



# Multi-Sector Case Studies

## T&A Consulting



## Our International Engagements

- India Trade Advisor for "Invest Northern Ireland"
- Strategic Advisor to "Switzerland Trade & Investment Promotion"
- India Representative of "SIX Swiss Exchange" to attract Indian listings
- India Representative of "South Carolina Department of Commerce"
- India Representative Office of "Queen's University Belfast (QUB)"
- Evaluated Partner for "Finpro"
- Approved list of "Advisory Service Providers" for US Commercial Office, Canadian Trade Commission, Australian Trade Commission and MATRADE

# About Us

## TRADE EXPERTS

INVEST NORTHERN  
IRELAND



SWITZERLAND GLOBAL  
ENTERPRISE



FINPRO



## INDIA REPRESENTATIVE

SIX SWISS  
EXCHANGE



QUEEN'S UNIVERSITY  
BELFAST



SOUTH CAROLINA  
DEPARTMENT OF  
COMMERCE



T&A is a boutique advisory firm with extensive experience of working with overseas enterprises towards achieving successful and accelerated entry into India. T&A has been delivering a range of programmes on behalf of International economic and Trade promotion organizations where India is a key target market.

## T&A Consulting

Business with India Starts Here ...

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# What we do?

## Sectors

Automotives . Chemicals . Clean Technology .  
Construction & Mining . Education . Vocational  
Training . Engineering . Food . Healthcare &  
Life Sciences . ICT . Luxury & Retail . Marine .  
Medical Technology .

## Our Services

### India Market Entry

Includes opportunity assessment, feasibility studies, partner identification (Joint Venture, distributor, vendor, licensee and franchisee) competitor analysis, price benchmarking, location identification, technology collaboration and assistance in greenfield setup.

### Inward Investment Attraction

Extensive experience of working with various 'Inward Investment Attraction' agencies to attract potential Indian corporates who may have overseas investment plans.

### Business Incuba tion Centre

Business Incubation Center (BIC) provides strategic and systematic support in trade, marketing and business development to assist foreign companies achieve successful and accelerated entry into India.

### India Sourcing

Procurement solutions for organizations aiming to develop a competitive supply chain from India.



Interactive Session for Students at Maharani Gayatri Devi Girls Public School, Jaipur

T&A has successfully executed several mandates for managing the India office of overseas companies and has assisted them to build a long term profitable business.

Proven track record of working with more than 150 International companies looking to enter the Indian market.



Wooing plans Urs Widmer (centre), COO, MD and Member — Management Committee, SIX Swiss Exchange, with Tarun Gupta (right), co-founder, CEO-T&A Consulting and official representative of SSE India.



SECTOR: AUTOMOBILE  
Case 1

## Background

Trade Promotion Agency of an ASEAN country setting up an investment zone in India to support and provide opportunities for their automobile and automotive component companies to set up manufacturing facilities in India

## Client Objective

To conduct cluster mapping of Northern India Automobile Cluster, i.e. Rajasthan, Delhi NCR, Haryana, Punjab and an overview of automotive cluster in Madhya Pradesh and Gujarat with an aim to understand feasibility for setting up a manufacturing facility

### Market Intelligence

- Overview of Indian economy, State's FDI policies and government initiatives
- Analysis of the Automobile supply chain ecosystem, major OEMs, tier 1 & tier 2 suppliers
- Procurement and localization policy of major Indian and MNCs operating in the automobile sector
- Individual discussions with over 100 companies present in Northern India to understand their expansion plans and supply chain ecosystem

### Key Stakeholders

- Detailed profile of Automotive OEMs, Tier 1 and Tier 2 suppliers
- Expansion plans and major parts/components which are imported into India
- Feedback towards partnering and sourcing from new companies planning to setup in the proposed Investment zone

### Outcome

- T&A provided a detailed overview of the automobile cluster of Northern India with individual feedback from major OEMs about their procurement and localization policy
- Qualified shortlist of companies who expressed interest to partner with foreign companies



SECTOR: CHEMICALS  
Case 2

## Background

Leading British manufacturer & supplier of high performance grades of carbon dioxide absorbent and oxygen generators for military use, diving industry, chemical industry and safety (CBRN) environment. The client is a 90 year old company having expertise in critical life support applications & supplies to the Navies of various countries with products to maintain a breathable atmosphere in submarines.

