



# TRANSOURCE ASIA ADVISORS

India & Asia Market Entry Services

Acquisitions, Turnaround & Growth

Transaction services

Strategic Sourcing & Supply Chain Transformation

International Business & Exports to global markets

Analytics & Digital-D2C,B2B,B2C



# OUR BIG IDEA

**“WE ARE DRIVEN BY A SINGLE MISSION TO MAKE INTERNATIONAL COMPANIES SUCCESSFUL IN THE INDIAN & Asian MARKETPLACE”**

**DEEP NETWORK across INDIA and ASIA**

**DIVERSE and MULTI-PRODUCT experience-  
TECHNICAL as well as MANAGEMENT EXPERTISE  
Completely DIFFERENTIATED, Unconventional  
and Unique, FULL SERVICE at One SINGLE PLACE**

**“WE JUST KNOW INDIA AND ASIA SO WELL THAT WE CAN HELP CORRECT EVEN A ROUGH LANDING AND MAKE IT SMOOTH”**



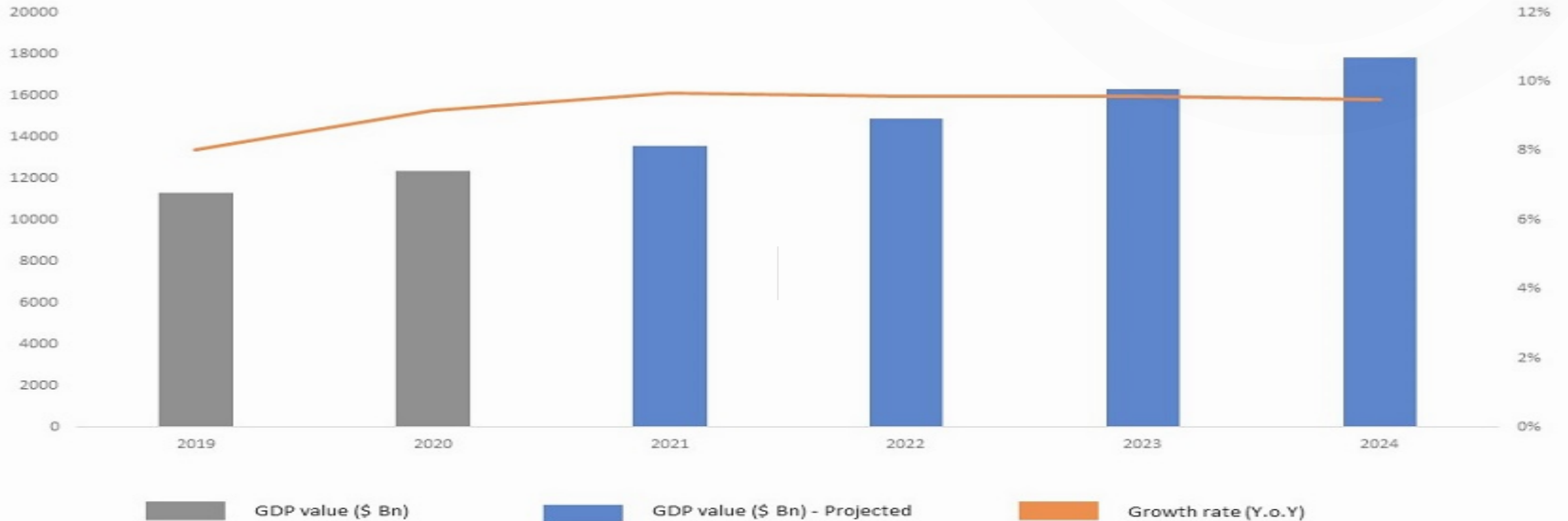
**“This is the best time to invest in India”**  
– India’s Prime Minister Narendra Modi  
*(World Economic Forum, Davos Agenda 2022)*

