

Business Intelligence Association (BIA)

Study Trip to India 2012

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Practical Information

Currency (19/3-2012)

Danish kroner (DKK) – Indian rupees (INR)

1 DKK = 8.88 INR

10 DKK = 88.80 INR

100 DKK = 888.09 INR

Indian rupees (INR) – Danish kroner (DKK)

1 INR = 0.11 DKK

10 INR = 1.22 DKK

100 INR = 11.26 DKK



Emergency phone numbers

Police: 100

Ambulance: 102

Time zone

When the time is 12:00 in Aarhus, the time is 15:30 in Mumbai/Delhi.

Jysk Rejsebureau phone number

Travel Consultant Jacob Lund +45 86 207 781

Danish emergency phone number (only use out of office hours (10-17)

+45 70 206 488

Jysk Service Centre Delhi

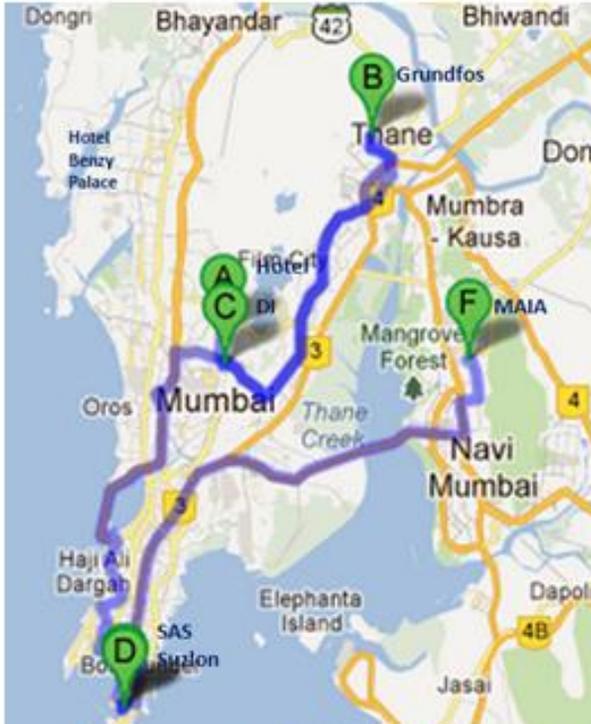
7875 Arakashan Road

Pahar Ganj

New Delhi – 110055 INDIA

Phone: (+91 11) 23 53 90 18 / 23 53 52 31

Program



Program

Saturday 24/3

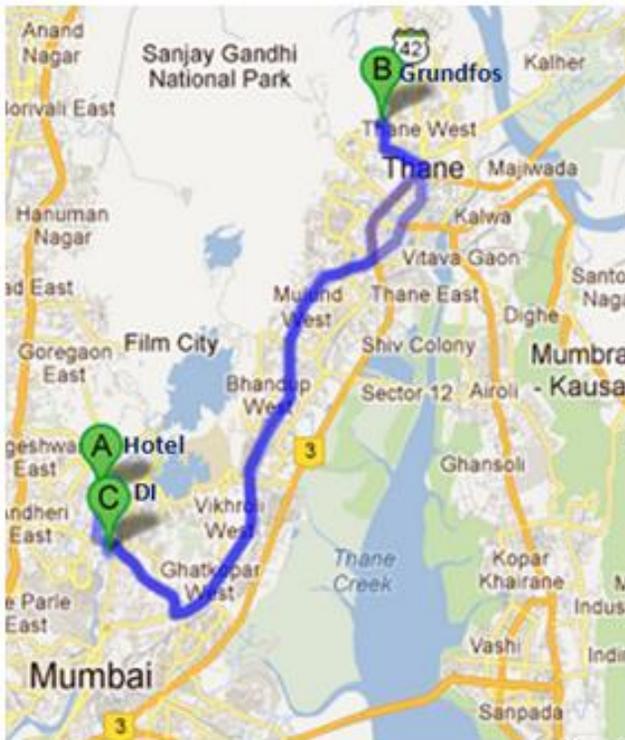
Departure from Aarhus H at 23.01

Arrival at Kastrup Airport at 03.53

Sunday 25/3

Departure from Kastrup Airport at 11.15

(Map of the companies, we are going to visit in Mumbai)



