

Polycom bracing for India ops expansion

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US-BASED Polycom is entering into tie-ups in the retail, healthcare and education sectors for its video-conferencing products as it aims for a tenth of its targeted global 2008 revenues of \$2 billion (Rs 8,600 crore) from India.

Polycom, which set up India operations in 2003, will spend \$25 million by 2010 to expand its infrastructure and boost staff strength, including in its R&D centre, from 110 to 150, global education market director Russell G Colbert Jr. said. He declined to reveal the company's current revenues from India. For 2007, the company had sales revenue to the tune of \$929.9 million worldwide.

Tie-ups with universities and educational institutions, including IITs in Kharapur

and Kanpur, and partnerships with gem and jewellery merchants are part of the initiatives by Polycom to boost its market presence in India. Mr Colbert said the company has an over 60% share of the video-conferencing endpoint market in India.

"Our CAGR in India is 50% year-on-year and demand is growing tremendously in content area, besides tools and training," Mr Colbert said. "The opportunity for us is very large in India. The country has a teacher-student ratio of 1:75, which is the largest in the world. Our goal is to provide affordable access to technology that allows people to have the best education possible."



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Polycom will spend \$25 m to expand its infrastructure and boost staff strength including in its R&D centre to 150

Polycom, which derives a major chunk of its business from the government sector, also provides 'telejustice' solutions for prison departments to connect jails with courts to cut travel costs.

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