

## Background

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



SECTOR: ENGINEERING  
(PRECISION)

## 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