

3 Idiots mobbed at mall, say they love Bangalore

TIMES NEWS NETWORK

Bangalore: All was not quite too well. The *3 Idiots*, in the city to promote the film, were mobbed at a mall on Tuesday. In fact, Aamir Khan, R Madhavan and Sharman Joshi had to rush indoors.

There was utter chaos at the spot despite tight security. Though no one was hurt, the actors seemed dazed. Loud cheering for Aamir, clearly the public's favourite, continued even after he went indoors.

Speaking to the media, Aamir was at his witty best, Joshi being the quietest. Admitting that he was in the city even on Monday, Aamir said the 'disguise' was a marketing idea to promote the movie. "Also, people recognize me wherever I go. In disguise, I have got to see the country a lot," he said. Calling Kareena Kapoor a good-looking and wonderful actress, Aamir reminded the audience that this is his second film with Madhavan and Joshi.

REMEMBERING CAMPUS LIFE

The three actors spoke about how living on campus at the Indian Institute of Management, Bangalore, during the shooting of the film, brought back memories of college life. Madhavan said it was Aamir's idea to live in the hostel, play and interact with the students and

understand their lifestyle. The campus was chosen after scanning nearly 400 colleges. The three actors said they love Bangalore.

'PLEASE HELP US KILL PIRACY'

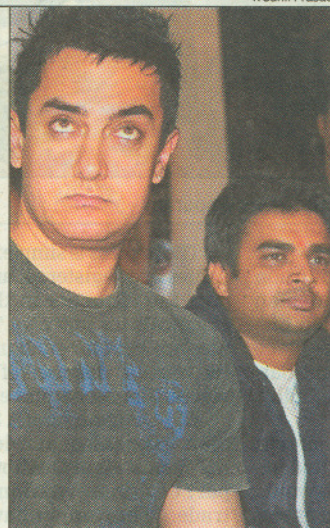
Speaking on piracy, producer Vidhu Vinod Chopra said the only way to stop the menace was to catch hold of those guilty and thrash them. "Besides causing loss of revenue to the government and producers, they contribute to terrorism," he said.

Director Rajkumar Hirani said the release of the full-length film on YouTube, as planned earlier, would not happen in the near future. He added that it was one of the easiest films he had ever made, thanks to the support of the crew.

Speaking on the education system, Aamir Khan said though Union minister Kapil Sibal had done a lot of good, there's a lot of scope for improvement.

On claims that the film is based on Chetan Bhagat's *Five Point Someone*, Aamir said Bhagat had categorically told him that there is no similarity, and that he is not aware if the author has changed his opinion now.

When asked who the biggest idiot among them is, Madhavan said he was, in terms of size. Aamir said it had to probably be the director, closely followed by the writer.



The crew of '3 Idiots' was mobbed at a mall in the city during a promotional event on Tuesday. Aamir was at his witty best during the press conference. The crew at a hotel in Whitefield, where they stayed

K Sunil Prasad

IT in 2009

Technology

- 'Touch' enters mainstream with RIM (Research in Motion, makers of BlackBerry), HTC, Palm, Samsung, Nokia, Sony Ericsson, Motorola, Dell and Acer launching touch-based smart phones and HP launching Touch Smart PCs and Windows 7 supporting touch
- Solar mobile handsets become a reality
- Thanks to Palm Pre, wireless charging becomes a reality
- US switches to all digital TV on June 20
- Sony phases out CRT TV

Products

The year saw many interesting product launches, the most prominent being smart phones and e-book readers

- Palm tried to reincarnate itself through its Palm Pre (launched in June), Palm Pixi (launched in November) and its App Store
- Acer, Huawei and Lenovo enter the smart phone market
- Motorola is attempting another success story thru Droid
- Google is planning its own handset
- Microsoft launched Windows 7, Bing search engine and IE8 in addition to MS Office 2010 beta
- Apple announced new iPod (including iPod Nano with video), Snow Leopard and iPhone OS upgrade (Aug 28)
- Intel Atom is highly successful; launches 48-core processor prototype in December
- AMD launched 6 core Istanbul processor



- Google announced Google Wave, Chrome OS, Instant Search
- Nokia launches Ovi store
- Amazon launches Kindle DX and globally launches Kindle
- Sony launches colour e-book reader
- Barnes & Noble launches Nook e-Book reader
- HP launches Sky Room desktop video conferencing
- ISRO announces India version of Google Earth
- Kodak formally phases out chrome camera film
- Polaroid has a make over with ZINK printer

Markets

Several high decibel mergers were announced in 2009

- Oracle acquisition of Sun Microsystems in May is still awaiting approval from European regulators
- Intel acquired Wind River with leading-edge real time OS product



- Cisco acquired video conferencing equipment vendor Tandberg
- EMC acquired Data Domain
- IBM acquired statistical software company SPSS
- Dell acquired IT services major Perot Systems
- Personal accounting software major Intuit acquired financial information company Mint
- In India, global travel services major Travelocity acquired TravelGuru
- Banking software major Polaris acquired another Chennai-based banking software product LaserSoft
- MindTree acquired Kyocera Networks unit in India
- Airtel MTN deal is dead after months of negotiation
- Microsoft & Yahoo ink a 10-year business sharing pact
- eBay sells Skype (at a much lower price than what was paid for its acquisition in 2006)
- General Motors files for bankruptcy on June 1
- Telecom equipment major Nortel files for bankruptcy
- EDS brand is no more (HP acquired EDS in 2008)
- Google brand is \$100 billion worth (the highest ever) as per BrandZ
- Acer becomes No. 2 PC brand after HP (displacing Dell)
- Microsoft revenue sees a dip in September (the first ever in 90 quarters)

