

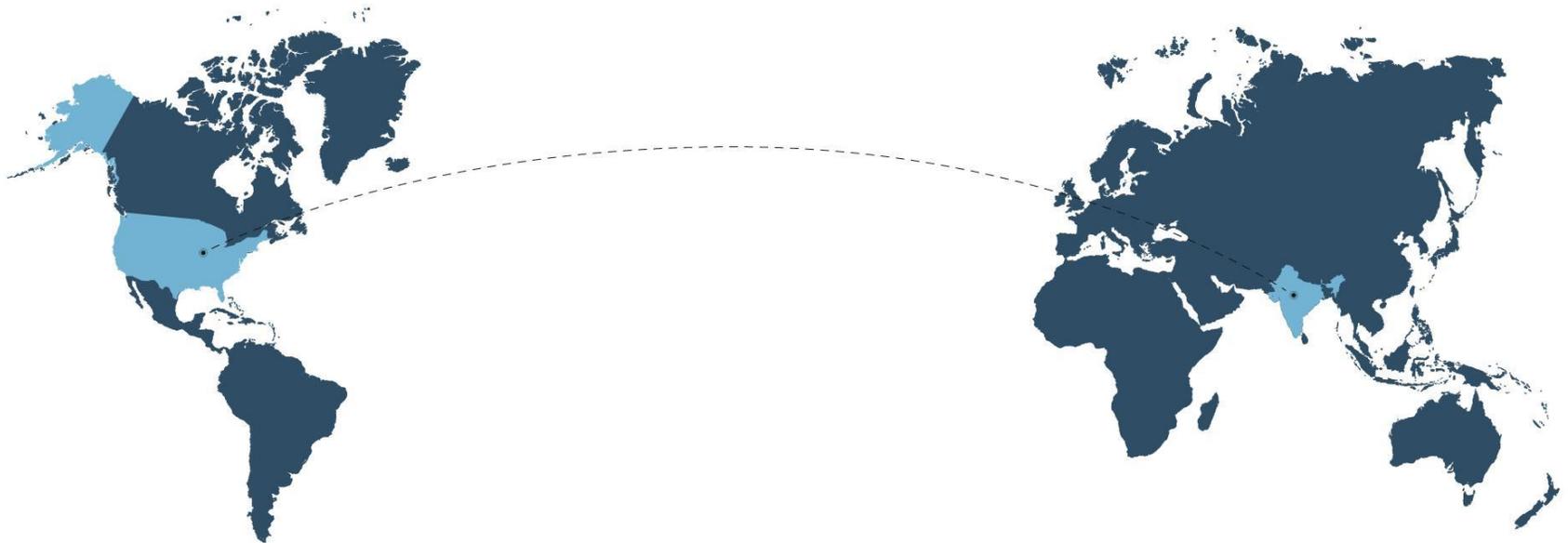


A US-based consulting firm dedicated to
helping small- and medium-sized US manufacturers

Do Business In India



Doing Business in India



What we'd like to cover...

- Why India?
- Get to know Visthar
- Why Visthar?
- India Consulting – Capabilities & Approach
- Case Studies & Testimonials

Why India?

Strategic political and economic alliances with the US continue to bond the two countries

- US & India – the 2 largest democracies in the world
- Significant geopolitical changes in India's importance within the Asian region
- New administrations in both the US and in India (President Trump and Prime Minister Modi)
 - Recent and significant shift in US policies towards trade with China; India benefits by being a trade-friendly nation and political ally
 - Opening up of Indian market under PM Modi; huge projects to bring Indian Infrastructure, Defense, and Mfg. Technologies into the 21st century
 - 30-place jump in Ease of Doing Business with India, as ranked by the World Bank on Nov. 4, 2017; marked impact on US-India business activity