Monday 26/3

Arrival at Mumbai Airport at 4.50

Arrival at Hotel Benzy Palace around 6.30

Leave Hotel Benzy Palace at 9.00

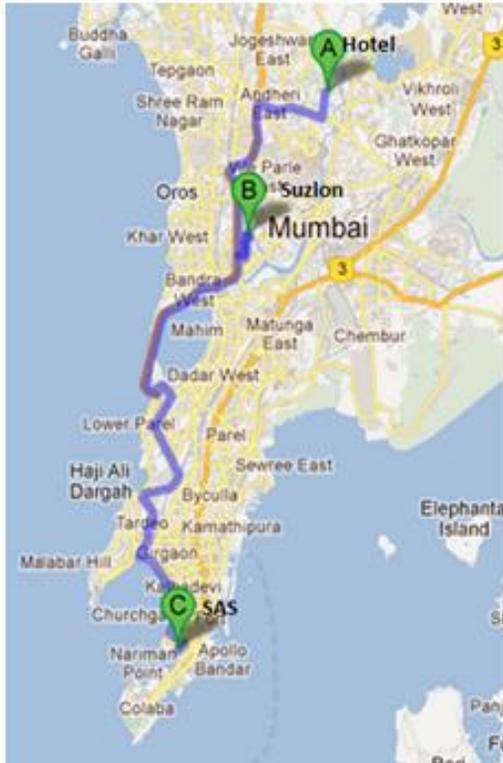
Company visit at Grundfos at 10.00 (2 hours)

Transport from Grundfos to Dansk Industri 1 hour

Company visit at Dansk Industri at 14.00 (2 hours)

From 16.00 explore Mumbai or sleep, you decide :)

Program



Tuesday 27/3

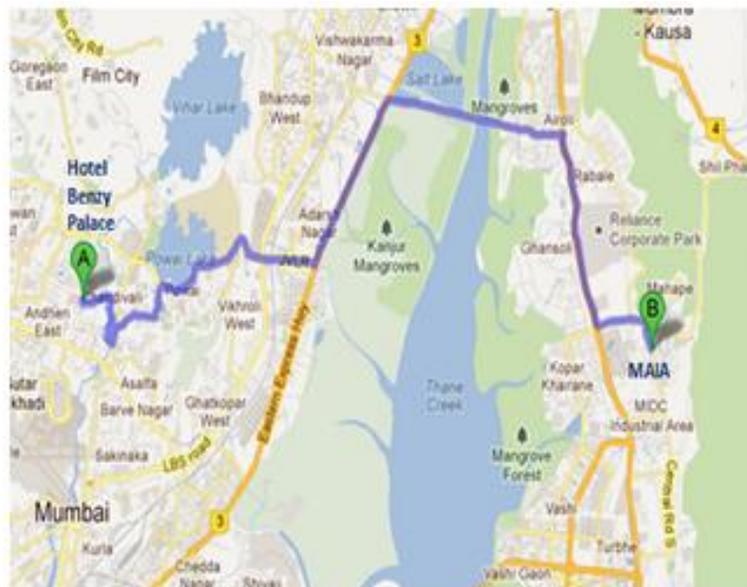
Meet at the hotel lobby at 9.00

Company visit at Suzlon at 10.00 (1 hour)

Transport from Suzlon to SAS Institute 1 hour

Company visit at SAS Institute at 13.00 (around 2 hours)

Explore Mumbai from 15.00



Wednesday 28/3

Meet at the hotel lobby at 8.45

Company visit at MAIA Intelligence at 10.00 (3 hours)

