

India:

Business Opportunities and
Challenges

Pradeep Anand

President, Seeta Resources LLC

@

Rice University

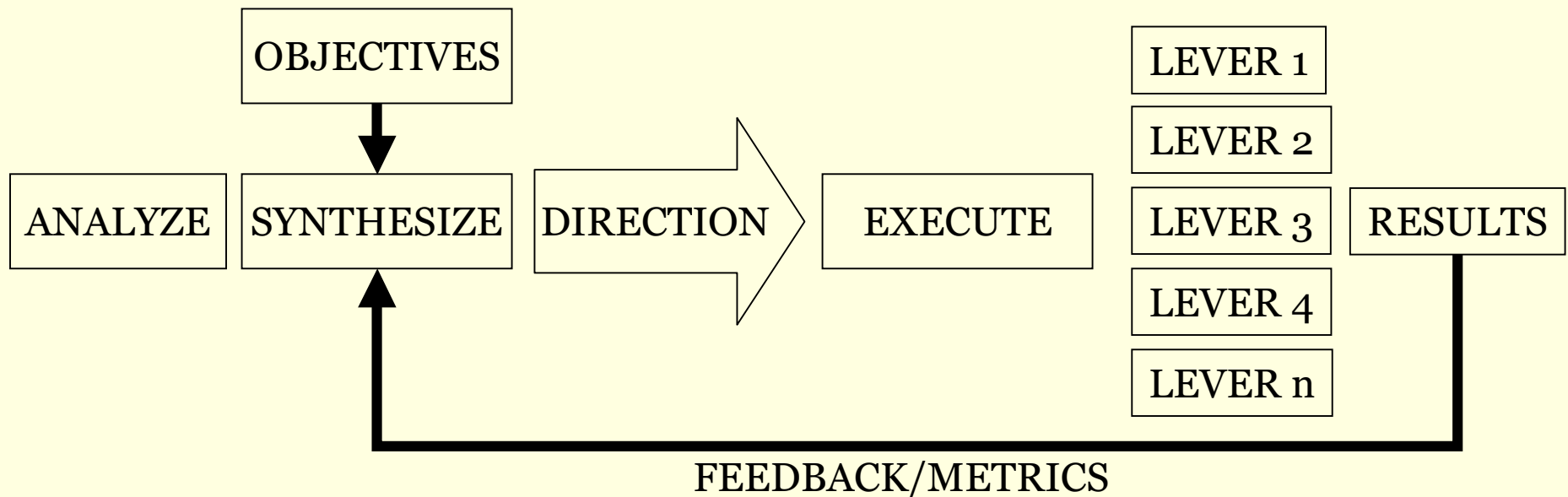
December 2006

3 Questions

**Where are we?
there?**

Where should we go?

