

Developing in a Globalised World



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Agenda

- Developing in a Globalised World
- Partnering for Success
- Corporate Social Responsibility

Why Globalise? India as the Platform

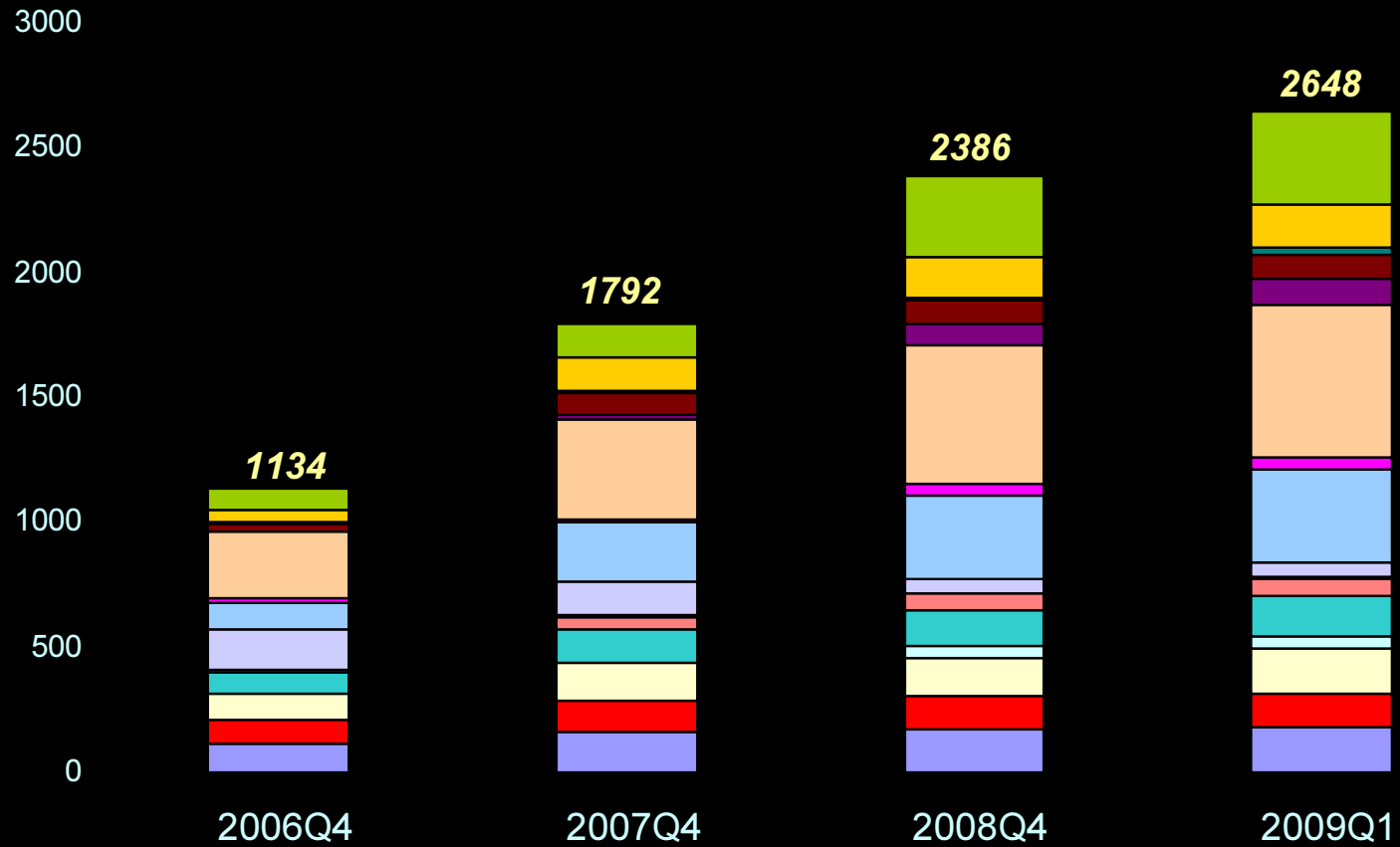


Cisco Globally - Today



- 62,000 employees in 70 countries
- Revenue: \$37.5B. Market Cap: \$155.16B




CDO India - HC Trends



Typical Development Models

Important

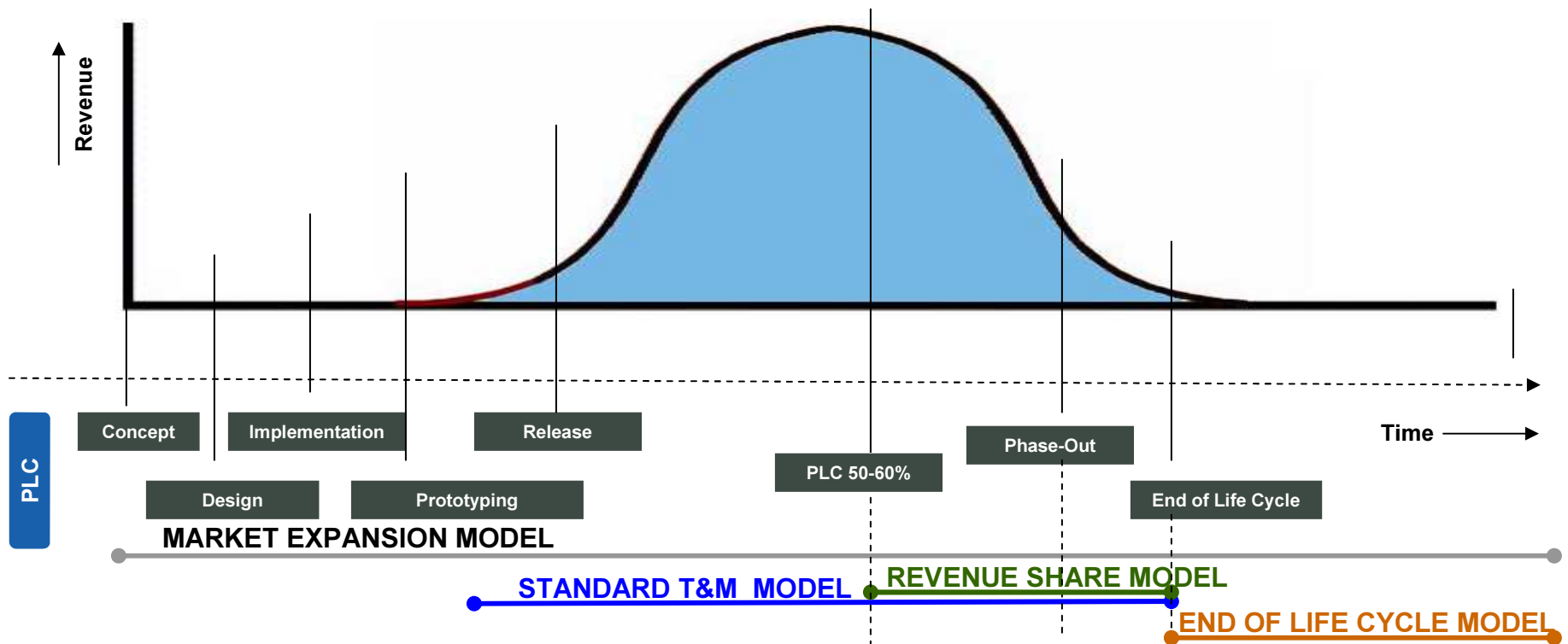
Interesting

Partnership	
Ownership	
Loanership	

Significant Achievements

- 200 Issued, 800 Pending USPTO Patents
- Ownership of several L2/L3 IOS components, Security products, Wireless technologies, and Voice over IP components
- Ownership of Optical boxes, c10K, GSR
- Significant contribution to switching, data center technologies
- Significant component-level ownership of ASR, 7600
- Partnership for new generation security products
- Innovation Hub Activities

Partnering for Success



- Market expansion
- Partner Investments
- Risk sharing
- Time to Market

- Scale during growth
- Increase feature velocity
- Enhance quality

- Margin protection
- Engineering cost optimization
- Partner Investments

- Support cost optimization
- NexGen migration

Cisco India Launching Harvest of Hope Feed a Child Program

- **Partnering with Akshaya Patra**, providing lunch for Government school children
 - Provides nutritious, low cost mid day meals everyday at Rs 6/- to school children
 - Increases retention levels in schools
 - Goal: feed 5000 children this year
 - Employee campaign... for minimum donation of \$12... feed a child for a year
 - The Multiplier Effect...
 - \$12 Employee Donation
 - + Cisco Foundation Match
