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## EXECUTIVE SUMMARY

### Large contribution to the Indian economy
- India’s IT industry contributed around 7.7% to the country’s GDP and is expected to contribute 10% to India’s GDP by 2025. As of FY20, the IT industry employed 4.3 million people.
- IT industry is fueling the growth of start-ups in India with presence of around 5,300 tech start-ups in India.

### Strong growth opportunities
- IT & BPM industry revenue was estimated at around US$ 191 billion in FY20 at 7.7% growth y-o-y and it is estimated that the size of the industry will grow to US$ 350 billion by 2025.
- As the increasing focus on technology has been seen across all the industries, IT industry will create the maximum jobs in India in coming years.

### Leading sourcing destination
- India is the leading sourcing destination across the world, accounting for approximately 55% market share of the US$ 185–190 billion global services sourcing business in FY18.
- India acquired a share of around 38% in the overall BPM sourcing market.

### Most lucrative sector for investments
- The computer software and hardware sector in India attracted cumulative foreign direct investment (FDI) inflow worth US$ 44.91 billion between April 2000 and March 2020. It ranked second in FDI inflow as per the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

### Export and employment growth
- Total export revenue of the industry is estimated to grow 8.1% y-o-y to US$ 147 billion in FY20. IT & BPM sector accounted for the largest share in the Indian services export at 45%.
- Total number of employees grew to 1.02 million cumulatively for four Indian IT majors* as on December 31, 2019.

---

**Note:** BPM – Business Process Management, *- Includes data for TCS, Infosys, Wipro, HCL Tech  
**Source:** NASSCOM, DPIIT, News Article  

For updated information, please visit [www.ibef.org](http://www.ibef.org)
- Strong growth in demand for export from new verticals.
- Rapidly growing urban infrastructure has fostered several IT centres in the country.
- Expanding economy to propel growth in local demand.
- India’s IT sector market is projected to reach US$ 100 billion by 2025.
- In FY20, the sector added 205,000 jobs, up from 185,000 jobs added in FY19

- Indian IT firms have delivery centres across the world.
- IT & BPM industry is well diversified across verticals such as BFSI, telecom and retail.
- Increasing strategic alliance between domestic and international players to deliver solutions across the globe.

- India has a low-cost advantage by being 5-6 times inexpensive than the US.
- A preferred destination for IT & BPM in the world, it continues to be a leader in the global sourcing industry with 55% market share.
- On May 2019, the Ministry of Electronics and Information Technology (MeitY) launched the MeitY Startup Hub (MSH) portal.

- Tax exemption of three years in a block of seven years to start-ups under ‘Startup India’.
- More liberal system for raising global capital, funding for seed capital and growth and ease of doing business, etc. have been addressed.

- The Government of India announced plans to launch a national programme on AI* and setting up of a National AI* portal.
- In February 2019, the Government India released the National Policy on Software Products 2019 to develop India as a software product nation.

Note: SEZ stands for Special Economic Zone, BFSI stands for Banking, Financial Services and Insurance, E stands for Estimate, F stands for Forecast, AI* - Artificial Intelligence
Source: Nasscom, News sources
EVOLUTION OF THE INDIAN IT SECTOR

- With increased investment in R&D, India became a product development destination.
- Firms in India grew in terms of their size and scope of services offered as more and more western companies’ setup their bases in the country.
- Firms in India became multinational companies with delivery centres across the globe.
- India’s IT sector is at an inflection point, moving from enterprise servicing to enterprise solutions.
- The US$ 167 billion Indian IT industry employs nearly four million people.
- India ranks third among global start-up ecosystems with more than 5,300 tech start-ups.
- Indian IT & BPM industry is expected to grow to US$ 350 billion by 2025.
- India jumped four places to rank at 48th position at the 2020 edition of the Global Innovation Index (GII).

Pre–1995
- By early 90s, US-based companies began to outsource work on low-cost and skilled talent pool in India.

1995–2000
- Firms in India grew in terms of their size and scope of services offered as more and more western companies’ setup their bases in the country.

