



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.



Sourcing From India

Reduce Client resource deployment time by 60%

Strategic sourcing leveraging cost competitiveness of supply base

Highly developed supplier selection process eliminates using the wrong vendor

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At Tecnova, we believe in doing more for our clients. Tecnova ensures a successful Indian operation for its clients. We also provide engineering outsourcing services to cater to our clients' specific business goals.

- This includes the following services.
- Identification & selection of suppliers in India
- To act as an extended sourcing arm of the client
- To identify the Contract manufacturing partners for Client products in India

Since successful sourcing from India is all about finding good & reliable vendors, we use a foolproof process of finding the "Right Vendors" for our clients. The cost of selecting the wrong vendor is very high, both in terms of money and time. It is therefore necessary to go beyond the overly simplistic approach of calling for tender and instead following a thorough process that covers the entire Indian geographic territory and thereby eliminates the possibility of error. A thorough assessment of the vendor that is grounded in reality, and that identifies potential shortcomings that will need observation and correction, is of the essence.

Sourcing From India

Tecnova's sourcing and supplier identification strength comes from its:



- Highly developed supplier selection process
Extensive network in the industry
- Team of dedicated professionals focused on the sourcing activities
- Experience accumulated over the last 25 years in setting up successful sourcing operations
- Studies of successes and failures in sourcing
- Understanding of the design, technical and manufacturing aspects across various industries



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