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Mr. FM Please Listen to IT

By: DT News Network January 31, 2017





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LAUNCH PAD



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We had seen some historical decision by Central Government in recent time which has affected all of us.

Demonetization has touched everyone's life in some way. But when we talk about business, this has witnessed sharp decline in last quarter due to cash crunch as a result of desensitization. The government has succeeded in curbing black money and brought back more than 85% of old currency back in system. Also GST implementation is another game changing step for Indian economy. Once implemented, it will drastically change entire ecosystem for any size of businesses in India. Now as Government has decided to announce the Union Budget 2017-18 on 1st February, one month prior to the traditional routine, we all are much more hopeful to get a encouraging, people friendly and growth oriented budget. DT spoke to some of the industry leaders to know their opinion and expectations from Finance Minister, Mr. Arun Jaitley, on the eve of budget announcement. Below are their views:

“We are expecting favorable change in the Income Tax slabs”



Mr. Alok Dubey, CFO, Acer India

The Union Budget for the year 2017-18 is likely to be unique as many prime factors like demonetization, GST, cashless economy measures, will play a key role this year. We are expecting favorable change in the Income Tax slabs and rates, as customer spending is still anticipated to decline for short term due to demonetization. We also expect the budget to focus on shaping the IT infrastructure and urge the government to provide tax deductions on purchase of PC for consumers as well providing easy short-term loans for retailers for working capital requirement. This is required to accompaniment India's emergent IT sector and further help the industry make improved technology more accessible to Indian market to fulfill government's push for a digital economy.

“Domestic Manufacturing Can Be Further Incentivized With Tax Breaks”



Mr. Gaurav Dureja, CEO, Ambrane India

The Union Budget 2017-18 shall be historic in many ways. To start with, it will be presented on a much earlier date of 1st February with the railway budget, incorporated with the union budget as for the first time. In terms of expectations, though the Government's intent is clear with the “Make in India” initiative, the domestic manufacturing can be further incentivized with tax breaks and rationalizing of import duties specially on “other” category, which is being grossly misinterpreted and source of confusion / corruption. The budget is also expected to promote cashless transactions. We foresee easy & More funds must be made available to encourage entrepreneurs to overcome the infra & working capital challenges.

“Major Focus Should Be On Digital Literacy”

PRODUCT REVIEW



TP-LINK Archer C20



Mr. Sudip De, Director, Doel International

Since the entire country's current mantra is cashless economy, the major focus should be on digital literacy. While many people are well versed with the gizmos, there is still major public who depend on others when it comes to digital transactions. Efforts need to be put in order to edify people, especially in the rural areas of India. Few more aspects which should be the area of concern and improved are better connectivity in the process of electronic payments and access to newer technologies for rural population. Initiatives such as Digital India, Demonetization are good initiatives and can fuel growth of our GDP at the rate of 8 to 8.5%. Additionally, Time line for GST roll out, import duty stabilization and income tax slab ideation will be few more key expectations we are looking from this budget.

"The Law & Taxation Also needs to be Reformed"



Mr. Rajshekhar Bhatt, Country Manager, ECS

As the Government is working towards Digital India the 1st thing which is needed is to reduce red-tape- isum& the bureaucratic wrangle created due to much unnecessary documentation & duplications of paper & leg work. And more focus needs to be given in streamlining the entire process from start to end of doing business in a smooth manner. It will be also be much beneficial if government agencies are prudent in evaluating the current market economy of India vis-à-vis the world so that Indian businessmen & entrepreneurs are not hindered from developing and expanding not only the existing business but also endeavour into detailed Research & Development for the purpose of designing and creating new products & services. The law & taxation also needs to be reformed in such a way that everyone who is doing business has to pay only ONE tax every year or a month to only one department, because right now we are burdened by multiple taxes which are so complex & tiresome.

