion and expound on the India story. For Indian corporates, there can be no better platform to go international than the one at Davos.

And India has grasped the opportunity with both hands; an *India Everywhere* initiative, in which there will be live interactive events on Indian themes, has been carefully planned at Davos 2006. If India is well represented at Davos in recent times, a large part of that credit must go to the ceaseless efforts of Prof Klaus Schwab. Prof Schwab is the founder and executive chairman of the World Economic Forum, and — despite his ceaseless travels — he has a special place for India in his heart, as he told me.

To coincide with the heightened Indian participation at Davos 2006, our cover feature is the special article by Prime Minister Dr Manmohan Singh in which he spells out the requirements for achieving eight per cent GDP growth on a sustainable basis. He calls for 'the need to increase investment levels, upgrade technology, modernise the economy and develop high quality infrastructure.' Dr Singh's economic blueprint is part of an elaborate Davos package we have prepared. It includes an essay by Ajay Khanna, CEO, India Brand Equity Foundation, on the importance of the Davos experience, quotes from top drawer CEOs on the relevance of Davos, interviews with Prof Schwab and Ged Davis — who is in charge of the contents at the Annual Meeting — plus speeches of select cabinet ministers made at the Forum's India Economic Summit, which was held in Delhi during November 27-29, 2005.

Our other major story is a reflection of the enhanced Indian visibility at Davos; we profile the charge of Indian corporates buying out foreign companies to enlarge their footprint abroad. We also profile the growth of Infosys, the discovery of a new truth among marketing executives that the countryside may hold larger growth opportunities than urban India. And in keeping with the New Year spirit, we have a feature on Indian wines, some of which are drawing praise from oenologists everywhere.

This issue marks the completion of one year of publication of INDIA NOW — a perspective. The inaugural issue was launched at Davos 2005. That is another reason why we are sentimental about Davos...

  
Sailesh Kottary