

# CONTENTS

ACKNOWLEDGEMENTS	6
FOREWORD	7
SETTING THE CONTEXT	10
SILK, SPICES AND THE SEA	14
MARKING TIME	36
FOREIGN VOICES	48
IN THE FAST LANE	50
FLY INDIA, FLY	66
STEEL THE SHOW	84
HEAL THE WORLD	110
WONDER DRUGS	124
WHY INDIA IS IT	136
ALL DRESSED UP	152
THE INFOTAINMENT ECONOMY	162
BE OUR GUEST	180
LORD OF THE RING	200
LIQUID GOLD	208
KOHINOOR LEGACY	216
THE ART MART	222
GAME CHANGERS	236

**Facing page:** Outside the stock exchange, in the heart of Times Square in New York, NASDAQ celebrates India's Independence Day. The Indian flag is now a familiar sight at international stock exchanges, with many Indian companies being listed abroad.