



SECTOR: CHEMICALS

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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- 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