**WHY INVEST IN INDIA NOW?**

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# INDIA-ONE OF THE FASTEST GROWING ECONOMIES

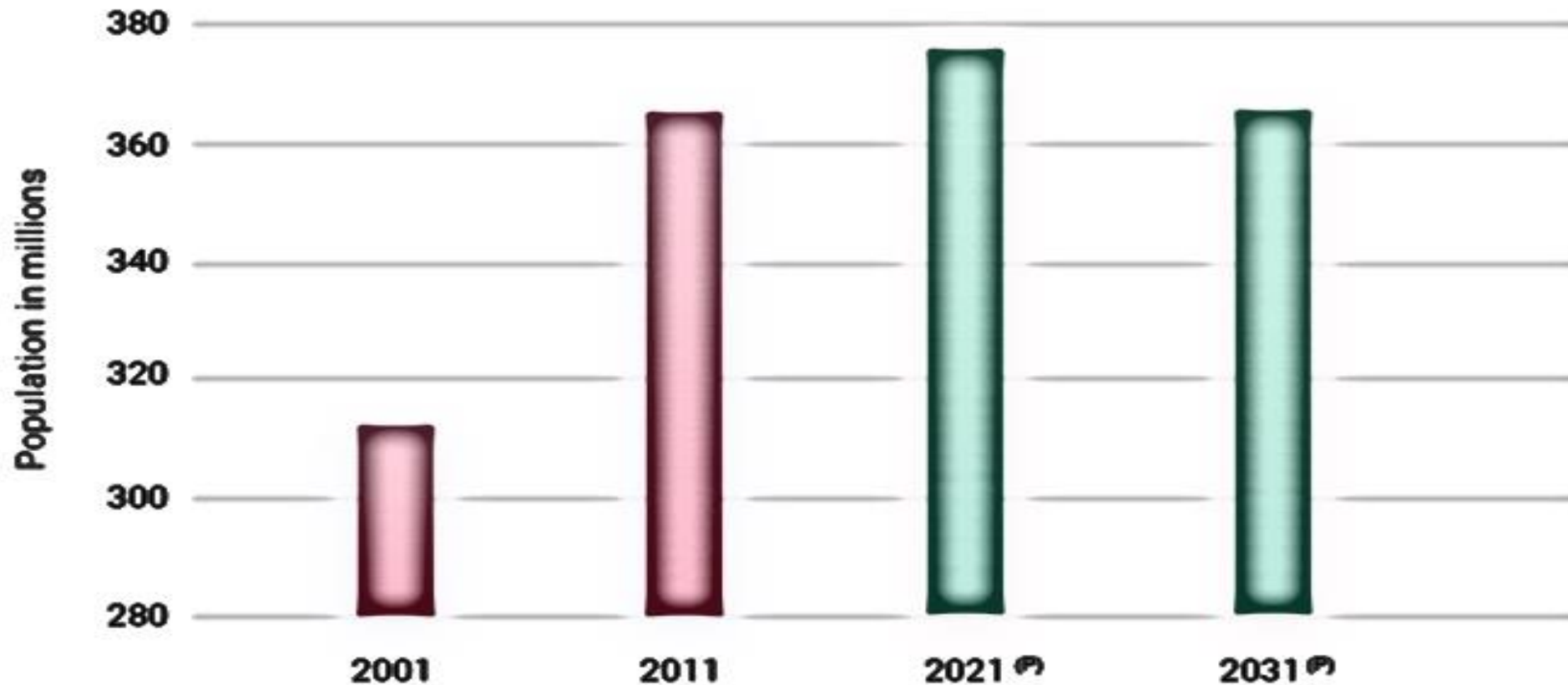
**India is projected to be the third largest economy**  
in Gross domestic product in Purchasing Power Parity terms measured at current prices



*Source: International Monetary Fund*

# INDIA- LARGEST YOUTH POPULATION IN THE WORLD

**Home to world's largest youth population**  
Indian population between age group 10-24 years



Source: Central Statistics Office, Government of India, 2017 \*P : Projections

# INDIA- MARKET BASED ECONOMY

## WORLD'S LARGEST DEMOCRACY



India, a South Asian nation, is the seventh-largest country by area, the second-most populous country with over 1.38 billion people, and the most populous democracy in the world.

**Capital:**New Delhi

**Neighbouring Countries:** Pakistan and Afghanistan share political borders with India on the west while Bangladesh and Myanmar stand adjacent on the eastern borders. The northern boundary comprises the Sinkiang province of China, Tibet, Nepal and Bhutan. Sri Lanka is another neighbouring country which is separated by a narrow channel of sea formed by the Palk Strait and the Gulf of Mannar.

**Coastline:** 7,517 kms, including mainland, coastlines of Andaman and Nicobar Islands in the Bay of Bengal and Lakshadweep Islands in the Arabian Sea.

# INDIA- MARKET BASED ECONOMY WORLD'S LARGEST DEMOCRACY



**Neighbouring Countries:** Pakistan and Afghanistan share political borders with India on the west while Bangladesh and Myanmar stand adjacent on the eastern borders. The northern boundary comprises the Sinkiang province of China, Tibet, Nepal and Bhutan. Sri Lanka is another neighbouring country which is separated by a narrow channel of sea formed by the Palk Strait and the Gulf of Mannar.

**Population:** 1,380,004,385

**Population Growth Rate:** 0.99%

## Indian Economy

India's gross domestic product (GDP) at current prices stood at Rs. 51.23 lakh crore (US\$ 694.93 billion) in the first quarter of FY22, as per the provisional estimates of gross domestic product for the first quarter of 2021-22.

# INDIA- MARKET BASED ECONOMY

## WORLD'S LARGEST DEMOCRACY



**Area:** India measures 3,214 kms from north to south and 2,933 kms from east to west with a total area of 3,287,263 sq. kms.

**Natural Resources:** Coal (fourth-largest reserve in the world), iron ore, manganese, mica, bauxite, rare earth elements, titanium ore, chromite, natural gas, diamonds, petroleum, limestone, arable land.

**Land:** 2,973,190 sq. kms

**Water:** 314,070 sq. kms

### Political Profile

#### Political System and Government:

The world's largest democracy implemented its Constitution in 1950 that provided for a parliamentary system of Government with a bicameral parliament and three independent branches: the executive, the legislature and the judiciary. The country has a federal structure with elected Governments in States.



# INDIA-INFRASTRUCTURE & TRANSPORTATION



**Airports:** Airports Authority of India (AAI) manages 153 airports, which include 29 international airports and 10 civil enclaves as defence airfields in the country.

**International Airports:** Ahmedabad, Amritsar, Bengaluru, Chennai, Goa, Guwahati, Hyderabad, Kochi, Kolkata, Mumbai, New Delhi, Thiruvananthapuram, Port Blair, Srinagar, Jaipur, Nagpur, Calicut.