## Client Objective

To understand the potential for its products in the Military, Safety, Gas Processing and Marine sector in India.

## Scope of Work

- To identify decision making involved in the procurement process
- Mapping of Key stakeholders and decision makers
- Identify relevant contact person in the target segment and gauge market feedback
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- Mapping of Key stakeholders and decision makers
- Identify relevant contact person in the target segment and gauge market feedback
- The research mapped the market ecosystem for each of the products with special focus on major customer groups, major imports, competitors, market trends and key growth drivers as well as procurement policy
- Detailed primary research was conducted to gauge imports from European countries to India in terms of value and volume

## Approach: Market Intelligence

- T&A conducted a research study to get an overview of the market opportunities for client across its product segments –

## Outcome

- Detailed Market Assessment report towards India market strategy
- A qualified shortlist of potential resellers to evaluate possibility of tie-ups with resellers to cover the entire spectrum of product portfolio



## SECTOR: CHEMICALS Case 3

### Background

Leading European company engaged in developing and manufacturing highly defined powder products for their global customers in the food, feed, cosmetic and chemical industry

### Client Objective

To explore an opportunity to source Food and Feed grade raw materials from India . To identify potential sourcing partner(s), who have the capability to offer specific products to our client

### T&A Approach and Scope of Work

- T&A conducted an in-depth research and analysis of the food and feed grade raw materials sector in India with a specific focus on following products segments i.e. Organic Chemicals (Amino Acids, Divers and other acids), Inorganic Chemicals (Metals) and Oils
- T&A shortlisted 80 manufacturers and exporters and identified contact details of key decision makers in each of these organizations
- Shortlist was prepared on the basis of primary and secondary research.
- This included telephonic interviews, reference to lo-cal classified directories, industry specific journals, trade events and exporters associations
- As part of the mandate, T&A further contacted each of the shortlisted organizations and had detailed discussions with the decision makers, to gauge their suitability and interest

### Outcome

- Detailed advisory report was submitted, which included in depth profiles of 20 potential sourcing partners and 12 management meeting were organized to discuss the next steps of collaborations including the quality of the products supplied and lead time
- Client is also evaluating a possibility of setting up a manufacturing plant in India



SECTOR: CLEANTECH  
Case 4

## Background

European export promotion organisation, aiming to identify short to mid term Business Opportunities in the Indian Solar segment which can be presented to companies in the home country

## Client Objective

To analyse and assess business opportunities for foreign companies in the Indian renewable energy sector. To identify tangible/sizeable project(s) in the Indian solar sector wherein the foreign companies can participate or supply their products/services.

## T&A's Approach

### Market Intelligence

- Overview of the Solar Energy sector in India with key emphasis on photovoltaic technology.
- Detailed value chain analysis of PV solar modules in India and assessment of opportunities for foreign companies in various stages of the value chain.
- Mapping of different stakeholders in the solar industry such as regulatory bodies, industry associations, public/private renewable energy companies. In-depth information on the key qualification criteria (technical eligibility criteria) for companies supplying product(s) to the Indian solar ecosystem.
- Research includes decision-making/ procurement process & timeline for a typical Solar PV plant construction.
- Information on various key permits required for a Solar PV plant during pre-construction, construction and commissioning.
- Information on various upcoming/awarded Solar projects in the Indian Solar eco-system.

### Outcome

- Trade Advisory Report with in-depth details of various upcoming/ recently awarded Solar projects of various developers submitted to the client.
- Details include the size of the project (proposed capacity), location, proposed technology, financial requirements and the implementation authority.



