

# TECNOVA INDIA PVT LTD



# Who We Are

1

Founded in 1984, an international management consulting firm based in Gurgaon, India providing focused strategy solutions and implementation assistance to foreign companies for succeeding in the Indian market.

2

Over 30 years of experience, over 1000 clients, 200 employees, Over 40 ongoing active engagements.

3

Long-term engagements with various clients is a testimony to the sustainable value we bring to our clients.

4

Average rate of adding 50 new clients in a year.

# Service Offerings

## India Entry Services

- Phase 1: Planning
- Phase 2: Project Execution
- Phase 3: Advisory Services



## M & A Support

- Target Identification & Selection
- Strategy Formulation
- Due Diligence Support
- Legal & Govt. Approval
- Deal Negotiation
- Deal Closure & Post Closing Support

## Global Sourcing

- Supplier Market Analysis
- Vendor Identification & Selection
- Vendor Development
- Supply Chain
- Consulting & Support

# End to End Service Model

## Phase I- Planning

### Market Analysis

- Addressable market
- Growth
- Competition Analysis

### Validation Visit

### Entry Strategy Formulation

- Organization structure
- Distribution structure

### Location Analysis

### Outline Business Plan

- Sales Projections
- Operational Expenses
- Marketing Expenses
- Profitability

## Phase II – Project Execution

- Regulatory and Statutory approvals
- Company Incorporation
- Site Selection within identified location
- Securing the land and assistance in purchase
- State level incentives
- Executive Search and Recruitment
- Project Management
- Assistance in Setting-Up**
  - Factory/ Office & Warehouse / R&D Center
  - Distribution network
  - Identification of Partners & Acquisition targets
  - Vendor selection
- Support Services – Admin, Finance, Legal**

