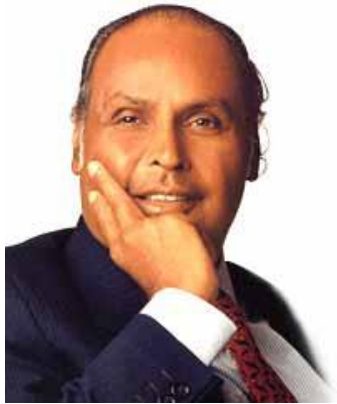
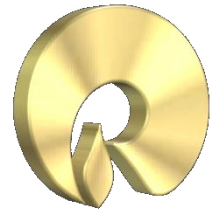


Innovation Exchange - A Spring Board for New Solutions

B. R. MEHTA
Sr. Vice President
Reliance Industries Limited



Spirit of Dhirubhai Ambani



"Growth has no limit at Reliance. I keep revising my vision. Only when you dream it you can do it."

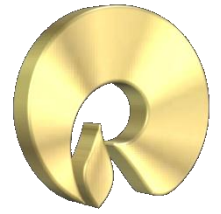
"Think big, think fast, think ahead. Ideas are no one's monopoly."

"Our dreams have to be bigger. Our ambitions higher. Our commitment deeper. And our efforts greater. This is my dream for Reliance and for India."

"You do not require an invitation to make profits."

"If you work with determination and with perfection, success will follow."

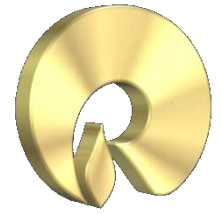




**Our Chairman & Managing Director
Mr. Mukesh Ambani in last AGM said
We have always believed in “Growth is Life”.
We at Reliance will now make
“Innovation as a way of Life”.
This will lead to “Innovation-led Growth.”**



Vision for Innovation



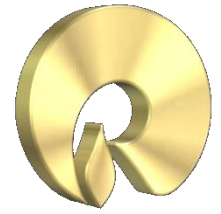
“Good business leaders create a vision,
Articulate the vision,
Passionately own the vision,
and Relentlessly drive it to completion.”

Jack Welch, GE.

Just painting the picture is not enough. It quickly fades from view if it is not constantly reinforced. Great leaders spend time with their teams. They illustrate the vision, the goals and the challenges. They explain to people how their role is crucial in fulfilling the vision and meeting the challenges. They inspire men and women to become passionate entrepreneurs finding innovative routes to success.



What stops a company from being Innovative?



The answer: **The company's leadership.**

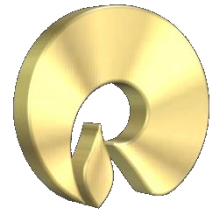
Since innovation is all about doing something differently. Senior management typically place restrictions on the exploration of new ideas as they are more concerned with ensuring the way things are currently being done continues as smoothly as possible.

Therefore, if companies are serious about innovation, ensuring all the leadership roles are on board is the first step.

Top management decides how to continue to innovate and improve Business processes.



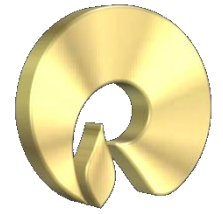
Quote by Mr. Jack Welch, GE



I am convinced that if the rate of change inside the institution is less than that the rate of change outside, the end is in sight. The only question is timing of the end.



What is Innovation?



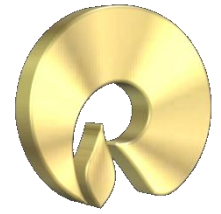
Innovation is

- The process and outcome of creating something new, which is also of value. Innovation means renewal or alter.
- Thinking and Seeing what others dont think or see.
- Getting Ideas and putting them to work to Increase the revenue (top-line)
and
- Increase the profits (bottom-line)

Prerequisite for innovation is the dissatisfaction with the current status and an inquisitive mind