Explore Mumbai from 13.00

Program

Thursday 29/3

Nothing is planned

Friday 30/3

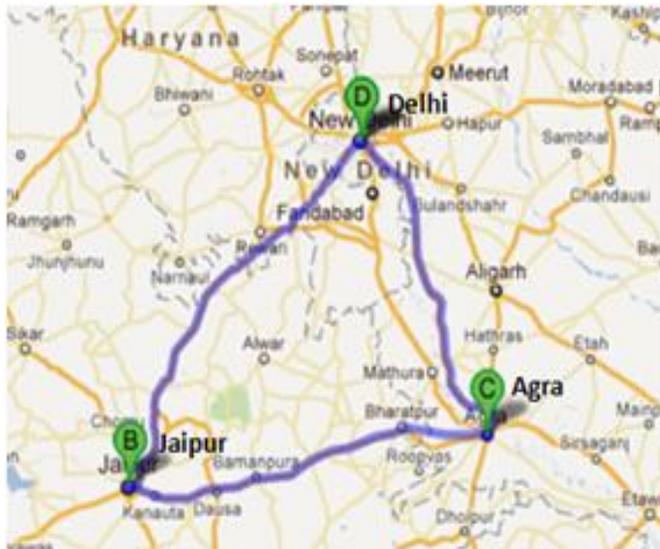
Flight to Delhi

Departure from Mumbai Airport at 09.30

Arrival at Delhi Airport 11.50

Saturday 31/3

Nothing is planned

**Sunday 1/4**

Golden Triangle Trip, Delhi - Jaipur

Monday 2/4

Golden Triangle Trip, Jaipur

Tuesday 3/4

Golden Triangle Trip, Agra, Taj Mahal

Wednesday 4/4

Golden Triangle Trip, Agra – Delhi

Thursday 5/4

Departure form Delhi Airport at 21.50

Arrival at Kastrup Airport at 07.00

Friday 6/5

Arrival at Kastrup Airport at 07.00

Train from Kastrup Airport at 08.30

Arrival at Aarhus H at 11.40

Introduction to India

Intro: The seventh largest country in the world, and the second most populous, economic reforms since 1991 have turned India's economy into one of the fastest growing.

Growing at more than 7% per year since 1997, India was the 11th largest economy in the world by 2009 (and the fourth largest in PPP terms). Cautious banking policies and a relatively low dependence on exports for growth meant India escaped the brunt of the GFC and achieved the second highest GDP growth among major economies in 2009 (6.5%.)

Economy: India's diverse economy encompasses traditional village farming, modern agriculture, a wide range of modern industries, and a multitude of services.

Business: Despite bureaucracy, poor infrastructure, and widespread corruption, there are many Indian companies which are household names on a global scale. We will meet local and global businesses and get hear about challenges and opportunities of doing business in India.

Investment: India's investment landscape (e.g. agriculture, textiles, steel, telecommunications, chemicals, food processing, and software) is very diverse.

Society: India has a rich political history as it is the world's largest democracy. India has the largest concentration of poor people in the world.



Introduction to Mumbai (Bombay)

Mumbai, formerly known as Bombay, is the capital of the Indian state of Maharashtra. It is the most populous city in India and the fourth most populous city in the world, with a total metropolitan area population of approximately 20.5 million. Mumbai lies on the west coast of India and has a deep natural harbour. Mumbai is also the richest city in India, and has the highest GDP of any city in South, West or Central Asia.

Mumbai offers a cosmopolitan and diverse lifestyle with a variety of food, entertainment and night life, available in a form and abundance comparable to that in other world capitals. Mumbai's history as a major trading centre has led to a diverse range of cultures, religions and cuisines coexisting in the city. This unique blend of cultures is due to the migration of people from all over India since the British period.

Things to See in Mumbai:

- Southern Mumbai
 - Oldest part of the city (financial centre)
 - Gateway of India @ Wellington Pier
 - Taj Mahal Hotel @ PJ Ramchandani Marg.
 - Colaba Causeway (shopping street with lots of cafés, paan shops, cinemas etc.)
 - Crawford Market (bazaar)
 - University of Mumbai @ Rajabai Clock Tower
 - Malabar Hill (exclusive neighbourhood)
- Northern Mumbai
 - Newer part of the city (incl. Bollywood with huge slum areas)
 - Bollywood (several studios on different locations)

Good Advices – Business India

1. The Strength of Affiliation/Belonging

In a meeting with Indian people, you should enhance the affiliation to family, acquaintances, business relations, network to Indians and foreigners, and public/governmental institutions.

2. Networking

An Indian business person has widely broadened-out networks – and the network is pivotal to Indians. To please an Indian business relation, discuss about family and friends

3. Hierarchy and Decision-Making

The Indian Company-Family Hierarchy should be respected – it is crucial to Indians. Employees rise each time the boss enters the room.