2000–05

2005–2016

2017 Onwards…
### SEGMENTS OF INDIA’S IT SECTOR

<table>
<thead>
<tr>
<th>IT &amp; BPM sector</th>
<th>IT services</th>
<th>Business Process Management</th>
<th>Software products and engineering services</th>
<th>Hardware</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>▪ Over 81% revenue comes from the export market.</td>
<td>▪ About 87% revenue comes from the export market.</td>
<td>▪ Over 83.9% of revenue comes from export.</td>
<td>▪ The domestic market accounts for a significant share.</td>
</tr>
<tr>
<td></td>
<td>▪ BFSI continues to be the key vertical for the IT sector.</td>
<td>▪ BPM had a 19.79% share of the IT &amp; BPM market revenue in India in FY20.</td>
<td>▪ It had around 19% revenue share in the Indian IT space in FY19.</td>
<td>▪ Hardware exports from India was estimated to grow at 7–8% in FY19.</td>
</tr>
<tr>
<td></td>
<td>▪ IT services accounted for about 50.50% of the IT &amp; BPM market revenue in India in FY20.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:** ^As per Electronics and Computer Software Export Promotion Council  
Source: NASSCOM, News sources
IT & BPM industry revenue was estimated at around US$ 191 billion in FY20 at 7.7% growth y-o-y.

In FY20, the sector added 205,000 jobs, up from 185,000 jobs added in FY19.

The domestic revenue\(^{\wedge}\) of the IT industry is estimated at US$ 44 billion and export revenue is estimated at US$ 147 billion in FY20.

The market size of India’s IT & BPM sector is expected to grow to US$ 350 billion by 2025 and BPM is expected to account for US$ 50–55 billion out of the total revenue.

Spending on information technology in India is expected to reach US$ 144 billion in 2023.

Outsourcing of large technology contracts by clients is expected to accelerate the growth of the industry in FY20.

The cloud market in India is expected to grow three-fold to US$ 7.1 billion by 2022 with the help of growing adoption of Big Data, analytics, artificial intelligence and Internet of Things (IoT) according to Cloud Next Wave of Growth in India report.

India’s digital economy is estimated to reach US$ 1 trillion by 2025.

Artificial Intelligence (AI) is expected to boost India’s annual growth rate by 1.3% by 2035: NITI Aayog.

A substantial increase in AI by Indian firms can result in a 2.5% increase in India’s Gross Domestic Product (GDP) in the immediate term.

**Market size of IT industry in India (US$ billion)**

<table>
<thead>
<tr>
<th>FY</th>
<th>Domestic(^{\wedge})</th>
<th>Export</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY16</td>
<td>35</td>
<td>108</td>
</tr>
<tr>
<td>FY17</td>
<td>37</td>
<td>117</td>
</tr>
<tr>
<td>FY18</td>
<td>41</td>
<td>126</td>
</tr>
<tr>
<td>FY19</td>
<td>41</td>
<td>136</td>
</tr>
<tr>
<td>FY20E</td>
<td>44</td>
<td>147</td>
</tr>
</tbody>
</table>

Note: E – estimate, \(^{\wedge}\)Including Hardware, \(^{\#}\)CAGR is for total of domestic and export

Source: NASSCOM, Gartner, News Article
STRONG GROWTH IN IT & BPM EXPORTS

- The export sector crossed US$ 147 billion in revenue in FY20, growing at 8.1%.
- Exports rose at a CAGR of 8.05% during FY16–FY19.
- Export of IT services has been the major contributor, accounting for 54% of total IT export (including hardware) during FY19.
- BPM and Engineering and R&D (ER&D) and software products export accounted for 23% each to total IT exports during FY19. ER&D market is expected to grow to US$ 42 billion by 2022 from US$ 28 billion currently.

Note: E – estimated
Source: Nasscom, Make in India, IDC
BFSI - A KEY BUSINESS VERTICAL FOR IT & BPM INDUSTRY

- BFSI is a key business vertical for the IT & BPM industry. A major share of revenue of IT majors comes from the BFSI business vertical.

- Adoption of new technologies is expected to accelerate growth of the BFSI vertical. The need for undertaking investment in IT will also be required for gaining competitive advantage instead of solely reducing operational costs.

- In May 2019, Infosys acquired 75% stake in ABN AMRO Bank’s subsidiary, Stater, for US$ 143.08 million

- In June 2019, Mindtree was acquired by L&T.

