



( From Left to right): Mr Deepak Sahu, Publisher-VARINDIA, Mr. Bhavin Bhatt, Country Manager, M-tech India, Mr. Chetan Hingu, Country Sales Manager-ESSN Channels & SMB-HP India, Mr. Ajay Sehgal, Country Sales Manager, IPG- HP India, Mr. Shirish Moghe, Country Manager -Motorola Solutions, Mr. Lux Rao, Country Manager - Cloud Consulting Services- HP India, Mr. Mohit Anand, M.D.- Belkin India Pvt. Ltd., Mr. M Chandrasekaran, Sr. V.P.- HCL Infosystems Ltd., Mr. Sivakumar N, V.P.- Toshiba India (Pvt) Ltd., Mr. VP Sajeevan, Director- CSP- Canon India Pvt. Ltd., Dr. Alok Bharadwaj, President- MAIT, Mr. Kuldeep Singh, CMD-MTNL, Mr. Shankar Aggarwal, IAS, Addl. Secretary- IT-Govt. of India, Ms. S. Mohini Ratna, Editor- VAR INDIA, Mr. Amarendra Khatua, IFS, J.S., Ministry of Commerce- GOI, Mr. K.R Naik, Executive Chairman, Smartlink Network Systems Ltd., Mr. R.K. Bansal, M.D- Uniline Energy Systems (P) Ltd., Mr. Jagannath Patnaik, Director - Channel Sales (SA), Kaspersky Lab, Mr. A L Jagannath, Director- Marketing, VM Ware Inc., Mr. Anoop Nambiar, Country Manager - Channels - IBM India, Mr. N.K.Goel, Chairman, TEMA

## 10<sup>th</sup> VARINDIA Star Nite Awards – 2011 held amid much fanfare in New Delhi

KDMPL felicitated the IT industry with 90 "Marketer of the Year 2011" awards across 75 categories amongst the gathering of around 500 IT members from across the government, corporate and channel community, including heads of IT associations.



L to R: Mr. Shankar Aggarwal, IAS, Addl. Secretary- IT-Govt. of India, Ms. S. Mohini Ratna, Editor- VAR INDIA, Mr. Amarendra Khatua, IFS, J.S., Ministry of Commerce- Gol at the lamp lighting of VARINDIA Star Nite 2011



Mr. K.R. Naik, Executive Chairman, Smartlink Network Systems Ltd. addressing the gathering



Mr. Deepak Sahu, giving the welcome speech



The honourable guests applauding the winners



The Guests engaged in discussions

VARINDIA, India's frontline IT publication, recently organized the tenth edition of its Star Nite Awards – 2011 to felicitate IT industry achievers of the year 2010-11 for their outstanding performance. Organized by Kalinga Digital Media Pvt. Ltd. (KDMPL), it recognized IT vendors, solution providers and partners for their sincere and relentless efforts towards the growth of the Indian IT industry. The much-awaited 10th VARIndia Star Nite Awards – 2011 was held with great pomp and fanfare on 4th Nov, 2011 at Hotel Eros Hilton, New Delhi in the presence of distinguished audience of more than 500 people, comprising government officials,

CXOs, foreign guests, distributors, VARs, SIs and channel partners from across the country.

The auspicious lamp lighting ceremony by the honourable Chief Guest, Shri Shankar Aggarwal, IAS, Additional Secretary – IT, Government of India, marked the beginning of the event. The other dignitaries who graced the occasion included Mr Amarendra Khatua, IFS, Joint Secretary, Ministry of Commerce, Government of India; Mr Kuldeep Singh, CMD, MTNL; Dr. C. Muralikrishna Kumar, Sr. Advisor (CIT), Planning Commission; Pradeep Gupta, CMD-Cybermedia, Anshul Gupta, Executive Director, RailTel, Government of India;

Durga Charan Dash, IRS, Commissioner, Government of India; Ashwani Jain, Executive Director, PGCIL, Government of India; S. N. Srivastava, Director – IT, DGSND, Govt. of India; S. P. Garnaik, Energy Economist, BEE, Government of India; Deepak Chanduka, GM – Marketing & Bus. Development, MTNL; Alok Bharadwaj, President, MAIT; Banhur Mesfin, Director & GM – APAC – WNS, Motorola Solutions; Sivakumar N, VP, Toshiba India (P) Ltd.; Mohit Anand, MD, Belkin India Pvt. Ltd.; V. P. Sajeevan, Director – CSP, Canon India Pvt. Ltd.; Anand Swaminathan, CEO, Zicom Electronics Security; Lux Rao, Country Manager – Cloud Consulting