Supervisors are called "Sir", "Madam" or "Ji" (never by name).

First, approach the senior-most person in an organization, even though you are delegated the work requested.

To show respect, you may suffix "Ji" to the name of a person (even if it is not your boss). "My boss is always right"-attitude.

4. Time and Decision-Making

Delays are universal phenomena in India – and impatience is viewed as impolite.

Punctuality is appreciated, but not strictly adhered to.

When presenting proposals for business counterparts, consider making it as easily digested as possible.

Workday: 9am to 5pm (Monday to Saturday)

Inter-business matters: dealt with from 11am to 4pm.

5. Being Transparent But Not Naive

Indians are per definition suspicious towards counterparts.

Try to be direct (but polite!) and transparent/honest (not naive).

A "yes" that means "no" does not mean lack of honesty (respect)

6. Business Dinners

Do not decline any food, drink or appetizer offered

Be prepared to pay the lunch bill, if required



Etiquette/How to Behave

- When in Rome... Try to do as the people around you – and when in doubt, ask the locals.
- Take off your shoes indoor (especially in temples).
- Right hand is for:
 - Eating, Shaking Hands, Accept Gifts etc.
- Left hand is for:
 - Your behind, taking off your shoes etc.
- Never yell at people
- Ignore beggars (otherwise, you'll attract more of them)
- Do not take a "yes" for a "yes" – it can be a polite "no".
- Not advisable to handshake with women (nod or smile instead)
- Don't look at the women's eyes
- In a group, greet the eldest one in the crowd
- Don't start unwrapping gifts in public



Namaste!

The Confederation of Danish Industry



The Confederation of Danish Industry. Monday 26/3 at 10.00

Dansk Industri (The Confederation of Danish Industry) is a private organization founded, owned and managed by 10.000 companies within manufacturing, trade, and service.

The organization has three main focuses:

Policy advocacy locally, internationally, and globally.

Membership services; info advisory services and consulting

Network relations between members and with society at large

All focus areas are aimed at creating the best conditions for Danish Industry in Denmark as well as in foreign markets.

The company has headquarters in Denmark and offices in several countries all over the world, also in India.

Latest DI has continuously evaluated the situation between Denmark and India (regarding the terror suspect Niels Holck) and its effect on / relation to the Danish companies operating in India.

Address

Dansk Industri

DIBD OMII Consulting Pvt Ltd 3rd Floor,

Unit 305 Town Centre - 2,

Andheri - Kurla Road. Andheri (E)

Mumbai - 400059.

Landmark: Close to the Mittal Estate.

Phone: +91 99 3056 2729

Grundfos



Grundfos – Monday 26/3 at 14.00

Grundfos is one of the world's leading pump manufacturers. Their main products are Circulator pumps for heating and air-conditioning as well as Centrifugal pumps for industrial use, water supply, sewage, and dosing. Covering approximately 50% of the world market of Circulate pumps, Grundfos is the largest manufacturer of these in the world.

The company was founded in 1945 and the main activities in Denmark still take place in Bjerringbro (close to Viborg). However, today Grundfos is a global company represented by more than 80 companies in more than 55 countries. Grundfos is a strong player in China and aims to be among the three strongest players in countries like India, Russia, and Brazil.

Address

Grundfos

101, first floor, Orion Business Park
Near Cine Wonder, Ghodbunder Road
Thane 400 607, India

Phone: +91-22- 2589 4203



Suzlon. Tuesday 27/3 at 10.00

Suzlon is an Indian wind power company founded in 1995. The company delivers end-to-end wind power solutions, from assembly, installation to commissioning. Suzlon is the market leader in India where it also operates the largest wind power park in the world.

Globally, Suzlon is also an important player, being the 5th largest wind turbine manufacturing group in the world. It operates across 6 continents, in 32 countries. All Research & Development takes place in Denmark, Germany, and the Netherlands. Also the international business of Suzlon is managed out of Aarhus, Denmark.

Address:

Suzlon

Fortune 2000 Building
A Wing, 1st Floor,
Bandra Kurla Complex
Mumbai 400051, India

Phone: +91-22- 6184 3700

SAS Institute



THE
POWER
TO KNOW®

SAS Institute – Tuesday 27/3 at 13.00

SAS Institute delivers business analytics software and offers consultation to solve business problems, by transforming data into knowledge. SAS institute is the market leader in supplying business analytics software and is the biggest independent player within the field of business intelligence.

