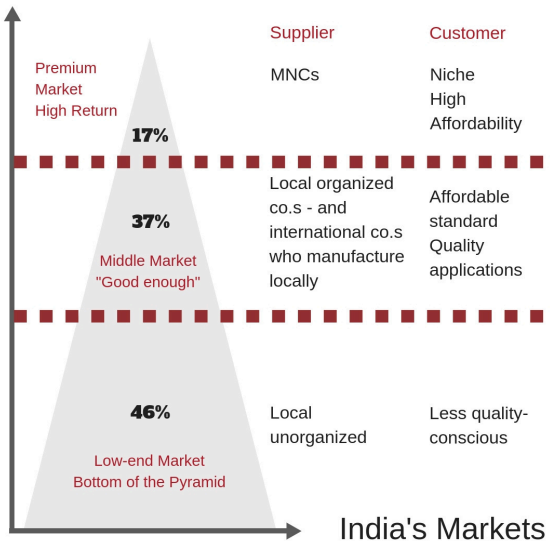


➔ I recommend M+V ...



"M+V knows the challenges foreign companies face while doing business in India – and provides hands-on solutions."

**Bjorn Becker**  
Export Sales Manager  
Jumo GmbH & Co. KG



# UNDERSTAND THE INDIAN MARKET ...

... and your potential customers

➔ Corporate Profile

M+V Altios has a team of 180 employees in Finance & Accounting, Sourcing, Supply Chain and Order Execution, HR, IT & ERP as well as a team of Company Secretaries; all supported by our in-house recruitment and consulting teams. We operate from NCR, Bangalore, Mumbai, Chennai and Pune. For over 20 years, we have successfully supported more than 1500 companies.

Our Service Methodology



Market Size & Potential

4-5 weeks



Competitive & Consumer Landscaping

3-4 weeks



Understanding Price, Promotion & Need-gaps

3-4 weeks



Designing Strategy

3-4 weeks

India is a very complex market. It has a population of more than 1.3 billion and is poised to become the world's 5th largest economy. The market is dominated with millions of small, family-run companies. Most market segments are highly competitive and information is scarce. To succeed, you need to know your true business potential and understand the market's dynamics.

M+V has a large team of locally based experts who can help you explore India's business opportunities from the right perspective. Our people understand how to do business in India and have years of experience in assisting clients.

➔ For more information

visit [www.maiervidorno.com](http://www.maiervidorno.com)  
call +91 124 4342300 or  
write to [info@maiervidorno.com](mailto:info@maiervidorno.com)

# DEVELOP THE RIGHT STRATEGY

## Ensuring your investment

We help you answer the vital questions: Are your products suitable for India? Is this the right time?

M+V understands the requirements of the Indian market and based on the results of your Market Research we help you develop the best business plan for your India entry and expansion.

Our methodology is based on real experience and ensures a realistic business plan:



With us, you can plan these steps in the most practical way to best capitalize on your investment and ensure shareholder value is key to our approach.

It is your plan, but we can help you make it a reality.

## ➔ Price Sensitivity



The Indian market is highly price competitive. On an average, for a similar product, prices in India are 10-30% lower as compared to developed markets, adjusting for purchasing power parity. This is changing with the growing middle class demanding higher quality. Success in India requires setting the right price for the right products to maximize your potential customer base.

## ➔ Partner or Alone

Deciding on the right set up for you depends on what you sell, your potential partners in India and many other factors. M+V understands all these factors and can help you with how to best invest to get the most of the markets.

## ➔ Location, Location

For most international companies, their potential customers are concentrated in certain parts of the country. Working out the best strategy to reach as much of your potential market as possible with limited resources is M+V's specialty!

## ➔ Trade or Assembly

Assembling or making your products in India has a lot of advantages, not just for the Indian market, but also to tap other developing markets. However, the investment requirements - financial and other - make this a step to be taken with caution and often with 2-3 years of successful trading experience first.