

Software exporters from north hit gold mine in US

Vani Aseem Grover

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Regional software exporters have hit gold mine in the US with the country emerging as the biggest market for software exports from this region. Out of the total software exports of Rs 416 crore in FY 2005-06 from the northern region, primarily from Chandigarh, Panchkula and Mohali, about Rs 333 crore (80%) were to the US.

This was followed by exports to the tune of Rs 50 crore (12%) to the European countries and Rs 13 crore or 3% to Australia.

With software exports set to touch new highs of close to Rs 600 crore by this fiscal end, the IT and ITES companies in the region are aggressively looking for potential business at other emerging markets.

"While the US is a significant market, other emerging markets are in Europe—countries like France, Portugal, Germany, Spain, Italy and Denmark. Countries located far east like Philippines, Malaysia, Indonesia, Singapore and others like Australia and New Zealand also have a lot of scope for expansion," said director of Chandigarh-based Mobera Systems

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- ▶ US has emerged as the biggest market for software exports.
- ▶ Indian software exports set to touch Rs 600 crore by this fiscal
- ▶ Other emerging markets are France, Portugal, Germany.

Puneet Vatsayan. Though the biggest exporters from this region had been IT bigwigs like Infosys (Rs 125 crore), Quark (Rs 116 crore), Dell (Rs 55 crore) and IDS Infotech (Rs 26 crore), the SMEs in this sector were coming up equally well, additional director and centre head of Software Technology Parks of India (STPI) at Mohali Dr Sanjay Tyagi said.

"This is due to the fact that SMEs are more flexible about their work, more approachable and much less costly than the bigger players in the industry," said director of Chandigarh-based Drish Infotech Harshvir Singh.

"A positive rub-off of this has also been on the freelance soft-

ware developers based in the region whose incomes have soared. Interestingly, not only IT and ITES companies are outsourcing work to these professionals but there is a lot of work from international clients as well," contended Vikramjit Jamwal, a freelance software developer.

"A trend, that is now emerging is that players are going beyond offering routine services like software development, e-business services, desk-top publishing, CAD/CAM, medical transcription, call centre, communication software and Research and Development, to more emerging areas like KPOs," said CEO, Net Solutions, Sameer Jain. ♦