Defining Innovation, Creativity & Intelligence



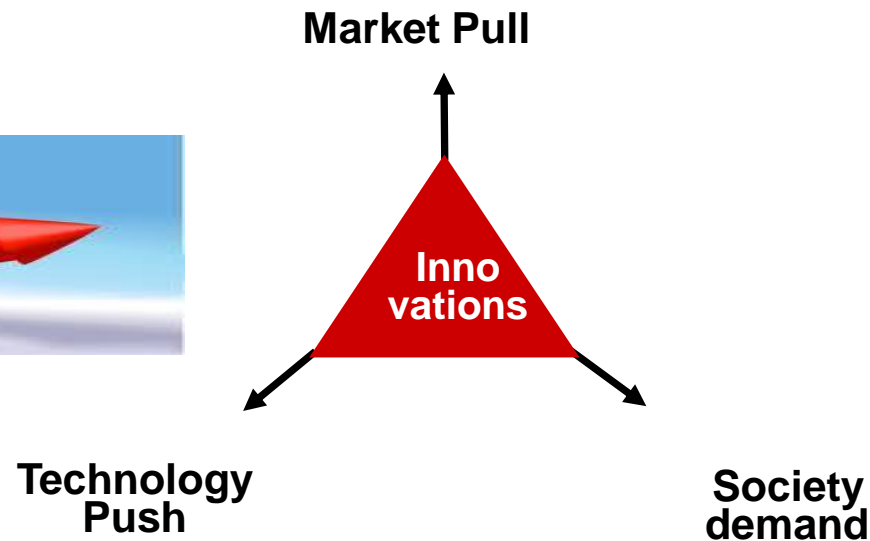
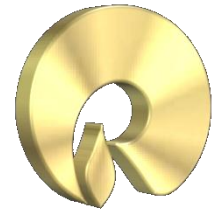
- Innovation is using an existing idea for a laterally different purpose or application
- Creativity is doing things that has not been done before.



- Intelligence is the ability to learn and think



What are innovation drivers?

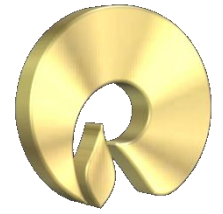


Main focus: Innovations based on own technologies and on market knowledge

Main focus: Innovation trends backed by governmental funds and regulations



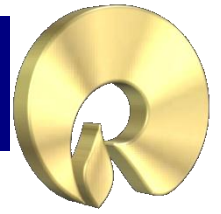
Getting innovation Started



- Innovation is like juggling. The organisation needs to focus on purpose, commitment, ideas and support.
- Most companies are not short of ideas. What they lack is the commitment of others, the weight required to overcome the obstacles.
- Innovation needs people who think in different ways.
- People who are good at problem solving and analysis.
- People who are capable of following hunches and convert them into ideas.
- People who are capable of implementing them.
- Innovation will fail if it is left to a creative few.



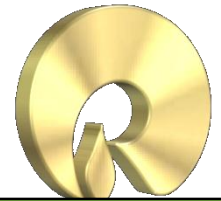
Automation suppliers Innovative DNA:



- Voice of the customer
- Integrated Product Development System
- Opportunity Reviews
- Core and Non-Core Products
- Operating System



10 type of innovations:



STRATEGY

1. **Business Model** (How to make Money)
2. **Networks and Alliances** (Join forces with other companies for mutual benefits)

PROCESS

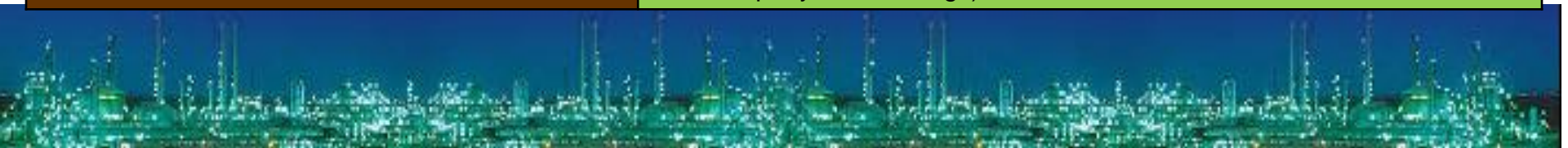
3. **Enabling Processes** (support companies core processes)
4. **Core Processes** (Create and add value to offerings)

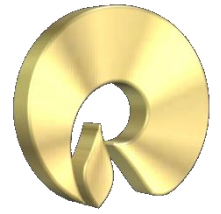
OFFERINGS

5. **Product Performance** (design your core offering)
6. **Product System** (Platform for multiple products)
7. **Service** (Provide value to customers)

DELIVERY

8. **Channel** (to get products and offering to Market)
9. **Brand** (How to communicate your offerings)
10. **Customer Experience** (Customer feeling while interacting with company and offerings)





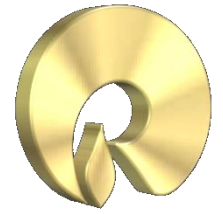
Thinking provides knowledge,
Knowledge makes you great.

