

## **India – Northern Ireland Business Brief**

- India, as the world's second fastest growing economy, is an important market for Invest NI Client Companies. Invest NI has been actively promoting an 'Opportunity India' campaign since 2004, primarily through trade missions and seminars.
- Since 2004 two trade missions each year have been organised with an ever increasing number of Northern Ireland Companies participating.
- Lord Diljit Rana has accompanied many of Invest NI's trade missions to the market and has been an active supporter of the 'Opportunity India' campaign.
- Invest NI opened an office in Mumbai in August 2007 to ensure full-time support for promotion of both trade and investment opportunities. A further office was opened in Bangalore in 2011.
- Through these offices Invest NI provides a Trade Advisory Service (TAS). Trade Advisors in market offer tailored market research and appointment setting to assist NI based clients with detailed market knowledge and verified, validated appointments. Up to 10 days' consultancy is available to businesses to undertake specific market research projects. This includes providing advice on market entry strategy and distribution channels. NI companies are charged £100per day +VAT for this service.
- Challenges for NI companies entering the market include distance, culture and the need to develop friendships to win sales. Invest NI TAS helps NI companies overcome these challenges with the tailored support provided.

## Northern Ireland's Trade Links With India

- Trade opportunities with India for Northern Ireland companies are very good. In 2011 Northern Ireland exported £22m worth of goods and services to India



<u>Year</u>	<u>Exports</u>
2009	£17.8m
2010	£27.8m
2011	£22.4m

### **Invest NI Projected Growth Targets**

Manufacturing Exports to India – Growth Targets		
2012-13	2013-14	2014-15
£24.5m	£26.9m	£29.5m

**Over thirty Northern Ireland companies have a commercial operation in India.** The sectors with the strongest potential are Engineering (materials handling, airport equipment, automotive), ICT and Software Services. In the Services sector, Education, Healthcare and Professional Services have been making slow but steady progress in India.

A number of companies including Delta Print and Packaging, Radox Laboratories, CDE Ireland and Telestack International have secured substantial new business in the market.

## Northern Ireland Companies Success in India

### Engineering

- **CDE Ireland**, Cookstown, has a joint venture business with Torsa Machines in Kolkata, manufacturing sand washing and screening machinery for India and the Arabian Gulf markets.
- **FG Wilson (Engineering)**, Larne, makes portable, diesel powered generating sets at Pondicherry for markets in India, the rest of South Asia and South East Asia. It also has a sales and technical support operation in Mumbai.
- **Anaconda Equipment International** in Cookstown has won its first export business in India from its participation in a series of Invest Northern Ireland trade missions to this market. The Tyrone engineering company is supplying five tracked conveyors to one of India's biggest industrial groups for processing materials.
- Other Engineering companies have established substantial business there include **Powerscreen International**, Dungannon, **Terex Finlay**, **Omagh**, **Fintec**, Ballygawley, Ardboe, and **Telestack International** Omagh.
- **Smiley Monroe**, the Lisburn manufacturer of conveyor belts and rubber screen mats for the materials handling industry has set up in India to supply existing customers and to develop new business there. As a first stage in a plan to develop exports in this huge market, the company opened an office in the existing Terex manufacturing complex at Hosur, near Bangalore. Smiley Monroe is a longstanding Terex supplier and also an integral part of the supply chains of other companies in construction, screening and conveying.
- **PWS Ireland**, Newry, is a manufacturer of solar powered traffic signs. The company is supplying the National Highways Authorities of India.

### Chemicals and Healthcare

- **Radox Laboratories**, Crumlin, Co Antrim is a major supplier of diagnostic kits used by hospitals and clinics in India to identify a range of medical conditions. Radox currently employs around 100 people, many with doctorate qualifications in its Indian operation. Furthermore, India is one of the test centres for Radox's next generation technology 'Evidence' system that uses biochips to analyse blood samples for over

100 conditions. The company's turnover is in excess of £2m in India and set to double over the next 12 months.

