



# Delivering the India Advantage

India Entry Strategy • Mergers & Acquisitions • Global Market Research • Global Sourcing

## Why India?

The process of reforms as part of liberalization has resulted in more number of players coming to India since the Government policies have become investment friendly. The capital markets have also been able to receive huge inflow of funds. India provides both challenges and unprecedented opportunities to most international businesses coming to India

India is the 4th largest economy, in terms of purchasing power parity and has the highest rates of returns on investment. Profitability of US investments in India: 19.33% in 2000(Source: US Department of Commerce) .India has a strong pool of scientific and technical force. Around 255 fortune 500 companies getting serviced in India. It has 2nd largest English speaking population in the world.

India is setting up some great infrastructure with key projects like:\$12 billion highway development program, up gradation of international airports like Delhi, Mumbai,

India provided un parallel opportunities in sectors like Roads, Urban Infrastructure, Ports, Clean energy ,Power, Telecommunication to name few

While the success stories are plenty, there are also many precedents of foreign companies losing millions if not billion of dollars.

We at Tecnova India specialize in providing India solutions to your business needs, whether it is to sell or buy goods, services or businesses in India.

# Why Tecnova?

26 years of experience in the business of management consultancy.

Over 500 clients served with 60% of them from the Fortune 1000 global list.

Comprehensive primary market research with in depth local level understanding gives us an edge over non India based consultants.

Emphasis on Relationship building due to cultural factors and changing legal environment

We have high caliber seasoned professionals with experience of more than 1 million man hours of consultancy across the globe.

Only end to end service providers. We assist our clients across the length and breadth of the project. Be it providing India strategy or helping them execute in India, buying land and even Executive Hiring.

Largest in terms of deal size and number of transaction for India Entry strategy.

## Tecnova India Pvt. Ltd.

Founded in 1984, Tecnova India Pvt. Ltd is an international management consulting firm based in India. We specialize in providing workable strategy solutions and implementation assistance to foreign companies to leverage the "India advantage". The company has positioned itself on the quality platform and has successfully helped its clients to capture the opportunities in the Indian Market

Our Product offering encompasses 5 main products

- India Entry Strategy
- Merger and Acquisition
- Global Market Research
- Sourcing from India
- Post entry services.

More than 60% of our clientele is from Fortune 1000 global companies' in the industries such as consumer goods, renewable energy, automotive, energy, and pharmaceuticals.

## Tecnova in India

Our teams of seasoned high-calibre professionals have assisted many leading multinationals and financial institutions. We have more than 25 years of experience in the Indian market entry business. The work has included assistance in India entry strategy, acquisitions, strategic partnerships, organic growth and finance raising through both strategy and execution.

We also assist in Global Market Research (GMR), Sourcing from India and post entry services. Being the only service providers in the India industry who provide end to end solution gives our client the edge in attaining the business consultancy advantage.

We draw our expertise in India entry strategy and so far are the largest in the business to bring international clients to leverage India advantage. Our team of seasoned and friendly professionals have helped various clients leverage the India advantage

# How can we help you?



We are with you from strategy to implementation. We have enabled several Fortune 1000 companies leverage the India advantage to discover and research opportunities, get a grip of markets, start up business, compete more effectively and expand in India.

## India Entry strategy

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Our Cross border experience and network helps our clients achieve their cross border concerns effectively and efficiently.

In our planning phase we provide information and analysis on Market, location and overall business plan outline to our clients..

With our local know how, we interact with regulatory bodies and publish timely summaries of regulatory changes and revisions to keep clients apprised .In project execution and advisory stage. We provide our clients end to end solution to help them start the business, be it project management, regulatory and statutory approvals or even admin and HR support.

## Mergers and Acquisitions

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Merger and Acquisition brings new opportunities and challenges. We help our clients from stage of market research to target identification to deal closure process.

Be it foreign clients who want to acquire/merge in India or Indian client who want to gain access to markets /technology abroad and even to the extent of finding strategic partners who want to co-invest in the projects, we help our clients in providing end to end solution.

We provide pre-acquisition and post –acquisition support to help our clients be successful in the market.

The logo for Tecnova, featuring the word "TECNOVA" in a bold, black, sans-serif font. The text is centered within a white rectangular box that has a blue curved shape on the left side and a thin blue border.

## **Global Market Research**

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We have multi lingual capabilities which help our clients to get a deep understanding of the markets through our market research. We work closely with our clients to understand the perspective of the research they want to do in the markets.

Our research is based on quality platform. The use of latest technology platforms like CATI, internet search and face to face interview gives our clients edge in getting quality research.

## **Global Sourcing**

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Our team of experts in global sourcing helps companies by providing them with analysis on supplier market analysis.