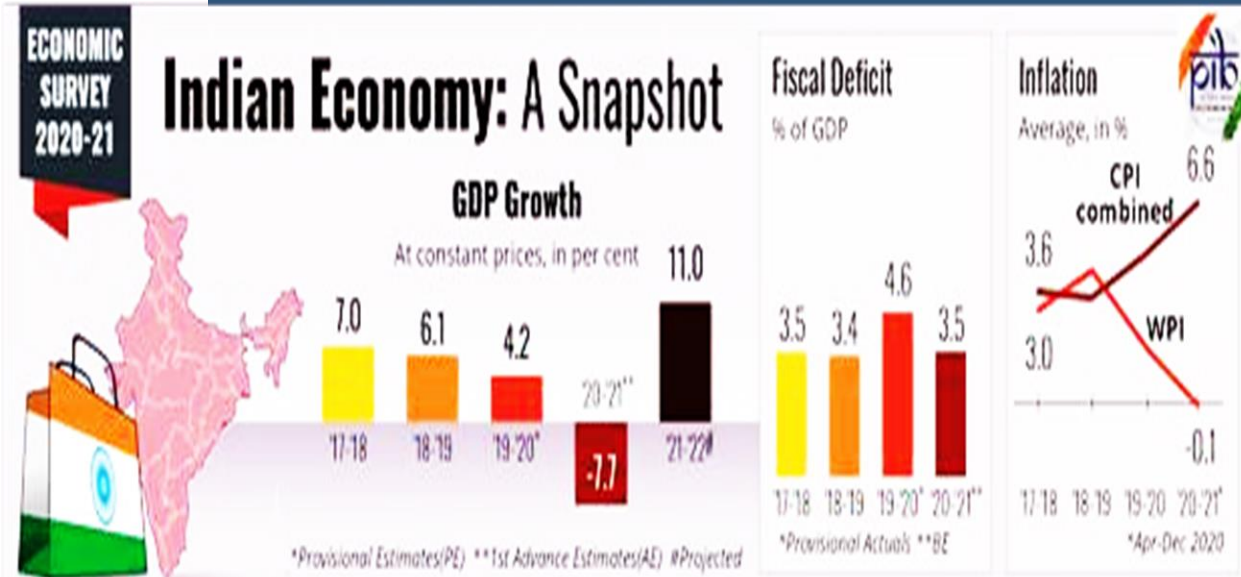
**Railways:** The Indian Railways network is spread over 108,706 kms with 13,452 passenger trains and 9,141 freight trains daily from 7,172 stations, plying 23 million travellers and 3 million tonnes (MT) of freight daily.

**Roadways:** India's road network of 4.87 million kms is the second largest in the world. With the number of vehicles growing at an average annual pace of 10.16%, Indian roads carry about 60% of freight and 87% of passenger traffic.

**Waterways:** 14,500 kms.

**Major Ports of Entry:** Chennai, Ennore, Haldia, Jawaharlal Nehru Port Trust (JNPT), and Several others

# INDIA-ECONOMY & FACTS



**Gross value added (GVA) quarterly estimates at basic prices in the first quarter of 2020-21 at constant 2011-12 prices are as follow:**

**Agriculture, forestry & fishing: Rs. 486,292 crore (US\$ 65.97 billion).**

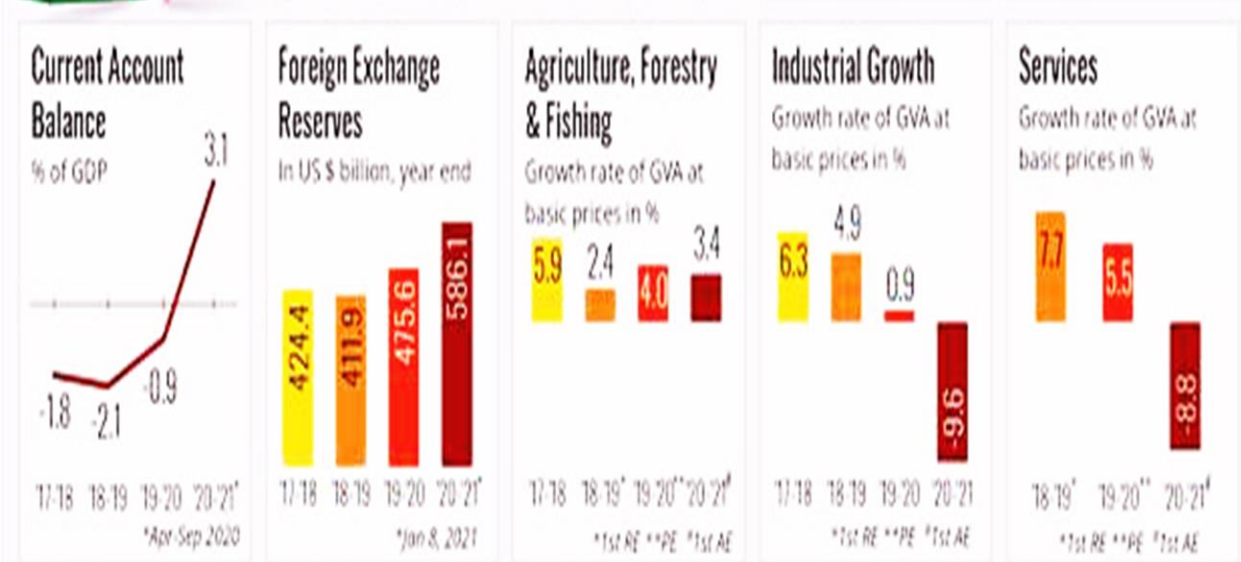
**Mining & Quarrying: Rs. 81,444 crore (US\$ 11.05 billion).**

