



Taking India to ESDM Leadership

India Electronics & Semiconductor Association

IESA - Transforming the Indian ESDM industry

India Electronics & Semiconductor Association (IESA)

Established in 2004 - The voice of the electronics, semiconductor and embedded systems industry in India, with over 200+ members including Indian and international companies

- Build Brand India through International Alliances: Bilateral business growth and sharing best practices

Design Houses

- Embedded Design
- VLSI Design
- Board Design

Fabless Semiconductors

- MNC Fabless
- SME Fabless
- IP Providers

Manufacturers

- Test/Assembly
- Capital Equipment

Suppliers/Support

- EDA
- Government
- Training, consulting
- Services
- University

200+ Strong IESA Member Base

ARM

ANALOG
DEVICES

APPLIED
MATERIALS

Aricent

AVAGO
TECHNOLOGIES

BOSCH

cādence

CISCO

CYIENT

GAR
Creating tomorrow today

IBM

intel

HCL

infineon

KEYSIGHT
TECHNOLOGIES

Lam
RESEARCH

MEDIATEK

Mindtree

NATIONAL
INSTRUMENTS

QUALCOMM

Rambus

SAMSUNG

Seagate

SONY

SYNOPSYS

WE SanDisk

TATA
TATA CONSULTANCY SERVICES

TEXAS
INSTRUMENTS

IESA'S MEMBER BASE INCLUDES A PERFECT MIX OF BOTH MNCS AND STARTUPS WITH 30% AS STARTUP STRENGTH

IESA CIGs

NETRA – Talent CIG Group - A subset of IESA initiated by a group of dedicated experienced engineering professional who felt the need to work towards uplifting the current education structure to produce better next generation engineers (Electronics & Computer Science) who will focus on adding value to the corporate world with the skills acquired through learning process. In the recent past, NETRA (National ESDM Technology Research Academy) has been created which is a think tank that is formed as a society by IESA and ESSCI to bring the three vectors of Technology research, in-chip program and leveraging campus startups to create entrepreneurial talent and ESDM products on campus.

Aerospace & Defence CIG - Strategic electronics is one of the key focus themes for IESA. Aerospace & Defence CIG's mission is to bring together value chain players, evolve common roadmap, represent policy needs to government, catalyze partnerships (academia/industry/start ups), provide a platform to focus attention. The CIG also focuses on the development of cyber and internal security.

IoT CIG - IESA and TiE has entered into a Memorandum of Understanding with the vision to create 1st generation semiconductor and Internet of Things (IoT) startups in India. The objective is to create and foster an ecosystem to promote start-ups that develop fabless and semiconductor and electronic products especially around connected devices or IoT. IESA along with TiE has been conducting IoTNext event since 2015.

IESA CIGs

Automotive CIG - IESA also formed its Automotive CIG which consists of leading participation from NXP, Bosch, LDRA, Bajaj, Texas Instruments, TCS, Tata Motors, Sandisk, etc. Formal Kick off and Team formation was completed in Sept 2015.

StartUp CIG - IESA StartUp CIG's focus is to become a key driving force to push for a strong eco-system for fabless semi-con startups (IP and Design) in India and make fabless IP and Design as the key pillar of Digital India. The Startup CIG is working hard to Facilitate Business opportunity creation for ESDM startups, Eliminating Entry Barriers through Funding support; Incubation Center and Government sponsored MPWs and with the formulation of Policy Influencing for ESDM startup to thrive and prosper.

Broadcasting CIG - The Indian Broadcasting core group is a non-profit Indian collaboration centre for innovation in digital media technology under aegis of IESA. The charter of the India Broadcasting CIG is to respond to calls from the industry, to help define and develop appropriate standards for Industry. It will also act as a bridge between Industry and Policy making and Standard mandating and regulating organisations. It plans to facilitate knowledge transfer and skill development among members thereby enabling skill development needed for the growth of the industry.

Manufacturing CIG - The Manufacturing CIG is a work under progress. We shall keep you updated on the objectives of this CIG as we move ahead.

Major IESA Events in 2016 – 17 - Vision Summit



- Held on on the 21st & 22nd of February 2017 at Bangalore themed Design Led Manufacturing – Redefining the future of India's ESDM, VS 2017
- The twelfth edition of this event saw an attendance of over 950 delegates and a speakers list that included 75+ international and national industry and academic veterans.
- The Vision Summit also saw the release of the IESA-E&Y report on 'The Indian ESDM Industry Update', Release of IOT Startup Directory & IESA Member Directory

The Leadership Summit showcased the signing of 3 Memorandum of Understanding (MoUs)

- MoU with Society for Information Display, (SID), USA
- MoU with Infineon Technologies for Electopreneur Park
- MoU with IIT-Kharagpur

Major IESA Events in 2016 – 17 - Deftronics



- Deftronics 2016, was a great success and saw the presence of Sr. Government Officials and representative fro industry and academia. The event was joint collaborated with NASSCOM and witness over 800 delegates, exhibitors and participants.
- The theme of Deftronics 2016 was “Building India’s Strategic Electronics Ecosystem for Greater Self-Reliance and Global Relevance – Defence, Aerospace and Internal Security”.

