



Greetings, Patrons!

As August 2024 unfolds, IESA is proud to report significant progress in shaping India's ESDM landscape. This month has been particularly eventful, marked by high-impact industry-government interactions, policy topics, strategic discussions, and new partnerships that are paving the way for a transformative future in the sector.

MeitY is playing a crucial role in shaping and advancing India's Electronics System Design and Manufacturing (ESDM) sector. 4 IESA EC members including Dr. Veerappan and Ashok Chandak met up with Mr Krishnan, Secretary MeitY, Mr. Akash Tripathi, CEO ISM, Nishith Gupta and appraised on IESA's actions and commitment to working together on various fronts, policies, initiatives including value additions, Product creations and DLI scheme. Several global leaders of IESA member companies will be joining and contributing to the grand success of the SEMICON India event from 11-13th September in NCR. IESA VP joined the PLI-related discussions led by Jt Secretary, Mr. Sushil Pal, providing valuable inputs. To continue the momentum, IESA will hold the industry roundtable with ISM on a regular basis from Oct'24 onwards.

A landmark MoU with Madhya Pradesh highlighted our drive for regional growth. Signed in the presence of Hon'ble CM Dr. Mohan Yadav and other esteemed guests by Dr. V. Veerappan, Chairman of IESA, and Anshul Gupta, MD of MPSEDC, this agreement marks a new era of opportunity in the state's ESDM sector. This strategic move integrates Madhya Pradesh into India's broader semiconductor and electronics ambitions, creating a ripple effect that will benefit the entire nation in developing the EMCs.

In collaboration with the Karnataka Digital Economy Mission (KDEM) and the Department of IT, BT, and ST, we launched India's first ESDM Tech Yatra from Bangalore to Mysuru by bus on August 6, 2024. This milestone event showcased our commitment to developing the Bangalore -Mysuru corridor for ESDM. With over 40 IESA members and 50 industry participants in attendance interacting with Hon'ble ITBTST Minister Sh. Priyank Kharge and Secretary, Dr. Ekroop Caur, Govt. of Karnataka, the Yatra highlighted Mysuru's vibrant tech ecosystem and set the stage for impactful collaborations.

Following the success of the Pune and Hyderabad Chapter Meets, we hosted an 'Industry and North Region Chapter Meet' in New Delhi. This industry gathering brought together key leaders and stakeholders of NCR to reinforce our vision for growth. The occasion was graced by keynotes from Mr SK Marwaha, Mr Nishit Gupta of MeitY, and Mr Subodh Sachan, STPI. The insights and enthusiasm shared underscored our dedication to driving innovation and collaboration across northern India, building on the national momentum.

Our focus on the semiconductor ecosystem was also evident in the financial capital - Mumbai, where we partnered with Accenture to host 'Semicon Futurecast 2024.' This event reinforced our leadership in the sector and set a clear roadmap for India's future success in the global semiconductor industry. The event was graced by former MoS for Electronics and IT, Sh. Rajeev Chandrashekar, along with Mr. Ashok Chandak and Accenture Management.

We also addressed broader industry challenges through our participation in national telecom policy discussions and the CHRO Roundtable in Karnataka. By promoting local manufacturing and addressing skill gaps, we are ensuring a holistic strengthening of the ESDM ecosystem, from policy to talent development.

On the international front, IESA engaged in strategic discussions with key figures such as Raymond Siva from the Malaysia Digital Economy Corporation (MDEC) and Yuemin Li from Enterprise Singapore. Our meetings focused on exploring potential collaborations in the semiconductor industry, B2B opportunities, and joint workforce development, paving the way for future partnerships and expanding IESA's global footprint.

As we continue to navigate the dynamic ESDM sector, these achievements reflect our collective efforts to shape a brighter future for India's electronics and semiconductor industries. Let's continue to innovate, collaborate, and lead the way forward!

Stay tuned for more updates and remain an integral part of this transformative journey.



Yours Sincerely
Ashok Chandak
President, IESA



Yours Sincerely
Dr. V. Veerappan
Chairman, IESA

Interactions with MeitY Secretary and CEO ISM

On August 20 and 21, 2024, IESA leaders visited MeitY, where Ashok Chandak met with Mr. Tripathi, CEO of ISM. They discussed current activities and future initiatives to sustain the momentum in the semiconductor sector. The conversation also included planning for the upcoming Semicon India event on September 11–13, with a focus on the IESA leader's contributions towards making it a grand success.