**Manufacturing: Rs. 543,821 crore (US\$ 73.77 billion).**

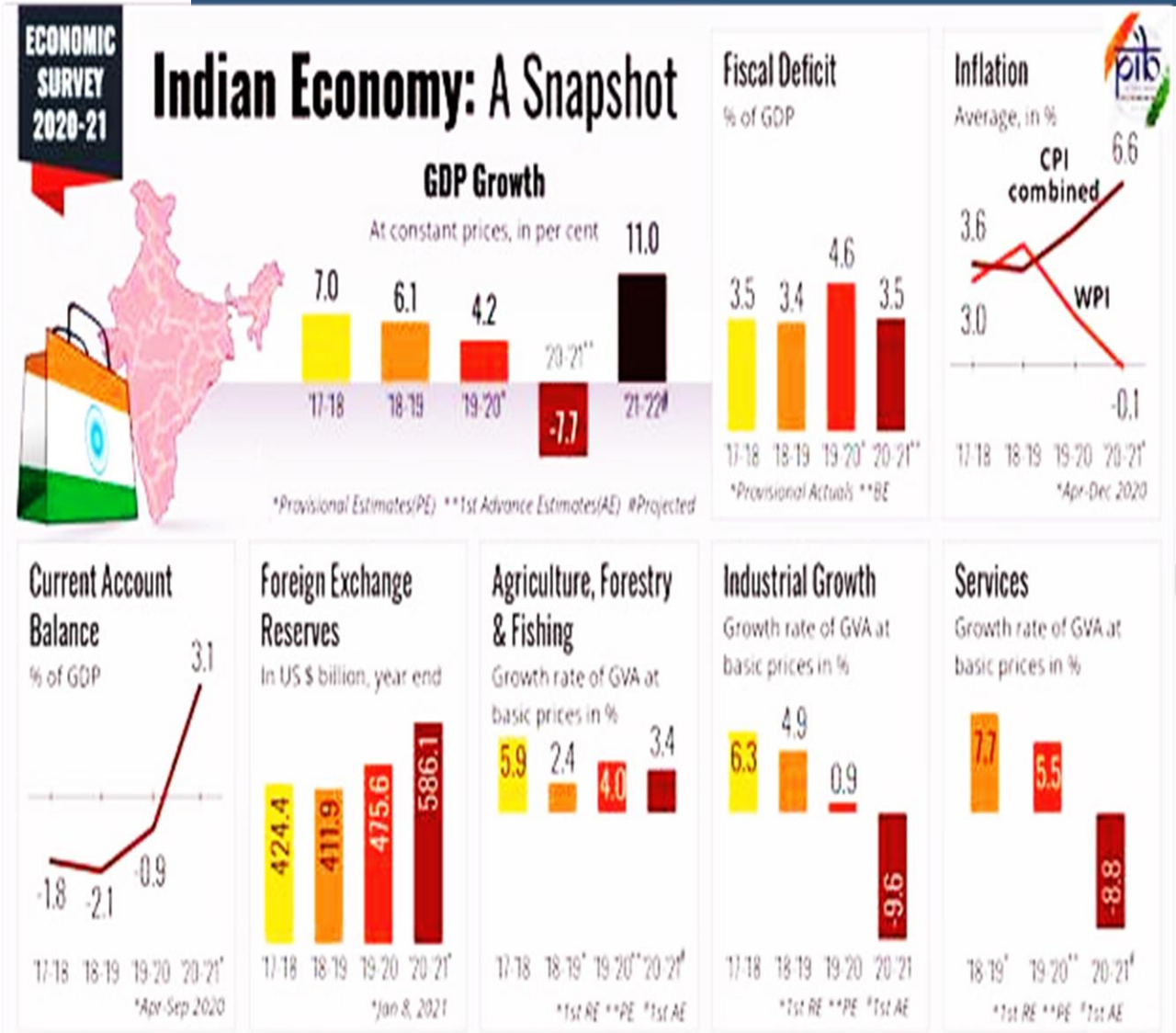
**Electricity, gas, water supply & other utility services: Rs. 82,042 crore (US\$ 11.13 billion).**