"Government Should Majorly Focus On Improving IT Security & Digital Literacy"





Mr. Sanjay Joshi, Country Manager, Edimax India

Keeping an important focus on digitization, the government has shown good intent in keeping up the momentum of the Make in India and Digital India Mission. Initially additional benefits should be provided to those who are opting for cashless transactions through credit cards, debit cards, bank services and mobile wallets are expected to be part of the Union Budget 2017-18. We hope that GST timeline, import duty stabilization, financial fiscal adjustment and game changing policies including tax incentives will be address in this budget. Furthermore, I feel government should majorly focus on improving the IT security, digital literacy and network infrastructure especially in rural sectors. Creating awareness about pros and cons of digitization needs to be done in rural public as Internet and cybercrime are inseparable enemies.

"Budget Needs to Focus on How Digital Can Become a Way of Life"



Mr. Anil Valluri, President - NetApp India & SAARC. NetApp

With the recent move of demonetization trying to shift our cash driven economy of 1.2 billion people and getting them to leap frog to the digital world is unprecedented in history. This is a significant leap towards becoming a digital economy and the budget now needs to focus on how digital can become entrenched and become a way of life, while continuing to focus on growth and providing adequate support to the various pillars of each program so that the economy is on a sustained growth path.

"We Expect Benefits to be Given to Building IT Network Infrastructure"



Mr. Sanjay Sehgal V.P. SMB & Telecom Business, TP-Link India

With the Govt of India promoting Digital and cashless economy, we expect benefits to be given to investments done in building the IT network infrastructure. These can be provided by way of rebates or tax concessions on sale of network equipment used for internet connectivity. The IT penetration in the country is yet to reach satisfactory levels and providing tax benefits to consumers

purchasing IT products, at regular intervals, will help to increase the penetration levels.

"Companies Also Expect Tax Benefits From Upcoming Union Budget"



Mr. Deepak Kabu, CEO, Ziox Mobiles

The Chinese and foreign companies are assisted by their government in every aspect that helps them increase their sales and demand in the market at a higher scale. However in India, the scenario is different to that of the foreign market. It is extremely important to gain the same support from the Indian government in order to boost domestic manufacturing at the components level. To maintain the demand of our brands in the market these factors are supremely essential. Apart from this, companies also expect tax benefits from the upcoming Union Budget. The year 2016 has been a very successful year for us and if we achieve these advantages from the government we shall surely experience a positive growth year ahead.

"Govt should give Tax holidays on Phones less than Rs. 5000"



Mr. Pankaj Anand, CEO, Jivi Mobiles

The recent demonetization reform by the Government set the ground for a cashless economy. Mobile banking will become imperative for everybody, it will definitely increase the user base. Especially low end smartphones will be on high demand and to support the rural population & low income strata, the Govt should give tax holidays on phones less than Rs. 5000. Similar support was offered by Chhattisgarh Govt in recent times.

"Government should Announce Dedicated Spending on ICT"

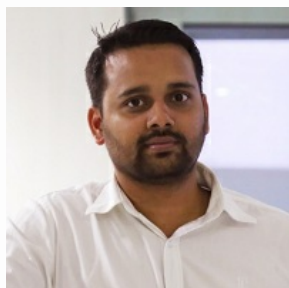
Mr. Chandan Kumar, Director – Marketing & Integrated Solutions, Huawei India

"Today India is at the center of world's attention and thanks to the vision and initiatives undertaken by the present government. To further bolster the digital eco-system of the country, the Hon'ble Government should announce dedicated spending on ICT just like some other sectors like education, health and other infrastructure. A fixed percentage of the

government budget spend on digital infrastructure will give multi fold returns to India's GDP and help bridge the digital divide by bringing more and more Indians to the digital main stream. In the same light, we hope this year's Budget will give the essential infrastructure status to the telecom sector and identify the sector as a strategic area. This will help in easy access of capital at reduced financing costs thus making it easier to roll out digital infrastructure"



"I Expect Reduction in Bureaucratic Formalities & Tedious Procedures for Manufacturers"



Mr. Atul Rai, CEO and Co-founder, Staqu

I am expecting a stronger push towards the entrepreneurial ecosystem from the budget this year. By extending the tax-free regiment to 5 years and taxing ESOP (Employee Stock Ownership) at the times of sale, would really give a boost to the startup environment today. Since RnD happens to be a crucial part of our operations I expect government should also consider tax relaxation to those startups which are collaborating with academic institutions for RnD related purposes. I expect a reduction in the bureaucratic formalities and tedious procedures for manufacturers. The government should consider streamlining the current processes, in order to let OEMs focus on further disrupting the status quo and bringing newer innovation in the mainstream foray!