Dr. APJ Abdul Kalam
Honorable President of India

A great wind is blowing and that gives you
either imagination or a headache.

Catherine II (the Great)
Empress of Russia

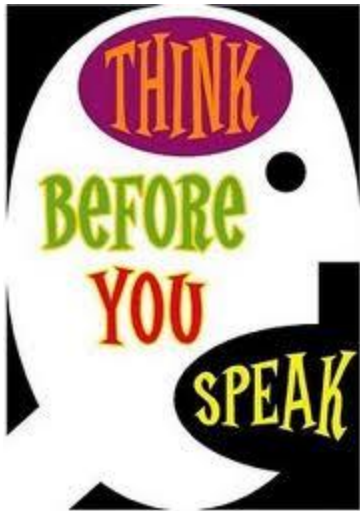
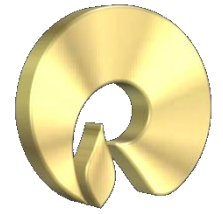




**If everything is under control
you are just not driving
fast enough.**



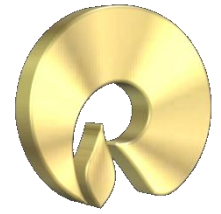
Reaction to Innovative ideas:



1. 'That sounds interesting but..' .
2. 'We tried it before.'
3. 'What is the ROI?'
4. 'It's not in the budget.'
5. 'Department X will never agree to it.'
6. 'It will undercut sales of Y.'
7. 'It is too difficult.'
8. 'We don't have time.'



The Future Plant



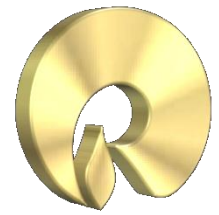
- **Horizontally and vertically integrated.**
- **Self Diagnostic and Self Healing.**
- **Wireless**
- **Nano technology sensors with low power and low cost but highly reliable**
- **Remotely operated.**
- **No environmental pollution.**
- **Positive Carbon foot print.**
- **Automated Knowledge Retention.**



Future plant will be Clean, Silent, Safe , Empty and Boring



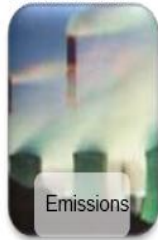
Automation : Innovative direction



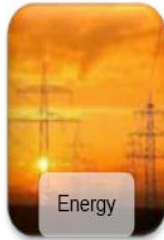
Ethics

Sustainability

Protecting people and the environment



Saving energy



Adhering to regulations



Safety and security

Optimum use of natural resources



Time

Plant design & engineering efficiency

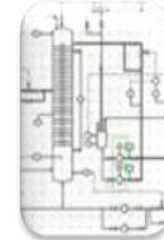
Lifecycle, time-to-market



Plant flexibility



Engineering efficiency



Integrated portfolio



One supplier incl. services

Money

Operating efficiency

High plant availability



Process flexibility and optimization



Remote operation and maintenance

Investment security (TCO)



Product quality

Trust

Expertise in process automation

Industry-specific expertise



Implementing solutions



Service & consulting



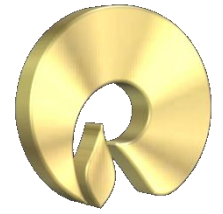
Portfolio expertise



Globalization



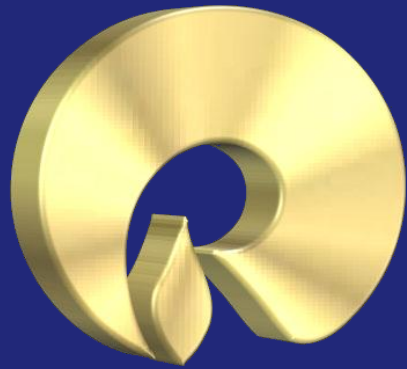
Vision for Innovation by Professor C K Prahalad



Three things- global company not an Indian company with global aspirations, transforming fundamentally the traditional established businesses and finding new functionalities that will dramatically improve the quality of life for all people around the world.

Innovation led transformation of traditional industries Worldwide.





Thank You

