

Infineon's focus in India: energy efficiency, mobility and security

"Infineon Technologies has clear focus areas in India — energy efficiency, mobility and security," said Andrew Chong, Regional President & Managing Director, Infineon Technologies Asia Pacific Pte. Ltd. in Bangalore.

Mr. Chong, who was recently in India, while addressing the media, said, "We have seen the rapid adoption of technology in emerging market like China and feels that with timely execution of the missions, India is embarking on a similar journey from demand fulfillment to demand creation. One key aspect of demand creation is to address local needs with local solutions, but with world-class technology. This is what we can offer to our partners and customers in India"

The three focus areas of energy efficiency, mobility and security has an important role to play in the growth areas of power infrastructure, transportation and electronic security in India. As electricity becomes the most important energy carrier of the 21st century, state-of-the-art power semiconductors are essential for generating power from wind, sun and water and for transporting energy over long distances. Without semiconductors, economical use of energy would be inconceivable, be it in motors, power supply units, lamps, or in computers, he said.

According to iSuppli, India's semiconductor market is estimated to grow from 5.6 bn USD in

2010 to 8.8 bn USD in 2015. Semiconductor based applications will likely get a major boost from Government of India's energy security policies such as the National Solar Mission and the National Council for Electric Mobility (NCEM).

National programmes such as the Aadhaar unique identification for Indian citizens, and technology upgrade such as HVDC linkages and electrification of trains, ensure higher energy efficiency to better meet the growing demands of India's rapid economic growth. Since electrical power demand increases in tandem with economic growth, minimizing electricity wastage throughout the value chain is the most realistic and impacting way to go green

and fulfil the mandates set in the government policies. These areas are keenly addressed by Infineon with a wide range of product portfolios and solutions from its Automotive, Industrial and Multi-Market, and Chip Card & Security divisions.

According to Vinay Shenoy, Managing Director, Infineon Technologies India Pvt. Ltd., "We are uniquely poised to leverage the emerging growth opportunities in India through an already well established software development and qualification centre for worldwide automotive and chip card applications. Building upon this, we are now putting emphasis on applications engineering and customer technical support with the aim of addressing local demand creation"

Infineon Technologies India Pvt. Ltd. was established in Bangalore in 1997. Today, it is a major centre within Infineon's global R&D network. It plays a vital role in software and hardware development for global products. It also has growing business team to develop and service the Indian market.

Infineon India currently employs about 250 highly qualified professionals, working in the area of leading-edge and innovative technology development for Automotive Electronics, Secured ID and Smartcards.

Infineon India business team operates as the gateway into the Indian Market for Infineon Technologies, which has a significant market presence in India and is among the top 10 semiconductor players providing Marketing, Sales & Application support for a wide range of customers in the automotive, industrial, consumer electronics and smartcard industries.



Vinay Shenoy

MD

Infineon Technologies

Semiconductor based applications are likely to get a major boost from Government of

India's energy security policies such as the National Solar Mission and the National Council for Electric Mobility (NCEM)

Semiconductors to curb power distribution losses

N VASUDEVAN

Bangalore

THERE is tremendous opportunity for semiconductors to improve efficiency and curb crores of losses that result during transmission and distribution of power by state-owned distribution companies, chip-maker Infineon said.

According to the company, as electricity becomes the most important energy carrier of the 21st century, state-of-the-art power semiconductors are essential for generating power from wind, sun and water and for transporting energy over long distances.

The company says e-governance and energy verticals are emerging as major consumers of semiconductors. According to iSuppli,

“FOR such investment to be viable, there must be a local market”

Vinay Shenoy

MD, Infineon Technologies

India's semiconductor market is estimated to grow from \$5.6 billion in 2010 to \$8.8 billion in 2015.

Vinay Shenoy, managing director, Infineon Technologies, India, said, “Semiconductor based applications will likely get a major boost from Government of India's

energy security policies such as the National Solar Mission and the National Council for Electric Mobility (NCEM). National programmes such as the Aadhaar unique identification for Indian citizens, and technology upgrade such as HVDC linkages and electrification of trains, ensure higher energy efficiency to better meet the growing demands of India's rapid economic growth.”

“For such investment to be economically viable, there must be a domestic market, for which you need a chemical industry, gas industry, uninterrupted high quality power and water, which are essential for the semiconductor industry to thrive,” Shenoy said.