## Phase III – Advisory

### Advise on Regulatory Compliances

- Appreciation of changes in policies
- Lobbying with the government

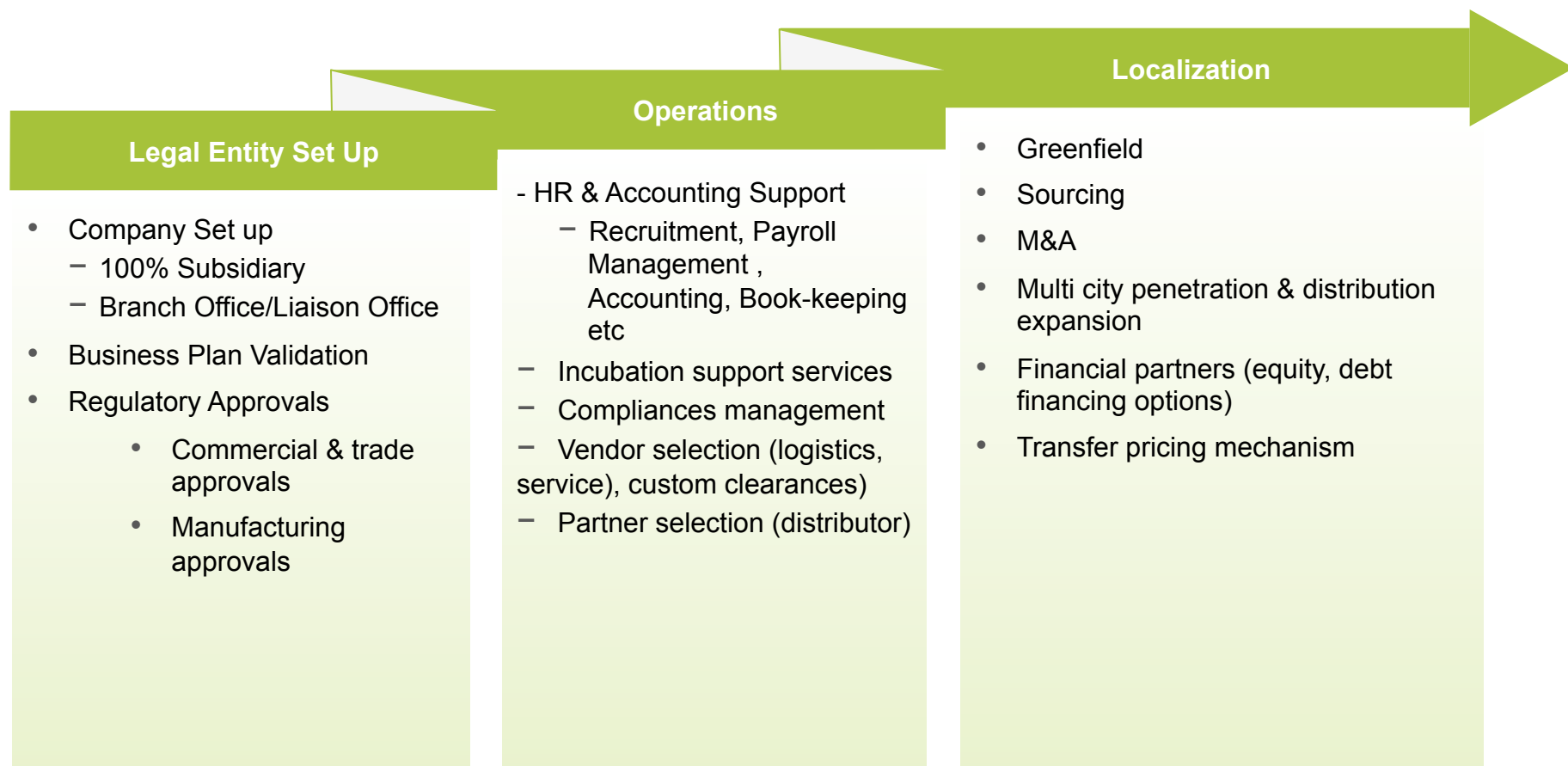
### Advise on Sales ramp up

- Marketing and sales activities
- Distributor selection
- Generate sales leads

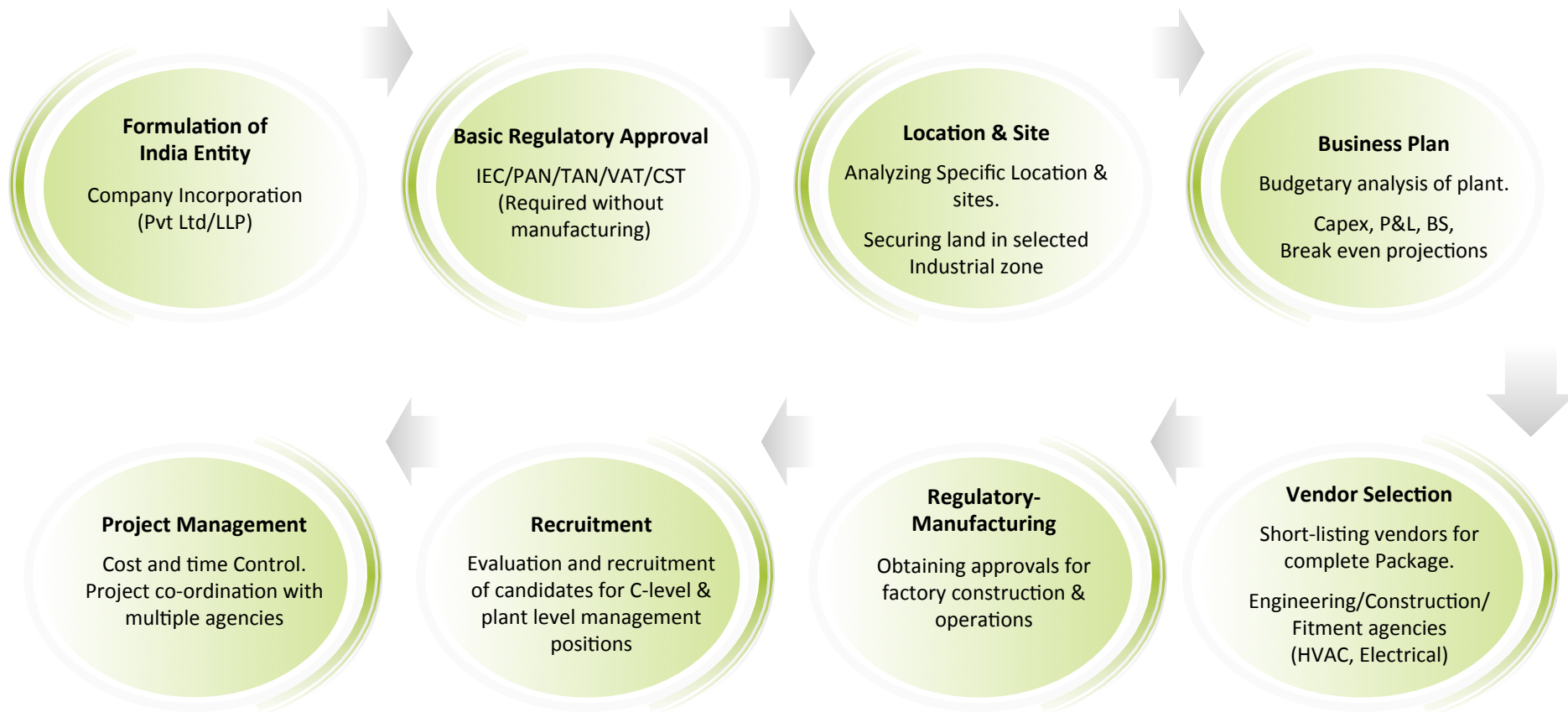
### Advise on HR Services

- Compensation structure
- Salary Benchmarking
- Recruitment & HR policies
- Retention policies

# Implementation Services



# Greenfield Manufacturing Setup



# M&A Support

## PHASE 1

- Understanding client's M&A strategy and criteria
- Target identification
- Recommendations of shortlist of potential targets
- Reputational Check's on Targets
- Obtaining in-principle willingness from Targets

## PHASE 2

- Multiple rounds of meetings with shortlisted targets
- Identifying issues critical to deal movement
- Deal Strategy formulation
- Deal Negotiation
- Valuation
- Deal Structuring
- Drafting and Signing of NBO/MOU

## PHASE 3

- Recommendation of various Due Diligence Agencies
- Management of Due Diligence Process
- Regulatory approvals
- Assistance in drafting final legal agreements
- Deal Closing

# Post Entry Advisory Services



## Our Services Include

### Mitigating Risks

1. Anticipate and advise on risks and exposures involved in the initial stages.
2. Advise on regulatory issues and handling compliances.
3. Generate qualified sales leads (B2B).
4. Meet competitive standards.
5. Develop an efficient distribution network\

### Geographical Expansion

1. Gather market intelligence on South Asian markets.
2. Finalize strategy for market penetration in neighboring countries.