SECTOR: EDUCATION  
Case 5

### Background

- Member of the Russell Group of 24 leading UK research-intensive universities. The University is highly known for its research framework, and ranks Top Ten in the UK for research intensity.
- The University currently has over 1,400 international students from over 80 countries.
- The University broadly has three faculties:
  - Faculty of Medicine, Health and Life Sciences
  - Faculty of Arts, Humanities and Social Sciences
  - Faculty of Engineering and Physical Science

### Client Objective

Raise visibility and profile of the University in India with an aim to increase student recruitment, develop Institutional & Industry Linkages and expand partner network . Focus Disciplines: Pharmacy, Medicine, Dentistry & Biomedical Sciences, Planning, Architecture & Civil Engineering, Electronics, Electrical Engineering & Computer Science and Management

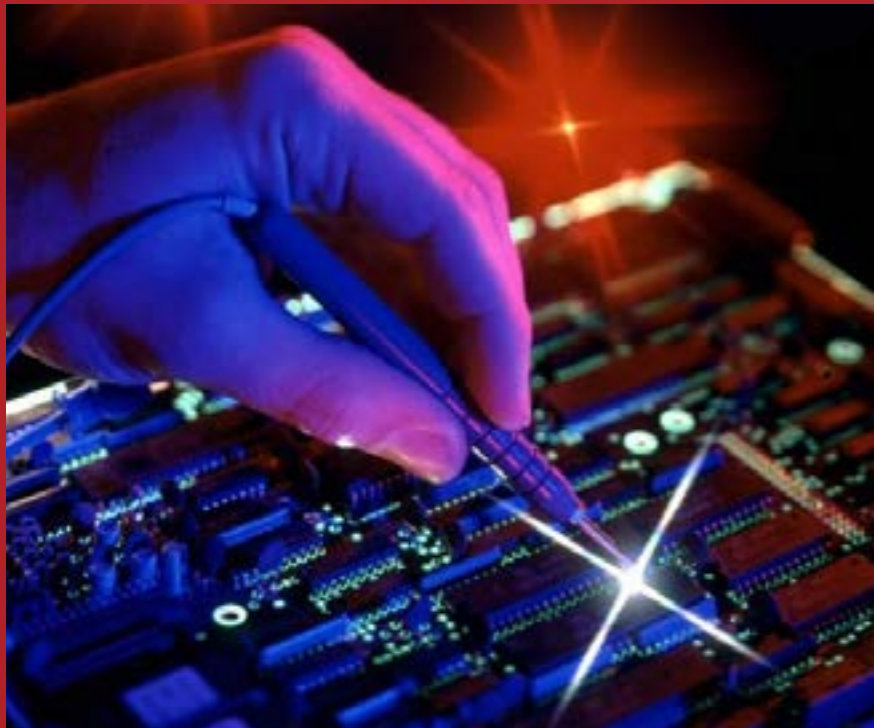
### T&A's Role as a Local Representative

- Increase the brand presence and expedite partnerships (especially Twinning Programmes) and research collaborations with the Indian Universities
- Provide student recruitment support
- Develop corporate linkages for training programs and joint research initiatives
- Re-assess the University's existing agent network
- T&A represents the University and participates in various activities including
  - **Education Events:** Agent fairs and school fairs
  - **Training sessions:** Counselor training sessions at different partner agents
  - **Liaisoning with Educational Institutions:** Workshop for students and academic partnerships
  - **Marketing Activities:** Identifying local partners for digital media and active presence on social media.
  - **Schools:** Identifying premier schools and conduct workshops to disseminate information about the University to the students.
  - **Corporates:** Potential tie-ups for internships, summer project.

### Outcome

5 MOU's signed with India's leading Institutions  
Agents network expanded to include 5 new agents with focus on hitherto untapped geographical hot-spots of India  
100 one-on-one agent meetings/ counselor training sessions have been done spread across 15 Indian cities  
Application numbers increased by 60% within 12 months of commencing India representation





## SECTOR : ENGINEERING Case 6

### Background

Leading European Castings manufacturer engaged in the production and supply of castings in aluminium and copper alloys. The company specialises in castings of pure copper, copper chrome and pure aluminium.

