

T&A Corporate Profile

Business with India Starts Here ...

T&A Verticals

- 1 Trade Advisory and Promotion
- 2 Inward Investment Attraction
- 3 Education Representation Services
- 4 Tourism Representation Services
- 5 India Incubation Center

Overview of T&A's Verticals

1

Trade Advisory and Promotion

Portfolio of market entry services includes opportunity assessment, feasibility studies, targeted market research reports, competitor analysis, price benchmarking, and location identification, relationship management with Economic Development and Trade Promotion Organizations, Organization of trade and reverse trade missions, partner identification (Joint Venture, distributor, vendor, licensee and franchisee), technology collaboration and On-going sales and marketing representations

2

Inward Investment Attraction

This includes targeted inward investment attraction and promotion, analysis of outward investment & trends & opportunities, detailed follow up with high potential for outbound investment, Generation of prequalified leads and Sales & negotiation support for final settlement

3

Education Representation Services

Provide student recruitment support and representation to reputable International Education Institutions. This includes student recruitment support i.e. managing of existing agents and expansion of agent network, partnerships (especially Twinning Programs) and research collaborations with the Indian Universities and develop corporate linkages for training programs and joint research initiatives

4

Tourism Representation Services

Promoting India outbound tourism and provide representation to Tourism Boards and Destination Management Companies

5

India Incubation Center

T&A offers support to overseas organisations during pre-start and early start initiatives of getting a foot hold in India to tap the fast growing Indian market. Our Quasi representation helps companies accelerate & develop upon a new business or expand existing business in India. Local representation also helps in overcoming cross cultural barriers.

T&A Background



Advisory

- + 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 extensive experience of working with European Inward Investment Attraction agencies where India is a key market



Portfolio

- +T&A's portfolio of market entry services includes opportunity assessment, feasibility studies, partner identification, competitor analysis, price benchmarking, location identification and technology collaboration
- + T&A has been delivering a range of programmes to identify outward investment opportunities from India with focus on certain key sectors



Data Repository

T&A has created and actively maintains a database repository of pre-screened and classified listing of business establishments with whom we interact directly



Sectoral Expertise

T&A has built a network of relationships in key sectors of the Indian economy including financial services, logistics, ICT, automotive, life sciences, gems & jewellery, advanced manufacturing, clean technology, education & training, electronics, food & drink and healthcare



Business Network

T&A has an extensive network of contacts with key influencers including industry associations, government representatives and decision makers at fast growing Indian companies and these networks present the opportunity for our clients to capitalize on investment leads across the full spectrum of Indian business

Track Record

Market Intelligence

1

A proven track record of delivering high quality, cost effective and successful market information of the Indian Trade and Foreign Direct Investment sector

Monthly Newsletter

3

Publisher of a unique monthly newsletter with exclusive focus on Outward & Inward Investment attraction from India and captures important deals, emerging trends, policy regulations and major industry players

Management Expertise

2

Management team with extensive experience of trade and investment promotion activities in India, whose regional and cultural expertise is well recognised by key organisations in Europe and India

Our International Assignments

1

India Trade advisor "Invest Northern Ireland"



2

Strategic Advisor "Switzerland Trade & Investment Promotion"



3

India Trade Advisor "Finpro Oy"



4

India representative "South Carolina Department of Commerce"



5

India representative "Six Swiss Exchange"



6

India representative "Queen's University, Belfast"



7

Approved list of advisory Service Providers



8

Approved list of advisory Service Providers



9

Approved list of advisory Service Providers



Trade Advisory and Promotion Services



Industry and Market analysis

Players, Geography, Drivers, Influencers, Trends, Prospect, Distribution, Procurement, Challenges, End Users and Suppliers



Corporate, Regulatory and Legal Environment

FDI, IPR, Import, Incorporation, Sales, Licensing, M&A, Market Entry



Location Analysis

Supplier base , Proximity to customers , Ease of Transport, Availability of labour , Competition Assessment , Industrial Climate , Environmental regulations, Tax incentives/grants, Convenience for International Travel



Acquisition of a Company

Strategy, Pre-Selection, Initial Contact, Pre Due Diligence, Negotiation, Closing



Potential Partner/Customer/Supplier

Partner Shortlist, Partner Assessment , Report & Evaluation, India Visit Programme



Quasi Representation

Office Access, Human Resource, Status Report, Meeting Support, Business Development, Partner/Supplier Liaison, Payment Tracking, Project Monitoring



Company Incorporation

PAN (Permanent Account Number), TAN (Tax Deduction Account Number). Service tax, VAT (Value Added Tax), Excise registration, Vetting of MOU, AoA and ROC, IEC (Import Export Code), Opening of Bank Account



Trademark Filing

Trademark clearance search, filling the trademark application, documentation, and examining of report