3. Assist in setting-up operations in different locations.
4. Setting Up Global Hubs
5. Sourcing Components, Raw Materials, Finished Products.
6. Research & Development.
7. Engineering Design Development. Highly-skilled Manpower Sourcing.



# Industry Verticals



# How We Engage



# Clients – BtoB

## Clients



# Clients – Healthcare



Clients



# Clients – Automotive



# Clients – Consumer



# Clients – Consumer

KOHLER.

JARDEN consumer solutions

KERRY

MAYBORN  
BABY AND CHILD

L'ORÉAL

JVC

AMER SPORTS

DANONE

PERFETTI  
van Melle

Novellini

SAB  
MILLER

ROYAL CANIN

ZWILLING  
J.A. HENCKELS

ELKAY

KAO  
Kao Corporation

BORGES

NEWLY WEDS  
CUSTOMIZED TASTE TECHNOLOGY

Lazzaroni

teuco

HAWORTH  
Furniture For What's Next®

Moët Hennessy

mentos

MARY KAY®

maxeda

NAUTILUS

NU SKIN  
THE DIFFERENCE IS MECHANICAL™

parmalat

vivarte

Rheem

R.G. Barry Corporation  
the Dearfoams company

SENNHEISER

HARIBO

Springer

bel

TEMPUR  
COLCHONES Y ALMOHADAS  
QUE ALIVIAN LA PRESIÓN

Yoplait

trodax

WELEDA

VISION-EASE  
WORLDWIDE



# Leadership



## Karan Singal

### CEO& Director

Karan heads the US Sales and Mergers & Acquisitions practice at Tecnova. He specializes in cross-border transactions, assisting international companies to establish their footprint in India. He has been directly involved in multiple transactions across several industries including consumer, automotive, healthcare, renewable energy and Information Technology.

Prior to Tecnova, Karan was at PricewaterHouse Coopers in Sydney, Australia as a part of their Corporate Finance division, focusing mostly on domestic Australian transactions.

