DOING BUSINESS IN INDIA

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WORLD'S MOST INFLUENTIAL HEADHUNTERS January 10, 2008, 2:25PM EST

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David Preng

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Advice: Become global.

Qualities sought in emerging leaders: People with vision and those who can articulate this into a working, motivating plan.

Sector specialization: Energy -- total value chain (from the well head to the wall socket)

Job function specialization: Board members, C-suite, executives, directors, managers, specialists, senior staff

Geographical Focus: Global

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The full list: The World's Most Influential Headhunters

STORY TOOLS

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About Pradeep Anand

- Manage global executive searches within the E & P and oilfield services sectors of the energy industry.

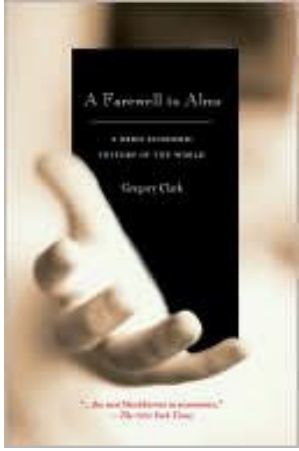
- More than 25 years of marketing & business strategy experience in the energy, technology and engineering fields.

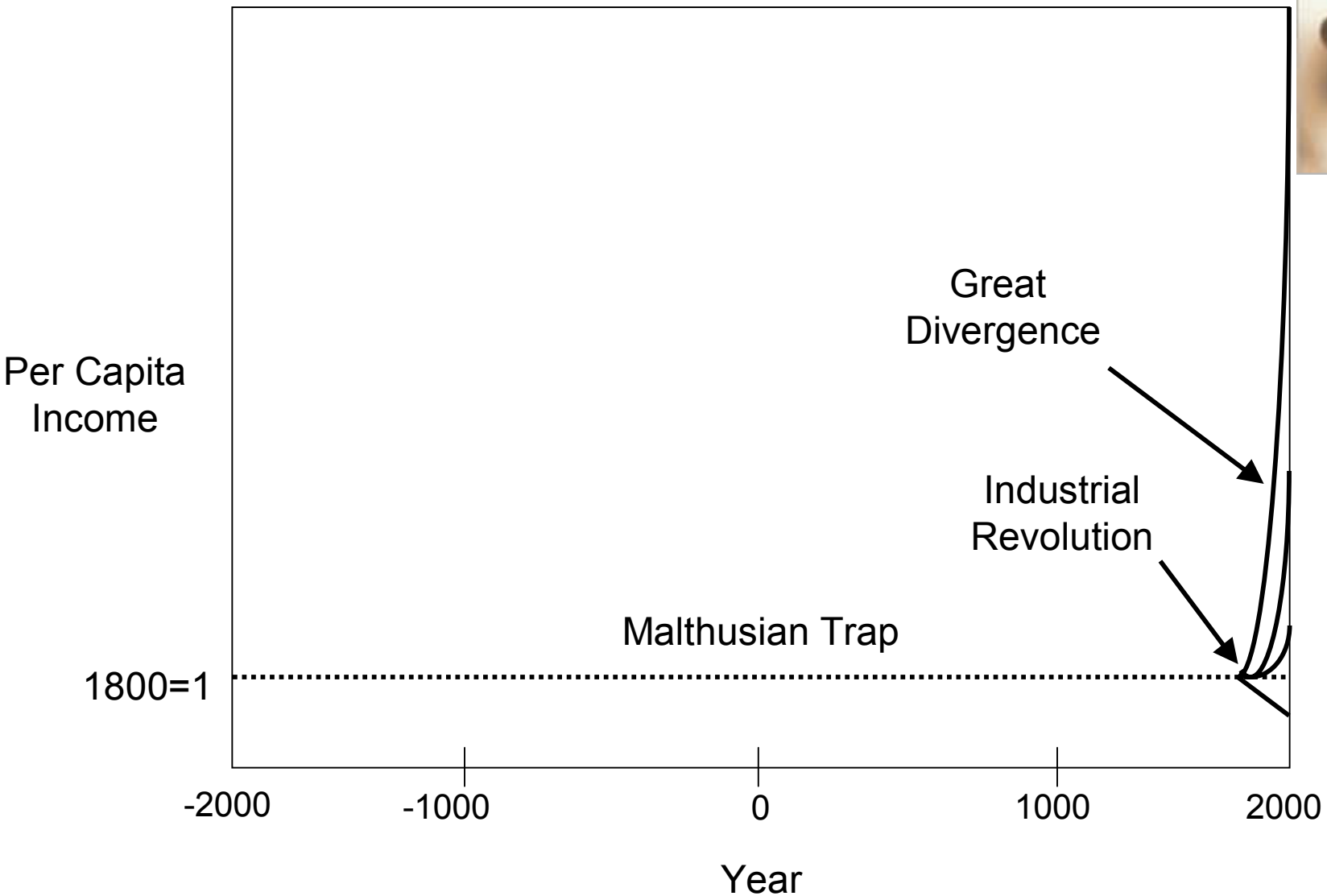
- President and CEO of Seeta Resources, LLC, a marketing consulting practice established in 1994.
- Vice President of Marketing at Landmark Graphics, a Houston-based oil & gas software company and division of Halliburton.
- Manager of North American Operations at a division of Baker Hughes
- First Marketing and Business Development Manager for LWD/MWD at Sperry-Sun, another Halliburton-owned company.

