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**FOR IMMEDIATE RELEASE**

## **ROI is Implemented in India**

**Bangalore, India, November 23, 2009-** The ROI Institute has begun the task of fully implementing the ROI Methodology™ in India with recent visits by Patti and Jack Phillips. The implementation cultivated with an ROI Certification Workshop in Bangalore which was preceded by four separate workshops conducted by Patti Phillips. In addition, the Indian School of Business (ISB), India's most prestigious business school, will use the ROI Methodology to show the impact of its executive education programs and executive MBA. These conclusions stem from an internal workshop with the ISB this month.

According to Jack Phillips, ROI Institute, "Our new partners in India, Greenbooks, led by Shyam Sunder and Sharmila Gautama, have made the investment in time, energy and money to implement the ROI Methodology across India. Although we have been in India working with various organizers, and conducting ROI Certifications, the efforts for GreenBooks should jumpstart the implementation across all of India."

Patti Phillips, ROI Institute added, "With India's vast potential, interest in learning and technology, the ROI Methodology is a sure match. Even in this global recession, India is doing quite well. According to their most recent figures, India is experiencing eight percent GDP growth. Considering this is the largest English-speaking country in the world and most of the major U.S. corporations have large operations in India, it is absolutely essential for the ROI Methodology to be operating fully in the country.

Because of the success with GreenBooks, a new book of Indian ROI case studies will be developed. The new book is underway with studies being conducted by the two most recent groups of ROI Certification participants. In addition, an ROI Network is being planned and an ROI Conference is scheduled for November 2010.

"We will focus a lot of energy in India to make this successful, added Jack Phillips, "Two trips are already planned for May and November 2010 with certifications and internal workshops. All of this is aimed at building capability. We fully expect India to be one of our best implementations. "We are proud of our partners. They are professional, capable and determined to make this a success in India", added Patti Phillips. For more information on our work in India contact Jack Phillips at [jack@roiinstitute.net](mailto:jack@roiinstitute.net) or Sharmila Gautam at [sharmila@greenbooks.co.in](mailto:sharmila@greenbooks.co.in).

### About the ROI Institute

ROI Institute, Inc., founded in 1992 as a service-driven organization, assists professionals in improving programs and processes using the ROI Methodology developed by Dr. Jack J. Phillips. Jack and Patti Phillips are the leading experts on the use of return on investment (ROI) in non-traditional applications. They regularly conduct ROI workshops and provide consulting services, making the ROI Institute an industry leader in measurement and evaluation. The ROI Institute, along with 100 ROI consultants, applies the ROI Methodology in 20 fields, which have been implemented in 52 countries. The ROI Institute builds internal capability with a process to help individuals to achieve Certified ROI Professional (CRP), a designation respected by executives in various organizations.