**Construction: Rs. 221,256 crore (US\$ 30.01 billion).**

**Trade, hotels, transport, communications & services related to broadcasting: Rs. 463,525 crore (US\$ 62.88 billion).**



# INDIA-ECONOMY & FACTS



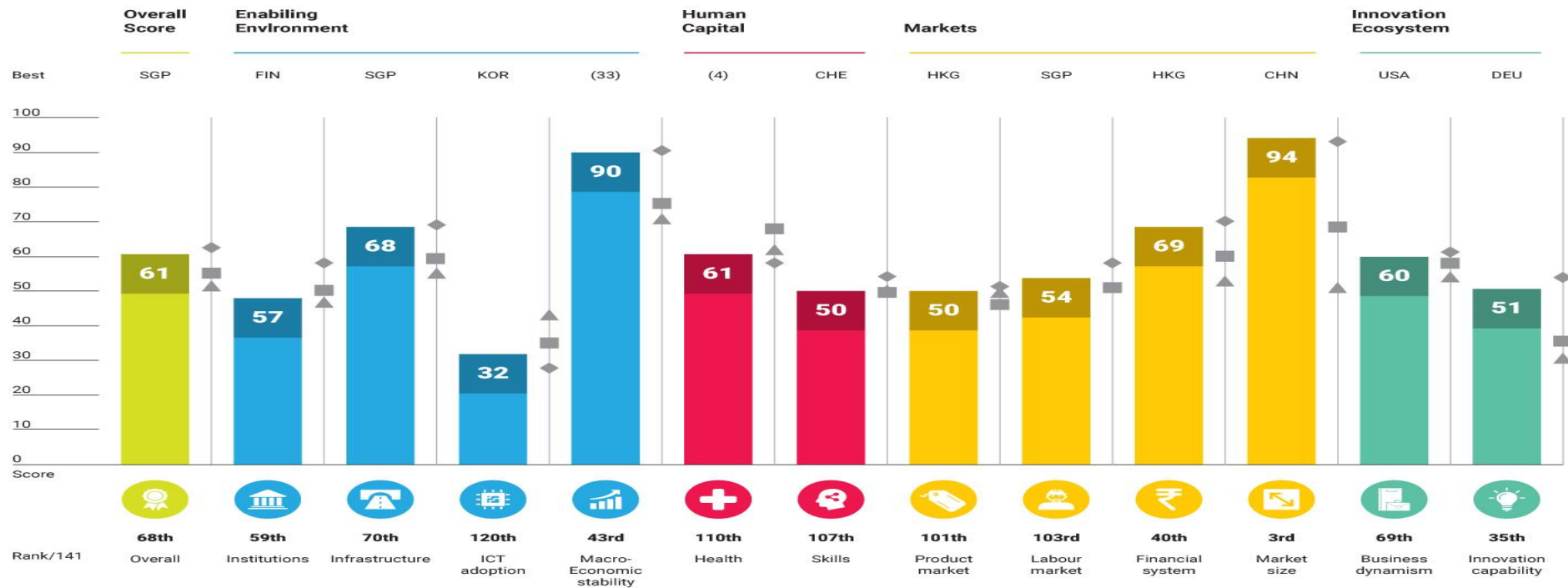
- Financial, real estate & professional services:** Rs. 789,929 crore (US\$ 107.15 billion).
- Public administration, defence & other services:** Rs. 379,205 crore (US\$ 51.44 billion).
- Forex Reserves:** US\$ 633.5 billion, as of August 27, 2021.
- Value of Export:** India's overall exports between April 2021 and August 2021 were estimated at US\$ 256.17 billion.
- Export Partners:** US, Germany, UAE, China, Japan, Thailand, Indonesia and European Union. India is also tapping newer markets in Africa and Latin America.
- Currency (code):** Indian rupee (Rs).
- Exchange Rates:** Indian rupee per US\$: US\$ 1 = Rs. 73.01 as of August 31, 2021.
- Fiscal Year:** April 01 - March 31.
- Cumulative FDI Equity Inflow:** US\$ 547.2 billion (from April 2000 to June 2021).