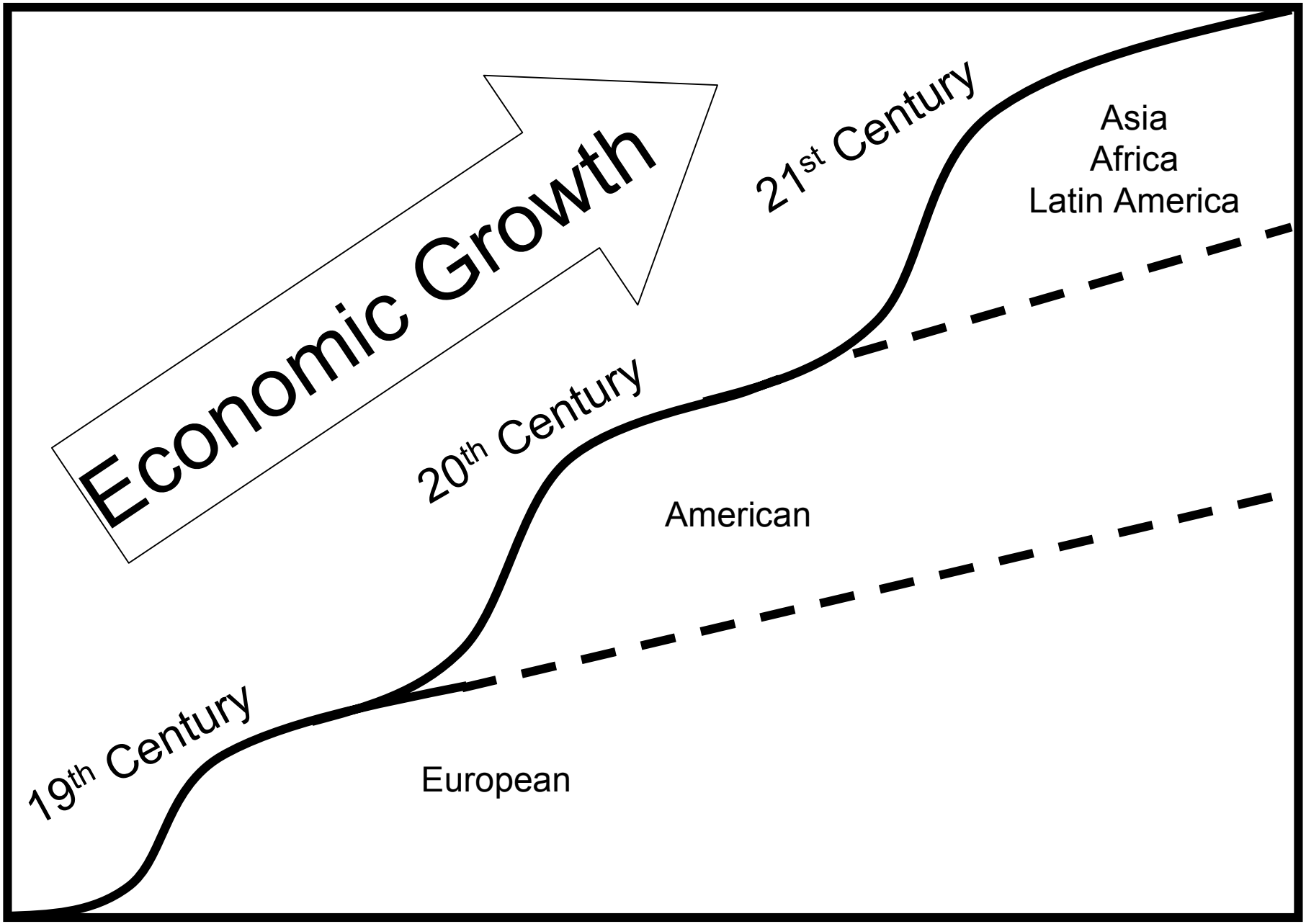
- Frequent speaker at business conferences and corporations
- Authored numerous articles published in leading industry magazines and journals
- Published his first novel, An Indian in Cowboy Country, a bestseller on amazon.com and Barnes & Noble

