



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?

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

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.

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

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

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

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

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.



India Entry Strategy

Tecnova Delivers the "India Advantage" Indian economy is witnessing unprecedented levels of economic expansion. Many global companies are now planning to enter the Indian market. And this is where Tecnova comes into play and assists its clients in making a successful entry in the Indian market with minimal risks. Tecnova, a management consulting firm, provides an understanding of the core values, process and procedures of entering the Indian market. We believe in "Client-Delight" and thus, go beyond what a management consulting firm is expected to do and help you setting up your business, guiding you in your path and build a winning position for you in the market. With over 25 years of experience, knowledge and business insight across a variety of industries, Tecnova delivers the 'India Advantage' to its clients. Our services span across the spectrum of identifying the right opportunity for our Clients, creating a strategic proposition for their entry and also implement the recommended approach to establish a winning presence.

Market Exploration Phase

In the first phase, we explore the market with our in-house research team and gather market intelligence to come out with the best market approach for you - in terms of the opportunities and their scope in the Indian market.

Strategy Formulation Phase

We provide a complete go-to-market strategy with our recommendations on product, pricing, positioning and segmentation. Based on the India Entry option selected by the client, we help in preparation of a joint Business Plan.

Strategy Implementation Phase

We believe that the merit of a strategy lies in its implementation. Here we perform the crucial action of putting into shape the formulated strategy.



For More Details on India Entry Strategy

visit : www.tecnovaglobal.com/indiaentrystrategy

India Entry Strategy



Market Exploration Phase

At Tecnova, we provide our clients with fast and cost-effective market-exploration services. Backed up by practical experience and knowledge on the ground, we come up with new and innovative solutions which not only answer your questions on the competition, technical barriers, pricing and distribution channels, but also provide you with qualified business leads and partners.

Services at a Glance

- Identifying potential customers and business leads (Through primary in-depth field interviews)
- Identifying technical barriers in the new market
- Identifying competition in the market through detailed competitor's analysis
- Alternative sales & distribution channels
- Identifying possible partners
- Examination of Government Regulations
- Location Analysis
- Arrange Client's India Validation Visit

Besides offering the above-mentioned services in Market Exploration Phase, Tecnova professionals love to go an extra-mile to come up with the best solutions for its valued-clients.



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India Entry Strategy

Strategy Formulation Phase

Strategy formulation is the process whereby appropriate courses of action are determined so as to achieve organizational objectives and thus, accomplishing organizational purpose." Formulation of effective strategies goes a long way in the success of a company in a new market. With the results derived in "Market Exploration", our professionals assist clients in defining appropriate Indian Entry Strategy options.

Our strategy document generally includes recommendations on product, pricing, positioning and segmentation, besides one of the following India entry options:

- Greenfield Operation through wholly owned Indian subsidiary
- Acquisition of Indian Target Company
- Joint Venture
- Selecting the Right Partner for Distribution, Contract manufacturing or sourcing

Once the client selects India Entry Option, we help in preparation of a joint Business Plan.



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India Entry Strategy

Strategy Implementation Phase

After Market Exploration and Strategy Formulation, comes the turn of Strategy Implementation. Successful Implementation of the formulated strategies is essential for the success of the business in a new market. And for a successful implementation, you need a partner who is equipped with an in-depth knowledge of the market and this is where, **Tecnova helps you with:**

- Incorporation of the Indian entity
- Commence Acquisition or Set-up Greenfield facility
- Seeking all regulatory approvals from Central and State Government Bodies
- Selecting and acquiring a suitable site in case of Greenfield operations
- Recruitment of Key Top Executives

With over 26 years in the business, Tecnova has served over 450 clients across the globe. Our professionals have helped many companies leverage the India Advantage and assist them in successful implementation of strategies and thus, reduce entry risks and compress gestation time for profitability.



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