# INDIA-RISING GLOBAL COMPETITIVENESS

## Global Competitiveness Index 4.0

68th/141

### Performance Overview 2019

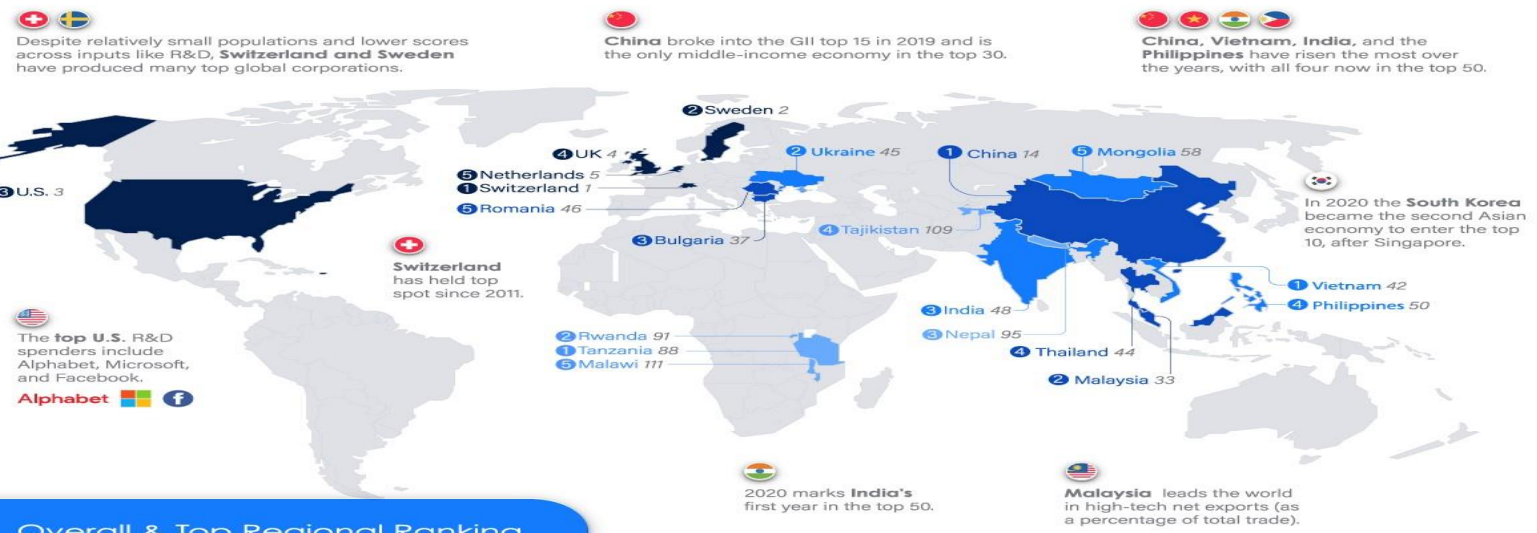


Key ◆ Previous edition ▲ Lower-middle-income group average ■ South Asia Average

# GLOBAL INNOVATION INDEX 2021

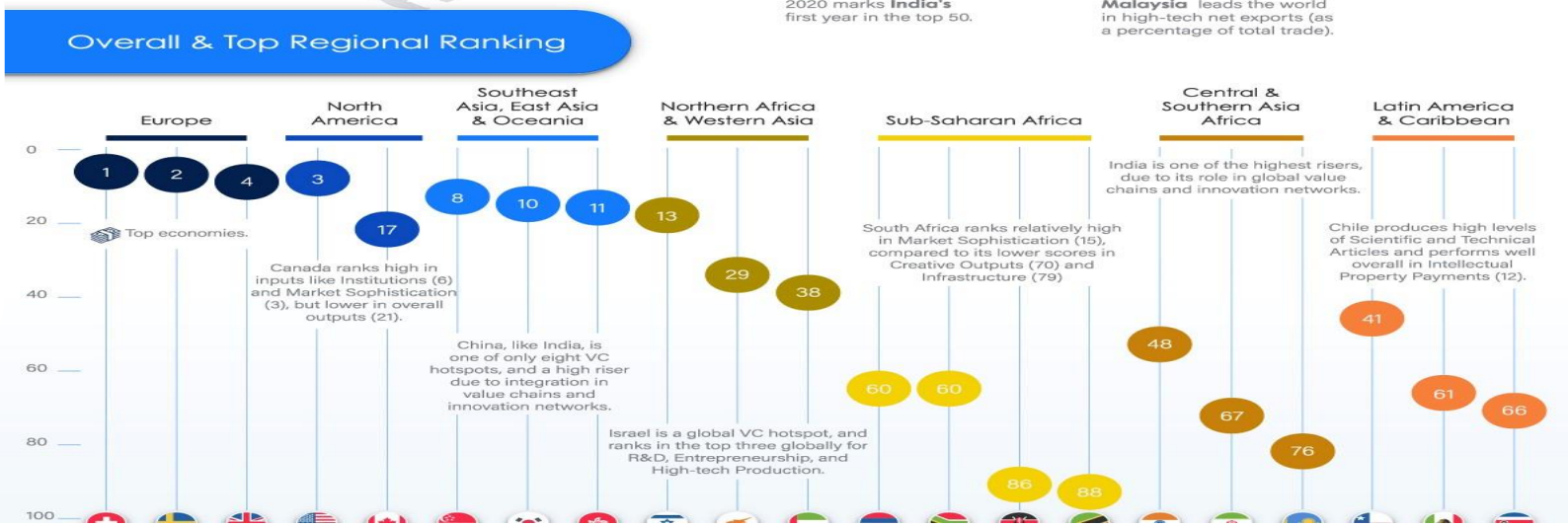
Number of countries in the index income group: 49 (High Income), 37 (Upper Middle Income), 29 (Lower Middle Income), 16 (Low Income)