- MBA from the University of Houston
- BS degree in Metallurgical Engineering from the Indian Institute of Technology (IIT), Bombay, India. In 2001, received a Distinguished Service Award from IIT Bombay

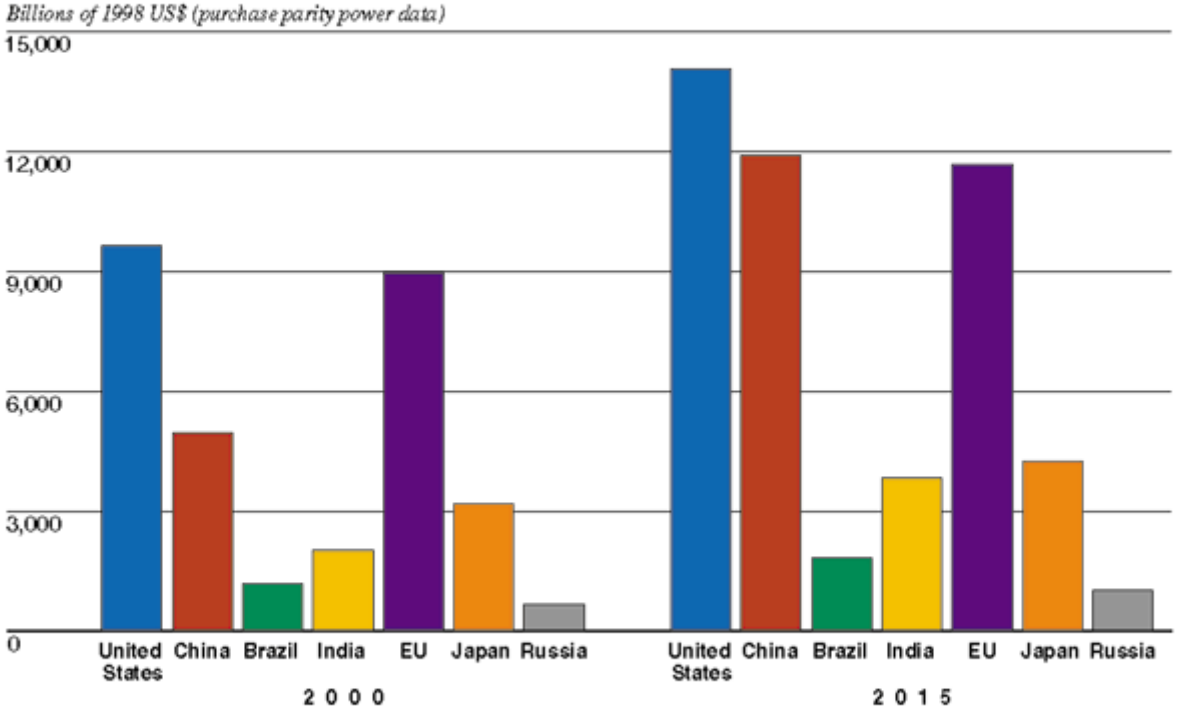
History of the Global Economy






Economic Growth
21st Century
Asia
Africa
Latin America
20th Century
American
19th Century
European

GDP by Major Countries and the EU: 2000 and 2015



Source: CIA's Long-Term Growth Model.