Greenfield Setup

India Representation & Support, Recruitment Management, Vendor Management, Work Expedition



India Directorial Services

Nominee/Local Director Appointment, Meeting Statutory Compliance, Ensuring Adequate Coverage and setting up Resignation Caveat

Inward Investment Attraction Services

Policy development

Investment incentive policy development

Market Intelligence

Analysis of outward investment trends & opportunities

Follow up

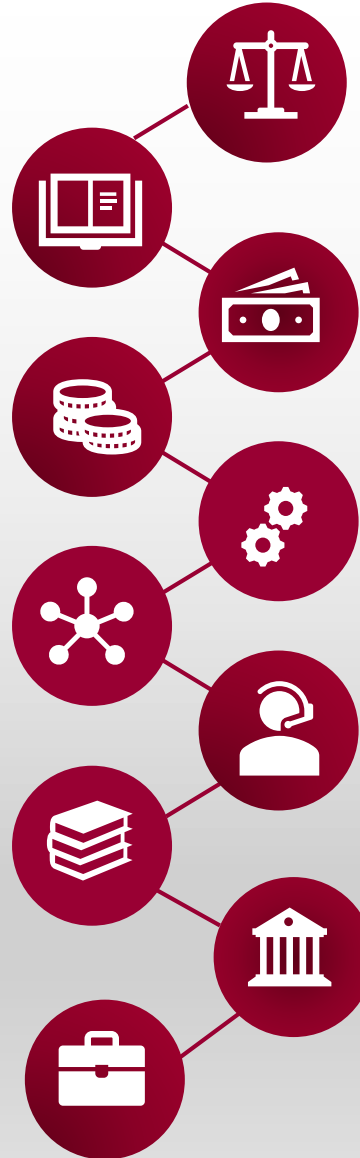
Detailed follow up with high potential outbound investment clients