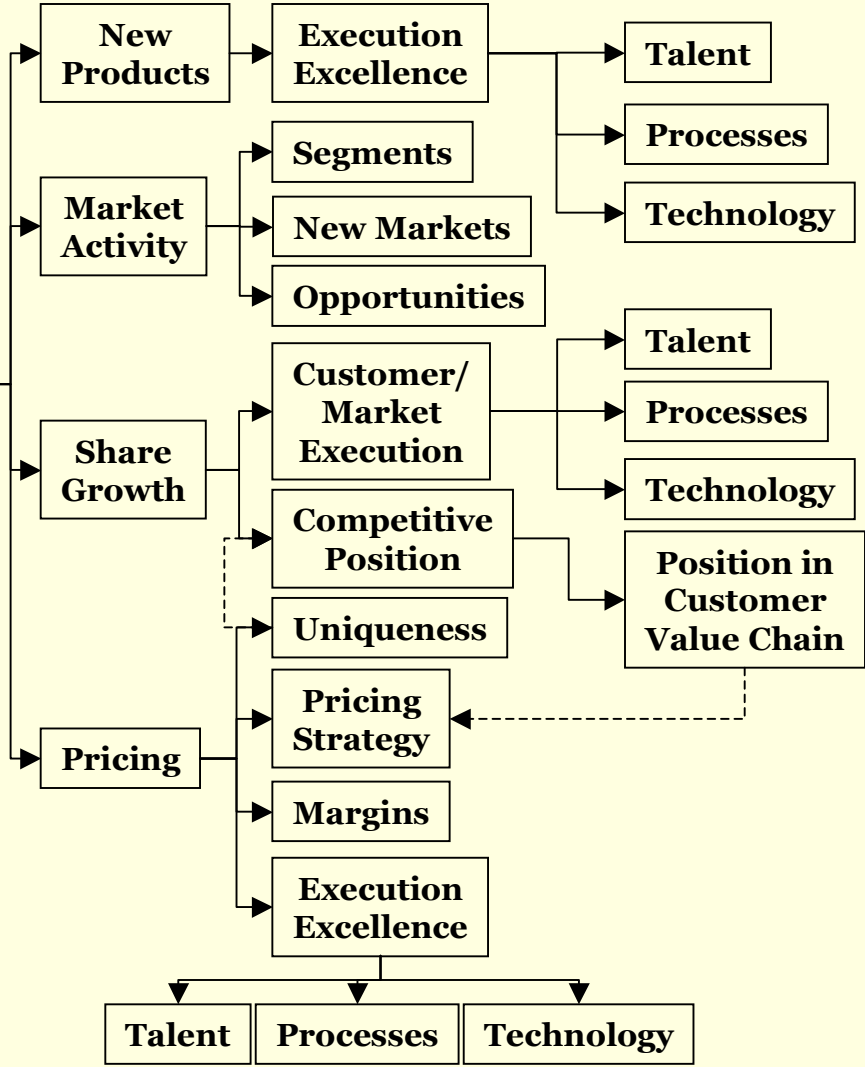
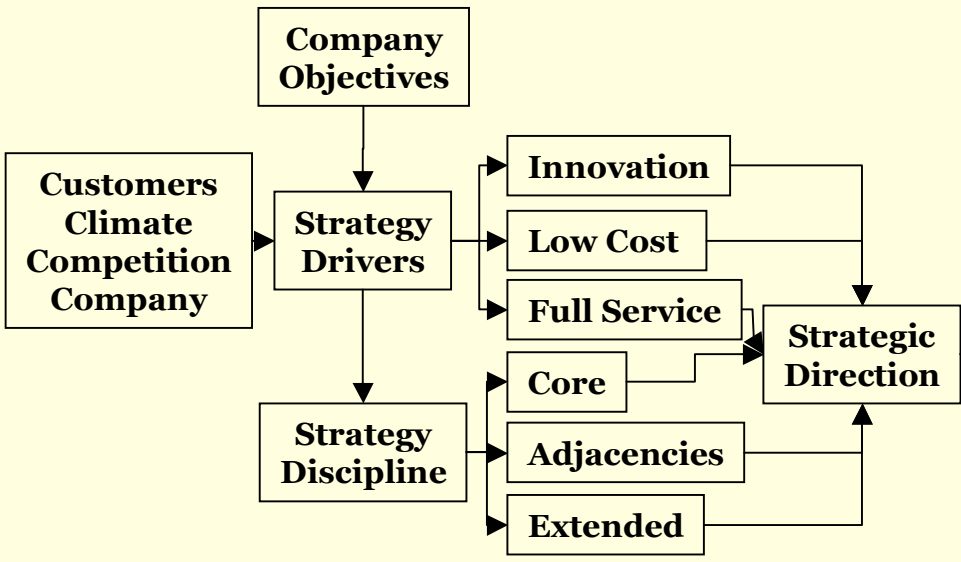
How do we get