Attractive Demographic and Industry Factors

- World's 5th largest economy by end of 2018 – projected to become 3rd largest by 2028
 - 1.3 billion people today; >300M constitute a large, consuming middle class that is close to the US's total population
 - 66% are below age 35; one of the only growing economies with a young population base
- Consumer market to grow 2.5 times by 2025
- India's National Manufacturing Policy calls for 100M new manufacturing jobs and contributing 25% to GDP by 2025 (currently only 16%)

Noticeable rise in number of US executives doing business in India as evidenced on US-India flights, and in Indian hotel lobbies and executive lounges

...as noted by

India-US relationship could be “a defining partnership of the 21st century”

– President Obama, Dec. 1, 2017 ([Link](#))

India is growing faster than China again

– CNN, Feb. 28, 2018 ([Link](#))

India is a “leading power” in the Indo-Pacific and should gear up to become an alternative manufacturing destination to China to attract US business

– Kenneth Juster, US Ambassador to India, Feb. 8, 2018 ([Link](#))

“Fitch Ratings Says India Will Sail Past Other Emerging Economies”

– Bloomberg, Jan. 4, 2018 ([Link](#))

Get to know Visthar

History: Co-Founded in Milwaukee, WI, in 2003 by principals with deep experience in:

- International Business Development
- Quality Systems and Process Improvement
- Global Sourcing and Procurement

Experience: Think US, Act Indian

- 38 + 20 years | US + India
- 25+ US-India-US projects completed for North American clients
 - Mfrs. of heat-exchange equipment/technology
 - Global leader in high speed production lines for hygiene and fem-care products
 - Centrifuge systems manufacturer for municipal and industrial applications

Focus: Committed to helping <\$500M US manufacturers establish or grow their business in India – a market still largely untapped by small OEMs, Tier 1s and Tier 2s

Strength: Deep on-the-ground capabilities in India through affiliates covering multiple functions across different verticals

Unique Ability: Understands the expectations and demands of US customers and what ‘Quality’ means; we live and resolve your international communication challenges every day

We help you recognize and realize India’s emerging global presence

Why Visthar? Some questions to consider...

Market factors:

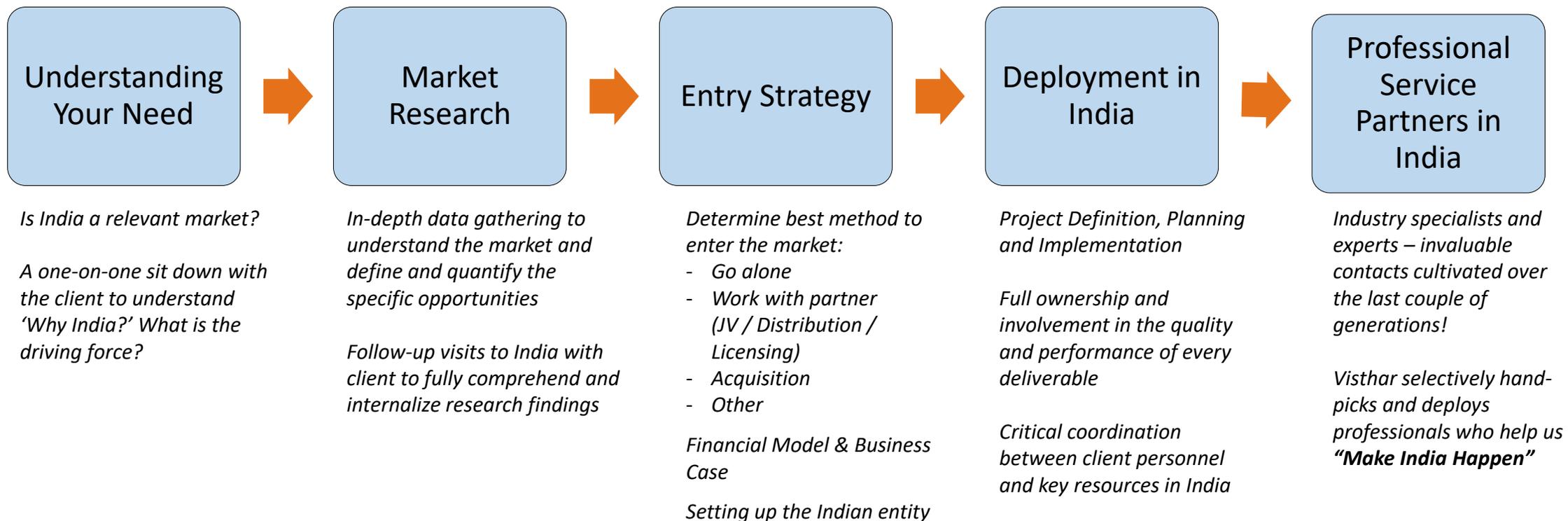
- India part of your strategic entry/growth plans? Do you feel that you should be doing more in that market?
- Being pulled by your OEM customers into the Indian subcontinent?
- Competitors sourcing/selling there?
- Considered India as a regional hub to service the Middle East and SE Asia regions?
- “Make in India” Initiative – does it play to your strategy?