### Client Objective

To have a detailed assessment of the Foundry industry in India, demand for imported castings and future prospects .To identify potential channel partner(s)/ distributor(s), who can import and distribute products across India . Client's end use target segments included Power (Grid), Defense, Rail, Machine and Public Transport

### T&A Approach and Scope of Work

#### Market Intelligence

- T&A conducted a detailed research on the Indian Foundry industry, current dynamics of the market, Current Import / Export Scenario, Major Players, Challenges and the Opportunities in the Industry
- Research also provided details of foreign participation and growth drivers in the target sectors, i.e., railways, defense, electrical machinery and power

#### Channel Partner Identification

- In-depth research on the potential channel partner companies, shortlisting on the basis of technical expertise, experience in target sectors, marketing and sales know-how, market reputation amongst clients and suppliers
- Both primary and secondary research tools were used during the study
- Primary research included telephonic interviews with key stakeholders in the potential channel partner companies
- Secondary research included study of industry specific journals, magazines, media releases, analyst reports

### Outcome

- Detailed advisory report, which included shortlisted channel partner(s)/ distributor(s)
- Initially, 80 potential channel partners were identified and 10 were qualified for further discussions
- The report included in-depth profiles of the qualified 10 Indian channel partners

## Background

Leading European company manufacturing precision turned parts, exploring opportunities of setting up manufacturing plant in Southern India

## Client Objective

Feasibility of setting up a manufacturing facility in southern India to manufacture precision turned parts from diameter 0.3 mm to 20 mm

## Market Intelligence

- Market mapping study to get an overview of Indian medical technology sector , electronic sector , automobile , auto component , aerospace , defense and test equipment
- Usage of precision turned parts in the above sectors , major players and geographical hotspots
- industry trends and growth rates
- import duties , import restrictions (if any) on precision turned parts
- Competition benchmarking study
- Primary research across 300 potential customers which included :-
  - 1) Precision turned parts sourced by these companies and sourcing locations
  - 2) Procurement process , key selection criteria for suppliers

## Outcome

- Qualitative and quantitative assessment on the potential of precision turned parts in India
- Validated customer database across above segments with the requirement of precision turned parts from diameter 0.3 mm to 20 mm

SECTOR: ENGINEERING  
(PRECISION)

Case 7





## SECTOR : FOOD CASE 8

### Background

Opportunity Assessment and Market Intelligence for a European Food and Drink Federation exploring Indian premium food product market with a specific focus on Seafood Salmon, Dairy products, Bakery and Confectionery, Processed Foods and Meat

### Client Objective

Detailed assessment of the food processing industry in India, demand for imported food and its future prospects in India. Understanding of market entry routes and key players operating in retail and food service landscape

### Market Intelligence

- Market dynamics of the food sector in India with key focus on imported premium food segments, market size and demand drivers of processed food sector
- Market Overview of Premium Food Products including Sea Food & Salmon, Dairy Products, Bakery & Confectionery, Processed Foods and Meat along with their market size and growth rate
- Detailed assessment of Imports in each of the specific categories mentioned above

### Key Stakeholders

- Profiles and contact details of major Importers of Sea Food & Salmon, Dairy Products, Bakery & Confectionery, Processed Foods and Meat in India
- Information on industry influencers including trade and industry bodies and key decision makers

### Regulatory Environment

- Tariff and non-tariff barriers
- Labelling and Packaging and specific regulations pertaining to import of food products in India

### Outcome

- Based upon the primary and secondary research T&A submitted a detailed trade advisory report that would provide a road map to foreign companies in their Indian entry plans



SECTOR: ICT  
Case 9

## Background

Leading European company providing IT solutions for “Occupational Health & Safety” that is implemented across a customer base spanning various industry sectors such as power (generation/distribution/transmission), oil & gas (up/downstream), chemical production, steel, cement and paper. The primary application of the software is to manage Permit to Work, Lock Out Tag Out and other work place safety requirements