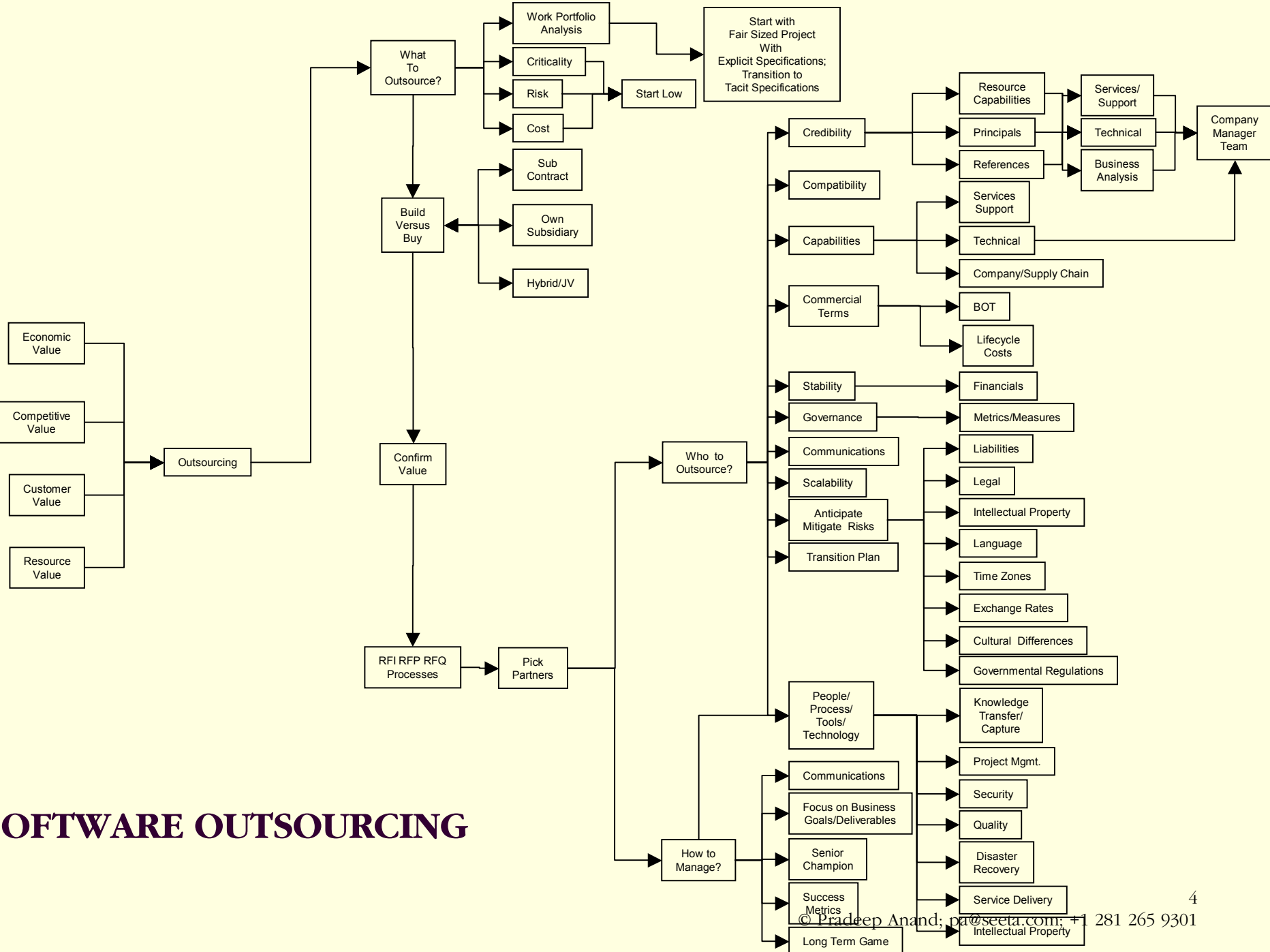
Where are we?

Where should we go?

How do we get there?



REVENUE/MARGIN GROWTH



SOFTWARE OUTSOURCING

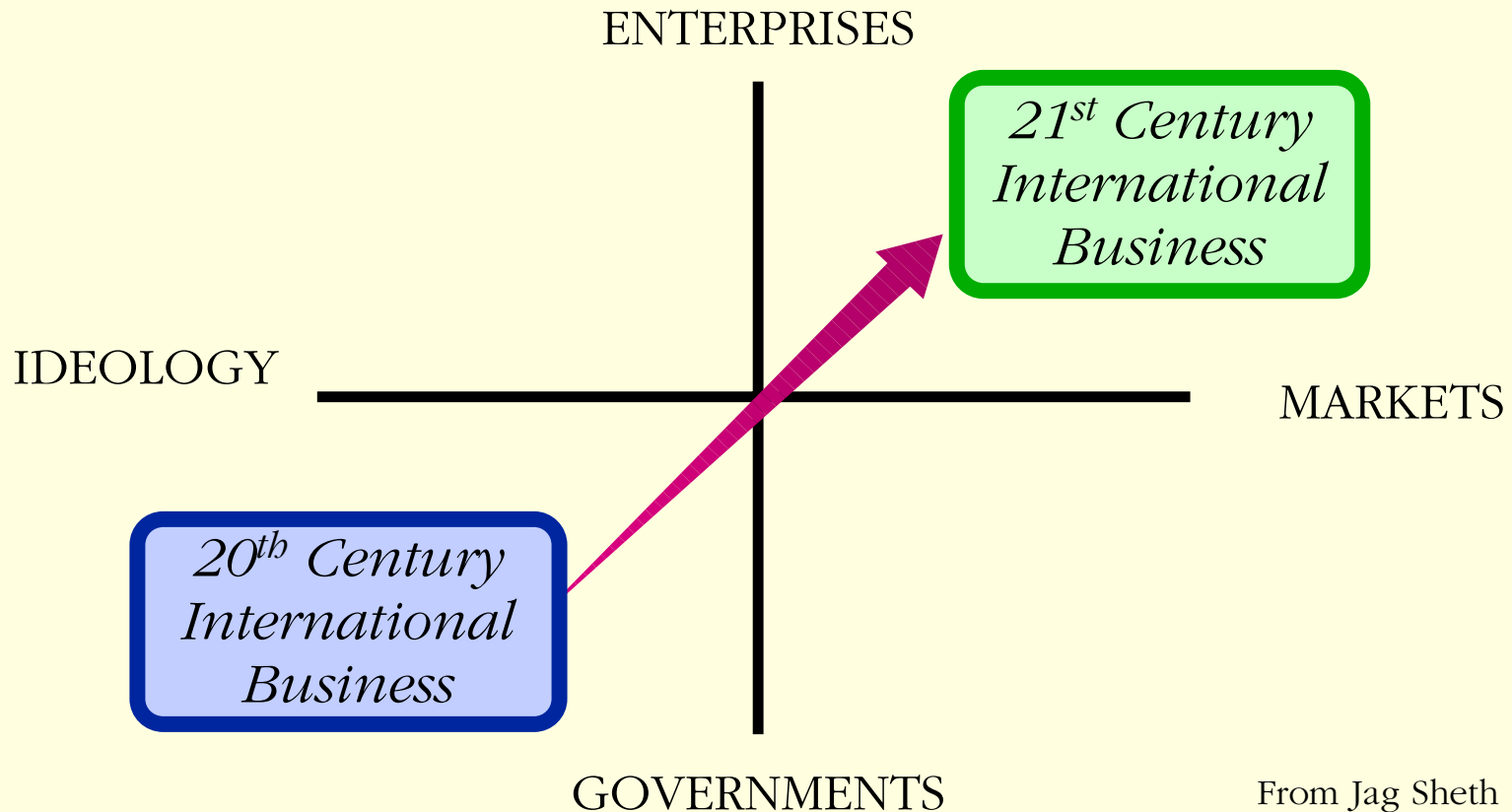
Seeta Resources:

