



## IBM aims to grow presence in Indian market

**Pune, September 18, 2009:** Global IT major IBM, which so far has dominated deals in the telecom space, is now beefing up its presence in other domains.

IBM's latest technology offering in Indian pharma space is a nano tag that sits on a drug package with a passive sensor and tracks it wherever it goes.

"We have a lot of growth coming up in infrastructure, metals and energy utilities space. We are poised to grow in these areas," said Sandip Patel, VP&Managing Partner of IBM india-South Asia.

IBM is already the top company in Indian market place clocking over billion dollars in revenue, which is almost double of the large Indian peers like TCS and Wipro.

For Indian companies choosing IBM over Indian IT vendors is a no brainer given the brand that it is globally.

"It gives us the ability to work and service globally and our customers in the US and Europe also work with them so its becomes easier to accept solutions," said Mohan Bhandari, MD of Bilcare.

IBM's killer approach in India is not only giving it a steady top line in a growing market like India but a perfect launching pad in other emerging markets as well.