- In January 2020, Nippon Telegraph and Telephone, a Japanese tech company, announced its plans to invest a significant part of its US$ 7 billion global commitment for data centres business in India over the next four years.

- In February 2020, TCS bagged a contract worth Rs. 10,650 crore (US$ 1.5 billion) from pharma company, Walgreens Boots Alliance.

- In July 2020, Infosys won a multiyear deal worth US$ 1.5 billion from investment management company—Vanguard

- In July 2020, HCL Technologies signed a five-year deal worth US$ 600 million with telecom equipment maker—Ericsson

- In September 2020, Wipro agreed to provide engineering services support for commercialising solutions on Intel’s OpenNESS toolkit

Note: BFSI - Banking, Financial Services and Insurance, mentioned figures are for IT and BPM only and do not include engineering services and hardware exports. *For the ‘Financial Services’ vertical, “Sum of ‘BFS’ and ‘Insurance’ verticals

Source: NASSCOM Quarterly Review, Ministry of Electronics and IT Annual Report, Company Financial Results and Factsheets, News Article
WITH OVER 62% SHARE, US IS MAJOR IMPORTER OF IT SERVICES

- US has traditionally been the biggest importer of Indian IT exports as it absorbed over 62% of Indian IT & BPM export during FY19.
- Non-US-UK countries accounted for just 21% of the total Indian IT & BPM export during FY19.
- As of FY19, US and UK were the leading customer markets with a combined share of nearly 80%. However, there is a growing demand from APAC, Latin America and Middle East Asia regions.
- Being the low-cost exporter of IT services, India is going to attract more markets in other regions in the same manner it tapped the US market.

**Geographic breakup of export revenue in FY19 (%)**

- US: 62%
- UK: 11%
- Europe (ex-UK): 17%
- Asia: 8%
- RoW: 2%

**Note:** ROW is Rest Of the World, APAC is Asia Pacific  
**Source:** Nasscom, Department of Electronics and IT Annual Report
# IT & BPM SECTOR DOMINATED BY LARGE PLAYERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of players</th>
<th>Percentage of total export revenue</th>
<th>Percentage of total employees</th>
<th>Work Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>11</td>
<td>47-50%</td>
<td>~35–38%</td>
<td>• Fully integrated players offering complete range of services</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Large scale operations and infrastructure</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Presence in over 60 countries</td>
</tr>
<tr>
<td>Medium</td>
<td>120–150</td>
<td>32–35%</td>
<td>~28–30%</td>
<td>• Mid-tier Indian and MNC firms offering services in multiple verticals</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Dedicated captive centres</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Near shore and offshore presence in more than 30–35 countries</td>
</tr>
<tr>
<td>Emerging</td>
<td>~1,000–1,200</td>
<td>9–10%</td>
<td>~15–20%</td>
<td>• Players offering niche IT &amp; BPM services</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Dedicated captives offering niche services</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Expanding focus towards sub Fortune 500/1,000 firms</td>
</tr>
<tr>
<td>Small</td>
<td>~15,000</td>
<td>9–10%</td>
<td>~15–18%</td>
<td>• Small players focussing on specific niches in either services or verticals</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Includes Indian providers and small niche captives</td>
</tr>
</tbody>
</table>

*Source: Nasscom*
## NOTABLE TRENDS

<table>
<thead>
<tr>
<th>Global delivery model</th>
<th>- Indian software product industry is expected to reach US$ 100 billion by 2025. Indian companies have set up over 1,000 global delivery centres in about 80 countries over the world.</th>
</tr>
</thead>
</table>
| Leading sourcing destination | - India is a prominent sourcing destination across the world, accounting for approximately 55% market share in the global services sourcing business as of FY19.  
- In 2019, India had a 38% market share of the overall BPM sourcing market. |
| Rise of onshoring | - Fall in automation costs and rise of digitalization has led to higher onshoring by industries.  
- Onshore revenue of Indian IT industry* has grown from around 48% in 2011–12 to 55.2% for the quarter ended June 2019^.