Rediscover, Reinvent, Rejuvenate Businesses

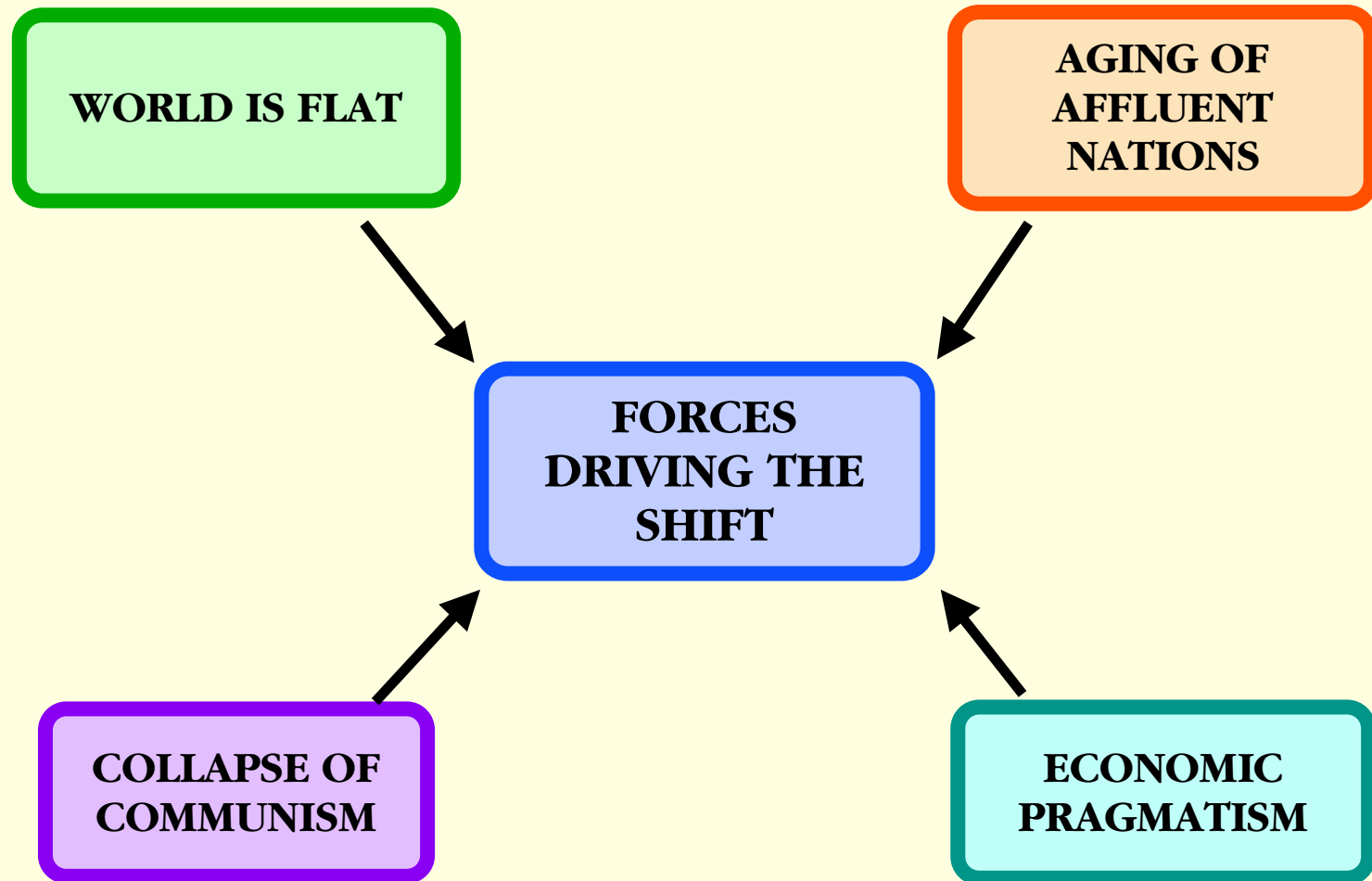
- **Oil & Gas** — Baker Hughes, Baroid Corporation, Daniel Industries, Dresser Industries, Dresser Oil Tools, Integrated Exploration Systems (IES-Germany), Landmark Graphics, NL Industries, NSI Upstream, Numar, OFS Portal, Photon, PGS, Praxis, Sperry-Sun, Object Reservoir (US Venture Partners), Volumetrix
- **Engineering/Manufacturing** — AirXChangers, CompX, Fabsco, Fort Lock, Gundle/SLT Environmental, Harsco Track Technologies, Hendrickson Trailer, IKG Industries, National Cabinet Lock, Nutter Engineering, Patterson-Kelley, Reed Mineral, Waterloo Furniture Components
- **Technology** — AMD, Avalon Imaging, Facet, Intellopt, Metasolv, Scicom, Silicus, Sun Microsystems, Zresearch
- **Other** — Fort Bend ISD, Preng & Associates, OnePoint, American Sleep Labs
- Vice-President, Marketing at **Landmark Graphics** (a Halliburton subsidiary)
- North American Operations Manager, Baker CAC, **Baker Hughes**
- Business Development Manager, **Sperry-Sun** (a Halliburton subsidiary)
- Co-Founder, President & COO of **PointCross**, Inc., a technology startup



