

December 1, 2007

**Microsoft**

Mr Rajiv Srivastava  
Chief Information Officer  
Madhya Pradesh State Industrial Development Corporation  
Bhopal

Dear Mr Srivastava,

Seasons greetings!

As the year draws to an end, I am pleased to share with you some very exciting developments that unfolded through the year for us at Microsoft India.

At first, we have been ranked by the '**Business Today- Mercer 2007**' survey as the **# 1 employer of choice in the country**. This recognition reflects our strong focus on our people, and is a great validation of the talent and the excellence of the more than 5,000 Microsoft India employees - from our research and development teams to IT, services, sales, and support.

**Earlier in the year, Business World's Most Respected Companies** survey, a litmus test of companies' standing among their peers, **ranked us as the second most respected IT Company in the country**. In the second part of the survey Microsoft India, was **ranked as the # 1 amongst MNCs**. It is indeed a gratifying moment that senior-level executives across the spectrum of corporate world rated us amongst the most respected companies on seven parameters including innovativeness, quality and depth of management, products and services, ethics and transparency.

The year 2007, we believe will be a landmark year for many other reasons. It was marked by the launch of some key initiatives from us which, we believe, will impact some major changes, for Microsoft, our partners, customers and the IT industry.

In line with our commitment to bring relevant and affordable access to computing through the **Unlimited Potential** initiative, we partnered with the National Manufacturing

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Competitive Council to launch a portal and hosted applications for SMEs in some key clusters. The portal and the hosted applications of ERP and CRM, available on a pay per use basis or subscription basis, now enable what was hitherto unaffordable **access to IT for SMEs**. This is one major step in making them more competitive in the global economy.

We created an **Innovation framework**, comprising of an Accelerator program for ISVs and **Innovation Centers** across the country. These centers focus on skills & intellectual capital development across verticals. The **Developer Accelerator** program for emerging Independent Software Vendors (ISVs) provides premier support and early access to upcoming technologies, enabling them to design software products that are best in class. Additionally, funding through VCs and opening business opportunities are an equally important component of this program.

We have intensified our ongoing efforts to address interoperability needs of customers and have set up Microsoft's first **Interoperability Lab** in India and an **Open Source Technology Program**. The program encourages student projects on diverse research areas and will provide access to educational research grants. Towards this we have already **signed MoUs** with IIT Kanpur, IIT Guwahati, IIIT Hyderabad and IIIT Bangalore.

We brought in a **whole new set of technologies such as Office Pre Paid and Windows Live**, which we believe will create the infrastructure that is necessary for the next wave of technology use. **The software plus services model (S+S)** is an imperative and conducive model for markets like India, where cost effectiveness, time to market and reach are prime motivators for all businesses.

This has truly been an incredible year. And we look forward to your continued support in energizing us in our collective journey of India's move into the next phase of the global knowledge economy.

With warm regards



Neelam Dhawan

Managing Director, Microsoft India