Today SAS Institute has 45.000 customer worldwide, to whom SAS Institute offer unique analytical business solutions.

Address:

Apeejay House, 4th Floor,
3 Dinshaw Wachha Road,
Churchgate,
Mumbai - 400 020, India

Phone: + 91-22-6749 2222

MAIA Intelligence

MAIA Intelligence

MAIA Intelligence. Wednesday 28/3 at 10.00

MAIA Intelligence specializes in developing and improving powerful Business Intelligence reporting and analysis products to meet the needs of corporate implementations, application service providers and value-added resellers.

MAIA Intelligence offers enterprise class business intelligence reporting solutions – with focus on affordable business intelligence solutions for large enterprises.

Address:

MAIA Intelligence

319, Sector I, Building No. 2, 3rd Floor,
Millennium Business Park, Mahape,
New Mumbai - 400 701. India

Phone: +91-22-6688 8999

Golden Triangle Trip

April 1st, Delhi – Jaipur

Departure from the hotel at 10.00 and then we have a five hour drive from Delhi to Jaipur (265 km).

Jaipur is known as 'the pink city' due to the pink buildings in the old part of the city, which was build in 1772.

One amazing thing with Jaipur is that you will be able to see camels, holy cows and elephants when you are walking around Jaipur.



Golden Triangle Trip

April 2nd, Jaipur

The day will be spend with sightseeing in Jaipur – including two forts, two palaces, and an observatory

The first place we will see is Amber Fort, which is placed on a mountain top and we can decide to take the trip to the fort with a elephant. Amber Fort has a lot of palaces, gardens and temples, which have been build over 200 years.

The second place we will visit is Jaigarh Fort, which is the largest canon guarded fort in the world.

The third place in Jaipur is Hawa Mahal, which is the Palace of Winds.

The fourth place we will make a stop at is the City Palace, which is a former royal residence. Side info – the architecture is a mixture of Rajasthan and Mughal :)

The fifth and last place we will see in Jaipur is Jantar Mantar, which is an Indian star observatory

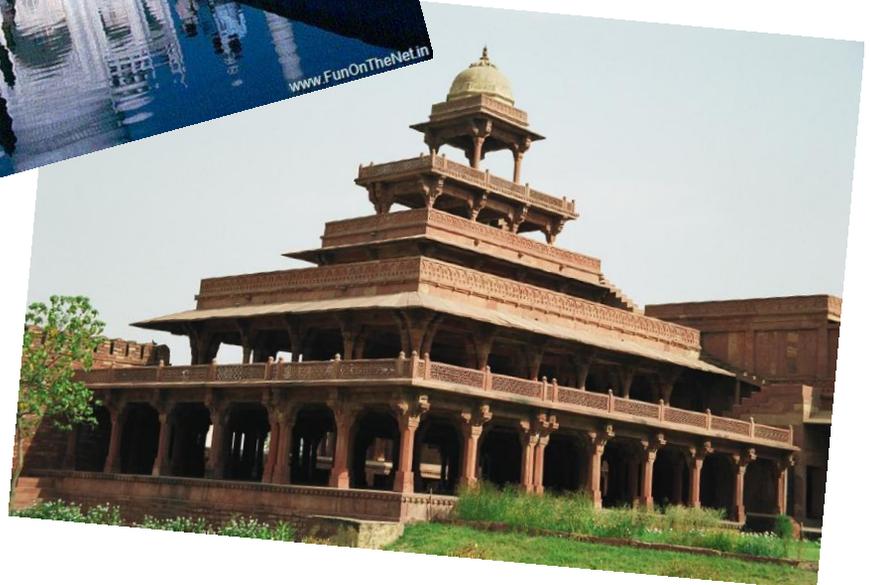
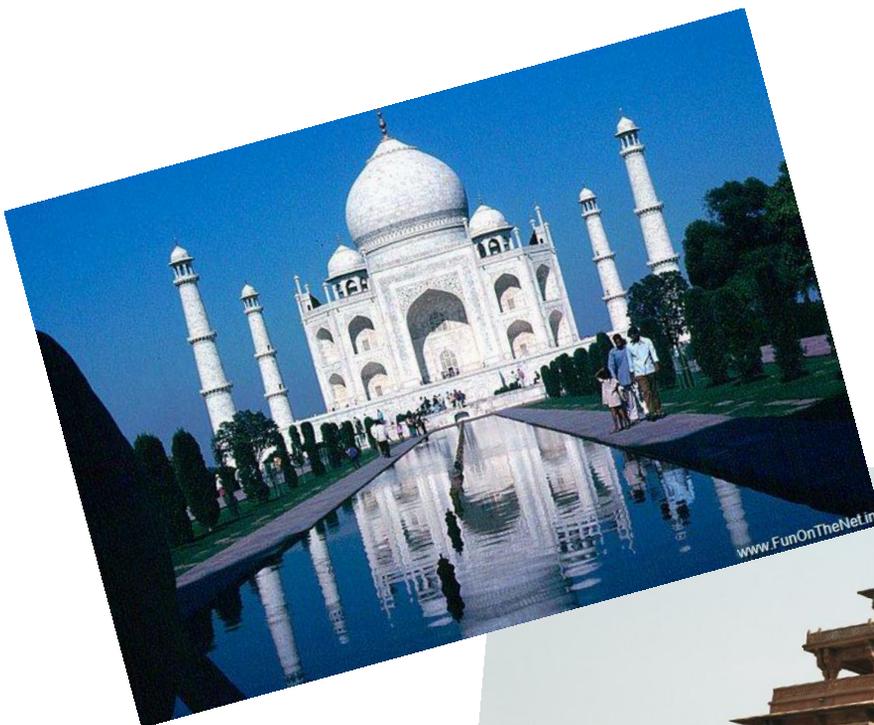