Services, HP India; Sanjay Sharma, Director, Huawei India; Hemal Patel, CEO, Elitecore Technologies; M. Chandrasekaran, Sr. VP, HCL Infosystems; Rajeev Saxena, Business Head – SMB, HCL Infosystems Ltd.; A. L. Jagannath, Director – Marketing, VM Ware Inc.; R. K. Bansal, MD, Uniline Energy Systems (P) Ltd.; Tushar Sighat, CEO, D-Link India; Ajay Sehgal, Country Sales Manager, LaserJet and Enterprise Solutions, IPG, HP India; Anoop Nambiar, Country Manager – Channels, IBM India; R. K. Arora, CEO – Broadcasting, News 24 - B.A.G. Newline Network Ltd.; Shailender Kumar, MD, Quest Software India; Sanjiv Krishen, Chairman, Iris Computers Ltd.; V.



Ms. S. Mohini Ratna, Editor, VARINDIA briefing the gathering about the star nite award 2011



K. Bhandari, CMD, Supertron Electronics Ltd.; and Jagannath Patnaik, Director – Channel Sales (SA), Kaspersky Lab.

Around 90 awards across 75 categories were awarded at the event. Many stood out undisputed winners in their respective product categories as last year's, besides a few names appearing in the list as winners in new categories. The awards were a true reflection of the feedback from the VARs and Channel Partners. It was further complemented by the study made by the VARINDIA team in various markets including metros, B & C class cities ascertaining vendor penetration and their level of engagement and commitment with channel partners.

A special highlight of the Star Nite Awards 2011 was that the representatives of around 25 IT associations from the length



**Lucky Draw for attendees:** Left- Canon India gave away a PIXMA to the winner. Right- Wipro announced E.go for the winner



and breadth of India attended the event making it first of its kind for IT industry in India. It was a momentous day for the winners of the VARINDIA Star Nite Awards

who were filled with sense of joy and pride while others looked forward to the next VARINDIA Star Nite 2012. The awards ceremony was followed by a gala dinner.

# Awards



### Award Categories

- Best Projector-LCD
- Best Dot matrix printer
- Best POS



Mr. Deepak Sahu doing the honors



Mr. Anoop Nambiar doing the honors to team Tikona for Best carrier of the carriers



### Award Categories

- Best selling motherboard brand-Digilite
- Best post sales services-Digicare
- Emerging Networking Company-SmartLink
- Fastest growing Indian IT company-SmartLink



Mr. Durga Charan Dash doing the honors



Mr. Mohit Anand doing the honors to team Presto InfoSolutions for Best VAD of the year



### Award Categories

- Best layer two switches
- Best Networking switch company



Mr. B Hari doing the honors



### Award Categories

- Best X86 servers
- Best NAS vendor
- Best DAS vendor
- Fastest growing Networking Solution for SMBs
- Best storage solution company



Mr. B Hari doing the honors



Mr. Tushar Sighat doing the honors to team TVS Electronics for Best Mechanical Key boards & Best POS- Indian Brand





**Award Categories**

- Best External Storage
- Best Technology Management Solutions Company



Mr. Amarendra Khatua doing the honors



Mr. Durga Charan Dash doing the honors to team SAP India for Best ERP Software



**Award Categories**

- Best Desktop Brand
- Best Notebook- SOHO



Mr. Amarendra Khatua doing the honors



Mr. Benhur Mesfin doing the honors to team Symantec India for Best Internet security suite



**Award Categories**

- Best TFT Monitor
- Best LED Monitor
- Best Net Book
- Best LFD Monitor



Mr. Kuldeep Singh doing the honors



Mr. Deepak Chanduka doing the honors to the team Asustek for Best motherboard



**Award Categories**

- Best inkjet printer (single function)
- Best laser printer (single function)
- Best MFP (inkjet)
- Best MFP (laser)



Mr. Kuldeep Singh doing the honors



Mr. Sivakumar N doing the honors to the team APC for Best Power Management Solutions Company



**Award Categories**

- Best photo copier
- Best digital cameras
- Best scanner
- Best imaging solution company



Mr. Manish Sharma doing the honors



**Award Categories**

- Best key board (membrane)
- Best webcam
- Best mouse
- Best speaker



Mr. K.R. Naik doing the honors



Ms. S. Mohini Ratna doing the honors to the team N Computing for Best thin client (desktop virtualization)





**Award Categories**

Best SAN vendor - EMC  
Best entry level NAS - Iomega



Mr. Durga Charan Dash doing the honors



Mr. Hemal Patel doing the honors to the team Blackberry for Best mobile phone for Business phone category



