



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.



Mergers & Acquisitions

Many a times, Merger & Acquisition becomes the preferred route to make an entry into a new market. And when it comes to India, many global companies have taken and are taking the same route. Now, if Merger & Acquisition is what you are looking for, Tecnova comes out with a team of highly skilled professionals who give you the right kind of solutions, keeping the latest legal and government changes in consideration. With a strong market research methodology' Tecnova helps you identify the right target. "Our expertise lies in acquiring mid-sized companies ranging from 10-100 million Euros/ US\$". Adopting a non-aggressive and emphatic approach with family business target, we never push the deal for the sake of it. Backed up by over 26 years of experience, Tecnova knows how to negotiate the deal in the best interests of its clients. However, this is not all. We also help our clients in defining the business strategy post the deal has been closed. There is no denying the fact that Merger and Acquisition (M&A) transactions are high-dollar, often substantial events for any organization. And a wrong step or a bad decision can cost millions of dollars. Isn't it? That is why having a right management consultancy firm on your side always pays.

We have been advising our valued clients on:

Inbound Transaction: Advising foreign companies for platform/Bolton Acquisition: □As the market place is shrinking and competition is increasing like never before, companies are looking for safe and profitable expansions across the globe. And with highly-experienced merger and acquisition professionals, Tecnova helps these global companies make the right decision when it comes to Merger & Acquisition in the Indian market. Equipped with extensive global network and local industry insights, Tecnova professionals work with you throughout the transaction lifecycle.



Mergers & Acquisitions

Outbound Transaction: Advising Indian companies for acquiring companies outside India:

Being an exclusive member of Pandion Partners in India, Tecnova enjoys a global presence and thus, provides best-in-class M&A Advisory service to its Indian clients in expanding their presence outside India. If you think that your business has what it takes to become an International-Brand, Tecnova can help you with its extensive experience, sharp market-insight and global resources to take your business to new heights.

At Tecnova, we believe in offering the very best to our clients. Our services in this area go well beyond performing work. Tecnova India has facilitated many such deals by:

- Enriching the client with in-depth analysis of Indian Market
- Formulating the strategy for the deal
- Representing clients in negotiations with prospective buyers or sellers
- Determining true fair market value
- Modeling to demonstrate the benefits, returns of a business combination
- Coordinating due diligence with outside agencies
- Showcasing the ability to negotiate well for the client's benefit
- Advising for the post closure issues

We are also the exclusive member of Pandion Partners in India which extends our presence and reach across the globe.

Strategic Funding:

What makes Tecnova stand apart from the rest:

- Research based methodology for identification of targets
- Experience of negotiating successfully with family owned business since more than 99% of the companies, in India, are family owned
- Ability to identify and advise on post closure issues



Associations and Partnerships

Tecnova India is the exclusive Indian Member of "Pandion Partners", a leading international network of independent Investment Banking boutiques and Corporate Finance Advisory firms, offering seamless services on mid-market transactions. Our association has made the global presence of Tecnova India stronger and has helped us offer clients a global platform, seamless service and enhanced access to global opportunities. With a wide-network of 19 offices across 14 countries with 14 like-minded firms, Tecnova-professionals come with a wealth of local knowledge and a rich-experience in the international markets.

For more information about our association please visit:

www.pandionpartners.com/page/team/

Apart from our strong association with Pandion partners, Tecnova India is well networked globally with:

- Private Equity Firms
- Financial Institutions
- Board Members in Blue Chip MNC's
- Niche Consulting Firms
- Global M&A Advisory Firms



Tecnova-Services

Our services are divided into two broad segments: Advisory for M&A: At Tecnova, we take a 360o view of our clients' requirements and thus, come up with a wide range of end- to-end services, right from the market research to the deal closure. We also support our clients in post closure advisory.

Our gamut of best-in-class services is as follows:

- Market Research
- Target Identification and Selection
- Acquisition Strategy formulation and Valuation
- Negotiations and Issue of Term Sheet
- Legal and Financial Due Diligence (Outside Consultants)
- Share Purchase Agreement
- Government Approvals
- Deal Closure
- Funding
- Post Closure Advisory

As an International Advisory firm our services just don't end with deal closure, we have been helping our clients in advising on various post closure issues. Be it organisational and staffing issues or cultural and business practices or adherence to government compliances, Tecnova is always right there with its clients.

Advisory for finding strategic partners:

Our team is well equipped and has deep understanding of your business goals and objectives. Tecnova India has been instrumental in advising its national and international clients in identifying the strategic partners who have a long term vision of business and look beyond the financial returns.

Our scope of services includes:

- Designing of the capital structure
- Drawing up a list of potential partners
- Preparation of Information Memorandum
- Organizing Road shows
- Negotiations with the shortlisted partner
- Coordinating due diligence
- Closing



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