 - + John Morgridge Match
 - + Executive Match
- == Feed a Child for One Year !!!**
- Results – Campaign raised funds to feed about 10700 children for a year**

Adopt a School Program Underway



Her lunch
for a year
Rs. 500

Over the years, our global hunger relief campaign has helped raise funds for the needy. For the first time this year Cisco India will participate in the **Harvest of Hope campaign**. It is our commitment to provide a meal to 5000 children and we have partnered with The Akshaya Patra Foundation for this noble cause. A minimum contribution of Rs. 500 from you can provide a child a meal for a whole year*.



Donate to the Harvest of Hope - Feed a Child campaign and help achieve this goal.

**harvest
of HOPE**
FEED A CHILD

The Campaign runs from Nov 1st to Dec 31st, 2007.

*Every donation is matched by the Cisco Foundation and the John Morgridge Foundation. Please visit <http://www.foods.cisco.com/sales/go/harvest> to make a donation through I - Give. For more information please contact Rohini Sardesai at rsardesai@cisco.com.

LifeLines India Services Bridge Digital Divide

- Telephone-based information helpline in partnership with BT and OneWorld
- Cisco Unified Messaging platform
- Helps India's rural farmers get timely / affordable access to information on agriculture and animal care
- Database of over 40,000 frequently asked questions
- 300+ daily calls... 5 rupees (12 cents) / call... creating sustainable model
- Coverage: 700 villages, 40,000 farmers in 4 states..... Haryana, Himachal Pradesh, Madhya Pradesh and Uttar Pradesh
- Outcome...
 - Improved crop quality and efficiency
 - Farmer profits increased between 25 and 150%



Question & Answer