Internal challenges:

- Lacking a dedicated international business development team to explore and/or expand within new international markets, i.e. India?
- Constrained by limited
 - Market research/analysis resources?
 - International operations personnel?
 - Other on-the-ground start-up/growth capabilities in India ?
- Challenged by the cultural gap – business and social – to be successful in India?
- Having difficulty identifying and developing suppliers and long-term sourcing solutions from India?

We don't just tell you what to do; we help you do it!

Data- and process-driven approach to defining, planning and implementing a strategy



We manage the project through the entire process

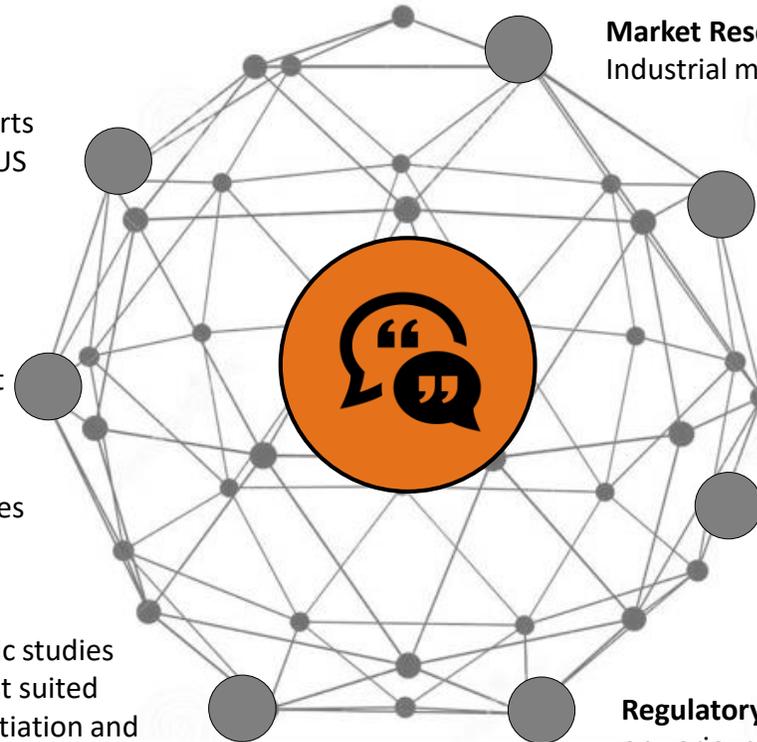
The power of a strong network

Specialty Consultants – Industry and functional experts with knowledge of, and experience in, working with US companies – a critical element in ensuring success

Recruiting & HR – Multiple projects with one of the leading HR executives in India, resulting in access to a vast network of HR professionals and service firms

Deep experience in recruiting (interviewing and hiring) senior- and mid-management executives for US subsidiaries in India

Site Selection and Start-up – Conduct demographic studies across multiple regions/cities of India to select best suited location(s). Drill down to site selection, lease negotiation and obtaining required local government permits, licenses, and approvals for clients



