



Press Release for Immediate Publication:

Infineon Sees Growth in the areas of Power Infrastructure, Transportation and Electronic Security

Bangalore - May 6, 2011 - At a media briefing held at the Taj Vivanta today, Infineon Technologies reiterated that its 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.

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 programs 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 fulfill 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.

Addressing media persons in Bangalore, **Andrew Chong**, Regional President & Managing Director, Infineon Technologies Asia Pacific Pte. Ltd., 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"

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"

About Infineon India:

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.

About Infineon

Infineon Technologies AG, Neubiberg, Germany, offers semiconductor and system solutions addressing three central challenges to modern society: [energy efficiency](#), [mobility](#), and [security](#). In the 2010 fiscal year (ending September 30), the company reported sales of Euro 3.295 billion with approximately 26,650 employees worldwide. With a global presence, Infineon operates through its subsidiaries in the U.S. from Milpitas, CA, in the Asia-Pacific region from Singapore, and in Japan from Tokyo. Infineon is listed on the Frankfurt Stock Exchange (ticker symbol: IFX) and in the USA on the over-the-counter market OTCQX International Premier (ticker symbol: IFNNY).

Further information is available at www.infineon.com.

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