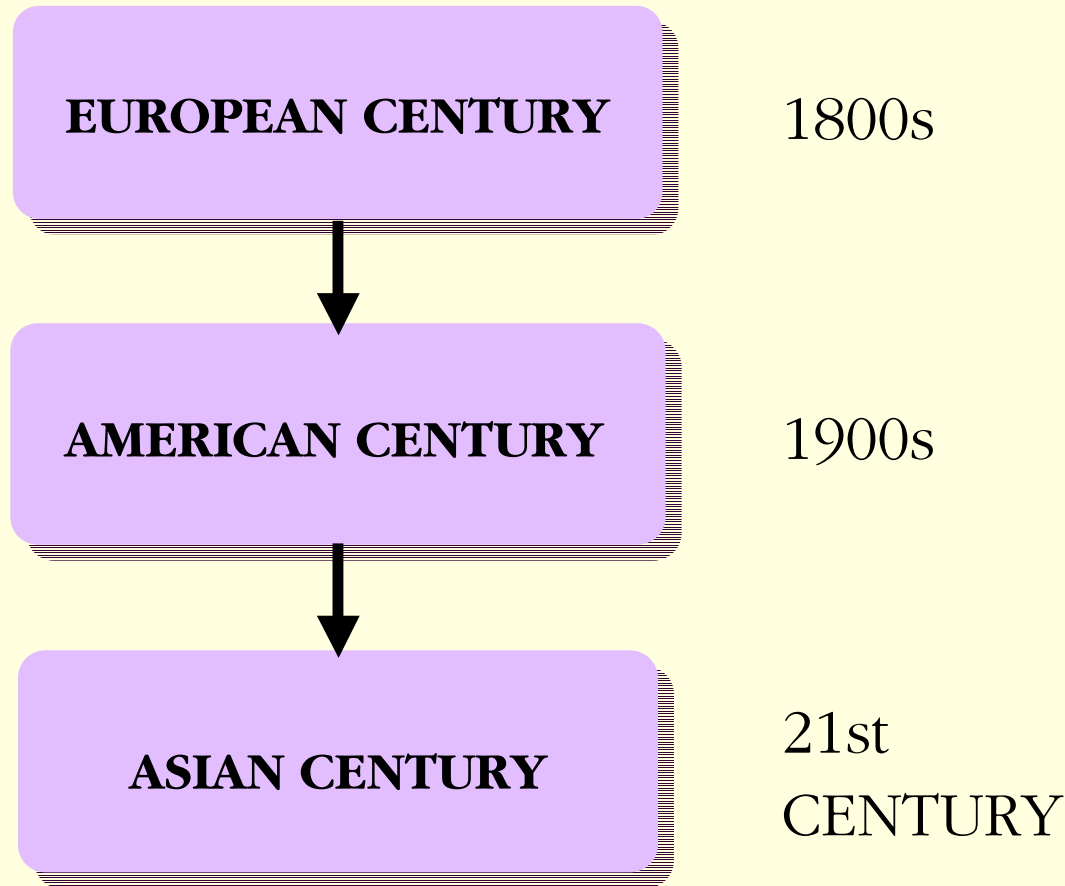
The Fundamental Shift From the 20th to the 21st Century



