



**Mr. BVR Mohan Reddy**  
Chairman  
Cyient Ltd (formerly known as  
Infotech Enterprises)

***“I have been an Executive Council member of NASSCOM since 2003. If elected, I’d like to first focus on strengthening the engagement with members. Secondly, I like to develop the vertical/sectorial councils. Thirdly, I like to engage with the Governments in center and states to further enhance brand NASSCOM.”***

**What contribution do you think you can make to the Executive Council and NASSCOM?**

I have been a member of NASSCOM Executive Council (EC) for 12 years and Vice Chairman for the current year (2013-14). My focus in the first 7 years was more to build Engineering R&D council within NASSCOM. This initiative resulted in NASSCOM-Booz Allen Hamilton research report, which for the first time gave Indian companies good understanding of the market potential and also to position themselves suitably. In subsequent years, as EC member, I was also part of the Audit committee. In the last one year as Vice Chairman, I contributed considerably towards membership engagement, engaging government agencies on strategic initiatives in Healthcare, Defence and Urban Development. I have been on the board of NASSCOM Foundation (NF) and have been a very earlier adopter of NF National Digital Literacy Mission initiative. Today, NASSCOM needs leaders who can address several opportunities within and outside India. With the experience I have with the industry and also with NASSCOM EC, I feel very confident that I will be able contribute significantly to NASSCOM EC.

**What according to you ought to be the key agenda of the NASSCOM Executive Council going forward?**

There are three key areas that NASSCOM EC should focus on that can significantly enhance the contribution of the organization to membership.

- Improve engagement and membership connect at NASSCOM. Membership is the backbone to any association and we need active members’ participation.
- NASSCOM has diversity in its membership profile – IT services, BPM, E R&D, Product, Internet, e-Commerce, Domestic, etc. etc. We now have 7 councils to engage the members. We need to strengthen these councils in terms of defining the charter, and contribution of these councils, so they can add value to membership including defining specific initiatives, budgets, elections and staff.
- Identify and implement initiatives that can enhance industry positioning and NASSCOM membership’s contribution to innovation-led transformational capabilities that are already being delivered to the world. We will also identify initiatives that highlight “Innovate for India” globally.

**What more should NASSCOM do specifically for SMEs within the industry?**

SMEs are a key stakeholder in NASSCOM for they constitute a very large percentage of membership and as such require attention. SMEs of today are the large corporates of tomorrow. SME companies have similar problems like the big companies but a major handicap for them is in not having enough financial staying power. NASSCOM needs to help them in creating platforms for sales and marketing (national and international), work with government in providing incentives (such as SEZs for SMEs or tax concessions below a certain revenue threshold) and finally help ease bureaucratic processes (Income Tax, Shops and Establishments Act) for them to focus on business and accelerate growth.

### **Brief Profile**

Mr. Mohan Reddy, as founder and Executive Chairman, successfully built Cyient (formerly Infotech Enterprises), a world class engineering company. Mr. Reddy pioneered introduction of CAD/CAM to the Indian market in 1982. In the past decade, he established the 'Engineered in India' brand by providing design-engineering services to fortune 500 manufacturing companies around the world.

Mr. Reddy is an acknowledged thought leader in Technology, innovation and entrepreneurship. Mr. Reddy is also the Chairman, Board of Governors of IIT Hyderabad. Mr. Reddy received Distinguished Alumnus Award from IIT Kanpur and ASME (American Society of Mechanical Engineers) CIE Leadership Award.

He is passionate about Corporate Social Responsibility. Through its "Adopt-a-School" initiative, Cyient touches the lives of over 10,000 underprivileged children. Mr. Reddy holds a graduate degree in mechanical engineering from the College of Engineering, Kakinada and postgraduate degrees from IIT, Kanpur, India and University of Michigan, Ann Arbor, USA.

### **Company Profile**

Cyient (formerly Infotech Enterprises) is a provider of engineering, data analytics, Network and Operation solutions to customers worldwide. We collaborate with our clients to shape a better tomorrow. Our value proposition to customers are, designing innovative products faster, optimizing R&D costs, reducing time to market, enhancing operational efficiency and maximizing return on investment in networks. We delivered innovative solutions in designing quieter aircraft engines, safer and efficient rail networks, robust broadband connectivity, and reliable GPS navigation. Cyient has been placed in leadership zone in Aerospace, Transport, Construction, Heavy machinery & Energy segments by Zinnov in Global Service Provider Ratings 2014. Strong capabilities combined with a global network of more than 14,000 associates across 38 global locations; with delivery centers in North America, Europe, the Middle East and Asia Pacific enable us to deliver innovative solutions to major organizations worldwide to achieve substantial benefits.