## Client Objective

To get an understanding of the Occupational Health & Safety (OH&S) sector in India with special focus on sectors that have a high focus on Safety norms i.e. Oil and Gas, Power, Chemical and other allied industries. To get an estimate of budget availability of the companies in the sectors and the degree of need and compliance of OHS

## T&A Approach and Scope of Work

### Market Intelligence

- T&A conducted an extensive primary research in order to get an understanding of the safety management systems especially issue of “permit to work” (PTW), Lockout & Tagout in the following industries in India: Cement, Steel, Power, Chemicals, Paper, Oil And Gas
- T&A prepared a short-list of major companies operating in the above-mentioned industries that can be prospective customers of the client
- T&A contacted each of these companies to identify potential decision makers
- Additionally, in order to get a better understanding of the user segment i.e. nature of PTW system being used, number of PTWs being issued and inclination towards E-PTW system, T&A established contact with 50 companies and had discussions with the safety manager/plant operator

### Outcome

- Detailed advisory report, which included recommendations towards sector focused marketing approach in India
- Identified sectors which have maximum potential for electronic “permit to work” systems
- Feedback from 50 companies spread across six sectors and contact details of relevant decision makers across 100 companies



## Background

Leading Argentinian company providing Value Added Services and Applications for Corporate and Consumer markets to several Mobile Operators in the world

SECTOR: ICT

Case 10

## Client Objective

Client had no prior experience of the Indian market and wanted to know whether any market exists for its products and services. To explore opportunities and meet Mobile Operators in India to gauge demand potential. To identify potential channel partner(s), who can promote their products and services across India and provide first line technical support

## T&A Approach and Scope of Work

### Partner Identification: Mobile Operators

- T&A conducted an in-depth research on the Mobile Value Added Services providers in India and prepared an exhaustive list of potential channel partners
- T&A identified and contacted the key decision makers / influencers in MVAS department of several Mobile phone operators in India
- Discussed client's proposition to understand their interest and demand for such products in India

### Partner Identification: MVAS Players

- T&A shortlisted 60 MVAS players and identified contact details of key decision makers in each of these organizations
- T&A further contacted each of the shortlisted organizations and held detailed discussions to gauge their suitability and initial interest in promoting client's products in India

## Outcome

- In Phase 1, T&A organized management meetings with 10 mobile operators during the client's first visit to India
- In Phase 2, T&A organized management meetings with 8 MVAS services providers
- On-going discussion on key technical integrations between client and 3 potential partners in India



## Background

Opportunity Assessment and Market Intelligence for Pelagic sector with a special focus on Atlantic Mackerel in India

SECTOR: MARINE

Case 11

## Client Objective

An understanding of market entry routes, distribution channels and key players operating in retail, Horeca and trading landscape

## Market Intelligence

- Market Overview of Indian Pelagic Industry with an insight on local mackerel
- Mapping of geographical hotspots for Atlantic Mackerel and market feedback on volume, sizes and prices for mackerel in India
- Detailed assessment of Import of Pelagic Fish in India
- Tariff & non-tariff barriers
- Labeling and Packaging and specific regulations pertaining to import of fish in India

## Outcome

- Profiles and contact details of major Importers or distributors of seafood in India
- Identification of exporters of mackerel to India
- Information on industry influencers including trade and industry bodies and key decision makers



## Background

Market Suitability Assessment for a UK Based Disposable Surgical Product Company. The suitability assessment evaluates the current opportunities for imported surgical disposables and overview of end customer requirements

SECTOR: MEDTECH  
Case 12

## Client Objective

Market suitability evaluation for disposable surgical products including surgical instruments and consumables. Market size estimation for disposable surgical products in India vis-à-vis the imported disposable products

## T&A Approach & Scope of Work

### Market Intelligence

- T&A conducted a primary survey to understand the potential and end customer usage of disposable surgical products in India
- In-depth interviews with key stakeholders including leading private hospitals, diagnostic centres, Healthcare importers and Surgeons (from top Private Hospitals) were undertaken in order to establish the potential of disposable surgical products in India
- A time series analysis of imported products in the segment and estimation of approximate market size for Disposable surgical products was conducted