## Frank Elbe

### Director

A former German Ambassador to India and a career diplomat.

## G S Gill

### Director

Former Vice President Asia and Africa for Gillette. Based in the UK he is also the Director of Industrial Development Board for London and South East England.

## Natalino Duo

### Director

Also the Director of Pure Cotton Ltd. and Chairman of Indiacom Ltd. Formerly Managing Director of Perfetti and Benetton and former Chairman of the Indo Italian Chamber of Commerce.

## Gurdeep Singh

### Director

Former Director of Hindustan Lever.

## Ajay Muttreja

### Director

More than 30 years of experience across various industries. Ex Advisor to Kingdom of Bhutan for more than 20 projects with international financing agencies including UN.



# Research Methodology

Step I	Step II	Step III	Step IV
<b><u>Developing a list</u></b> <ul style="list-style-type: none"> <li>•Major POI* manufacturers</li> <li>•Major POI suppliers</li> <li>•Major POI end users</li> <li>•Regulatory authorities</li> <li>•Gather reports/research papers , information from industry experts known to Tecnova and other industry Associations</li> <li>• Develop Questionnaire and finalize it with client in Kick off meeting</li> </ul>	<b><u>Data Gathering</u></b> <ul style="list-style-type: none"> <li>•Pilot interviews</li> <li>•Telephonic qualification</li> <li>•Face to face meetings</li> <li>•Pilot report submission</li> <li>•Finalization of samples and final interviews to be conducted</li> <li>•Detailed Face to Face interviews with all the stakeholders</li> <li>•Capturing interviews and transcripts</li> </ul>	<b><u>Data Analysis</u></b> <ul style="list-style-type: none"> <li>•Quantitative data analysis</li> <li>•Qualitative data analysis</li> <li>•Market Assessment</li> <li>•Checks &amp; balances (Both from Supply &amp; Demand side)</li> </ul>	<b><u>Report preparation</u></b> <ul style="list-style-type: none"> <li>•Strategy formulation</li> <li>•Report submission</li> </ul>
Secondary Research	Primary Research	Analysis	Primary Research
Tools: Internet, Journals, Tecnova database, Associations, Tecnova Networks	Tools: Face to Face Interviews , Telephonic interviews	Tools: Financial analysis, marketing models and other analysis such as need gap etc.	Tools: Various Strategy models evaluation and Go-to-market recommendations

\* **POI = Product of Interest**

# Why Tecnova

- We not only research and recommend but also implement the strategy by ourselves
- Robust process of data gathering , above 90% of data through primary resources
- 90% of our consultants are engineers with masters degree in business management
- Enough checks and balances
  - Multichannel data source till uniformity of data is obtained
  - Counterchecking of data (e,g. customer's information is verified at competitor's level and vice versa)
  - Periodic reviews with client at every stage of findings (Interim reports are shared with client and reviewed to track the direction and level of findings of the study)
  - Involvement of senior management team members during the strategic reviews
- Expertise in dealing with MNCs and understand their core objectives of market entry
- Understand the success and failure factors of various MNCs who entered India and with our own association with over 1000 foreign clients



**Bostel Consulting** serves as Market Access Partner Germany, Austria, Switzerland for Tecnova India Pvt Ltd.

**Bostel Consulting** - Your First Choice For Automotive - provides Change Management to lead a major improvement/transformation project, Performance and Operations Management implementing a major initiative (product launch, relocation, integration, supply chain), Crisis Management to address urgent and major issues/turnaround, Supplier Quality Management for Potential Analysis and Process Audits, and Make in India and China consulting to help international companies to be successful in India and China.

## **Bostel Consulting**

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## **Transformation Management**

You are a business leader in an automotive company considering engaging a mature, professional executive, well qualified by relevant skills, practical experience and attitude, either to deliver a specific business result within a limited time period, or to fill a gap in executive staffing?

## **Supplier Quality Management**

You are a business leader in an automotive company with the need to analyze new suppliers or audit the manufacturing process for your product at an established supplier? You don't have the internal manpower to execute this in due time?

## **Make in India - Make in China**

You are a business leader in an automotive company with the need to set up greenfield, sales office, supply base, fully owned subsidiary, distribution structure and ongoing advisory for ramping up business and in identifying merger & acquisition opportunities in India or China?