

# HELPING A FRENCH MEDICAL DIAGNOSTICS COMPANY TO GROW MANIFOLD BY REVAMPING STRATEGY TO SET UP OWN OPERATIONS

INDUSTRIES: PHARMACEUTICALS/HEALTHCARE

SERVICES: EXPANSION AND GROWTH ADVISORY INCUBATION AND BUSINESS DEVELOPMENT



## ABOUT THE CLIENT

The client is a multinational biotechnology company based in France. The company specializes in medical diagnostics and diagnostic solutions.

## PROJECT BACKGROUND

The client was present in India through a local manufacturing partner but was unable to capture a significant market share. The manufacturing partner was also involved in selling its own product portfolio.



## TECNOVA'S APPROACH AND SOLUTION

Tecnova has conducted several studies and realized that it is rare to find a successful partnership where a foreign company distributes products through a local manufacturer who also markets own product portfolio.

Tecnova assisted the client in discontinuing their exclusive partnership with the Indian pharmaceutical major and helped in setting up a wholly owned subsidiary in India. Tecnova also developed a business plan and a new strategy aimed towards aggressive growth.

Tecnova provided incubation support to the start-up team of the new fully owned Indian subsidiary which included providing office space, administration & accounting support, executive search and recruitment of a few team members based in India. Additionally to support the client to stick to a long-term growth plan, Tecnova provided Advisory services on an on-going basis.

## BENEFITS

The company's Indian operations increased business more than 20 fold in 5 years after setting up its own fully owned subsidiary.

