



BPOs PUSH THEIR BRANDS IN FIN TURF

BUSINESS OF BRANDS: PAGE 4

EMMAR JV TO SCORCH INDIA

EMERGING BUSINESS & IT: PAGE 7

FAKE CVs MESS UP JOB TURF

CAREER & BUSINESS LIFE: PAGE 8



Singapore's FTD starts Edison Semiconductor in Bangalore

● To Be In Collaboration With Elpida Memory Of Japan

Our Bureau
BANGALORE

FTD Technology, the Singapore-headquartered solutions provider in the products space, has started a new company — Edison Semiconductor — to provide Dynamic Random Access Memory (DRAM) chip design and development in Bangalore. This company has been floated in collaboration with Elpida Memory of Japan. FTD follows a strategy of "insourcing" where it undertakes the complete product development in the area of semiconductor design and embedded software for any particular firm, including the support functions like HR, administration



Celebrations

etc. Depending on the nature of the alliance, it either sells the firm back to the patterning company or con-

tinues with the activity. For example it started Socrates, as a semiconductor design centre of Toshiba and now it is back with Toshiba. Addressing press persons here on Tuesday, FTD Group (CEO) P Bala said Edison will be set up with an investment of \$25 million spread over a period of 3 years and will have around 170 people. He said this new company will design and develop the DRAM chips for Elpida which is one of the major players in the area. Elpida has its own 2 DRAM design and development facilities in Japan and another one in the US. This is first time that it has outsourced its activity to India.