On August 21, Dr. Veerappan, Ashok Chandak, Rajeev Khushu, Sanjeev Kesar, and Col. Anurag Awasthi met with Mr. Krishnan, Secretary of MeitY. Their discussions centred on IESA's role in advancing value additions and promoting the DLI scheme, among other sectoral topics. IESA will work to align its strategies with the government's agenda to promote design and manufacturing in India.

IESA applauded MeitY's crucial role in shaping and advancing India's Electronics System Design and Manufacturing (ESDM) sector and committed to working together on various fronts, policies, and initiatives.



MPSEDC and IESA Sign Landmark MoU in Madhya Pradesh

IESA is proud to announce a historic MoU signed with the Madhya Pradesh State Electronics Development Corporation Ltd. (MPSEDC) on August 8, 2024, to foster a robust ESDM ecosystem in Madhya Pradesh. The MoU was signed by Dr. V Veerappan, Chairman of IESA, and Anshul Gupta, MD of MPSEDC, in the presence of Hon'ble CM of MP, Dr Mohan Yadav, Mohandas Pai, Sanjay Dubey, Ruchir Dixit, and Anurag Awasthi. This strategic initiative aims to drive growth in electronic manufacturing and create job opportunities, enhancing Madhya Pradesh's role in India's electronics and semiconductor industry.

IESA Drive Success at "Semicon Futurecast 2024" organised by Accenture, Mumbai

On August 9, 2024, IESA played a crucial role in the success of "Semicon Futurecast 2024," an event organized by Accenture in Mumbai. The event was inaugurated by Shri Rajeev Chandrasekhar, Former MoS, MeitY, and focused on advancing India's semiconductor ecosystem. IESA President Ashok Chandak led the lamp-lighting ceremony, underscoring IESA's significant presence at the event. Impressively, 8 out of 10 speakers were IESA members, who shared valuable insights and outlined the industry's future roadmap. The event featured key sessions on India's semiconductor future, with industry leaders discussing the strategic path to achieving global success.



Advancing International Cooperation: IESA Engages with Ministry of External Affairs

On August 21, 2024, IESA's Ashok Chandak, Dr. V. Veerappan, and Anurag Awasthi met with the Joint Secretary (NEST) of the Ministry of External Affairs in New Delhi. The discussion focused on enhancing international collaborations, exploring new avenues of cooperation, and coordinating efforts on global challenges. Key topics included advancements in semiconductors, emerging technologies, and regional sectoral challenges. This productive meeting underscored IESA's commitment to fostering global partnerships and addressing sectoral opportunities with MEA's messaging of supporting the sector's global engagements.

IESA & KDEM Collaborate to Host Successful 'Mysuru ESDM Tech Yatra'

IESA, in collaboration with the Karnataka Digital Economy Mission (KDEM) and the Karnataka Department of IT, BT, and ST, organised India's first ESDM Tech Yatra on August 6, 2024. Over 40 IESA members and 50+ industry participants from Mysuru were engaged in meaningful discussions and collaborations, showcasing Mysuru's growing tech landscape. Dr. Ekroop Caur, IAS Secretary to the Government, Dr. V Veerappan, Ashok Chandak, Sanjeev Kumar Gupta, BV Naidu, and Jitendra Chaddah played key roles in the event's success. Ruchir Dixit, IESA Vice Chairman, and Sanjeev Kesar led the industry dialogue. Prominent attendees included Navin Bishnoi, Jitendra Chadha, Ved Prakash Mall, Anil Kumar Muniswamy, Poonam, and Mr. Raghu Panicker. The event provided extensive insights into the ESDM industry within the Mysuru cluster.



IESA Hosts Industry and North Region Chapter Meet in New Delhi

On August 21, 2024, IESA hosted its 'Industry and North Region Chapter Meet' in New Delhi, gathering key stakeholders from IESA member companies across North India. Dr. V. Veerappan, IESA Chairperson, inaugurated the event, highlighting the organization's journey and future vision. Ashok Chandak presented the IESA activities, approach, future plans and sectoral growth forecast, providing insights into the industry's trajectory. Keynote speeches by Mr Sudhir Marwaha and Mr Nishith Gupta, MeitY, Mr Subodh Sachan, STPI, and EC member Mr Sanjeev Keskar. Mr Sunny Malhotra, North Chapter head, welcomed attendees and emphasized IESA's extensive presence across the North region, while Ved Prakash Mall provided membership benefits and updates. The event concluded with an engaging Q&A session led by Ashok Chandak, reaffirming our collective commitment to driving growth and innovation in the region.