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Domestic Consumption Drives Growth

- Population:1,147,995,898 (July 2008 est.)
- Age structure:
  - 0-14 years: 31.5% (male 189,238,487/female 172,168,306)
  - 15-64 years: 63.3% (male 374,157,581/female 352,868,003)
  - 65 years and over: 5.2% (male 28,285,796/female 31,277,725) (2008 est.)
- Median age:
  - total: 25.1 years
  - male: 24.7 years
  - female: 25.5 years (2008 est.)
- Population growth rate:
  - 1.578% (2008 est.)
- Birth rate:
  - 22.22 births/1,000 population (2008 est.)
- Death rate:
  - 6.4 deaths/1,000 population (2008 est.)
- Net migration rate:
  - -0.05 migrant(s)/1,000 population (2008 est.)
- Sex ratio:
  - at birth: 1.12 male(s)/female
  - under 15 years: 1.1 male(s)/female
  - 15-64 years: 1.06 male(s)/female
  - 65 years and over: 0.9 male(s)/female
  - total population: 1.06 male(s)/female (2008 est.)
- Infant mortality rate:
  - total: 32.31 deaths/1,000 live births
  - male: 36.94 deaths/1,000 live births
  - female: 27.12 deaths/1,000 live births (2008 est.)
- Life expectancy at birth:
  - total population: 69.25 years
  - male: 66.87 years
  - female: 71.9 years (2008 est.)

Source: CIA- The World Factbook

Domestic Consumption Drives Growth

	CHINA	INDIA	USA	EURO
Population (millions)	1,288	1,064	291	306
GNP ($=billions)	1,417	571	11,013	6,978
Water Use (cubic kilometers)	526	500	467	185
Energy Use (quadrillion BTUs)	52	23	97	50
GNP/Pop (per capita income)	1,100	536	37,844	22,803
Water/GNP (cubic meters water per $1.00 of GNP)	0.37	0.88	0.04	0.03
Energy/GNP (BTUs per $1.00 of GNP)	36,717	39,926	8,808	7,210
Water/Pop (per capita water use in cubic meters)	408	470	1,606	605
Energy/Pop (per capita energy use in millions of BTUs)	40	21	333	164

Investment in India's Energy Sector

Sectors	Proposed Investments by 2030	Annual Opportunities (growth rates)
Natural Gas	$ 30 billion	Upstream & downstream $ 2 billion (12%)
Oil	$ 25 billion	Oil & gas machinery $ 1.2 billion (10%)
Electricity	$ 422 billion	Transmission & Distribution $ 2 billion (15%) Renovation & modernization $ 1.2 billion (15%)

