



MINUTES OF MEETING Third conclave of Federation of All India Information Technology Associations (FAIITA), Hosted by FITAM Mumbai.

Location: Hotel Krishna Palace, Mumbai Date : June 27th and June 28th 2015

AGENDA: Primary Agenda of the III conclave was to hear the President's FAIITA vision and next step forward from resolutions of II Bengaluru Conclave to decide on FAIITA membership, membership fee and near term Federation objectives through formation of respective functional committees. Secondary agenda comprised of reviewing the OLS predatory price issue through vendor presentations on their initiatives in wake of FAIITA advisory of December 2014. A food for thought presentations on IT channel owned e-commerce portal was included by popular demand of the fraternity.

Proceedings:- The Conclave was kicked off by the welcome note of the General Secretary Shri Saket Kapur followed by President Shri Champak Raj Gurjar's addressing the delegates on his vision of brand FAIITA and its strategic achievement through Chanakya Niti imbued with the spirit of a samurai. Vice President Shri Hari Balasubramaniam piqued the audience by eliciting eloquently the failure of brand owners in vitiating the predatory prices of OLS. This was followed by brief introduction by all delegates and their expectations from FAIITA. All delegates were of the view that synergy of the IT channel is of prime importance in business and growth through a common stand against the misplaced policies of the Government and principals.

During open house in the afternoon of June 27th 2015 and Morning of June 28th 2015, some key decisions were taken and resolutions adopted

DISCUSSIONS & DECISIONS :-

- 1. Membership to FAIITA will be open to all State Federations for a one time Membership Fee of 10,000.00 and subsequent annual Fee of 5,000.00*
- 2. Membership to FAIITA will be open to all State Associations wherever there is no existing State Federation as an Associate Member for a one time Membership Fee of 5,000.00 and subsequent annual Fee of 2,500.00*
- 3. Every state Federation will be considered as one vote at FAIITA*
- 4. All Associate members together from a State will be considered as a single vote from that state.*
- 5. All FAIITA Members and Associate Members shall share their list of Members and will facilitate their listing at the official website.*
- 6. Functional Committees were formed to achieve the near term objectives of FAIITA.*
- 7. OLS & Vendor Committee Chaired by Shri Karhik.S will have Shri Pawan Agarwal, Shri Shiv Shankar Singh, Shri Shyam Modi and Shri Senthil Kumar as members.*
- 8. Government Interface Committee Chaired by Shri Mahinder Agarwal will have Shri Gaurang Vyas, Shri Praveen Dhoka, Shri Navin Gupta and Shri Anand Rao as members.*
- 9. Membership and Website Committee Chaired by Shri Arun Kumar Dey will have Shri Nalin Patel, Shri Nagaraj Prabhu Borkar, Mr. Deepak Mortale and Shri Vinod Verma as members.*
- 10. Grievance Committee Chaired by Shri Pawan Jajodia, will have Shri Ashok Tolanvar, Shri Satpal Singh and Shri Praveen Dhoka as members.*
- 11. FAIITA Revenue Committee shall be formed in due course of time.*
- 12. Shri Alok Gupta was proposed by Shri Shiv Shankar Singh for the post of Convenor and was selected unopposed.*

Presentations by the Brand owners on their initiatives after issuance of FAIITA advisory in December 2014 were held in the afternoon and received volley of questions from the audience. Key takeaways from the presentations are as follows:-

A. HP by Shri Ketan Patel and Shri Vineet 1. Only authorized partners are allowed to sell through the OLS and 17 key partners pan India have signed up for same. 2. Agency led tracking of online prices is in place through consequence management. 3. National Helpline for partners has been construed for IT Channel partners to escalate their concerns. 4. Unauthorized Partners are being refrained from selling online and spoling the MOP. 5. Punitive action by way of holding rebates and incentives of erring partners offering deep discount is in place. 6. Differentiated SKUs Computing Products have been introduced exclusively for OLS. 7. Differentiated SKUs for Printing Products is work in progress. 8. Severe action is being initiated against the HP counterfeit consumables and extensive RAIDs are being conducted nationwide. 9. Names of 17 partners who have signed up for OLS were shared and it was agreed that their contract terms will be shared with FAIITA.

B. Lenovo Shri Pankaj Harjai 1. Confirmed implementation of eight initiatives based on FAIITA advisory. 2. Consequence management is yet to take off. 3. Exclusive programmes for conventional channel have been initiated. 4. Sought help from FAIITA in increasing PC penetration. 5. Confirmed action against perpetrators of predatory prices. 6. Candidly admitted contribution of OLS in offering deep discounts. 7. Lenovo's 95% percent business is through conventional channel and only remaining 5% is through OLS. 8. Acknowledged that OLS is the new route to the market and cannot be ignored. 9. There is no role of brand owner in predatory prices of OLS

C. Dell Shri Krishna Kumar had to last minute drop out owing to personal reasons.

D. Acer Shri Srivatsan 1. Claimed to be least exposed to OLS predatory prices. 2. Advisory on website to buy from authorized channel. 3. Instilled confidence in conventional channel especially for consumer products. 4. Initiated agreements with OLS to maintain MOP. 5. Sensitive to the woes of the channel. 6. Online is the way to move.

E. Asus Mr. Arnold. 1. Confirmed engagement with OLS on predatory pricing. 2. Introduced differentiated SKUs for online 3. Pricing issues at online have been sorted out. 4. Most of the products are no more exclusive for online and available accross the channel. 5. Delegates raised their concern on Asus policy to first launch new range online.

Chief invitee of the conclave was Shri Vineet Goenka from National BJP IT cell. He gave a patient listening to the concerns of the delegates pertaining to OLS predatory prices, slapping of 6% additional customs duty on CPU HDD and withdrawal of concessions on Tablets and Mobile phones. His assurance to go out of the way in personal capacity in guiding the channel, left the audience sprightly motivated.

Shri Senthil Kumar president Confed ITA raised concerns on Regional distributors mining retail business and Shri Sanjeev Walia laid emphasis on having KYC from vendors.

Shri Deepak Mortale made a motivating presentation of the vision for FAIITA website.

Presentation and offer of Techbazar by Shri Pradeep Gupta left food for thought for the channel on exploiting the new route to market. Key take aways from the presentation worth considering are:-

1. ownership of e-commerce portal at face value.
2. Deal assurance for online transactions.
3. Dealing with certified partners thus mitigating risk of business.
4. Credit facility.
5. Protection of investment.
6. Show to be managed and run by professional.
7. Valuation of investment into company bound to multiply.

Conclave was concluded by felicitating Shri Arun Kumar Dey for his relentless efforts of personally calling every leaders and ensuring their presence at the Conclave. A special thanks was applauded by the delegates to FITAM for the wonderful arrangements and hosting the conclave.

All delegates dispersed with the promise to meet in third and fourth week of september to review the situation.

ACTIONS

1. All FAIITA promoter Federations and associations to furnish copy of their Registration certificates along with the resolution in the given format for a nominee to represent at FAIITA.

2. Inspired by the address of Shri Vineet Goenka on Government escalation, the Government interface committee to immediately take issues of GST, OLS Parity and custom duty. Committe to share monthly nterim reports and to conclude with 3-6months.

3. Letter to all OEMs by vendor and ols committe raising OLS concerns.

4. HP printers predatory price issue to be under notice by Vendor and OLS issue.

5. General Notice to all vendors with a maximum of two week of period to act

6. MOU with Taiwan Computer Association to be sighned in early July'2015