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SP JAIN
**Truly
Global**

Bn

**Indian B-schools
are tapping
into alumni
networks to
build a culture
of engagement
with the
alma mater**

It will be a decade before electric vehicles form even a quarter of the automotive industry's sales in major markets, says **Rolf Bulander**, head, global mobility solutions, **Robert Bosch** who is also a member of the German company's board of management. Developments in the conventional combustion engines will, therefore, continue to play a crucial role in meeting emission requirements, Bulander adds. Even as countries are pushing electric mobility as a solution to increasing air pollution, India



too is pushing for electric vehicles (EVs). Ministers have talked about plans to allow sale of only EVs from 2030. Bulander

considers India's target 'ambitious and aspirational', but warns that relying on government subsidy for long would not help in making the EVs mainstream; on the contrary, industry should find ways to get the cost down to push for larger adoption of EVs. "We believe, in worldwide figures by 2025, there will be a penetration of 20 per cent of electrified cars," he adds. The EV market, Bulander feels, will reach an inflection point by 2025, from where it would take off. ♦



Terry Peigh, managing director, **Interpublic Group**, was in India recently to unveil its proprietary consumer study 'New Realities' in partnership with FCB Cogito, the consulting arm of advertising agency FCB. The study, which tracks seven countries globally, is being conducted in India since 2011 exploring how digital has impacted the purchase behaviour of consumers. "Indian consumers are the most passionate and involved among the seven countries that we track, including China, US, England, Brazil, South Africa and Russia. Indian consumers love to dig out information about products and services online through blogs and brand websites. They also have the greatest level of advocacy where they take the knowledge they have gathered and share it with family and friends," said Peigh. Internet is one of the key information providers but Indian consumers also get a lot of information from friends and family. ♦



Railway Minister Piyush Goyal met **José María Oriol**, CEO, **Talgo** – the Spanish manufacturer of inter-city, standard and high speed trains – who offered to build the light-weight, energy-efficient Spanish Talgo trains in the country under the 'Make in India' initiative. The meeting was significant, as the project to introduce these trains has been in cold storage since the Indian Railways conducted trials last year to validate their speed potential. According to sources, during the meeting Oriol told Goyal that the company was open to 'everything' – from manufacturing the coaches to entire train sets in India. The minister was assured that the company supported the government's Make in India campaign and 'risked coming to India at their own cost', because they wanted to 'manufacture' in the country, a ministry official said. What made Talgo trains attractive for Indian Railways was the fact that it can be deployed on existing tracks. ♦

Companies and governments are under pressure like never before. The level and scope of threats in the risk and compliance space mounts globally. Global publisher, Dow Jones is helping with the fight back by unveiling a new product called RiskAverter. This platform has been developed by **Jim Lord**, a former US Federal prosecutor and is designed to automate and amplify due diligence efforts when looking into third party risks. This allows for the proper documentation of a due diligence process and to reduce anti-corruption risk that arises from any third-party relationships. It does so in an efficient and cost effective manner for the customer. As part of the **RiskAverter** launch, Lord was in India to meet the potential customers to outline how the platform works and how it can



benefit Indian businesses and administrators. "I have been impressed by the interest in the RiskAverter product in India," said Lord. "What we are trying to do is make it easier for multinational companies to manage third-party risk. With my experience as a prosecutor, I know that this platform will provide the tools Indian businesses need to protect themselves from needless risk, reputational damage and potential losses." ♦



Warren Harris, CEO & MD, **Tata Technologies**, who was in the country to explore new business

opportunities. Talking about his company's growth plan, Harris said: "We are charting a high-growth map and intend to be quite aggressive over the next few years on acquisitions". The company's full vehicle development capabilities have enabled it to secure multi-million dollar engagements with original equipment manufacturers in Europe and China. The majority of these wins have been in the battery electric vehicle space. "The electric cars segment

in India is poised to enter an interesting phase in the years to come. The government has announced its intention of having an-all electric fleet by 2030, but the responsibility of creating the necessary eco-system can't solely be placed on government; private players and entrepreneurs must also come forward to make it possible. To meet the future needs of our target markets, transformation is not optional, it's a necessity", he further added. ♦