Contribution to the Govt. of Karnataka IT Vision Group meeting

IESA actively participated in the IT Vision Group meeting of the Govt. of Karnataka, with Dr. V. Veerappan representing the association. The meeting was led by Kris Gopalakrishnan, Co-founder of Infosys and Chairman of Axilor Ventures, and Dr. Ekroop Caur, Secretary of IT, BT & S&T, Government of Karnataka, and several members of the Vision group. The discussions focused on positioning Karnataka at the forefront of the digital era. IESA contributed key proposals on enhancing incubation, strengthening global connections, and advancing public-private partnership (PPP) initiatives. With a strong commitment to the industry, IESA aims to leverage state investments for transformative outcomes.

IESA Partners with TiE Bangalore for Global Summit 2024

IESA is thrilled to announce its partnership with the TiE Global Summit 2024, taking place from December 9-12, 2024, in Bangalore. The summit's launch event was held on August 8, 2024, at Taj Westend, attended by Dr. V. Veerappan. Hosted by TiE Bangalore, the summit is expected to attract over 20,000 entrepreneurs and 2,000 delegates from around the world. During the launch, BV Naidu emphasized the strong support from the Karnataka Government for the "Entrepreneurship First" initiative, expressing hopes for a high-profile inauguration by the Hon'ble Prime Minister.



IESA Meet Malaysia Delegate for Future Collaboration Discussions

IESA had a meeting with Raymond Siva, Senior Vice President of Malaysia Digital Economy Corporation (MDEC), in New Delhi on August 19, 2024. As part of the Malaysian PM's delegation, Siva engaged in a focused discussion with IESA, exploring potential collaborations across various domains. The meeting laid the groundwork for future partnerships, aiming to strengthen ties and drive advancements in the digital economy sector.

Highlighting Strategic Discussion with Singapore Delegates, New Delhi

Yuemin Li, Regional Director, South Asia Enterprise Singapore, and other delegates visited IESA's Delhi office on August 5, 2024. The meeting focused on exploring B2B opportunities for Semicon India 2024, joint workforce development, and potential collaborative ventures. The strategic talks aimed at strengthening partnerships and advancing the semiconductor industry, highlighting IESA's dedication to fostering international cooperation and promoting sector growth.



Featuring IESA's Participation at Karnataka's CHRO Roundtable on Talent Development

On August 8, 2024, IESA took part in a significant CHRO Roundtable organized by the IT BT Department of Karnataka in collaboration with the Karnataka Digital Economy Mission (KDEM) and supported by NASSCOM, IESA, ASSOCHAM, Zyoin Group, and NHRD. The event, attended by representatives from over 40 companies (including IESA members), was honored by the presence of Shri Priyank M. Kharge, Hon'ble Minister for IT, BT & Tourism. Key figures such as Dr. Ekroop Caur, Ruchi Bindal, Anmol Jain, Sanjeev Kumar Gupta, Bhaskar Verma, and Anuj Agrawal contributed to discussions focused on addressing skill gaps and strengthening industry-academia partnerships to drive innovation and growth in Karnataka's talent ecosystem.



Interactions with Chhattisgarh State: New Avenues for ESDM

Mr. Arun Prasad, MD CSIDC (and Director of Industry, CG State), visited and met Mr. Navin Bishnoi, EC member, in Bangalore on Aug 31. Navin gave a high-level view of the ESDM industry and the opportunities for setups in CG State, which has rich mineral reserves and major energy production. Chhattisgarh is interested in expanding in the ESDM sector, which is at the Nacent stage, and is seeking IESA's support in the next steps. The meeting builds on the previous visit of the former CM of CG State to the IESA Vision Summit event, few years ago.



Telecom Sector Policy Discussions: Spotlight on IESA's Strategic Involvement

IESA actively participated in the 'Telecom Sector Policy Discussions' organized by the Ministry of Communications' Advisory Committee. Hosted by our member company, Lekha Wireless Solutions Pvt. Ltd., the meeting centered on promoting local manufacturing and enhancing India's telecom ecosystem. Led by Shri Prof. NK Goyal, Member of the Governing Board of the Telecom Equipment & Services Export Promotion Council (GoI) and Mr. Ashok Chandak, IESA members and industry leaders identified key challenges and proposed strategic solutions to support India's ambition of becoming a global leader in telecom innovation.



