



Interfacing India With the Technology World...

Entry

- Bring technology to India
- Print media Ads
- Technical write ups
- Special e mail bulletin for focused customers
- Special success story bulletin for focused customers
- Liking you tube videos' and sharing link to focused customer
- Report structurally enquires
- Qualify enquiries

Engage

- Follow up serious enquires
- Give detail information of Customer / Project (Market reputation, buying behavior, credit worthiness etc.)
- Focused technology show to cluster or individual customers
- Explain purchase business process with mile stones (More related to Indian buying)
- Competition mapping.

Establish

- Secure business in India
- Convert enquiries into Orders
- Support with local sourcing of Non-critical items
- Support with local venders for axillary suppliers
- Can help OEM to develop local sales force: - Selection induction, training etc.

Expand

- Establish Indian Office for Sales and Service
- After few successful businesses in India, expand operations
- Expand demographically
- Expand scope from India i.e. design, less critical part manufacturing