| New technologies | - Disruptive technologies such as cloud computing, social media and data analytics are offering new avenues of growth across verticals for IT companies.  
- The SMAC (social, mobility, analytics, cloud) market is expected to reach US$ 225 billion by 2020. |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Growth in non-linear models | - India’s IT sector is gradually moving from linear models (rising headcount to increase revenue) to non-linear ones.  
- In line with this, IT companies in India are focusing on new models such as platform-based BPM services and creation of intellectual property. |
| Large players gaining advantage | - Large players with a wide range of capabilities are gaining ground as they move from being simple maintenance providers to full-service players, offering infrastructure, system integration and consulting services.  
- Of the total revenue, about 80% is contributed by 200 large and medium players. |

*Note: *Company financials of top listed companies – NASSCOM, *NASSCOM Quarterly Industry Review September 2019
## NOTABLE TRENDS

### SMAC technologies, an inflection point for Indian IT
- SMAC, a paradigm shift in the IT & BPM approach experienced until now, is leading digitisation of the entire business model.

### Collaborations
- National Association of Software and Services Companies (NASSCOM), India’s IT industry body, has partnered with GE Healthcare to bring digital healthcare solutions to the market.
- In July 2020, Amara Raja Group entered in partnership with Blaze Automation to set up a joint venture (JV) to develop and manufacture IoT devices for global markets.

### Most lucrative sector for investments
- The computer software and hardware sector in India attracted cumulative FDI inflow worth US$ 44.91 billion between April 2000 and March 2020 according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

### Emergence of tier II cities
- Tier II and tier III cities are increasingly gaining traction among IT companies, aiming to establish business in India.
- Cheap labour, affordable real estate, favourable Government regulations, tax breaks and SEZ schemes is facilitating the emergence of new IT destinations.
- Giving rise to the domestic hub and spoke model, tier I cities are acting as hubs and tier II, III and IV are working as network of spokes.

### Changing business dynamics
- India’s IT market is experiencing a significant shift from few large-size deals to multiple small-size ones.
- The number of technology start-ups is expected to reach 50,000, adding to around 2% to GDP.
- Delivery models are being altered as the business is moving to capital expenditure (Capex) based models from operational expenditure (Opex) models from a vendor’s frame of reference.
## STRATEGIES ADOPTED

| Movement to SMAC and digital space | SMAC is taking significant leaps.  
| Companies are getting into this field by offering big data services, which provides clients with better insights for future cases. |
| Fast-growing sectors within the BPM domain | Knowledge services, data analytics, legal services, business process as a service (BPaaS), cloud-based services. |
| Promotion of R&D | Companies are investing a lot in R&D and training employees to create an efficient workforce, enhancing productivity and quality.  
| R&D forms a significant portion of companies’ expenses, which is critical when margins are in pressure, to promote innovations in the changing landscape. |
| Expanding in tier II and tier III cities as well as international | Companies are expanding their business to tier II and tier III cities to have low cost advantage.  
| Companies are expanding their business towards emerging economies from Eastern Europe and Latin America. |
| Product and pricing differentiation | Most of the IT companies have been offering similar products and services to their clients.  
| The companies are working towards product differentiation through various other services by branding themselves, for example, Building Tomorrow's Enterprise by Infosys.  
| Indian IT firms have started to adopt pricing strategies to compete with Global firms like IBM and Accenture. |
GROWTH DRIVERS AND OPPORTUNITIES
IT SECTOR TO BE DRIVEN BY STRONG DEMAND AND INDIAN EXPERTISE

- Global BPM spending estimated to rise and reach US$ 233 billion by 2020.

- Tax holidays for STPI and SEZs.

- More liberal system for raising capital, seed money and ease of doing business.

- Government of India announced plans to launch a national programme on AI* and setting up of a National AI* portal.

- Government of India has identified Information Technology as one of the 12 champion service sectors for which an action plan is being developed. Also, the Government has set up a Rs. 5,000 crore (US$ 745.82 million) fund for realising the potential of these champion service sectors.

- Robust IT infrastructure across various cities in India such as Bengaluru.

- Technology mission for services in villages and schools, training in IT skills and E-Kranti for Government service delivery and governance scheme.

- NASSCOM has launched an online platform aimed at up-skilling over 2 million technology professionals and skilling another 2 million potential employees and students.

- Strong mix of young and experienced professionals.

- IT service giant, DXC Technology, has decided to set up its first global analytics unit in Bengaluru to leverage the skill set that India offers.