Shaping India's Global Role in the Chemical Sector: IESA Participates in NITI Aayog Consultation

On August 29, 2024, a key stakeholder consultation was held under the leadership of the CEO, NITI Aayog, in New Delhi, focusing on India's participation in the Global Value Chain (GVC) across Inorganic, Petrochemicals, and Specialty chemicals sectors. IESA representatives, Anurag Awasthi and Dr. Rakhi Nangia, actively engaged in discussions covering infrastructure development, financial interventions, R&D investments, skill enhancement, international cooperation, and institutional reforms to bolster India's position in the global chemicals industry.

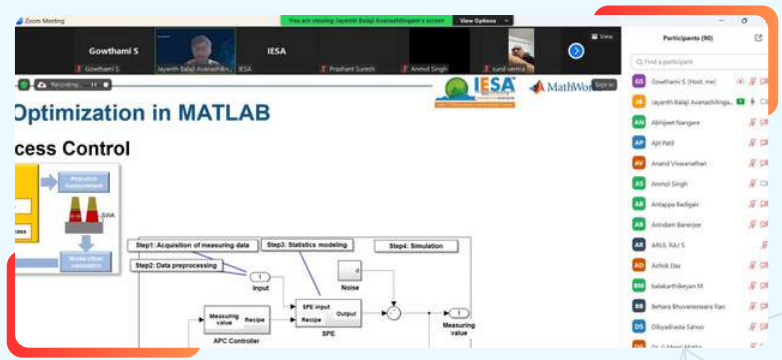
Post-Budget Consultation Session with MeitY Secretary at FICCI

Dr Rakhi Nangia participated in an interactive session of FICCI with Mr. S Krishnan, Secretary, MeitY, held on 9th August 2024 at FICCI, Federation House, New Delhi. The session focused on post-budget issues and other areas in the electronics manufacturing sector. Various points like BIS standards, HSN codes, Quality Control Orders, customs procedures, import clearance, MOOWR 2019 scheme, budget 24-25, taxation, etc. were deliberated in the meeting.



Highlights of Monthly Webinar Series on 'MATLAB for Semiconductor Manufacturing'.

IESA is pleased to announce the success of our Knowledge Sharing Webinar on August 22, 2024, featuring Jayanth Balaji Avanashilingam, Senior Application Engineer at MathWorks. The session, titled "MATLAB's Role in Semiconductor Manufacturing within the Industry 4.0 Framework," covered crucial topics such as Data Analysis, Visualization, IoT Integration, Smart Manufacturing, and Process Simulation. Additionally, Jayanth presented insightful case studies and explored AI applications, followed by an engaging Q&A session. With over 90 participants, the webinar highlighted MATLAB's impact on smart manufacturing, and we look forward to more such insightful sessions to support IESA's initiatives.



[View the Webinar](#)

ACADEMIC ENGAGEMENTS



Collaborative Talks Between IESA and Galgotia University: Advancing Semiconductor Education

On August 28, 2024, Anurag Awasthi, IESA VP and Deputy Director, Dr. Rakhi Nangia, met with the leadership of the Department of EECE at Galgotia University, Greater Noida. The meeting, attended by Dr. Meenakshi Awasthi, HoD, and Dr. Prashant, Assistant Professor, focused on aligning academic programs with industry needs. Discussions covered semiconductor-related courses, campus infrastructure, and VLSI lab setups, with an emphasis on exploring partnership opportunities to enhance educational offerings in the semiconductor domain.

PR Coverage Summary: August Highlights

A total of 30+ initiatives were communicated through the period, using IESA's social handles and earned media channels, resulting in:

1. Over 72 unique stories were published across print, online, and social media platforms throughout August.
2. Major media outlets including The Economic Times, Business Standard, Financial Express, The Times of India, Navbharat Times, The Hindu, Deccan Herald, Mint, Sakal, Saamna, and Moneycontrol featured IESA's quotes and references.
3. Key topics covered this month: Mysuru ESDM Tech Yatra, Industry and North Region Chapter meet, Interactions with the MeitY Secretary and CEO of ISM, Landmark MoU in Madhya Pradesh, Budget consultation session, and more.
4. **Our LinkedIn community has grown to 20K followers – Thanks for all your support.**

We encourage you to monitor IESA's coverage, particularly on LinkedIn and twitter, and repost where appropriate. Your support in amplifying IESA's voice within the industry is greatly appreciated.