"A Key Expectation is Large-Scale Job Creation Driven by Incentives"



Mr. Anoop Pai Dhungat, Chairman &MD, Galaxy Office Automation Pvt. Ltd.

There are several key expectations from Budget 2017, pitted to be important and markedly different from the past few years. A key expectation is large-scale job creation driven by incentives to domestic industries, and allocating more funds to mega projects in government and public sectors. We are also expecting a transition towards digital economy through incentives and tax breaks; likewise, some measures to address the slowdown caused due to demonetization. This could be in form of incentives to agriculture and FMCG

sectors. That apart, implementation of GST could address the challenges these sectors have been facing lately. Unfortunately, the converse also holds true and thus, we are having lots of positive hopes on this budget.

"Government Should Abolish Service Tax on Internet-Related Services"



Mr. Satya Prabhakar – Founder & CEO, Sulekha

To further the cause of digitization and boosting the digital ecosystem, the government should abolish service tax on Internet-related services such as broadband services, internet advertising, and food delivery, so on. This will encourage the adoption of the same and also allow for payments to become digital.

"Govt. Should Balance Out Businesses of E-Commerce and Physical Retail Industry"



Mr. Gopal Pansari, Director at Savera Digital India.

For FY17-18 we hope that Government should balance out the Businesses of the fast growing e-commerce Industry and physical retail industry by giving some tax incentives and government must implement GST to boost economic growth which will actually benefit the manufacturing industry and the export segments. The government will be benefited by promoting R&D benefits for the organizations to innovate and come up with newer and better technologies. This demonstrates concrete actions to revive investment, increase growth and generate employment which will impact the industry. Support for Digital India initiatives and access to better network connectivity in rural areas will boost the economic and domestic spending of the country as more and more citizens will be able to access e-commerce sites. This will provide much needed growth to the e-commerce sector of our nation. Further, inspired from the Digital India concept of the Government and by keeping eyes on the Technology Driven Nation, we have also changed our name from Savera Marketing Agency to Savera Digital India.

"We Expect Government to Continue its Focus on Building Better Infrastructure & Job Creation"



Mr. Rajiv Bhalla, Managing Director, Barco India

Ahead of the union budget, we expect the government to come up with ample budgetary provision for turning our cities into truly world-class Smart Cities. India's Smart Cities Mission is the government's highest-profile program, providing assistance to 100 cities for infrastructure modernization. Metropolitan cities with million-plus populations are India's engines of growth. As per a McKinsey report, about 77 percent of India's economic growth from 2012 to 2025 will come from 49 clusters of districts with metropolitan cities at their nucleus. We expect the government to continue its focus on building better infrastructure and services, creating secure, safe and smart cities which will be magnets for investment and job creation.

"Government Should Focus Only on Health & Primary Education"



Mr. M P Vijay Kumar, CFO, Sify Technologies

The government should opt for vertical-specific investments to increase employment in industry verticals like health, education, and manufacturing. Ideally, the Government should focus only on health and primary education. Corporate tax rate should be made 25% and all exemptions must be rationalized/removed so that there is uniformity to the taxation base and predictability in revenue collections. In order to jumpstart adoption, this could include the withdrawal of ICDS (Income computation and disclosure standards). It should be mandatory for individuals to file tax return but it can also be incentivized by increasing the minimum tax slab to Rs.10 lacks. Ideally, tax incentives should be exclusive of standard insurance policies to encouraging savings. The government will find a lot of takers if it sticks to a timeframe for refund of all tax dues and takes a BG for half of the amount.