**Award Categories**

Best tablet  
Best value for money phone  
Best mobile phone in the smart phone



Dr. Alok Bharadwaj doing the honors



Mr. Tushar Sighat doing the honors to the team Simmtronics for Best Memory module



**Award Categories**

Best UTM- Indian Brand  
Fastest growing security company



Mr. Benhur Mesfin doing the honors



Mr. Anoop Nambiar doing the honors to the team M.Tech for Emerging distributor of the year



**Award Categories**

Best Network security  
Best Firewall  
Best UTM



Mr. Sivakumar N doing the honors



**Award Categories**

Best projector-DLP  
Best PC Indian brand  
No.1 Distributor



Ms. S Mohini Ratna doing the honors



Mr. Anand Swaminathan doing the honors to the team Belkin for Fastest growing brand in IT-passive products

- |                   |                      |
|-------------------|----------------------|
| Top VAR-Delhi     | Progressive Infotech |
| Top VAR-Mumbai    | Roop Technology      |
| Top VAR-Bengaluru | Valuepoint Systems   |
| Top VAR-Kolkata   | Lalani Infotech Ltd. |
| Top VAR-Chennai   | Supreme Computers    |
| Top VAR-Hyderabad | Alliance Prosys      |



Mr. R.K. Bansal, MD, Uniline, Mr. Sanjay Sharma, Director, Huawei and Mr. A L Jagannath, Director, VMware felicitating awards for the top VARs.





Mr. Anoop Nambiar doing the honors to the team Intel Corporation for Best processor



Mr. Anoop Nambiar doing the honors to the team SanDisk Corporation for Best Flash Drive



Mr. Anoop Nambiar doing the honors to the team inTarvo for Best after market services company



Mr. M Chandrasekaran doing the honors to the team Digilink (Schneider Electric) for Best structure cabling company



Dr. Alok Bhardwaj doing the honors to the team HP for Channel Favorite Company



Mr. Anand Swaminathan doing the honors to the team GoIP for Emerging Managed services partner



Mr. Benhur Mesfin doing the honors to the team Seagate for Best Hard disk drive



Mr. Benhur Mesfin doing the honors to the team Lenovo India for Best All in One brand



Mr. Mohit Anand doing the honors to the team Zicom for Best electronic security company



Mr. Deepak Chandok doing the honors to the team Kaspersky for Best Anti Virus Software: SOHO



Mr. Kuldeep Singh doing the honors to the team Western Digital for Best Internal hard disk drive



Mr. Hemal Patel doing the honors to the team Motorola for Best end to end wireless solution company



Mr. Kuldeep Singh doing the honors to the team Trend Micro for Best Security Brand



Ms. S. Mohini Ratna doing the honors to the team Polycom for Best video conferencing infrastructure provider



Ms. S. Mohini Ratna doing the honors to the team Simmtronics for Best Motherboard as Editor Choice Award





Mr. Kuldeep Singh doing the honors to the team Oracle for Best Business Application Solution Company



Mr. Kuldeep Singh doing the honors to V.P. Sajeevan (Canon) for Channel Leadership



Mr. Kuldeep Singh doing the honors to Lux Rao as Cloud Evangelist



Mr. Tushar Sighat doing the honors to the team VMware for Best server virtualization



Mr. Mohit Anand doing the honors to the team eScan for Best Internet security suite for SMB



Ms. S. Mohini Ratna doing the honors to the team Simmtronics Semiconductors for Best Motherboard