Golden Triangle Trip

April 3rd, Agra – Taj Mahal

The day will start with a 5 or 6 hour trip to Agra. On the way to Agra we will make a stop at the 'ghost town' Fatehpur Sikri, which once where the capital under the moguler's golden age.

In Agra we will see one of the world's seven wonders, Taj Mahal. We will see Taj Mahal either at sunrise or sunset.

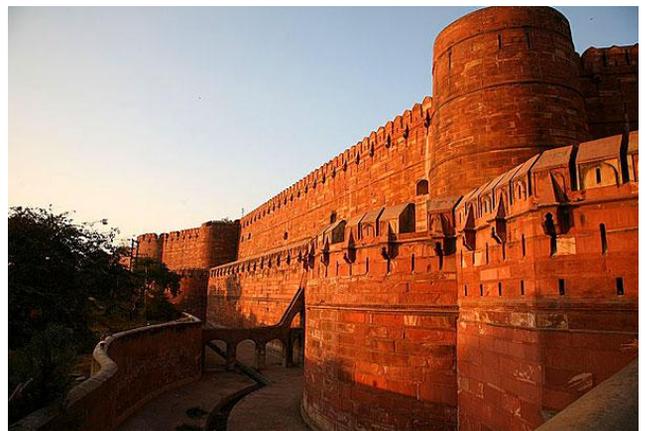
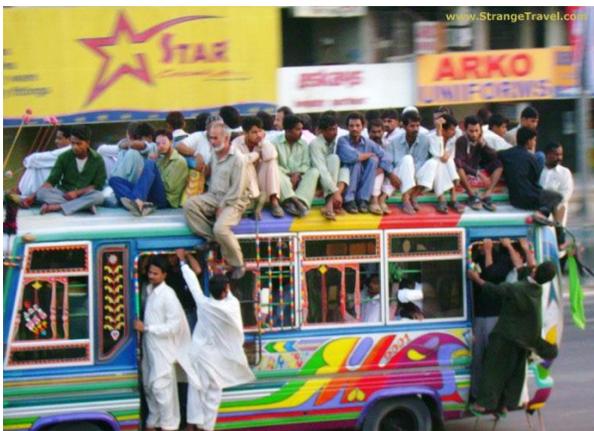


Golden Triangle Trip

April 4th, Agra – Delhi

The day will start with a visit to Agra Fort – The Red Fort.