How to read this: Income-level rank — 1 China 14 — Overall rank



48<sup>TH</sup> Rank Globally and Rising Fast

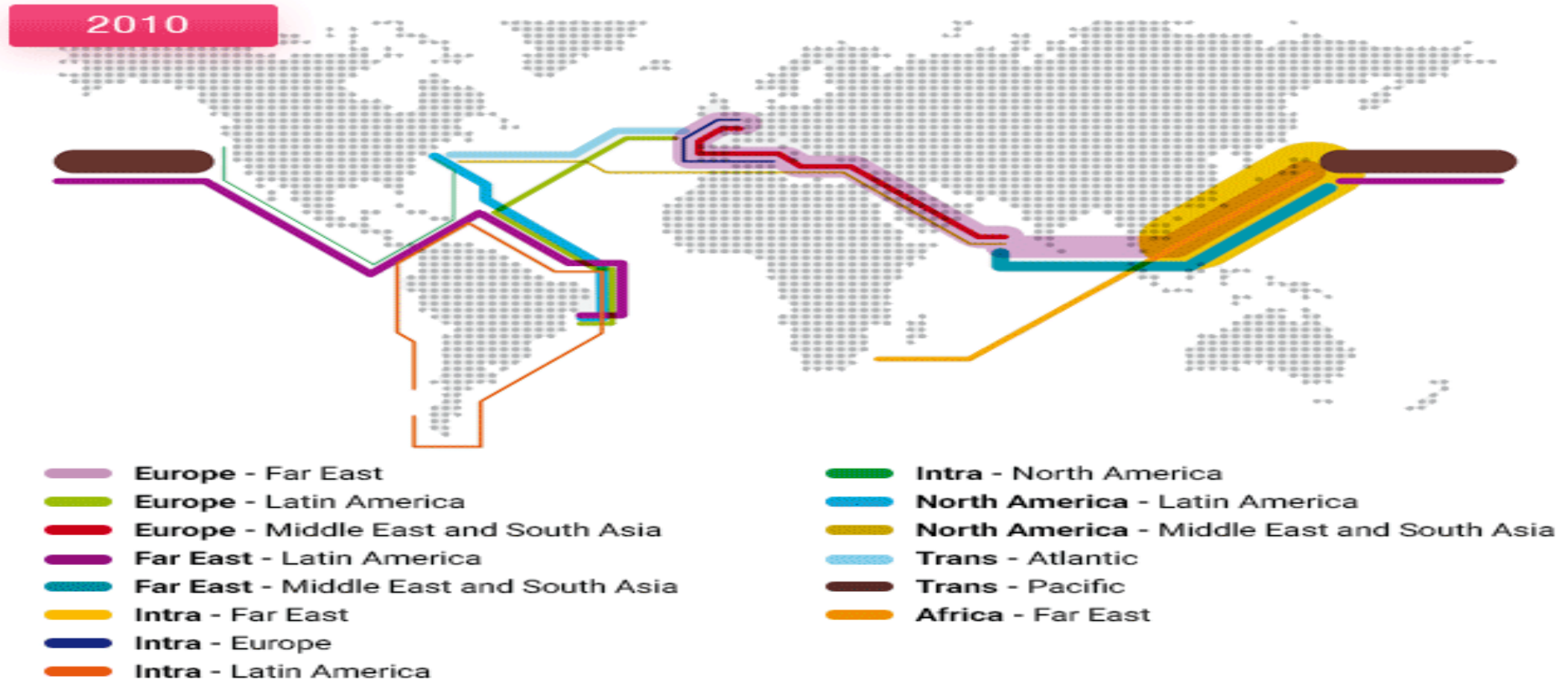
Likely to be amongst the Top 10 in the Innovation Index by 2030



# INDIA- RISING ECONOMIC INFLUENCE

## Global Maritime trade to move from the Pacific to the Indian Ocean Region

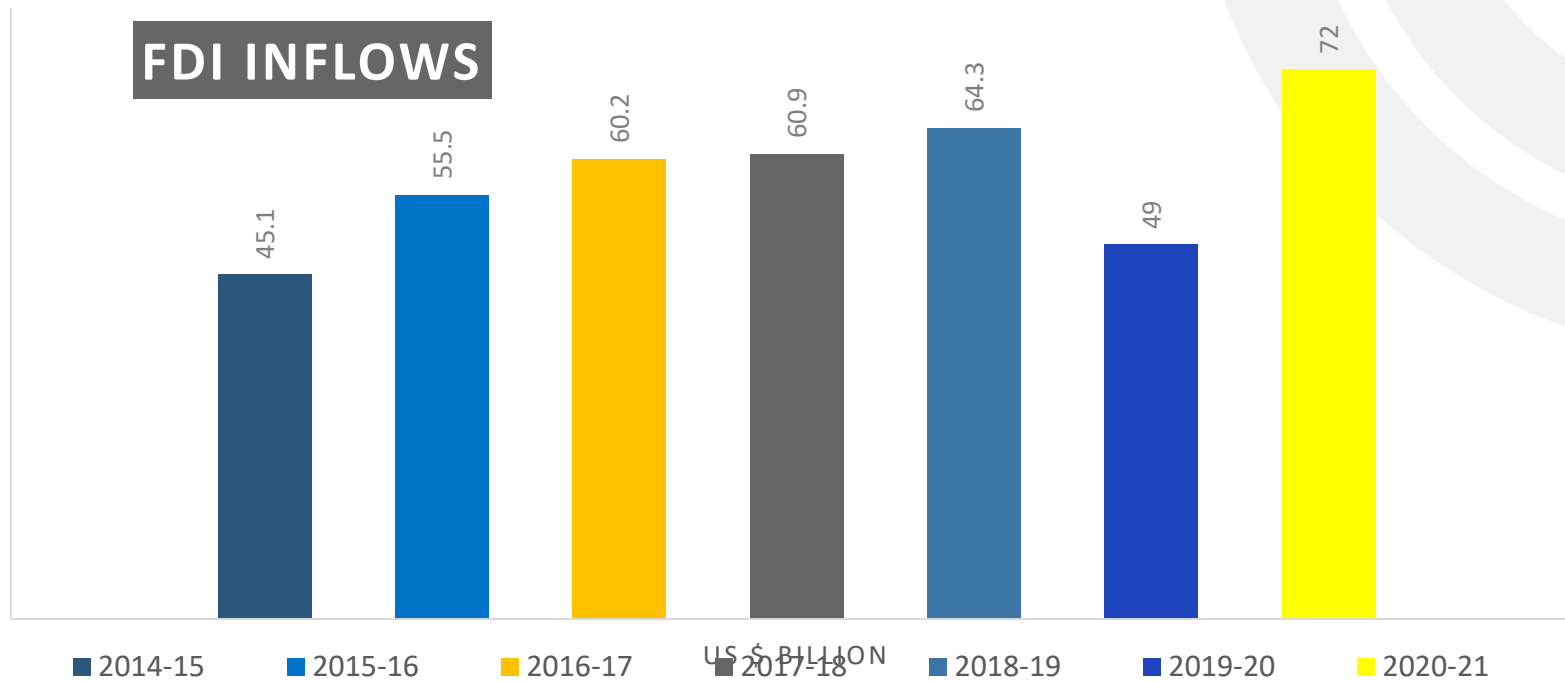
Seaborne Container trade 2010-2030 (thousand TEU)