## Outcome

- Market Suitability advisory report, which included recommendations for India entry, key challenges in the product segment and an estimation of the India Market size



SECTOR: MINING  
Case 13

## Background

Leading European crushing and vibrating equipment manufacturer. The client has an experience of over 100 years in providing vibrating screens, feeders, crushers and foundry equipment globally. The client serves important industries like quarrying, mining, recycling, iron, steel and foundry

## Client Objective

To analyse and assess the Indian Construction and Mining sector and identify gaps and opportunities to set up manufacturing facility (Greenfield or Brownfield) in India to cater to the demand from India, Middle East and APAC region . Detailed assessment of the mining equipment sector including competitor benchmarking, major imports and exports, details of major customers and an understanding of the regulatory environment. Client's end use target segments included road, aggregates, mining, recycling, iron, steel and foundry

## Market Intelligence

- Detailed research on the Indian Construction and Mining Industry, Current market size, regulatory environment, Import/Export Scenario, Major Players, Challenges and emerging Opportunities
- Customer mapping across segments i.e. mine owners, mine contractors, power and steel companies, road contractors, stone crusher units & equipment rental companies
- In-depth interviews with key stakeholders in various mining companies

## Outcome

- Qualified shortlist of 260 companies from the focus segments
- Initial contact was established to understand their usage of crushing and screening plants
- Shortlist and an in-depth analysis of six Indian companies who can be potential acquisition targets for the client and provide an established manufacturing set up base in India





SECTOR: RAILWAYS  
Case 14

## Background

Market Opportunity  
Assessment & Competition  
Benchmarking for  
a Swiss Company  
in the field of Geo-  
Technical Engineering  
for Railways, Roads &  
Hydro-Power Sector

## Client Objective

Opportunities assessment for geo-technical products and services within select infrastructure segments including Railway, Roads & Hydro-Power. Identification of Key stakeholders for project tendering and implementation. Competitive Benchmarking of Foreign Companies operational in India in the field of Geo-technical Engineering. Initial Assessment of entities for local collaboration in India

## T&A Approach & Scope of Work

### Market Intelligence

- Information on target groups and opportunities in geotechnical studies required in tunnelling, track survey and maintenance works undertaken by road, railway and hydro-power authorities at pre-construction stage and for maintenance and operation of railway tracks
- An analysis of various projects, current status, scope of work and budgetary allocation
- In-depth research on the potential channel partner companies; shortlisting on the basis of technical expertise, experience in target sectors, marketing and sales know-how, market reputation amongst clients and suppliers
- The research study included in-depth profiles of various stakeholders including government bodies, competitors, and target customers (organisation overview, technical expertise, industry experience, product portfolio, and key decision maker(s))

### Outcome

- Detailed advisory report was submitted to the client, which included a detailed sectoral overview, key target groups, planned project, target customer segments and potential channel partners



SECTOR: RECRUITMENT  
Case 15

## Background

Recruitment of India Sourcing Head for a European textile major supplying kids wear to major retailers such as Walmart and Tesco.

## Client Objective

The company had plans to appoint India Sourcing Head (Merchandiser) to source and manage timely delivery, quality of textile products in India. The candidates KRA includes managing existing suppliers, identifying new suppliers, liaising with logistics company, payment collection, book keeping and managing local team

## T&A's Approach

- Prepared database of resumes of suitable candidates
- Identified list of candidates with the relevant background
- Initial identification was followed by pre-screening and shortlisting of qualified candidates
- Telephonic interviews to prepare shortlist of most suitable candidates
- Conducted background and reference check
- Final round of interviews with senior management of client during their India visit
- Advised client on employment package, offer letter and employee agreement

## Outcome

- T&A helped in successful recruitment of India Sourcing Head for the client and thereafter won a repeat mandate from the client to undertake recruitment of Country Manager for its Bangladesh operations

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

# CASE STUDIES



**Multi- Sector**

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