- **Fortress Diagnostics** of Antrim has a wholly-owned subsidiary in India for its diagnostic business.
- **Colorite (Europe)** Lisburn, has a substantial market supplying medical grade plastics to manufacturers in India. The company has well established distribution network in India.
- **Sepha Pharmaceuticals, Newtownards**, is selling its packaging solutions to the major pharma companies in India

### **Textiles and Clothing and other Products**

- **The Savile Row Company** in Castledawson will support a contract won by 40 Savile Row, its London-based international retail operation, for two franchise units within the upmarket Study by Janek (SBJ) House of Luxury department stores in New Delhi. Invest NI's team in Mumbai assisted Savile Row with in-market research and other support services.
- **Baird McNutt**, Kells, has a linen weaving and finishing factory in Cochin, Kerala that employs 150 people.
- **Ulster Weavers Apparel**, Banbridge has substantially grown its business in India over the last few years, supplying linen apparel to outsource manufactures of High street brands.
- **Denman International**, Bangor, has a joint venture with an Indian company making products for hair salons for its branded hair care brushes. Denman is practically a household hairbrush brand in India

### **Technology**

- **Kofax NI Ltd (previouslySingularity)** Londonderry developer of business process software has established a software unit at Hyderabad and currently employs around 110 people. Singularity is developing this centre to improve its cost competitiveness in the US and also a platform for growth in high growth markets of Asia. It is an integral part of the companies international delivery model and has supported the company's growth in Northern Ireland. The company is also hosting **Latens Systems** (part of the Pace group) Belfast, another NI inward investor.

- **ICS Computing** Belfast (recently acquired by Equiniti) has a software testing, support and development centre in Chennai.
- **Meridio and Liberty** have formal relationships with Indian companies to support their US operations.
- **APT**, Belfast, is a major supplier of broadcasting equipment to the Indian private radio station network
- **Lagan Technologies** Belfast, has an outsourcing agreement with Rave of Mumbai that covers the use of around three software engineers there for testing/verification operations.
- **JMT Direct**, Londonderry, is providing monitoring and evaluation software to call centres in India.
- **Andor Technology**, Belfast, is selling scientific cameras to laboratories across India

### **Other relationships**

- **Rutledge Recruitment and Training**, Armagh, has used Invest Northern Ireland trade missions to set up a franchise operation in Chennai that will help Indian companies develop employee skills.
- **Hall Back Douglas Architects**, Belfast, won the contract to redesign part of Oberoi Mall, Mumbai with an 800 capacity food court development.
- **SDC Trailers**, Castledawson has a joint venture with Continex in Chennai for sourcing components.
- **RPS Group**, Belfast, has contracted a design firm in Chennai to complete construction blueprints, due to a shortage of skilled staff in the UK. (currently on hold due to construction downturn)
- **Mourne Granite**, Kilkeel and **PM Fireplaces**, Dungannon are sourcing Marble and granite from India for customers in Ireland and the UK.
- **Regen Waste**, Newry, has recently won new direct business in India to sell recycled plastics and metals
- **RFD**, Lisburn is using India as a source to supply and support sales, within its group, of survival equipment to customers worldwide

## **FDI from India**

### **Background**

#### **Northern Ireland as an FDI location**

In recent years, Northern Ireland has become increasingly successful in attracting foreign direct investment and India is increasingly becoming a significant source of inward investment with several major Indian corporations establishing a presence in NI in recent years mainly in the IT/Business Services Sector.

#### **Indian Investors in Northern Ireland include:**

##### **Tech Mahindra Limited**

Part of the US \$14.4 billion Mahindra Group, Tech Mahindra is a leading global systems integrator and business transformation consulting organization, focused primarily on the telecommunications industry. Tech Mahindra expanded its IT portfolio in 2009 by acquiring the leading global business and information technology services company, **Mahindra Satyam** (earlier known as Satyam Computer Services).

