

IT companies peddle India tag to gain global footprint

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India Inc is becoming a global trend-setter inspiring foreign majors to emulate desi success stories. And a set of smart IT companies are using the India story to create a global footprint for themselves.

Infosys' Finacle division, for example, cites the reference of ICICI Bank while making sales presentation for its core banking solutions to banks in Europe and Africa. Nucleus Software, on the other, regularly cites its software installation for the SBI. Telecom system integrator ORG Informatics explains its role in the growth story Airtel and Reliance Infocomm to the prospective telecom customers in Africa.

Workflow and document management software maker **Newgen Software**, which began by selling its software to banks and insurance companies like Citibank India, Max New York Life and ICICI Bank is now using the former's references to target their counterparts in Africa, Middle-East and now Europe. "Big Indian banks and insurance companies are pretty well-known worldwide among their peers. And the fact that many of these Indian FIs are our customers gives a lot of assurance to our foreign prospective clients," says Diwakar Nigam, Managing Director, **Newgen Software Technologies**. "The ICICI Bank now runs the world's biggest banking sites and banks all over the world want to emulate that. And when we tell them that Finacle made it possible, it becomes our biggest advertising," says Merwin Fernandes, Vice-President, Business Head, Finacle, Infosys Technologies.

In fact, the ICICI story is now so powerful that its Managing Director and CEO, Mr K V Kamath now addresses bankers outside India at the behest of Infosys. Ditto with its smaller competitor — Nucleus Software, which specialises in specific banking modules such as cash management or loan management. "The fact that the SBI — India's biggest bank, successfully runs our cash management solution is a big story for foreign clients, which doesn't know about us," says Niraj Vedwa, Head Global Sales & Marketing, Nucleus Software Exports.