

COSMIC CEO talks about growth opportunities and needs of Indian Semiconductor Industry

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“Indian market offer huge opportunities at the bottom of the pyramid if companies offer right priced products for that segment,” said Ganapathy Subramanian, CEO of COSMIC Circuits speaking at Infineon office on the MIDAS “CEO Talk” platform.

He cited the example of cataract operation which is still inaccessible to large segment of rural population in India, due to cost.

Aravind Eye hospital in South India saw this opportunity and started a lens making operation to lower the lens cost and used “assembly line” approach to performing operation at a large scale at 1/10th of the cost.

The hospital is a commercial success in addition to a being a social role model.

Responding to a question on “whether India needs a Fab as a matter of growth and necessity” Gani opined that the complete ecosystem for Fables semiconductor companies is a more important rather than foundry. “I would like to be able to access my system partner and vendors with the same ease a start-up in silicon valley. However with more vendors entering the market this area is improving steadily” He noted.

COSMIC circuits is a profitable company employing a 78 large team of IC design engineers. “Hiring talented staff is one of the key problems for small companies” he noted. However Industry is benefiting from returnees from US coming back to home to work. COSMIC staff teaches Analog design at a prestigious local Institute and recently IC Industry had started an Initiative to teach the faculty about VLSI design in a longer terms effort to improve the supply side of the equation.

Ulf Schneider, VP Infineon technologies and president MIDAS, kicked off the first “CEO talk” introducing it as a platform for industry to exchange view on leadership, excellence, business drivers and strategies, industry trends/directions and other issues of business & Industry interest.