Be it Filtration and short-listing of vendors, Supply Chain Consulting & Support or supply through our logistics or customer recommended logistics or even create a logistics platform near the customer if the supply has to be Just in Time .We at Tecnova have always been appreciated to go that extra mile and sort out every piece of nut and bolt in the process.



# Global Market Research

**Multi lingual abilities allowing deeper grasp of markets**

**400+ clients served with 60% from the Fortune 1000 global list**

**Research based on quality platforms; use of latest technology platforms like CATI, CAWI etc**

WE THINK AND STRATEGIZE GLOBALLY. WE OFFER MARKET SIZING IN VARIOUS GEOGRAPHIES, EVALUATE STRATEGIES OF MULTINATIONALS AND LOCALS, ANALYZE END USER SEGMENTS AND RECOMMEND ACTIONABLE STRATEGIES FOR DIFFERENT REGIONS. WE COVER NORTH AMERICA, EUROPE, MIDDLE EAST, AND ASIA PACIFIC REGIONS.

## **"Tecnova Provides World-Class Global Research Capabilities with Personalized Service"**

Tecnova GMR is a market research outsourcing division that specializes in helping global market research companies with end to end research and support process. Tecnova has over 25 years of experience in international management consulting and research. We provide you with high quality, cost and time-effective market research solutions. Our strength lies in excellent local knowledge and creating teams and processes that meet our clients' unique needs and requirements. With a constant focus on developing more innovative research solutions, we assist our clients understand the market and thus, maximize their business results. We cater to B2B and B2C target audience. Qualitative as well as Quantitative studies through multiple techniques have been successfully delivered for clients across the globe.

# Global Market Research

Tecnova provides the following services singularly and in a combination:

- Survey Development and Programming
- Sampling and Database Development
- Data Collection
- Data Processing Analysis
- Secondary and Business
- Research Charting and Presentations

At Tecnova GMR, we offer our clients a complete range of multi-process, multi-geography and multi-lingual research solutions. Our team of experts takes pride in:

- Specialization in working with market-research and consulting firms globally involving multi-country studies as well as India specific studies
- Enhance productive owing to process and technology adoption
- Tecnova GMR excels in offering techniques and methodologies to data collection and analysis with embedded quality measures.
- Team continuity and orientation to client servicing

## Tecnova Value Proposition

Quality	Global Coverage	Custom/Cost Effective
Attention to detail in every element of client interaction	Network of partners in Asia, Europe and USA	Fraction of traditional cost
Disciplined project management and communication	Multi-Lingual capabilities	100% customized client-projects
Accurate and insightful analysis	Research conducted in North America, Asia Pacific and EMEA	Highly scalable
Extensive research infrastructure	7 x 24 coverage	Multi-industry experience





# Global Market Research

## Industry and Target Audience

### Target Audience

Our techniques are deployed to reach global audiences such as:

- C-Level Executive (CEO, CIO, CMO, etc.)  
Physicians, Surgeons, Pharmacists, Nurses & Patients
- Small & Global Businesses
- Consumers (Citizens, patients, shoppers, students, alumni, subscribers, purchasers, etc)
- Associations, opinion leaders, stakeholders, etc

**Tecnova offers a wide range of qualitative and quantitative research services in the following industries and its verticals, namely:**

- Automotive and Automotive Products
- BFSI (Banking, Financial Services and Insurance)
- Catering/Hospitality
- Consumer Products
- Energy/Utilities
- Healthcare and Pharmaceuticals
- Industrial Products
- Information Technology and Enabled Services
- Logistic/Mail/Transportation
- Media/Entertainment
- Public Sector/Government
- Retail/Wholesale
- Telecommunications
- Textile/Fashion/Clothing  
Travel/Tourism/Sport/Leisure
- Social Research and Energy



# Global Market Research

## Affiliations/Associations:

- Tecnova takes pride in being an ESOMAR Member and thus, comply with the ICC/ESOMAR International Code of Marketing Social Research Practice.
- Tecnova is also a proud member of Business Intelligence Group, delivering the very best to clients all across the globe.
- Tecnova also has a Commercial Affiliation with Global NR Association. Apart from all the above affiliations and associations, Tecnova has itself become a benchmark to be achieved in international management consulting industry.

