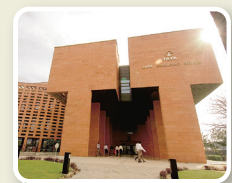


GROWTH PROGRAMMES

Top IT firms are evolving plans to earn more revenue in the changing global scenario.



TCS

- Offer IT as a service to small and medium-size businesses in India and later expand to other emerging markets
- Grow platform-based business by adding 3 new platforms which are at various stages of development. Insurance and human resource operation ready. Looks at renting out platforms
- Grow product-based solutions which currently focus on financial services, government and health care



Infosys

- Offer services such as utility computing, software as a service, and learning services
- Focus on Japan, ramped up sales force recently
- Invest and build IPs (intellectual property) and solutions pro-actively



Wipro

- Global alliance programme targeting deals of \$100 million and above
- Emphasis on tie-ups with Microsoft, Cisco, SAP, Oracle and EMC, with potential to earn \$1 billion from each in the medium term (about 5 years)
- Target vertical such as defence, aerospace and auto with total R&D services, retail with embedded solutions

Source: Companies; Mint research