[View The PR coverage Summary](#)

UPCOMING EVENTS

- Futureskills webinar (05 Sep 2024)
- Tech leadership forum with Thermo Fisher, Bangalore (05 Sep 2024)
- IESA office inauguration, Bangalore (06 Sep 2024)
- Industry Round Table with GoK, Bangalore (06 Sep 2024)
- MEITY-IESA-CDAC Startups DLI Roundtable, Bangalore (06 Sep 2024)
- Semicon India event Organised by SEMI and supported by IESA, Greater Noida (11-13 Sep 2024)
- Electronica and Productonica, Greater Noida (11-13 Sep 2024)
- CXO Roundtable, Delhi (12 Sep 2024)
- Startup Mitra Webinar (20 Sep 2024)
- Futureskills webinar (29 Sep 2024)

STARTUP / MSME OF THE MONTH - AUGUST 2024



Company Name: Lyptus Technologies Private Limited

Company Location: 2nd Floor, 1585/1, 1st Sector, HSR Layout, Bangalore – 560102

Website: www.lyptus-tech.com

Email Id: sales@lyptus-tech.com

Overview: Lyptus Technologies is a Silicon & Systems engineering consulting and services company with a rich tapestry of expertise spanning chip design, verification, embedded software, signal processing, and AI. As a trusted partner, Lyptus, with their integrated approach, ensures semiconductor and software needs are met under one roof.

Key Products/Services

ASIC/SoC Front End Services:

- Microarchitecture and RTL Design
- RTL quality checks (synthesis, Lint, CDC, RDC, etc.).
- Design verification through advanced industry standard methodologies (Functional, Formal, GLS, Emulation)
- DFT Architecture and Implementation
- FPGA Design and Prototyping

Physical Implementation (Back End) services :

- Full chip design and planning
- Subsystem and Block Level Physical implementation
- IP hardening & PPA optimization
- STA and reliability signoff
- Analog circuit design and layout
- Standard cell and Memory Layout Embedded

Software Services:

- BIOS
- Platform Enablement, Linux, RTOS
- Signal Processing, Audio, Video, Computer Vision
- AI on the edge
- Connectivity
- Automotive, Industrial & Consumer
- Cloud & Apps



Company Name: Rotarex India Private Limited

Company Location: Plot No. 17 / 25, A&B, Taloja MIDC, Taluka Panvel, Raigad District, Navi Mumbai, Maharashtra- 410208

Website: www.rotarex.com

Email Id: india@rotarex.com

Contact No. +91 9987401972

Overview: Rotarex is a global company that designs and manufactures premium quality gas control products and systems. Founded in Luxembourg in 1922, the company has grown to be a world-leading producer of cylinder valves, pressure regulators, equipment, and complete systems that deliver superior gas safety, control, and productivity for any gas application. Rotarex has more than 32 sales and service offices around the globe, including one in India, to best meet the demands of Indian customers.

Key Products:

State-of-the-art UHP gas solutions assembled, tested, and packaged in ISO 4 cleanrooms

- Cylinder valves
- Pressure regulators
- Line valves
- Cylinder connectors
- Fittings
- Systems

Services:

Quality Customer Service:

- Dedicated customer service team
- Prompt and effective support

Research & Development Centers:

- Focused on continuous innovation
- Meeting and exceeding industry standards

Local Entities:

- Understanding unique regional demand
- Customized products and services

IESA Offices

Bengaluru (Head Office):

India Electronics & Semiconductor Association
No.16, Kensington Road Cross, Next to RMZ
Millenia Tower, Ulsoor, Bangalore 560077
☎ 080 40939022, 080 40939918

Delhi:

Indo-French Chamber of Commerce & Industry (Delhi)
Gate no. 3, 1st floor, R K Khanna Tennis Stadium,
1, Africa Ave, near Deer Park, Safdarjung Enclave,
New Delhi, Delhi 110029, ☎080 40939022,
080 40939918

Ahmedabad:

2, Aryan Park Complex Nr,
Railway Crossing,
Thaltej - Shilaj Rd, Thaltej,
Ahmedabad, Gujarat 380054

www.iesasonline.org