"We Need to Invest in Training & Upskilling our Workforce"

Dr. Rishi Bhatnagar, Chairman, IET-IoT India Panel and President, Aeris Communications, India

Almost 20 billion IoT-enabled devices will go online over the next half a decade and this represents an amazing opportunity for us. So many devices will have to have a IoT-skilled workforce to manage them and we need to invest in training and upskilling our workforce to ensure we capitalize on this opportunity. Adequate skilling capacity needs to be created for this by attracting investments from within the country and outside. I hope that our government takes a step in this direction through this budget.

"We are Expecting Government to Dole out New Incentives to Indian Manufacturers"

Mr. Rajesh Doshi, Director, Zebrionics India Pvt. Ltd.

We are expecting the government to dole out new incentives to the Indian Manufacturers in the 2017-18 budgets, giving further fillip to Make In India, the pet project of our Prime Minister. As the IT industry is on a decline and the government shifts gears and focuses on other growth drivers, we anticipate that the government provides us more support, which shall help in sustaining the business.

"Budget Should Continue to Focus On 'Ease of Doing Business'"

Mr. Shekar Sanyal, Director and Country Head, the IET.

"The Union Budget 2016 focused more on skill development and improving our infrastructural capabilities. As India advances on its path to gain technological supremacy, Internet of Things, Artificial Intelligence and Big Data will be the key drivers to economic growth. It is now an opportune time to up skill our brain pool with the right skill sets to ensure they are increasingly kept relevant to the growing needs of the industry. With a projection of estimated 20 billion connected devices by 2020, It is necessary that India channelizes all its resources to ensure we are ready for this rapid technological sprint. The 2017 budget should continue to focus on 'ease of doing business' and its thrust on the development of the technological infrastructure. The 2017 Budget needs to emphasize on improving the quality of higher education infrastructure and focus on providing more practical learning opportunities to the students in order to make them industry ready. The Government also needs to roll out initiatives to boost e-learning.

"We Need to Focus on Digital Money to Stay Digital"

Mr. Madhur Deora, Chief Financial Officer, Paytm

The Union Budget 2017 is widely expected to encourage digital payments and universal access to financial services. It's important for our country to create a robust infrastructure to offer high-speed, reliable Internet access to one and all. Improving access to digital services with tax rebates on the production of affordable smartphones and offering subsidized data will also go a long way in democratizing India's payments sector. We need to focus on digital money to stay digital, by strongly encouraging digital payments of all forms, as compared to ATM machines. Waiving off transaction fees for low-ticket purchases and increased access to credit would also help bring millions of unbanked and under-banked individuals into the folds of the mainstream economy."

"It's Time for Government to Give Boost to Manufacturing Sectors"

Mr. Sanjeev Bhatia, CEO of Zopo India and Managing Director of Adcom.

"We expect the government to look into the direct / indirect taxation slabs. We propose that the tax free slab should be raised from current level to about 5 lakhs and there should be a tax rate cut for personal and corporate taxes. Also, as GST is on the move, we are looking forward to its implementation for smooth and simplified taxation procedures which will boost manufacturing industry and will benefit all". With reference to government's vision of Digital India, we believe that technology will rule and provide ample amount of benefits to common man. Today, smart phones are playing a key role in the economy of any country. People are getting more facilities and options with the help of smart phones. It's time for government to give a boost to the manufacturing sectors.

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Smartphone Vendor Highlights - India

Vendor Group	Q4 2016		Vendor Group	CY 2016	
	Market Share	QoQ Growth		Market Share	Annual Growth
Samsung	25.1%	-13.1%	Samsung	24.8%	3.2%
Xiaomi	10.7%	15.3%	Lenovo Group*	8.9%	14.8%
Lenovo Group*	9.9%	-17.4%	Micromax	8.8%	-37.9%
OPPO	8.6%	29.9%	Reliance Jio	7.1%	2122.7%
Vivo	7.6%	50.8%	Xiaomi	6.6%	119.4%

Source: IDC Quarterly Mobile Phone Tracker, Q42016
*Lenovo Group includes both Lenovo and Motorola