Source: US Department of Commerce

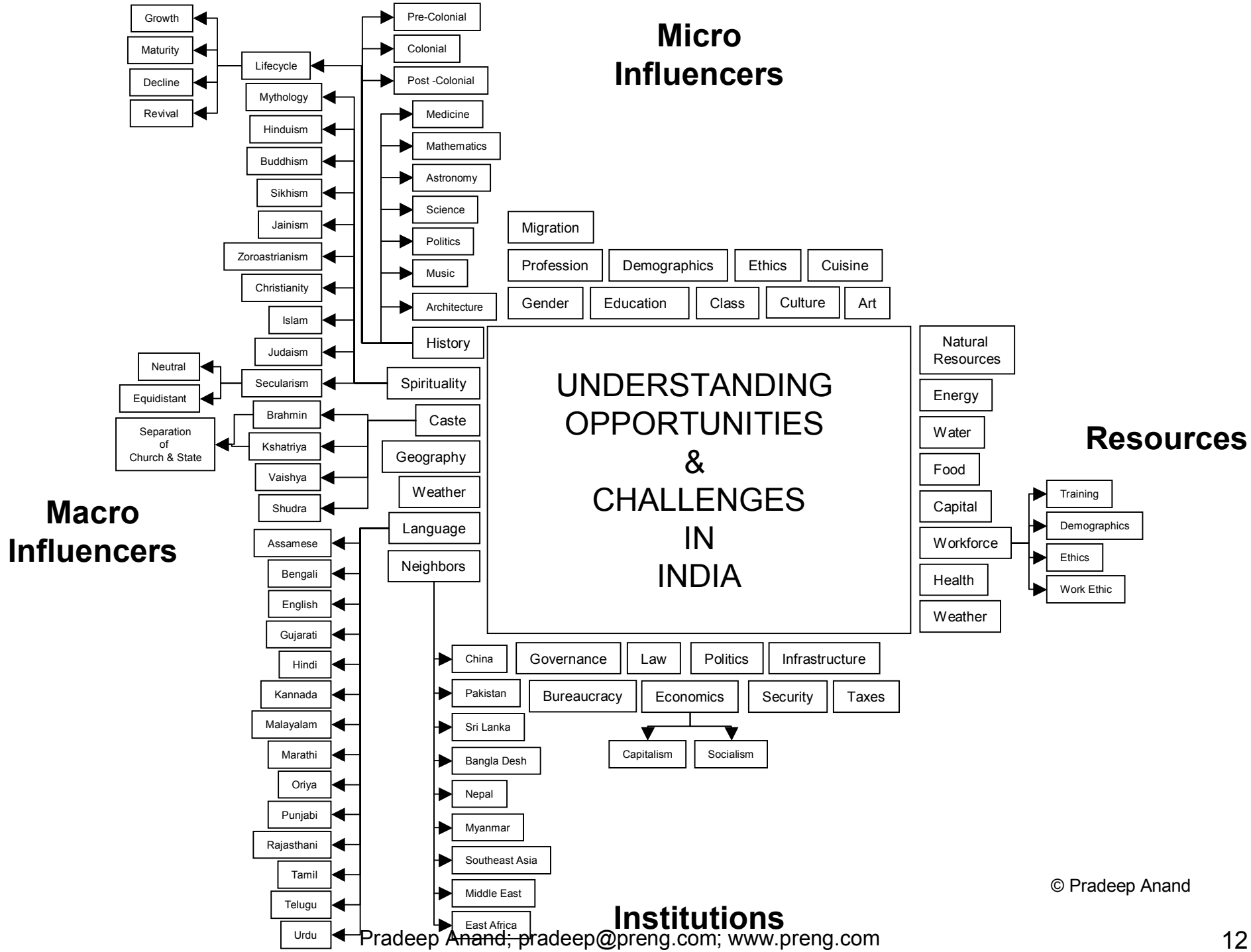
Business Models

- Agent/Representation
- Joint venture
- Wholly owned subsidiary

Talent

- Executives, Management, Employees

- Dimensions
  - Macro
    - Cultural, religious, scientific, political, architectural, and economic histories of a people
  - Micro
    - Quality, Quantity, Characteristics, Drivers/Motivations
  - Available Resources
    - Infrastructure
  - Institutions
    - Political, religious, economic, legal, social and others that are important to business activities



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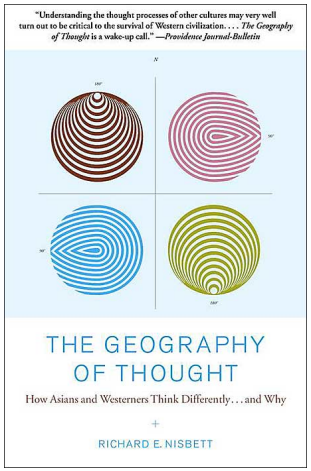
West	East
Independent	Interdependence
Focus on Object	Focus on Field
Categorization	Relationships
Stability	Change
Individuality	Fitting In
Simplicity	Complexity
Self	Environment
Individual Action	Collective Action
Individual Distinctiveness	Blend Harmoniously in Group
Achieved Status	Ascribed Status
Debate - Win	Discussion - Consensus
Polyphonic Music	Monophonic Music
Stability	Change
Universal Rules	Contextual Rules
Fixed Agreements – Transaction Focus	Malleable Agreements - Relationship Focus
Combative Legal System	Resolution/Middle Way
Debate – Rhetoric	Avoid Controversy
Company is a system to perform tasks and functions	Company is a group of people working in relationship to each other
“At Will” Employment	Lifetime Employment
Language Noun Driven	Language Verb Driven
History – Causal (Why?)	History – Contextual (How?)
Religious Wars - Common	Religious Wars - Uncommon



THANK YOU

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May 22, 2008