Market Research – Work with one of the best B2B and Industrial market research companies in India since 1991

Tax / Audit / Accounting / Finance – Partner with US-affiliate firms in India as well as with leading domestic Indian companies, based on the particular needs of each client

Legal – Access to some of the leading corporate law firms experienced in working with US companies, as well as an in-depth knowledge of Indian law and the legal system

Regulatory/Compliance – Bring to the client domain expertise on various regulatory/compliance matters – a critical concern in conducting international business

What we deliver



Detailed report with recommendations that define and prioritize the specific business opportunities in India



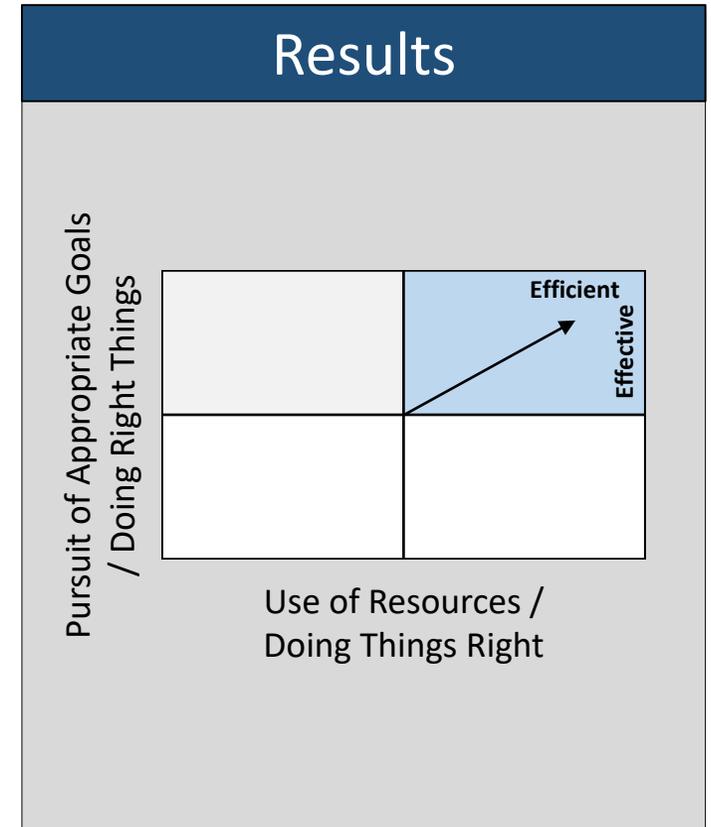
Highly valued ability to bring to the project the best-suited resources in India to get the job done efficiently



Key advisory role through the entire project; invaluable insights for US clients to understand critical differences between US and Indian business culture, and navigate through varying regional cultures across India



Accompany the client, on-the-ground in India, throughout implementation; collaborate to get things done effectively in a complex business environment



We translate executive decisions in the US into measurable results in India

Case Studies & Testimonials



The Client:

World's leading manufacturer of high-speed production lines for personal hygiene and fem-care products

Scope of Project:

- Market Research
- Go / No-Go Decision
- Strategy Creation and – Implementation
- On-going Counsel

Opportunity

- Capitalize on a fast-growing country/region with a large base population of potential consumers of disposable hygiene products
- Develop a business model for international growth using India as a platform and basis of learning for the Developing and Emerging (D&E) Markets

Process

- Produced an in-depth market report with actionable recommendations and a blueprint for implementation
- Accompanied the client on numerous visits to India to understand local market conditions and client needs
- Established a large network of contacts and built key business relationships to advance the client's agenda
- As key member of India Advisory Executive Committee, developed an entry-strategy and built a business model that has been used for India and other emerging markets

Outcomes

- Appointed an engineering consulting firm in India that, to-date, provides on-shore and off-shore engineering support services
- Recruited field service personnel to support installed base of equipment in the region
- Developed business leads in India, that have resulted in multiple RFQ's and sales of client's equipment