**IT Associations Participated in the Panel Discussion -- "Growth Drivers for the Indian IT Industry"**

Mumbai	Trade Association of IT (TAIT)	Mr. Champakraj Gurjar
Nagpur	Vidharbha Computer Manufacturers & Dealers Welfare Association (VCMDWA)	Mr. Prashant Ugemuge
Pune	Computer & Media Dealers Association (CMDA)	Mr. Jayant Shete
Kolkata	Computer Association of Eastern India (COMPASS)	Mr. B.Hari
Bengaluru	Association for IT (AIT)	Mr. R Sridhar
Bhubaneswar	IT Association of Orissa (ITAO)	Mr. Dayananda Ratho
Jaipur	Rajasthan Computer Traders Associations (RCTA)	Mr. Kailash Gupta
Dehradun	Uttaranchal IT Trade Association (UITTA)	Mr. Balbir Singh Rathor
Ankleshwar	Ankleshwar Bharuch IT Association (ABITA)	Mr. Hitesh Vashi
Vellore	Vellore Association for Information Technology (VAIT)	Mr. Baskaran K.
Mumbai	Infotech Software Dealers Association (ISODA)	Mr. Harinder Salwan
North East	Guwahati - IT Association	Mr. Rajesh K. Agarwala
Puducherry	IT Traders Association (ITTA)	Mr. N. Sankar
Goa	Goa IT Business Association	Mr. Dhiren Mehta
Chandigarh	CHANDIGAD IT ASSOCIATION	Mr. Sanjeev Walia
Jammu	Jammu Computer Dealers Association (JCDA)	Mr. Rajeev Majotra
Jalandhar	Jalandhar Computer Dealers Association (JCDA)	Mr. Parminder Saini
SURAT	SITA (SURAT)	Mr.kaushal Choksi(President)
Ludhiana	Association of Computer Entrepreneurs (ACE)	Mr Subhash Singla
Chennai - CONFED	President	Mr. A. Muthuswamy
Chennai - CONFED	Secretary	Mr. R. Muthiah Pillai
Delhi	Chairman- All Delhi Computer Traders Association	Mr. Shyam Modi
Delhi	General Secretary - PCAIT	Mr. Saket Kapur







## In Full Swing

IT corporates displayed their products during the VARINDIA Star Nite Awards – 2011. Besides this, a panel discussion was also organized for the industry think-tanks which comprised of three groups – vendors, distributors and heads of channel associations, whose discussions revolved around the theme “Growth Drivers for the Indian IT Industry”. The distinguished panellists included Tushar Sighat, CEO, D-Link India; V. P. Sajeevan, Director – CSP, Canon India Pvt. Ltd.; A. L. Jagannath, Director – Marketing, VMware Software India (P) Ltd.; Ajay Sehgal, Country Sales Manager, IPG, HP India; Jagannath Patnaik, Director – Channel Sales (SA), Kaspersky Lab representing vendors; and the distributors group comprised of Mahender Lalwani, Managing Director, TelExcell Information Systems Ltd.; Sanjeev Krishen, Chairman, Iris Computers Ltd.; Bhavin Bhatt, Country Manager, M. Tech Solutions; M. Chandrasekaran, Senior Vice-President, HCL Infosystems; and Rakesh Raina, Vice-President – Sales, GoIP Global Services (P) Ltd.; and Vishwanath Pathak, Sytex Systems (P) Ltd. Last but not the least, Channel association group included B. Hari, President, COMPASS; R. Sridhar, President, Association for IT, Bangalore; Shyam Modi, Chairman, All Delhi Computer Traders’ Association, Delhi; Harinder Salwan, Secretary, ISODA, Mumbai; A. Muthuswamy, President, CONFED, Chennai; Rajesh K. Agarwala, President, Guwahati; and Rajeev Malhotra, President, Jammu Computer Dealers’ Association (JCDA), Jammu. The revenues of any IT hardware/software company is well driven by VARs as they come in direct contact with customers for Sales, Deployment, Installation, Service and Maintenance. **Lux Rao, Country Manager, Cloud Consulting Services, HP India, who moderated the panel discussions,** opened the floor with a question: “What do you think is the major growth driver for the vendor perspective for IT both from the IT point of view and the customer?”

*Everybody offered different reasons and instances to quote. The following are the excerpts:*

### Vendors Views:

Sajeevan considered people and infrastructure as the major growth drivers of IT in India. To this, Ajay added that the young population is busy with social media these days and creation of data and uploading of data has increased phenomenally. According to Tushar Sighat, the growth in IT has just started. In IT, personal usage like social networking is huge, but growth in IT business has actually just begun. If you go abroad, they use IT in all the applications. IT is used even in grocery stores. Thus, there lies a tremendous opportunity for usage of IT in business. A. L. Jagannath highlighted that one of the biggest things today is Cloud. There is a large population which consumes this, so there should be more competitive, scalable applications. To this, Jagannath Patnaik added that Cloud computing for the SME segment is beneficial. If someone wants to take his small business to a higher level, Cloud is the answer. For instance, a small business constituting 20 people tries to get licences for all the software. It will be a big capital investment, and this is not possible. In such a case, Cloud helps in bringing down capital investment.