Indian IT Companies

Other than the Satyam fiasco, the Indian IT industry was not badly affected by the global meltdown

- Infosys, TCS, Wipro, Cognizant and HCL continue to grow, though at modest levels
- Thanks to the official "end of recession" towards the year end, TCS and Infosys plan to add 20,000 to their headcount in 2009-10
- TCS annualised revenue hits \$6 billion
- 3i Infotech, a relative late entrant, crosses Rs 2,300 crore
- Satyam with 40,000 professionals is intact under new brand Mahindra Satyam — a remarkable salvage story
- Indian IT companies continue to go global in the year 2009 — Infosys starts Brazil operations; Mphasis goes to Sri Lanka; InfoTech Enterprises enters Malaysia; Mindtree enters China
- HCL is No. 1 in the 'Black Book of IT Outsourcing'

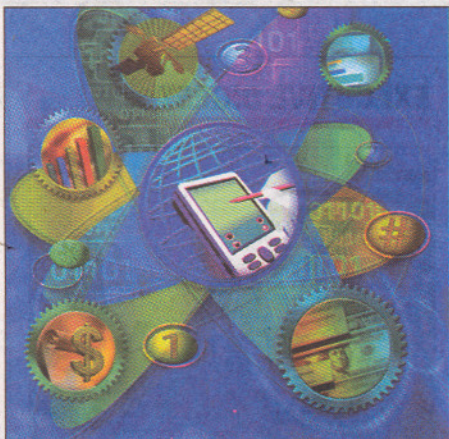
Prof S Sadagopan, director of IIT-Bangalore, looks back at some of the big IT and technology trends and developments in the year gone by

- Fortune IT 100 has TCS and Infosys
- BusinessWeek includes TCS and Infosys in 'Most Innovative' list
- Infosys is the 'Best SAP Implementer' (Forrester Research)
- iGate launches the largest "green office" facility in Bangalore
- With 100+ million customers (May 15), Airtel is world's No 3 telecom service provider
- Wipro and HCL bag large orders from government
- Tejas Networks wins \$150 million BSNL order against global competition

MNC companies in India

Global Corporations continue to bet on India

- Cisco launches second campus in Bangalore and talks of \$2 billion investment
- EMC commissions 1.5 million square feet facility in Bangalore and plans \$1.5 billion investment in India
- NVIDIA talks of Pune facility as second headquarters
- IBM is the largest IT vendor in India
- Nokia starts sourcing Indian content (AR Rahman album)
- Mercedes Benz research to increase headcount from 250 to 800
- Perot Systems to hire 1,000 professionals in India
- SAP starts innovation centre in Bangalore
- Intuit starts operations in India with focus on India specific products



- Tata (with DoCoMo of Japan), Telenor (under Uninor brand) and MTS launch their GSM operations in India
- Telecom tariff continue to drop (though Indian tariff is lowest in the world); all operators offer per second metering of charges

People

Visitors to India during the year include

- UN Secretary General Ban Ki Moon
- Martin Luther King III
- Australian Prime Minister
- US Secretary of State Hillary Clinton
- San Francisco Mayor
- Chairman/CEO of GE (Jeff Immelt), Intel (Paul Otellini), Microsoft (Bill Gates), Yahoo (Carol Bartz), AMD (Dirk Meyer), Freescale (Rich Bayer), JP Morgan (Jamie Dimon), Cisco (John Chambers)

Movements

- N Chandrashekar takes over as CEO of TCS (from S Ramadorai) on October 6
- Dr V Radhakrishnan takes charge as ISRO chairman (November 1)
- Nandan Nilekani resigns from Infosys to take charge as Chairman of UID Authority of India; he is in the 'Most Influential People's' List (Time magazine), and among Yale's 'Living Legends'

Interesting applications

- Indian Railways' every third ticket was done over the internet in 2009
- ATM transactions on Indian banking networks are exempt from transaction fee
- Finland legislates 1 MBPS for every citizen; plans to increase to 100 MBPS over time

Education & research

- CAT (Common Admission Test) for admission to B-Schools goes online (though with several glitches)
- Campus placements were severely affected in March-May season; things considerably improved by the year end
- Infosys announces Science Prize in economic, physical, mathematics, engineering and biological sciences

Others

- Belgaum aerospace SEZ gets commissioned
- Rural BPOs are taking off at many places
- Jaipur, Nagpur & Ahmedabad among 'global 31 BPO destinations' (KPMG)
- Indian software exports touch \$49.7 billion in 2008-09 (practically on target of Nasscom-McKinsey projection of \$50 billion by 2008 made in 1999)



- McAfee starts third India development centre
- CapGemini to double India head count
- Israeli IT services major Ness Technologies expands Bangalore centre
- Honeywell, Harman International, SKF Bearings, Boeing R&D, EADS start R&D centres in Bangalore
- Sony Ericsson decides to close Chennai assembly plant

Telecom

The Indian telecom story continues to be interesting

- On Nov 19, overall phone user population in India officially crossed the 500 million mark
- By Dec 31, Indian mobile user population would have touched 500 million (official TRAI announcement will happen on January 23, 2010)
- Monthly addition of 15+ million subscribers continue to better the global benchmark
- Reliance adds 5 million GSM subscribers in their first month of operation (January)