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Infineon bets big on its Bangalore centre

From Vishnu Anand in Bangalore

Germany-based Semiconductor leader Infineon, is harnessing the talent in its Bangalore R&D centre to drive innovation in the areas of power infrastructure, transportation and card security. The Centre focuses mainly on automotive solutions and chip card methodology.

Andrew Chong, Regional President and Managing Director Infineon Technologies Asia Pacific, in India on a visit, told local media: "Our engineers in Bangalore perform application engineering mainly for our transportation business – high and mid-range cars, especially inside the engine, with the exception of car entertainment devices, and even in bullet and metro trains. Additionally, the centre also provides valuable insights for our digital card security operations worldwide."

With specific reference to the transportation and automotive solutions, Vinay Shenoy, Managing Director, Infineon Technologies India added, "Our chips are present in almost every area of an automotive – right from the engine, safety features – ranging from anti-theft to proximity-related functions, dash board functions, sensors and engine management. Besides this, our India R&D centre is currently also working on localized digital card projects, at a State level."

Infineon hopes that projects like the National Solar Mission, the National Council for Electric Mobility (NCEM). and the Aadhaar Unique Identification

programme will boost the need for digital security and card security in India. Andrew Chong said, "We have observed in emerging markets like China that there is a strong need for technology to address local needs with local solutions, but with world-class technology. This is what we hope to offer to our customers and partners in India."

According to iSuppli, India's semiconductor market is estimated to grow from 5.6 Bn USD in 2010 to 8.8 Bn USD in 2015.

Infineon Technologies India Pvt. Ltd. was established in Bangalore in 1997. Today, it is a major centre within the global network Neubiberg, Germany-headquartered Infineon Technologies AG. It plays a vital role in software and hardware development for global products. It also has growing business team to develop and service the Indian market. Infineon India currently employs about 250 professionals, working in the area of leading-edge and innovative technology development for Automotive Electronics, Secured ID and Smartcards.

May 9 2011

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Infineon eyes India's immature appetite market

Posted By [LNI](#) On May 10, 2011 @ 12:33 AM In [City](#) | [Comments Disabled](#)

German semiconductor and complement solutions provider Infineon Technologies AG aims to concentration on appetite efficiency, mobility and confidence in a appetite infrastructure, travel and electronic confidence sectors in India.

It has identified opportunities in appetite semiconductors in a renewable appetite space, pronounced Andrew Chong, informal boss and handling director, Infineon Technologies Asia Pacific, in Bangalore, recently. Without semiconductors, careful use of appetite would be inconceivable, be it in motors, appetite supply units, lamps, or computers, he said.

According to iSuppli, a marketplace investigate and comprehension company, India's semiconductor marketplace is estimated to grow from \$ 5.6 billion in 2010 to \$ 8.8 billion by 2015.

Government policies

Semiconductor-based applications are expected to get a boost from a Union Government's appetite confidence policies such as a National Solar Mission and a National Council for Electric Mobility.

National programmes such as Aadhaar's singular marker for Indian citizens, and record ascent such as HVDC linkages and foundation of trains, safeguard aloft appetite potency to improved accommodate a flourishing final of India's fast mercantile growth.

As a direct for electricity is directly associated to mercantile growth, minimising electricity wastage is many vicious to going immature and fulfilling a mandates set in a supervision policies.

Infineon believes that a operation of product portfolios and solutions from a automotive, industrial and multi-market, and chip label and confidence groups offer this objective.

Mr. Chong said: "We have seen a fast adoption of record in rising markets such as China and feel that with timely execution of a missions, India is embarking on a identical tour from direct achievement to direct creation. One pivotal aspect of direct origination is to residence internal needs with internal solutions, though with world-class technology. This is what we can offer to a partners and business in India."

Infineon Technologies India Pvt. Ltd., that was determined in Bangalore in 1997, plays a purpose in building hardware and program for a primogenitor company's products.

Tapping potential

It's handling executive Vinay Shenoy said: "We are singly staid to precedence a rising expansion opportunities in India by an already timeless program growth and gift centre for worldwide automotive and chip label applications. Building on this, we are now putting importance on applications engineering and patron technical support with a aim of addressing internal direct creation."

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