##### **Tech Mahindra in Northern Ireland**

**Locations:** BT Tower Lanyon Place Belfast

**Customers:** BT and other Telecom focused Companies

**Business Activity:** BPO services and IT Infrastructure

**Employment Breakdown** – 220 jobs in Belfast.

##### **L&T Infotech**

Larsen & Toubro Limited (L&T) is India's largest engineering and construction conglomerate. L&T Infotech is a global provider of IT services and solutions, with approximately 12,000 employees worldwide. The company, which has 28 business offices and 8 global development centres spread around the globe in regions including US, UK, Continental Europe, South Africa, and Asia Pacific, offers comprehensive, end-to-end software solutions and services in the industry verticals. The company delivers

business solutions to clients in horizontal service lines such as, SAP, Oracle, Infrastructure Management Services, Testing and Business Consulting.

### **L&T Infotech in Northern Ireland**

**Locations:** Belfast (NI Science Park)

**Customers:** Citigroup

**Business Activity:** European software development and maintenance centre

**Current employment** levels stand at c40.

### **Polaris Software**

Incorporated in 1993, Polaris Software Lab Ireland Limited specializes in application development for the banking, financial, and insurance sector, offering products, legacy modernization services, and consulting. Polaris employs over 10,000 solution architects, domain experts and technology experts, and owns a product suite and nine banking platforms for various aspects of banking. It has a presence in 22 locations worldwide including twelve development facilities. Polaris counts ten of the top fifteen global banks as customers. Citigroup is the company's largest customer and major shareholder. At year ended 31 March 2009, Polaris recorded revenues in excess of \$300m with operating profits of some \$48m.

### **Polaris Software Lab Ireland Limited**

Polaris was assisted by Invest NI to establish a near-shore software facility at the Northern Ireland Science Park in 2006 to service the needs of its Banking, Financial Services and Insurance (BFSI) customers in the UK and European markets. 12 software testers are now employed in the Belfast operation. The most senior operating officer of Polaris Software Lab Ireland Limited based in Belfast is Viswanathan Ponsailapathi known as "Pons".

### **Polaris Software in Northern Ireland**

**Locations:** Belfast

**Customers:** Citigroup

**Business Activity:** Software

**Employment:** 12 Software Testers

## **Firstsource Solutions Ltd**

Firstsource Solutions Ltd (India) is a leading global Business Processing Outsourcing (BPO) service provider set up by ICICI Bank, India's largest financial services company. Headquartered in Mumbai, India, Firstsource provides customised business process management services to global leaders across a number of sectors, including Banking and Financial Services, Telecoms, Media, and Healthcare sectors.

### **Firstsource in Northern Ireland**

The company has had a presence in Northern Ireland since June 2006 when it set up its first European outsourcing operation in Belfast. This was then followed by a further investment, when the company opened its Londonderry operation in November 2006. In May 2008, Firstsource Solutions announced plans to expand its Londonderry operation by creating over 300 jobs. In November 2009, as a result of securing a new telecommunications client, Firstsource Solutions announced plans to create 150 new jobs in Londonderry. This new contract took Firstsource's total number of employees in Northern Ireland to over 1,500. Invest NI recently assisted the Company's cash flow position by releasing £1million in grant against 150 jobs created in Londonderry. Firstsource remain committed to the opening of a further 300 seat contact centre in Coleraine by 2014

**Locations:** Belfast & Londonderry

**Established:** 2006

**Business Activity:** Contact Centre:

Inbound Customer Services

Outbound and Inbound sales

**Employees:** 1,835 in Northern Ireland

300 in Belfast

1,535 in Londonderry (two locations)

## **HCL Technologies (HCL)**



HCL Technologies (HCL) is one of the world's leading IT and BPO outsourcing businesses with revenues of cUS\$6billion, 80,000 employees in 31 countries.

HCL's European operations are spread throughout UK, France, Germany, Netherlands, Belgium and Sweden and have grown to acquire more than 70 customers over the last 5 years. The key verticals within Europe are Financial Services, Retail and Utility, Life Sciences, Telecommunications, Media and Entertainment, and Manufacturing, predominantly within the Aerospace and Automotive sectors.

**HCL BPO Services (NI) Limited**

HCL Belfast was the first ever Indian owned UK Onshore contact centre.

**Locations:** Belfast, Armagh

**Business Activity:** BPO, Contact Centres, Online Services