Uday Ramachandran

Uday Ramachandran
Vice President - Bangalore Operations
Interra Systems India Pvt. Ltd.

1. What are the top 3 innovative trends Interra sees in ESDM technology?

Mobile devices are becoming increasingly more powerful and versatile. In addition, since mobile devices are personal in nature, there is a significant push for reduction in size and power consumption. This is leading to lower geometry designs and innovative design and manufacturing processes to achieve these reduction in sizes. It is also leading to a lot of innovation in the way designers are looking at power consumption and how to keep power consumption to a minimum to help extend battery life. A third area where a lot of innovation is taking place is in the area of reliability. As the devices are getting more sophisticated, our reliance on these devices is increasing. This means that these devices need to be more reliable than ever before. Also some of the application spaces in which these devices are being used are getting to be more critical calling for higher reliability.

2. What part does India play in the overall technology strategy and marketing strategy of Inerra

Interra views India as being critical to its overall strategy. Not only is India a hotbed of development, it is also a huge market with tremendous potential. Interra works closely with the India Development Centers of many of the MNCs and is playing its part in the development of innovative new products.

3. What are the critical challenges facing companies looking to develop or expand existing semiconductor companies' operations in India? Specifically for design companies

The most obvious challenge is finding the right talent. Finding designers with the right qualifications is not very easy. This is also leading to higher attrition rates and higher salaries leading to higher cost of development.Companies are working on new training methodologies to improve and develop talent. They are also offering many incentives to try and retain talent.

4. How do you place the competency of Indian product and design companies as compared with MNCs?

At this point in time, I think Marketing, especially in product companies, is not as strong as it should be. However, this is a rapidly evolving market and we believe that Indian product companies will be 2nd to none in the near future. However, manufacturing in large volumes is still a problem in India and this is something that needs to be addressed. As far as design capabilities go, we don't think there is any significant difference between the abilities of Indian companies when compared to the MNCs.

5. What would be the key market drivers in 2013 ?

Hand-held/portable devices of increasing complexity, tablets, etc. will drive the market. The amount of electronics going into an automobile is increasing significantly as more and more electronic driving aids are being added. Health care is another area where there is a lot of innovation. Wireless technologies are continuing to evolve with new standards being introduced.

6. How do you see the Indian engineering education scenario? What do you think are its strengths?

There is no single view of the engineering education scenario in India. There are so many engineering schools turning out

so many engineers of varying quality and ability. But this is again an evolving situation and schools are increasingly starting to pay attention to the practical aspects of skills needed in the Industry. Schools have also started tracking industry trends and updating their syllabi on a regular basis to keep pace with the changes. So the long-term view is positive .

7. How does your company plan to leverage the unique needs of India in the various market verticals?

As a design services provider, we help our customers leverage our expertise to develop various products for the Indian market. In keeping pace with the emerging technology trends, Interra is constantly building up its skills and working on moving up the value chain so as to enhance services to our customers.

8. How is the regulatory environment in India impacting the Indian semiconductor industry?

From a design and development perspective, the regulatory environment in India is okay and there has been some stability and consistency in the policies. However, from a manufacturing perspective, there are still many hurdles in the way although the government does seem to be trying to address some of these issues.

About the author
Uday Ramachandran

Uday has over 20 years of experience in Product Marketing, Engineering, and Business Development in the Semiconductor industry. Uday started his career as a hardware/firmware engineer with Digitan Systems Inc., USA. He later joined AirTouch Cellular, USA, where he was responsible for the roll-out of analog data over the cellular networks. At AirTouch, he was also responsible for fraud prevention systems over AMPS. Subsequently, he joined Wipro Technologies as Manager-Marketing Programs for EnThink Inc (a subsidiary of Wipro Ltd), and continued as Group Head Asia – VLSI Business Unit. In April 2007, Uday was part of a startup called KTwo Technology Solutions and was involved in the design and development of global products of Indian origin. Uday received his M.S. (Electrical Engineering) from University of Wyoming, Laramie, Wyoming, USA and Bachelor's in Electronics and Communications from the University of Mysore.