Forces Driving the Shift

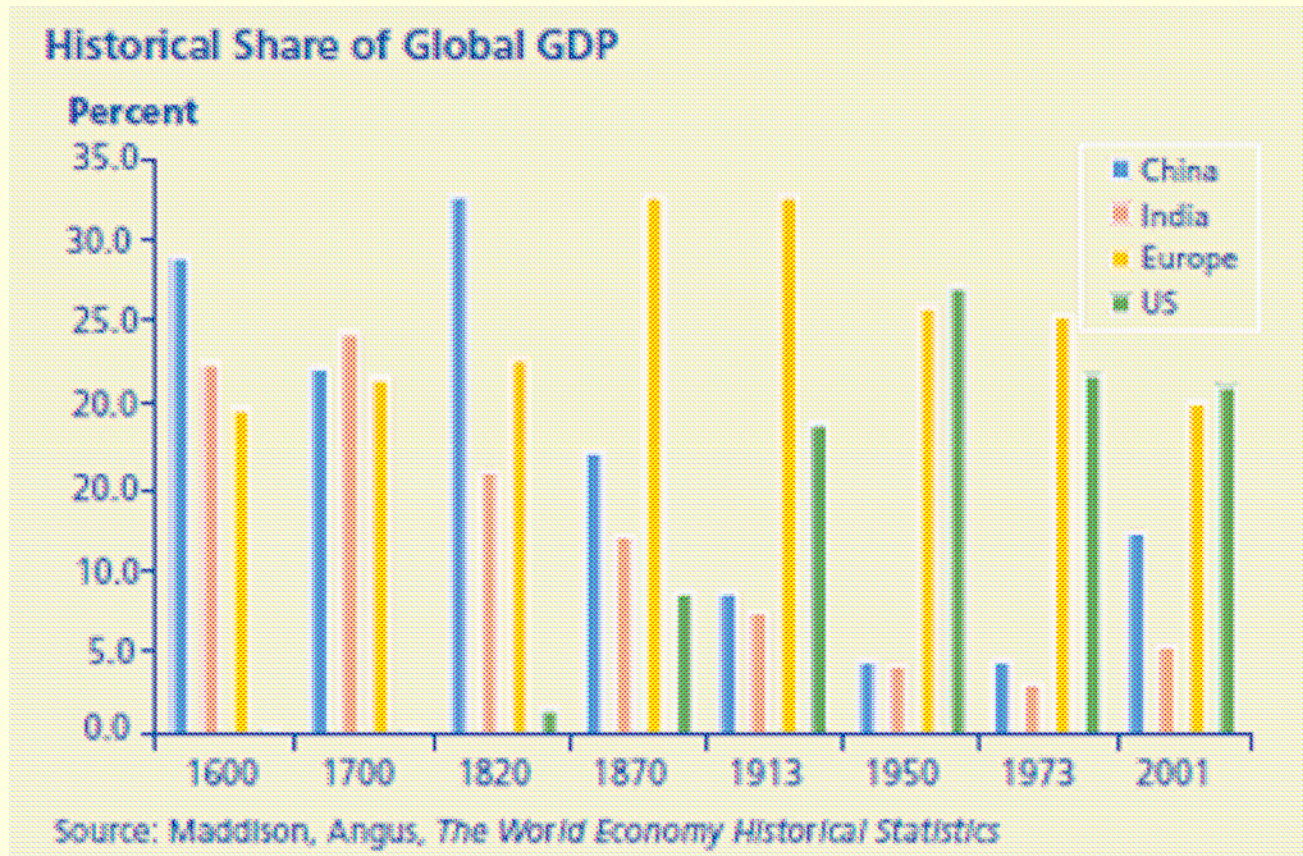


Economic Growth Engines for the World



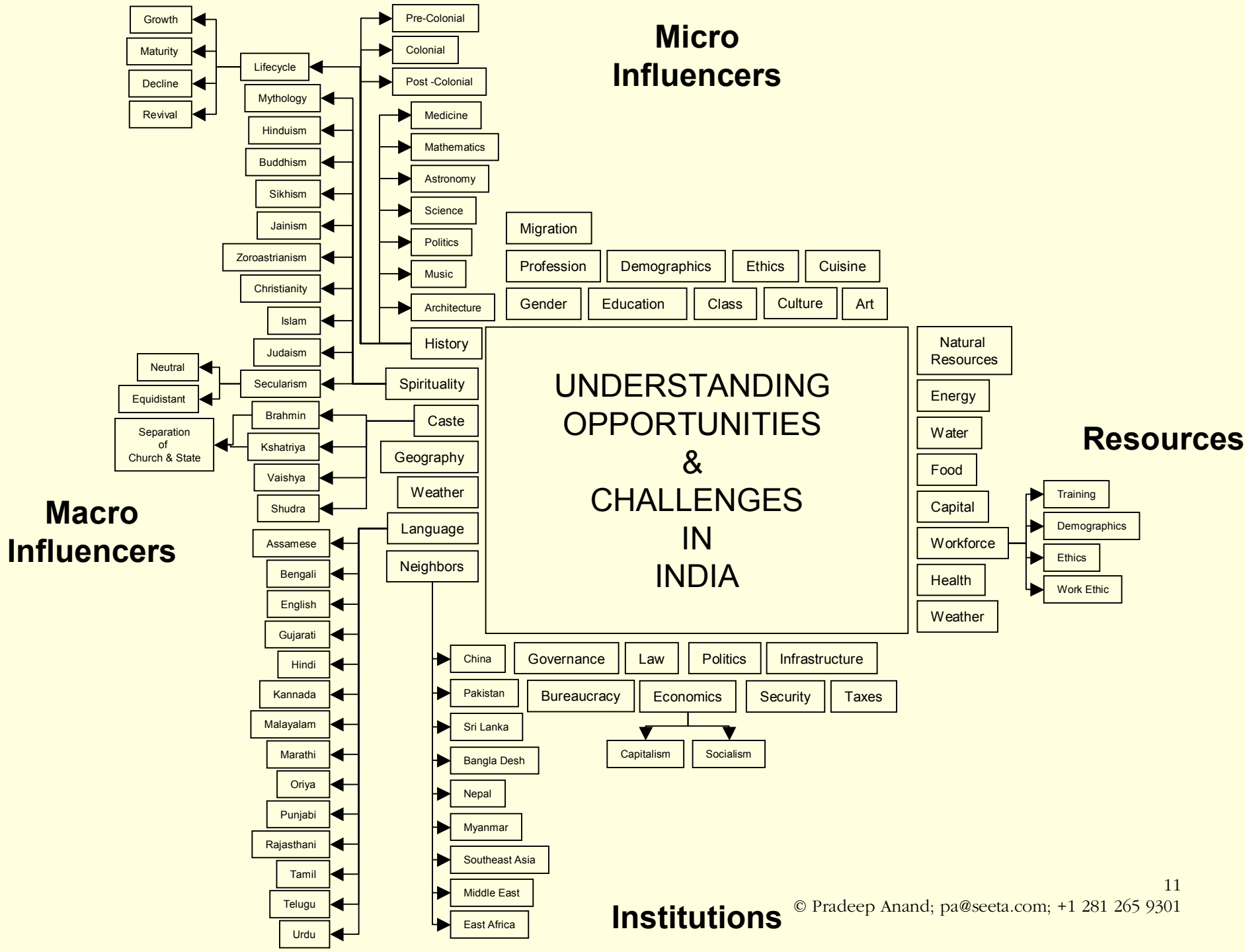
From Jag Sheth

India: History

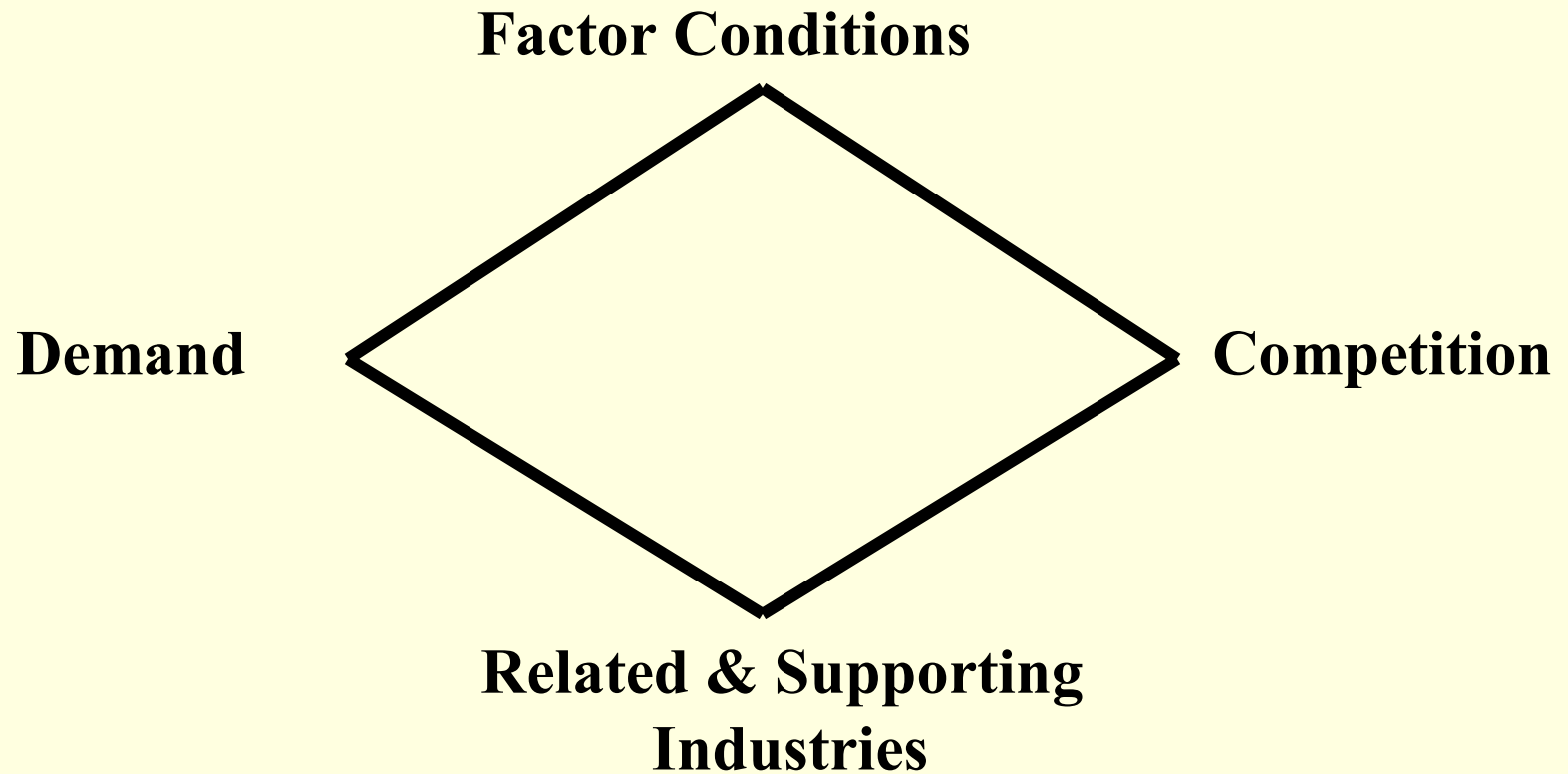


India: Geography





Implications



"Pradeep Anand has put together a collection of highly enjoyable stories about the many challenges of being a brown-skinned techie in Texas. Immigrants everywhere will relate to this perceptive and relevant book."

Chitra Divakaruni, award-winning author and poet

"*An Indian in Cowboy Country* is a must read. Pradeep has done an amazing job, with great simplicity, in chronicling, through stories about Satish Sharma, an Asian Indian's journey in an alien society, simultaneously maintaining one's moorings and moral center."