- Computer penetration expected to increase.

- Increasing adoption of technology and telecom by consumers and focused Government initiatives leading to increased ICT adoption.

- United Nations Conference on Trade and Development (UNCTAD) has forecast 6% growth for Indian economy in 2019.

Note: STPI stands for Software Technology Park of India, SEZ stands for Special Economic Zone, ICT - Information and communications technology, IT & BPM – Information Technology Business Process Management, AI* - Artificial Intelligence
Source: Nasscom, News Articles
EXPORTS TO REMAIN ROBUST AS GLOBAL IT INDUSTRY MAINTAINS GROWTH

- Export revenue from the industry grew at a CAGR of 8.01% to US$ 147 billion in FY20E from US$ 108 billion in FY16.
- In FY20, IT & BPM industry export revenue crossed US$ 147 billion at a growth of 8.1%.
- In FY19, export from IT and IT Enabled Services (ITeS) registered a growth of 17% to reach Rs. 1.09 lakh crore (US$ 15.63 billion) in Telangana.

Note: E – Estimate
Source: Nasscom, Media Sources
Global digital spend is expected to increase from US$ 180 billion in 2017 to US$ 310 billion by 2020.

India’s IT industry is increasingly focusing on digital opportunities as digital is poised to be a major segment in the next few years. It is also currently the fastest growing segment, growing over 30% annually.

In India, the domestic market of computer services is growing faster than their export, which is fueled by the government’s Digital India programme.

Export revenue from digital segment already forms about 20% of the industry’s total export revenue. The figure was estimated at US$ 33 billion in FY19.

Revenue from digital segment is expected to comprise 38% of the forecast US$ 350 billion industry revenue by 2025.\(^\dagger\)

India has become the digital capabilities hub of the world:
- Second-fastest digitising economy amongst 17 leading economies of the world
- More than 8,100 firms offer digital solutions
-Digitally skilled talent pool of 450,000–500,000
- 75% of global digital talent in India

\(^\dagger\)According to Nasscom, E – Estimated
Source: Nasscom, IDC, Media Sources
Availability of skilled English-speaking workforce has been a major reason behind India’s emergence as a global outsourcing hub.

India BPO promotion scheme was approved under Digital India programme. It aims to create employment opportunities for the youth and promote investments in the IT& BPM industry. Under the scheme, employment has already been created for more than 10,000 individuals.

Indian IT industry had 884,000 digitally skilled talent in 2019.

![Annual entry-level talent pool in India* (in 000s)](chart)

**Note:** *Refers to graduates with Bachelors degree in engineering (four-year degree course), E- estimated, F- forecasted

**Source:** Nasscom, Everest Group
IT-SEZs have been initiated with an aim to create zones that lead to infrastructural development, exports and employment.

As of February 2020, there were 421 approved SEZs across the country, and of these, 276 are from IT & ITeS and 145 are exporting SEZs.

Over 50 cities already have basic infrastructure and human resource to support the global sourcing and business services industry. Some cities are expected to emerge as regional hubs supporting domestic companies.

Software Technology Parks of India (STPI) has set up 57 centres across the country to provide single window clearance and infrastructure facilities. STPI units can avail Excise Duty exemptions on procurement of indigenously manufactured goods.

### Parameters

<table>
<thead>
<tr>
<th>Parameters</th>
<th>STPI</th>
<th>SEZ</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Term</strong></td>
<td>10 years</td>
<td>15 years</td>
</tr>
<tr>
<td><strong>Fiscal benefits</strong></td>
<td>100% tax holiday on export profits</td>
<td>100% tax holiday on exports for first 5 years</td>
</tr>
<tr>
<td></td>
<td>Exemption from excise duties and customs</td>
<td>Exemption from excise duties and customs</td>
</tr>
<tr>
<td><strong>Location and size restrictions</strong></td>
<td>No location constraints</td>
<td>Restricted to prescribed zones with a minimum area of 25 acres</td>
</tr>
<tr>
<td></td>
<td>23% STPI units in tier II and III cities</td>
<td></td>
</tr>
</tbody>
</table>

Note: SEZ – Special Economic Zone, STPI (Software Technology Parks of India)