Due diligence

Detailed Due diligence of target companies

Support Services

Sales & negotiation support



Benchmarking

Benchmarking FDI attractiveness

Selective Targeting

Targeted investment attraction and promotion

Database Management

Database development and analysis

Lead Generation

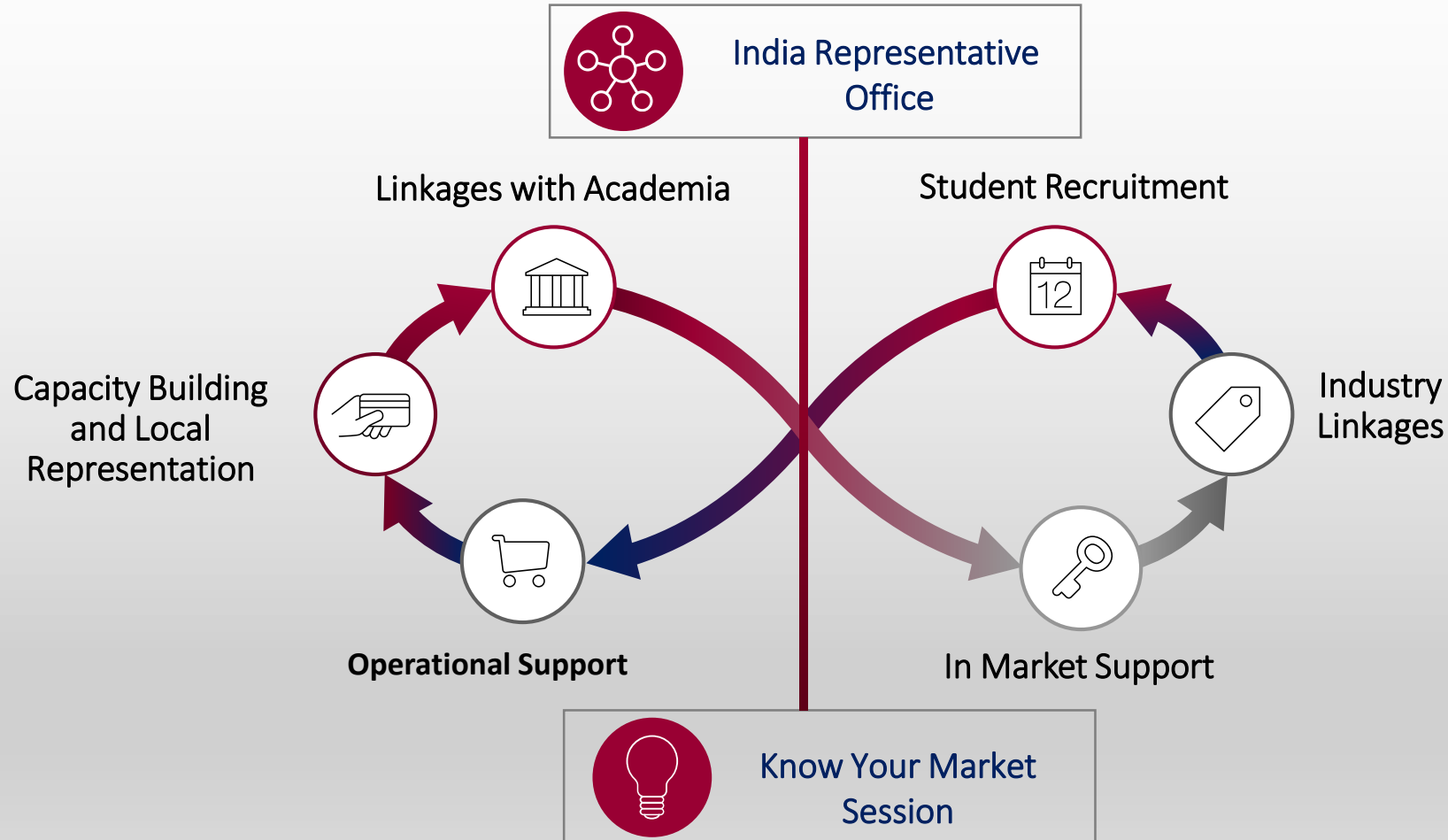
Generation of prequalified leads

Government advocacy

Custom tariff negotiations, non barriers and policy formulation

Education Representation Services-Part I

Representation in India would be operated through the “India Representative Office” managed by T&A Consulting



Aim to achieve

- 1** Increase student enrolment from India onto University's programmes
- 2** Develop institutional & Industry links in India
- 3** Act as a local contact for University's network of recruitment agents in India
- 4** Manage spending and maintain accurate financial records of expenditure
- 5** Key External Relationships

Education Representation Services-Part II

1

India Co-Location Services



- **Benefits:**
Neighbourhood,
Accessibility, Hotels,
Banks, Cafe
- Administrative Support
- Statutory Support
- In-House Workspace
- Business Technology

2

Statutory Compliance



- Finance and Accounting
- Payroll Management
- Expense Management
- Budgeting
- Tax Compliance
- HR Support

3

Recruitment Support



- Candidate Longlist
- Negotiation & offer
- Final face to Face Round
- Candidate Shortlist
- Telephonic Interviews

4

Event Representation



- Event Registration
- Marketing Material
- Student Counselling
- Event
- Follow-up

Tourism Representation Services

Representation in India would be operated through the “India Representative Office” managed by T&A Consulting



India Incubation Centre





India team,

Following our call today, here is the breakdown of meetings from the mission – as predicted, it ended up being extremely strong. These numbers do not include what we picked up at events, which I know includes at least 10+ additional leads and landing pad projects from my contacts alone. You all should be extremely proud of this – these numbers are fantastic and the traction we are gaining in India is exciting for the state of South Carolina. Keep up the great work.

Projects (new): 17 (of these, at least 9 already have visits scheduled in the next 6 months)

Projects (existing): 4

Leads: 16

Landing Pad: 9

Multiplier groups: 7

No Lead: 16

Many, many thanks to you (and the rest of the T&A team) for a job well done!

**Morgan B. Crapps, Esq. | Senior Manager, International Strategy & Trade |
South Carolina Department of Commerce**



The co-operation with you and your team was extraordinary throughout 2016. I was really enjoying any of your visits, the two road shows and the exchange of views and thoughts therein included the appreciation for the contributions of any of your team members..... we achieved once again very good results.

For your support for the SBHI's activities, I would like to express heartfelt thanks and appreciation. You and your team are among the best consulting teams I would know in India... and believe me, after more than nine years in the country and having driven various project and activities, it is not just a polite "saying".

**Michael Enderle | Director, Export and Investment Promotion
Switzerland, Swiss Business Hub India**



Tarun,

It has been a complete pleasure to work with you and I am delighted with the progress you and your team have made.

I appreciate all your hard work and commitment in leading this transformational performance – Ashish, Neeta and Saurabh are a formidable team.

Kind regards

Isabel

Isabel Jennings | Director of Marketing, Recruitment, Communications and Internationalisation | Queen's University Belfast



"Thank you very much again for your hospitality, your ongoing efforts and major support in our initiative to attract Indian companies – it is much appreciated!"

Marco Estermann
Head – Issuer Relations SIX Swiss Exchange



"I want to express a very sincere thank you for all of the work you did in organizing the Trade Mission and in managing the day to day activities of it. It was my first Trade Mission and I can honestly say it has been one of the highlights of my 30+ year's career

Tarun was a brilliant choice for doing the report and after producing an excellent report he gave us first class attention while we were in India".

Frances Caherty
Colleges Northern Ireland



The results were very good and I like to thank all of you for your excellent work!

Beat Ineichen
Senior Consultant South Asia Switzerland Global Enterprise

T&A Corporate Clients



Thank You



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