## Tecnova "Facility"

Tecnova has its state-of-the-art facility located in Gurgaon, New Delhi which is just 30 minutes drive from the Indira Gandhi International Airport. With an aim to come up with the best for our clients, we have our CATI Centre well-equipped with:

- 40 seat CATI facility with modern infrastructure
- Hi-Speed Automated dialer
- Call recording and barge-in facility
- Working capabilities on VOCXO software. In-house developed CATI Software.
- Minimum 50% redundancy for all support systems
- Total AVAYA solution including system integration
- "End-to-end IPLC connectivity to US PSTN network through transatlantic/transpacific fiber optic cable systems"
- Full safeguards, disaster recovery systems
- Telecom Infrastructure- Total AVAYA Solution: AVAYA-Lucent G3R ACD, Mosaix
- Predictive Dialer PDS 5000 and PDS 6000
- "NICE Voice Logging Solution"
- CISCO Multiplexers IGX-8420 and MGX 8830
- CISCO Router 3660
- HP Servers and Desktops

# Global Market Research

## Tecnova "Facility"

### Focus Group Facility:

Our Focus Group facility is located in our office building and is 30 minutes drive from the airport.

If you are looking for a focus group facility in India or anywhere else in the world, Tecnova can help. With in-depth understanding of market research industry and its players across the globe, Tecnova suggests the kind of facilities that suit your needs and requirements in the best possible manner and that too, in your budget. Besides all this, we can also make the booking arrangements for you and handle your incentives. To provide the very best to our clients, our India Focus Group Facility is fully equipped with:

- 40 seat CATI facility with modern infrastructure  
Full size boardroom, comfortably accommodate 15 focus group participants
- Bathed in natural light, contemporary de'cor, luxurious and comfortable -knowledgeable and helpful staff. Delicious food
- Commercial-grade audio and video equipment for accurate recording and authentic reproduction. Can record on VHS, DVD, Audio cassette
- Focus group moderators and one-on-one, in-depth interviewers on staff
- Multiple high speed and wireless internet connection
- Work area with telephone and laser printer, complete office support available
- Semi-private working area with telephone; complete office support available
- Tack boards and white boards/projection surface/easels/display rails
- 21 "television on rolling cabinet with private storage below, audio tape player, projection screen, CD players  
Simultaneous translation with translator in observation room or isolated
- Dual audio (discreetly placed microphones) video recording (stationary camera)

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# Global Market Research

## Tecnova "Facility"

### Face to Face Interviewer Training Room:

Our impressive training room can cater trainings for groups of most sizes and is well equipped with:

- Multiple High Speed and Wireless Internet Connection
- Work Area with Telephone and Laser Printer, Complete Office Support Available
- Track Boards and White Boards/Projection Surface/Easels/Display Rails

## Quality Management

### "Quality Management is what Helps Capture, Retain and Enlarge Customer Base in the Global Market"

At Tecnova, we don't look at quality as a liability but as a concept inherent within the execution and something we love to come up with for our clients. Our existence and growth in the industry for over 25 years prove the same. And we start the process of quality right from our employees who are ingrained with the same quality habits from their initial orientation. With regular training sessions and feedbacks throughout their association with Tecnova, quality is something that becomes an integral part of their performance evaluation. Now, some of the measures in place are as follows:

### CATI Interviewing:

- We train all interviewers on different cultural sensitization
- We provide training on voice and accent neutralization
- All interviewers are familiarized with geography specific social-structure, political-structure, interests, holidays, popular sports, etc. before making a contact with any respondent
- We do regular live and recorded call monitoring
- Our quality team does call-backs to respondents to understand the overall interviewing experience
- Based on client and customer-satisfaction, we have reward and recognition program for all our employees

# Global Market Research

## Quality Management

### Face to Face Interviewing

- Insist on taking business cards/contact details of respondents who participate in the interview
- 100% back checks on interviews conducted face to face
- Training on preparing effective show cards to present understandable response choices
- Attention on sample representation while conducting projects via face to face methodology

### CAWI Interviewing

- E-mails are sent to all participants giving proper instructions on how to fill the survey
- Detailed instructions are provided either through mail or phone in case of any special requirement of the project
- Questions, scales and information are presented visually for the maximum effectiveness

### Survey Programming

- Data Checks: Junk/Extra data collected, value labels as per specification, etc Logic Checks: Randomization, Branching/Validation, Piping, Looping
- Content Checks: Survey Instructions, Missing Questions/Options, Question Flow and Structure Spelling, Grammar, Sentence Structure
- Layout Checks: Visual Appeal of the Survey, Positioning of Questions, Positioning of Grids and Text Boxes, Placement of Multimedia Content

### Data Quality

- Self Checking
- First Level Check by Immediate Supervisor
- Final Checking by Data Analytics Manager

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TECNOVA INDIA PVT. LTD.  
335, Udyog Vihar, Phase IV, Gurgaon 122 015, Haryana, India  
Tel.: +91-124-435 6300 Fax: +91-124-430 8207

[www.tecnovaglobal.com](http://www.tecnovaglobal.com)