

Brief Notes on India Market Entry Project

Deliverables

- ❖ Customised Market Intelligence aimed at answering specific questions:
 - India Market size for Distributed Sensor offerings – potential and addressable
 - Market growth rates
 - Target market Segmentation: by end-user industry, geography, company type etc
 - Competitors already present in India and their current activities
 - Suitability of transfer of current European marketing practices to India, with respect to pricing policies, channel strategy (i.e. distribution choices), branding activities (i.e. marketing communications, PR etc)

- ❖ Shortlist of potential distributors

Proposed Methodology

Activity 1: Get up to speed on the Distributed Sensing business fast

- ❖ Understand the place of offerings in the customer’s value chain: how do the products add value and why do customers buy?

Identify metrics by which customers evaluate product features, identify order qualifying and order winning features

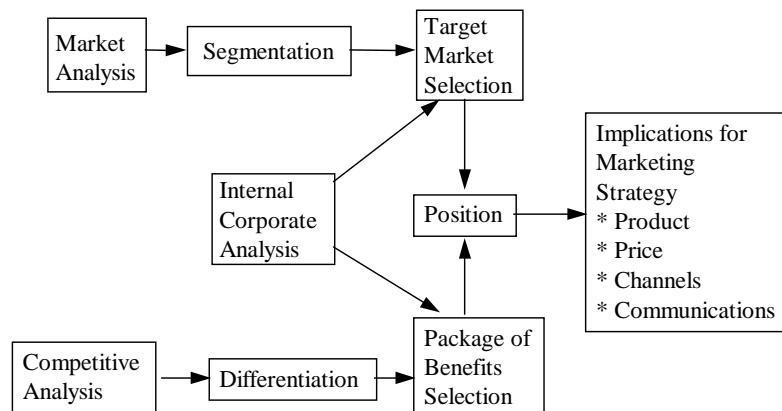
Compare with competitors offerings to identify strengths and weaknesses in different kinds of applications

- ❖ Marketing strategy in Europe: What is the positioning of company in this market? Is this transferable to the Indian Market?

Proposed Methodology

Interviews with senior team, sales & marketing / product management team to fill in the details of the suggested framework below,

Attend sales calls with sales exec to understand the sales cycle



Activity 2: Get up to speed on India Sensor sector and plan field activities

Proposed Methodology

1. Contact Trade bodies where available to obtain full member lists and Industry publications
2. Contact a large number of companies and individuals via e-mail and phone
3. Schedule meetings with selected parties
4. Interview / discuss with Plan B contact network in India

Activity 3: Meet a number of companies and individuals in India to obtain market information; identify and categorize market players as customers, potential distributors, competitors etc

Proposed Methodology

1. Information gathering – meet with a wide variety of people in the Indian Distributed Sensing market, have initially unstructured conversations, identify other information sources, build network of contacts.
2. Start drawing all the strands together, fill in the gaps with further focussed interviews / research, draw conclusions and make recommendations. Confirm findings with key contacts and present to Client management team the findings to-date and discuss choices to be made.

Activities 4: Assist in finalizing marketing choices arising out of findings and provide practical support in implementing these choices

Proposed Methodology

1. Identify and shortlist distribution and other partners, assist in any negotiations
2. Draw up a marketing communications plan, identify suitable publications, help draft magazine article(s), identify PR assistance if required to get into print

PLAN B Team Member

Radha Mocherla has over 8 years of experience of the Indian market having served as

- MD of the Indian operation of a \$6bn US based Autoparts group
- MD of IT Services company based in Delhi
- India/UK based Business Development Manager for an European Factory Automation company

Prior to this, Radha spent most of his career in the UK, working mainly in Engineering and operational management roles.

Radha has a BSc (Hons) in Mechanical Engineering from UMIST and a second degree in Cybernetics and Information Science from the University of Reading. He is a Chartered Engineer with membership of the Institution of Electrical Engineers, a Fellow of the Chartered Management Institute, and has an MBA from London Business School.

Radha not only has hands-on experience of the Indian market but also has an extensive network of contacts in India and can help identify the appropriate talent undertake India market entry projects