IESA, NASSCOM with Roland Berger, released a whitepaper on “Defence Electronics Market – Policy recommendation” at Deftronics 2016.

Major IESA Events in 2016 – 17 - IoT Next



- IoT Next 2016 was the second edition of a marquee event designed for IoT leaders, practitioners and ecosystem enablers organized by IoT and TiE Bangalore. The theme “Global IoT Summit on Realities and Road Ahead” emphasized on digital innovation as the main driver of economic growth around the world.
- The summit was held on 9th & 10th November at Hotel Sheraton Bangalore. It was a big success. The event witnessed over 1100 Unique Badges scanned, around 60 national and global Speakers/Panelist, 50 IoT product startups & many other product companies exhibited on both the days.

At the IoTNext 2016, the first of its kind IoT Start-up directory was launched with over 500 start-up companies listed in the directory.

IESA launched 3 Chapters and more to come in 2017-18

Hyderabad Chapter



- IESA launched its Hyderabad Chapter on February 16, 2017 with about 55 industry leaders attending the launch.
- The IESA Hyderabad chapter is represented by K. Ramachandra Reddy, CEO/Chairman, MosChip Semiconductor Technology Limited with office address: Plot No. 83 & 84, 2nd Floor Punnaiah Plaza, Road no. 2, Banjara hills, Hyderabad 500 034.

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Chennai Chapter



- The Chennai chapter was launched on February 15, 2017 with about 45 attendees.
- The IESA Chennai chapter contact address is Plot B27, Phase II, Zone B, MEPZ-SEZ, Sanatorium, Tambaram, Chennai, Tamil Nadu 600045.
- Dr. Sreeram Srinivasan, CEO, Syrma Technologies would be the IESA representor of the Chennai Chapter.

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Pune Chapter



- Post the successful launch of IESA chapters in Chennai and Hyderabad, IESA achieve another landmark by setting up the Pune chapter on March 17, 2017.
- A good participation of about 55 industry leaders were present at the launch of the Pune chapter.
- The IESA Pune chapter would be represented by Sunil Desai and located at Maven Systems Private Limited (A MOSChip company), Galore Tech, 5th Floor S.No. 22 Bavdhan Khurd, Pashan Road, Behind Maratha Mandir, Pune – 411021.

Thought Leadership Forums



The TLF with AMD was organised by IESA on 22nd June 2017 at Bangalore. The TLF showcased insights from Mark Papermaster, CTO & Senior VP, AMD on “New Era in Immersive Computing”. Over 55 industry leaders were present at the event.



IESA continued with Thought Leadership Forum for the month, and this time it was with Advantest on June 29th 2016 at Bangalore. Advantest had tied up with Cloud Testing Service (CTS), both being based out of Singapore.



The TLF continued with Mouser Electronics on 17th August 2016 at Bangalore, along with its office inauguration on the same day. The leaders from Mouser Electronics, Mark Burr-Lonnon, Senior VP, APAC & EMEA and Kevin Hess, Senior VP, Mktg.



IESA also organized a seminar for K&S Partners and Knobbe Martens, US to discuss on the various “Patent strategies in modern economy” at Bangalore.

Strengthening Relationship with Government

Ministry of Electronics and IT (MeitY)

- Periodic inputs on a number of policy related issues
- A number of projects like IOT COE's, Skill Development
- Market Research and Knowledge partner (IESA EY Report Launched in February)
- setting up of both brown field and greenfield EMC's

Department Of Space

- Trying to leverage the SCL fab (which is under Dept. Of Space) for use by some of the fabless design houses to design test chips and early prototypes of concepts and ideas
- Workshop was organised by ISRO & IESA for its members on February 7, 2017 at ISRO campus focussing on "Electronics for Space Applications – Opportunities for Indian Industry"

Ministry of Defence

- IESA and NASSCOM is working closely with Minister of Defence, to prepare the first Defence Electronics policy for the country
- Preparing a DPR for this electronics testing and certification and consultancy facility we expect to be set up jointly with the participation by all stake holders including MoD

IESA: Engagement with State Govts.

Preparation of Strategic Roadmap

Preparation of Strategic Roadmap

Brownfield & Greenfield EMCs

Incubation Centres

Skill Development

Investment Promotion



THANK YOU

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