Source: EY, Nasscom
IMPRESSIVE GROWTH PROSPECTS SUSTAIN PE AND VC INTEREST

- IT & BPM is the leading sector in receipt of private equity (PE) investment in India.
- Venture Capital (VC) investment in IT & BPM sector stood at US$ 67.0 million during Q32019.
- Baring Private Equity Asia (BPEA) is going to acquire a 30% stake in NIIT technologies Ltd for Rs. 2,627 crore (US$ 375.88 million).
- TCS has made significant investments in building intellectual property in the digital assurance domain.
- In May 2020, SirionLabs, a software-as-a-service (SaaS) provider, raised US$ 44 million as part of its Series C round led by Tiger Global and Avatar Growth Capital.
- In June 2020, Postman, an application programme interface (API) development platform, raised US$ 150 million in a Series C investment round led by US-based venture capital fund Insight Partners.
- On July 14, 2020, Google announced its plans to invest US$ 10 billion in India over the next five to seven years to help accelerate the adoption of digital technologies in the country.

**Note:** Data for first quarter of both years has been calculated by deducting Q2 investments from H1 investments, LHS – Left Hand Side axis, RHS – Right Hand Side axis

**Source:** The Indian Private Equity and Venture Capital Association
NEWER GEOGRAPHIES AND VERTICALS PROVIDE HUGE OPPORTUNITIES

- BRIC nations, continental Europe, Canada and Japan have IT spending of approximately US$ 380–420 billion
- Adoption of technology and outsourcing is expected to make Asia the second largest IT market by 2023

- SMBs have IT spend of approximately US$ 230–250 billion, but contribute just 25% to India’s IT revenue
- The emergence of new service offerings and business models would aid in tapping market profitably and efficiently

Non-linear growth due to platforms, products and automation
- Emerging verticals (retail, healthcare, utilities) are driving growth

Source: International Data Corporation (IDC), Nasscom

Note: SMB - Small and Medium Businesses
EXPANSION OF FOCUS AREAS TO AID FUTURE GROWTH … (1/2)

- Technologies, such as telemedicine, health, remote monitoring solutions and clinical information systems, would continue to boost demand for IT service across the globe.
- IT sophistication in the utilities segment and the need for standardisation of the process are expected to drive demand.
- Digitisation of content and increased connectivity is leading to a rise in IT adoption by media.
- RBI is executing a plan to reduce online transaction costs to encourage digital banking in India.
- The rollout of fifth generation (5G) wireless technology by telecommunication companies is expected to bring at least US$ 10 billion global business to Indian IT firms by 2019–25.

Note: SMB - Small and Medium Business
Source: Nasscom, Gartner
EXPANSION OF FOCUS AREAS TO AID FUTURE GROWTH … (2/2)

- Emerging geographies would drive the next phase of growth for IT firms in India.
- Focus on building local credible presence, high degree of domain expertise at competitive costs and attaining operational excellence hold key to success in new geographies.
- Emphasis on export of IT services to current importers of other products and services.

Countries offering growth potential to IT firms

<table>
<thead>
<tr>
<th>Country</th>
<th>IT spend</th>
<th>India’s penetration</th>
<th>Key segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>US$ 63 billion</td>
<td>~1.5%</td>
<td>Enterprise applications, cyber security, healthcare IT</td>
</tr>
<tr>
<td>Europe</td>
<td>US$ 230 billion</td>
<td>&lt;1.5%</td>
<td>IT sourcing, BPM, IS outsourcing, CAD</td>
</tr>
<tr>
<td>Japan</td>
<td>US$ 235 billion</td>
<td>&lt;1%</td>
<td>CRM, ERP, Salesforce automation, SI</td>
</tr>
<tr>
<td>Spain</td>
<td>US$ 26 billion</td>
<td>&lt;1.5%</td>
<td>IT sourcing, SI</td>
</tr>
<tr>
<td>Mexico</td>
<td>US$ 29 billion</td>
<td>~4%</td>
<td>IT sourcing, BPM</td>
</tr>
<tr>
<td>Brazil</td>
<td>US$ 47 billion</td>
<td>~2%</td>
<td>Low level application management, artificial intelligence, R&amp;D</td>
</tr>
<tr>
<td>China</td>
<td>US$ 105 billion</td>
<td>&lt;1%</td>
<td>Software outsourcing, R&amp;D</td>
</tr>
<tr>
<td>Australia</td>
<td>US$ 48 billion</td>
<td>~4%</td>
<td>Procurement outsourcing, infrastructure software and CAD</td>
</tr>
</tbody>
</table>