### Distributors Views:

Adding flavour to Sajeevan’s quotes, Chandrasekaran shared that instead of population it is demographics that is the real growth driver. Pathak, a value-added reseller from Delhi, further elaborated on the importance of social networking like Facebook that helps youths to exchange info rapidly and thus the life of a mobile phone with a youngster is less than six months as compared to IT gadgets’ 12 months. Shyam Modi traced the journey of

an old IT reseller or distributor whose product portfolio has ever since inception seen evolution with new product members being added. Citing Nehru Place as a classic example which started as an IT distribution or reselling hub has also retail stores today. Based on his experience, Sanjeev Krishnan considered education, government and defence as the growth drivers in the Indian IT industry as they are big-time spenders. Lalwani, agreeing with Tushar and B. Hari, expressed his view that the growth has just started. Manufacturing has a large scope to do well. There is a large English-speaking population; we respect all the IPRs; and we have a strong legal system unlike China’s. I strongly feel manufacturing should start in India and that will bring the real growth. Bhavin Bhatt shared that Cloud is the enabler for small business. It helps them sell more products and increases their buying capacity. When it comes to going green, Cloud is the solution.

### Associations Views:

Sridhar from Bangalore shared that before IT grows, the market individually has to grow – be it manufacturing or healthcare. Also, the education sector has to develop in terms of more IT institutes so that more IT-savvy generation steps out and IT can take off fully. B. Hari from Kolkata viewed software industry as another major growth driver of IT in India. He shared that electronic imports in India would soon surpass the fuel import figure. Thus, it is necessary to promote domestic manufacturing to safeguard foreign exchange.

Rajeev Malhotra from Jammu shared that there should be more awareness in places like Jammu. “For instance, people there still ask questions such as, ‘What is a hub?’ The media can play a major role in spreading awareness by organizing this kind of discussions. Agarwala from Guwahati also agreed that India is yet to witness real growth in the IT market. There is a need for the people there to be connected. And with the younger generation who is becoming more and more tech savvy and has more spending power, the potential to grow is huge.

**Dr. Alok Bharadwaj, President, MAIT,** also agreed and shared that India is a highly deficit country. For instance, when we drive on road we consume road; when we read, we consume newspaper, but when we use IT we don’t consume it. We also need to make enhancement of services. There are two great opportunities to transform nation. And one should not forget the whole ecosystem including suppliers, carriers and consumers are so intertwined that the destinies of all involved are intertwined. Thus, MAIT is trying to engage as many channel associations as possible so that not only vendors but we take the channel partners also along, and create separate chapters for system integrators.

Rao asked whether “Cloud computing is making IT company rise or fall?” It is something that exists everywhere. Cloud is the enabler of the value-added resellers. Therefore, Cloud computing makes IT companies rise. For smaller cities, Cloud computing makes sense and the media can play a positive role by advertising it in these cities. SMEs offer big opportunity since a lot of development is happening there. So, Lux drew the attention of the audience along with the panellists to approach more and more SMEs. Domestic manufacturing is the need of the hour and the help of government while formulating conducive policies is sought.





## Stalls at a Glance



A special highlight of the Star Nite Awards – 2011 was that the representatives of around 25 IT associations across the length and breadth of India attended the event making it first of its kind for IT industry in India.

It was a momentous day for the winners of the VARINDIA Star Nite Awards who were filled with a sense of joy and pride, while others looked forward to the next VARINDIA Star Nite – 2012. The awards ceremony was followed by a sumptuous dinner. ■

Reports: Syeda Beenish  
Associate Editor

# HCL Ruling the Roost

Leveraging its 3 decades of expertise in total technology solutions, HCL Infosystems offers value-added services in key areas such as system integration, networking consultancy and a wide range of support services. HCL Infosystems is among the leading players in all the segments comprising the domestic IT products, solutions and related services, which include PCs, Servers, Imaging, Voice & video solutions, Networking Products, TV and FM Broadcasting solutions, Communication solutions, System Integration, ICT education & training, Digital lifestyle Solutions and Peripherals.

At HCL Infosystems, partnerships are lifelong relationships that mutually benefit each other. HCL firmly believe its business partners to be the key to its success.

HCL has been rated as the Top Distributor in India for the second year running. With its tie up with the global leaders like Cisco, Intel, Microsoft, Hewlett Packard, Nokia, Toshiba, Hitachi, Infocus, Smart, Kodak, Apple, LG, Samsung etc. HCL offers an unbeatable umbrella of products and solutions for VAR's in B2B and B2C domains. This coupled with HCL extensive service network across the country and domain expertise makes it one of the best choices for principals, partners and customers alike.

HCL has also received the award for the best DLP Projector Brand for InFocus Projectors. With the leading global Projectors brands like Hitachi & InFocus and wide network for Installation and Service across India, HCL is the No. 1 Projector Vendor in India.

Mr. M Chandrasekaran doing the honor to their VARs



VSM Agencies as Best Channel Partner for Copier Sales



Sound & Shadow as Best Channel Partner for Performance



Sujata Computers as Best Channel Partner for Projector Sales



Techtron India as Most Promising Channel Partner