Afterwards we will take the drive back to Delhi. We will back in Delhi at night.



Room Mate Groupings

Mumbai

Hotel Benzy Palace

Morol Maroshi Road

Room 1: Hannah, Sofie, Inga

Room 2: Anita, Camilla

Room 3: Betina, Mette

Room 4: Henrik and Jacob

Delhi

Address and name of the hotel

Room 1: Hannah, Inga, Betina

Room 2: Mette, Camilla

Room 3: Sofie, Anita

Room 4: Henrik, Jacob

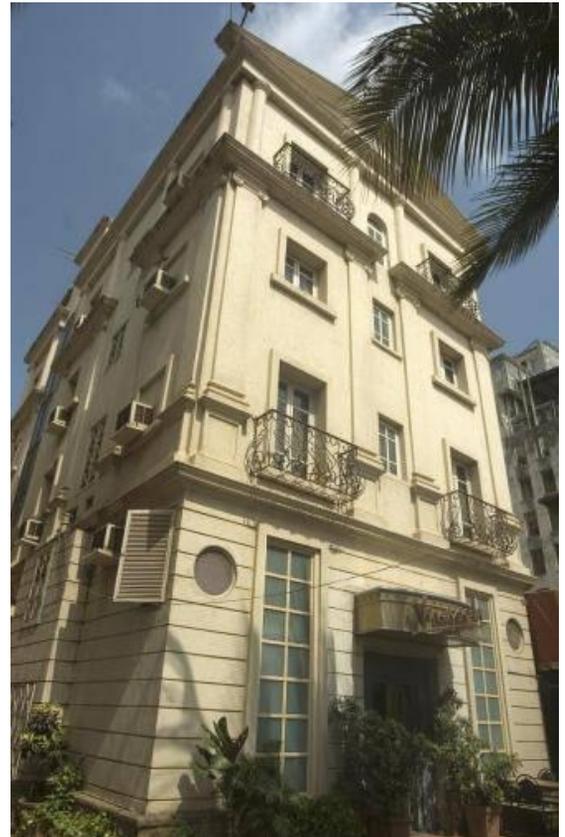
Golden Triangle Trip

Room 1: Betina, Mette, Hannah

Room 2: Camilla, Inga

Room 3: Anita, Sofie

Room 4: Henrik, Jacob



Delhi

Address and name of the hotel

Room 1: Hannah, Inga, Betina

Room 2: Mette, Camilla

Room 3: Sofie, Anita

Room 4: Henrik, Jacob



Useful Information

- The world's first University was established in India . The University was established in 700 B.C. at the place of Taxila.
- The biggest and the largest employer in the world is Indian Railways which employs over a million people.
- Most important studies of Mathematics like calculus, trigonometry and algebra were originated in India.
- Taj Mahal which is among the seven wonders of the world is in India. Taj Mahal was built over a long period of 11 years.
- India has the most number of post offices in the world.



How to avoid "Delhi belly"

- Eat vegetarian, unless the meat is fresh.
- Avoid raw vegetables (if you have to eat them, clean them in water from a bottle)
- Do not drink anything but bottled drinks (and never drink anything with ice cubes in it)
- Wash your hands with soap as often as possible

Useful Phrases

English	Indian
What's your name?	Aapka nam kja hae?
Yes / No	Hææ (nasalt) / Næi
Thank you	Danyabad
Hello	Namaste
Goodbye	Alvida
Go away	Djau
Wait/stop	Rocko
How much (price)	Kitna paisah / Kitne ka hai?
To eat / drink	Khana / Pina
Without chili	Mirchi næi dalna
Mild (not so spicey)	Sada
Expensive / Cheep	Mæhænga / Sasta
The bill, please	Bill didjæ
Where can I find a doctor?	Doctor kaha milega?



Useful Phrases (II)

English	Indian
Lamb / goat / mutton	Gosht
Chicken	Murg
Mango	Amb
Snacks/crisps	Chaat
Ginger	Adrak (ada)
Milk	Dudh
Rice with meat or eggs	Biriyani
Icecream (pistache)	Kulfi
Peas	Mataar
Potatos	Alu
Spinach	Palak
Cottage cheese	Paneer
Large plate with lots of small dishes	Thali



BIA wishes you a great trip!



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