Source: Nasscom
KEY INDUSTRY ORGANISATIONS
# KEY INDUSTRY ORGANISATIONS

<table>
<thead>
<tr>
<th>Organization</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ministry of Electronics and Information Technology (MeitY)</strong></td>
<td>Electronics Niketan, 6, CGO Complex, Lodhi Road, New Delhi - 110 003</td>
<td>91 11 2436 9191</td>
<td>91 11 2436 2626</td>
<td><a href="mailto:webmaster@meity.gov.in">webmaster@meity.gov.in</a>, <a href="mailto:s.chaudhary@gov.in">s.chaudhary@gov.in</a></td>
<td><a href="http://www.meity.gov.in">www.meity.gov.in</a></td>
</tr>
<tr>
<td><strong>Electronics and Software Exports Promotion Council (ESC)</strong></td>
<td>ESC House, 155 Okhla Industrial Estate – III, New Delhi 110020</td>
<td>91 11 4748 0000</td>
<td></td>
<td><a href="mailto:info@escindia.com">info@escindia.com</a></td>
<td><a href="https://www.escindia.in/">https://www.escindia.in/</a></td>
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<tr>
<td><strong>National Association of Software and Services Companies (NASSCOM)</strong></td>
<td>NASSCOM Plot 7 to 10, Sector 126, Noida – 201303</td>
<td>91 120-4990111</td>
<td></td>
<td><a href="mailto:north@nasscom.in">north@nasscom.in</a></td>
<td><a href="https://nasscom.in/">https://nasscom.in/</a></td>
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<tr>
<td><strong>Software Technology Parks of India</strong></td>
<td>Software Technology Parks of India, 1st Floor, Plate B, Office Block-1, East Kidwai Nagar, New Delhi-110023</td>
<td>91 11-24628081/ 24346600</td>
<td>91 11-20815076</td>
<td><a href="mailto:rai@stpi.in">rai@stpi.in</a></td>
<td><a href="http://www.stpi.in">www.stpi.in</a></td>
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USEFUL INFORMATION
GLOSSARY

- APAC: Asia Pacific
- BFSI: Banking, Financial Services and Insurance
- BPM: Business Process Outsourcing
- CAGR: Compounded Annual Growth Rate
- C U: Construction and Utilities
- FDI: Foreign Direct Investment
- GOI: Government of India
- IT & ITeS: Information Technology-Information Technology Enabled Services
- NAC: Nasscom Assessment of Competence
- RoI: Return on Investment
- ROW: Rest of the World
- Rs.: Indian Rupee
- SEZ: Special Economic Zone
- SMB: Small and Medium Businesses
- STPI: Software Technology Parks of India
- T M: Telecom and Media
- T T: Travel and Transport
- US$ : US Dollar
- UT: Union Territory
- Wherever applicable, numbers have been rounded off to the nearest whole number
## EXCHANGE RATES

### Exchange Rates (Fiscal Year)

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<tr>
<th>Year</th>
<th>Rs. Equivalent of one US$</th>
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<tbody>
<tr>
<td>2004–05</td>
<td>44.95</td>
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<tr>
<td>2005–06</td>
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<td>2006–07</td>
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<td>2018–19</td>
<td>69.89</td>
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<td>2019–20</td>
<td>70.49</td>
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</table>

### Exchange Rates (Calendar Year)

<table>
<thead>
<tr>
<th>Year</th>
<th>Rs. Equivalent of one US$</th>
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</thead>
<tbody>
<tr>
<td>2005</td>
<td>44.11</td>
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<tr>
<td>2006</td>
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<td>2018</td>
<td>68.36</td>
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<td>2019</td>
<td>69.89</td>
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</tbody>
</table>

*Source: Reserve Bank of India, Average for the year*
India Brand Equity Foundation (IBEF) engaged Sutherland Global Services Private Limited to prepare/update this presentation.

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