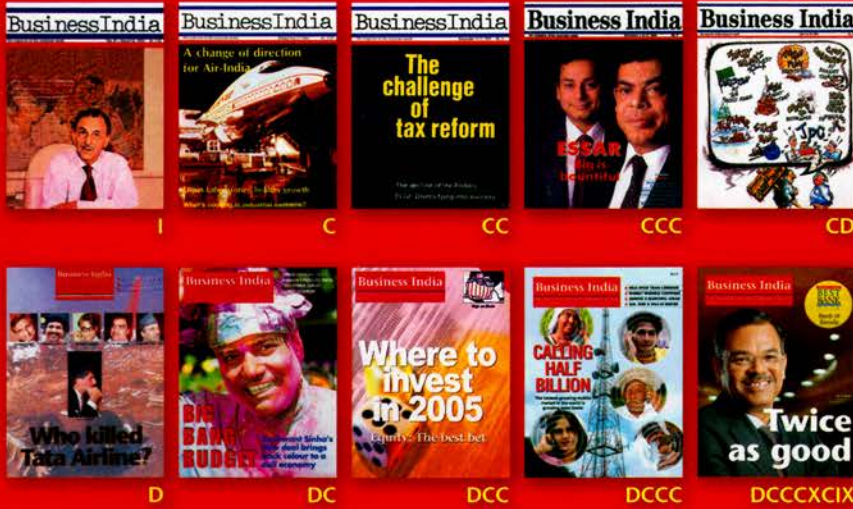


Business India

THE MAGAZINE OF THE CORPORATE WORLD

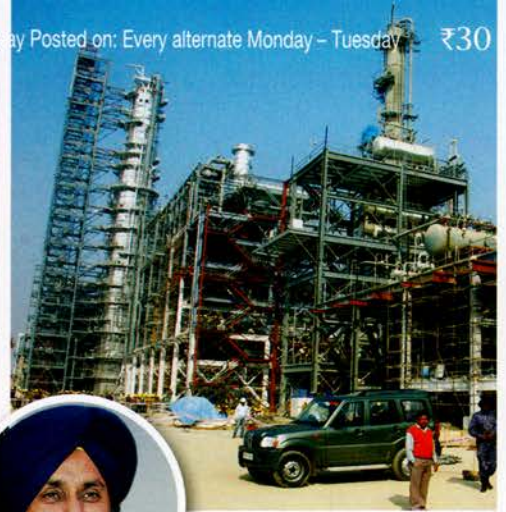
September 16, 2012



C2M

A CENTURY TO A MILLENIUM

To celebrate its 900th issue
Business India digs into its past
to get a perspective of the future



Sukhbir Singh Badal



PROGRESSIVE PUNJAB

With enablers in place, Punjab is aiming to become an attractive investment destination



ENERGISER
For Prashant Ruia power is no longer a luxury, but a basic minimum requirement for the nation



COALGATE AND THE UPA
The CAG report sparks off a political crisis



PubMatic is working on cutting-edge technologies to solve the online advertising industry's most complex problems, says **Anand Das**, co-founder & chief technology officer. "As a product development company, we work on a wide range of niche technologies for the growing market for mobile-based advertising," he adds. "Our team analyses more than 10 terabytes of data every day looking for visitor trends, doing click-through analysis and running prediction algorithms on the data. Our ad server is scalable software and serves billions of ad impressions every day." PubMatic's new facility was inaugurated last fortnight by **Mukul Kumar**,



co-founder and senior vice-president, engineering. "We are at the forefront of developing innovative technology to help publishers automate the evaluation and sale of their advertising inventory," says Kumar. The company has grown from a two-person

office in Pune to a 240-member team since 2006, giving publishers a real-time media selling platform for managing revenue and brand strategy. "We would like to increase our talent pool to 400-plus in the next 18 months," adds Kumar. ◆

Japanese electronics major **Panasonic** is banking big on its B2B segment: Panasonic System Sales Division (SSD), which will contribute 10 per cent of the company's total revenue. Seeing an increase in demand in India not only is the company expanding its range of products but also launching new products this fiscal. Strengthening its product offering, 3D technology has been infused with high definition video conferencing (HDVC). **Toru Hasegawa**, MD – system sales division, Panasonic India said, "With a wide product portfolio the year-on-year average growth rate for Panasonic's SSD has been 40 per cent. We are expecting this growth to cross 100 per cent by this fiscal end and close with a turnover of ₹655 crore." ◆

Recreational parks are few and far between when it comes to urban spaces in the country. Keeping this in mind, **Jimmy Mistry**, chairman and managing director of the **Della Technica group** – engaged in architecture and interior design, decided to venture into the recreational space with an amusement park-cum-resort situated in Lonavala, Maharashtra. With an investment of around ₹250 crore and spread across 36 acres, the park offers a variety



of adventure sports and also plays host to corporate training exercises, seminars and

off-site meetings. Till date, Della Adventure has hosted over 300 corporate houses. Mistry now aims to expand the brand further. "It's a brand new business for us. We're aiming to set up more such adventure parks in 36 cities across the country," says Mistry. Also situated on the Lonavala property is Della Enclave, which offers luxury villas. Divided into two, phase I offers 24 twin villas and phase II, 22 single villas. ◆

Affordable housing is the need of rapid urbanisation and there is a huge market for it, says **Sachin Kulkarni**, managing director, **Vastushodh Projects**. "Yet, it has remained unattended so long," adds Kulkarni. "It is, however, encouraging to see that it has attracted the attention of policy-makers." Concur **Nitin Kulkarni**, director of the Pune-based company, which won the CREDAI National Award for 'Best Low Cost Housing Project in India' in the non-metro category: "We are currently constructing over 220,000 sq m of housing space, with flats priced from ₹3 lakh to ₹30 lakh." The award-winning Anandgram, on the



Pune-Solapur highway, has over 50 per cent open space. Recognising that lower-income-group customers face problems in getting home loans, primarily due to the lack of various required documents, Vastushodh also tied up with some reputed financial institutions. It has now launched three more similar projects in Pune, and plans to take its brands to other cities in Maharashtra, too. "Getting recognition at the national level for our maiden project has consolidated our belief in this business model," comments Nitin. "Houses can be constructed in the same way as manufacturing cars within a stipulated cost and time frame." ◆