Due to the high quality of the research and ensuing work, client commissioned a study in 14 additional countries and continues to use Visthar for on-going counsel

The Client:

PE portfolio company based in Indianapolis -- a leading manufacturer of parts and accessories for the bicycle and transportation markets

Scope of Project:

- From Defining the Opportunity to Startup of new Facility in India
 - Establishing the Objectives and Deliverables
 - Planning the Implementation
 - Managing the Project with key Members of Client's Executive Team

Opportunity

- Significant new market potential in India due to recent safety legislation around bicycle accessories
- Indian bicycle OEMs seek local supply of parts/components that meet global-quality standards, to satisfy the huge domestic demand

Process

- Delivered a detailed report and financial analysis around market size, import pricing, Indian supply and mfg. costs, and numbers associated with setting up local operations
- Appointed recruitment firm; start-to-finish hiring process of key Indian executives, and establishment of the HR framework for Indian entity
- Beginning-to-end involvement in site selection and lease negotiation, as well as securing of key licenses and permits from local and state government authorities
- Worked closely with client executives and Indian Law Firm, CPA Firm, Banks, HR Consultants, and Specialty Service Providers to close out project deliverables
- Cultural bridge for US management team during entire project; key advisor and ambassador role in meetings and discussions with customers and suppliers

Outcomes

- Started up India operations within 9 months of 'Go' decision
- Established critical contacts in India that continue to add value to the India operation
- On-going resource and sounding board for company leadership in US and in India

The Client:

Market-leader in Indian weighing scale industry with product range across retail, commercial, light-industrial and transportation markets

Scope of Project:

- Assist Indian client establish dialogue with US market-leader in Rapid Load-out technology and equipment
- Explore business relationship options to bring advanced technology and products to the Indian market
- Develop a business model that meets the objectives and constraints of both parties
- Close the deal

Opportunity

- Capture significant market share and revenue potential in India:
 - Introduce new Rapid Load-out Technology and equipment to a market with outdated products and system offerings
 - Increase the effectiveness and efficiency of prevailing industry practices and methods around weighing and loading of bulk commodities/aggregates

Process

- Represented Indian principal and opened a dialogue with potential US partner
- Overcame strong skepticism within the US target company around doing business in India; enlightened American management on the opportunity at hand
- Established a strong platform that fostered meaningful exchange of ideas and options between both parties, resulting in formation of a business relationship
- Bridged the cultural gaps and reached agreement on business objectives through critical advisory role
- Drafted complete framework of the Agreement and negotiated the Contract over a period of 4 months

Outcomes

- Successful formation of a Licensing of Technology Agreement
- US-India business relationship continues to endure over last 11 years
- Visthar seen as 'the advisor' by Indian client for all North American business dealings

What clients say about Visthar...

*Paul Thompson
President
Deflecto – a PE Group Co.*

“Our Deflecto team found Visthar invaluable when evaluating and starting our operation in India. Pradeep was willing to take ownership of our project and lead with urgency. As our project progressed, he made the difficult calls to push our on-the-ground resources to deliver timely results. Ultimately, working with Visthar helped us avoid pitfalls and saved us substantial time and money. I highly recommend working with Visthar when evaluating and entering the Indian market. Don’t go it alone!”

*Richard Imperiale
President & CEO
Uniplan Consulting, LLC*

“I have had the opportunity to work with Visthar on numerous projects over many years and have found them to be highly responsive and willing to take ownership of a project and drive the results while keeping everyone well informed along the way. The Visthar team is always willing to think outside the box and find creative and effective solutions on anything we have worked on together.”

*Andy Rice
SVP International
The Jordan Company, LP*

“Pradeep and his colleagues at Visthar have been helping our portfolio companies manage all aspects of expanding to India for over 10 years; including market research, establishing sales and sourcing teams, and analyzing options for setting up local production (Greenfield start-ups, JVs and Acquisitions).”



- OR -



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You know your business. We know India.

*Together we can deliver results and
MAKE INDIA HAPPEN!*