Nandan Nilekani, CEO, Infosys Technologies Limited

"Businesses, business schools, and cultural studies departments at schools and colleges will benefit immensely from this book. Pradeep Anand weaves, with fascinating simplicity, warm and authentic stories about Asian Indian immigrants and their experiences in America."

Amar Bhidé, Lawrence D. Glaubinger Professor of Business,
Columbia University Graduate School of Business

Pradeep Anand is a graduate of the Indian Institute of Technology, a prestigious engineering school in Bombay, India, and has an MBA from the University of Houston. He is president of Seeta Resources (www.seeta.com) and lives with his family in a Houston suburb.



AN INDIAN IN COWBOY COUNTRY

Pradeep Anand

AN INDIAN IN COWBOY COUNTRY

Stories from an Immigrant's Life

Foreword by
Nandan Nilekani, CEO, Infosys Technologies Limited

"Pradeep Anand has given voice, in a very sincere, real way, to the phenomenon of overachieving Indians assimilating into the fabric of American life. This journey is comical, poignant, and – until now – little known outside the world of those experiencing it. A good read, whether you grew up in India, the U.S., or anywhere else!"

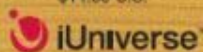
Michael Berry, Mayor Pro Tem, Houston, Texas

Pradeep Anand



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Thank You!
Questions?

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Rice University
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