A silhouette of a tiger, a symbol of India, is filled with a complex pattern of black gears and mechanical parts. The tiger is positioned horizontally across the frame. The background consists of three horizontal bands of color: orange at the top, white in the middle, and green at the bottom, representing the Indian national flag. The text "MAKE IN INDIA" is written in a bold, white, sans-serif font across the center of the tiger's body.

**MAKE IN INDIA**

# INDIA YEARWISE-FDI EQUITY INFLOWS



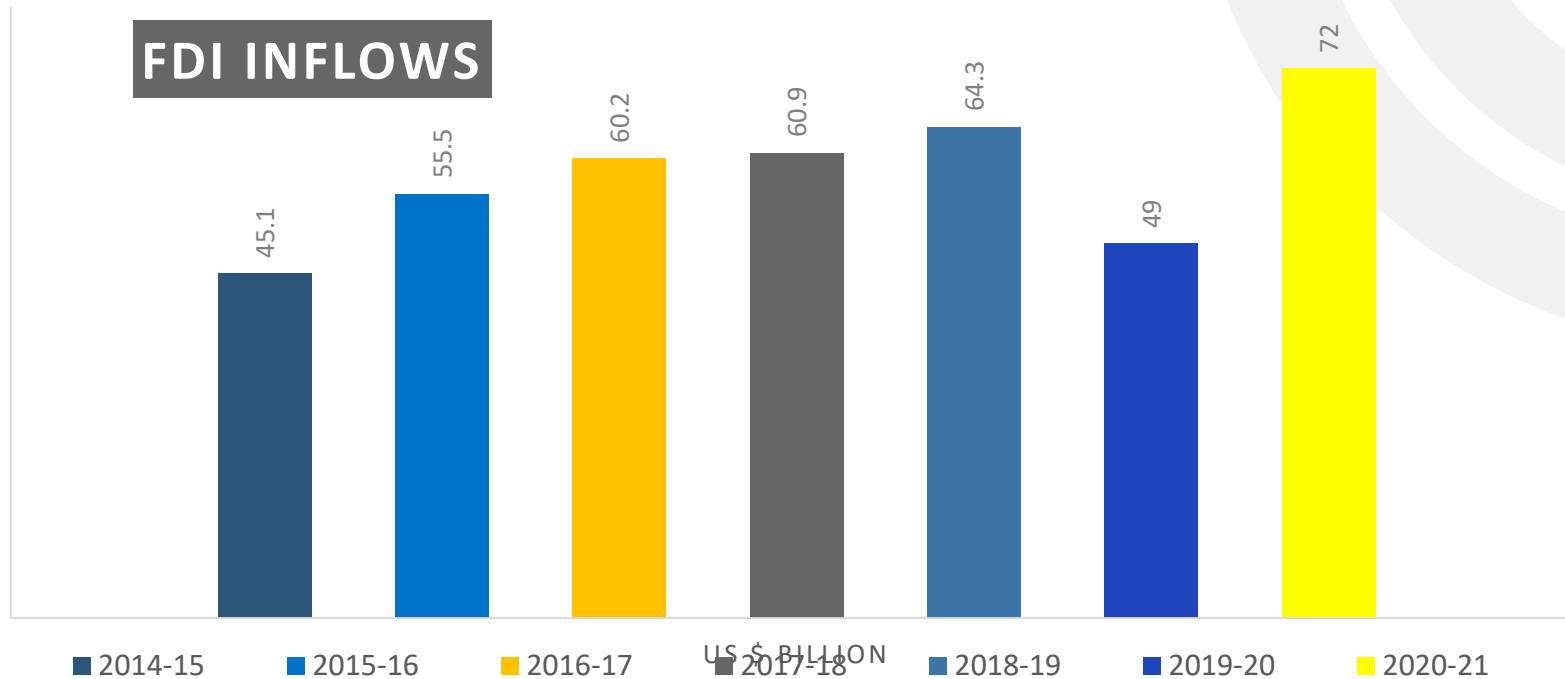
(FDI) equity inflows to India reached US\$ 72.12 billion in 2020-21 (until January 2021) while the

Cumulative FDI equity inflows to the country from April 2000 to January 2021 reached US\$ 545.0 billion.

Share of the Top Investing Countries in FDI Equity Inflow: Mauritius (28%), Singapore (22%), the US (8%), the Netherlands (7%), Japan (7%), the UK (6%), Germany (2%), Cayman Islands (2%), the UAE (2%) and Cyprus (2%) from April 2000 to June 2021.



# INDIA YEARWISE-FDI EQUITY INFLOWS

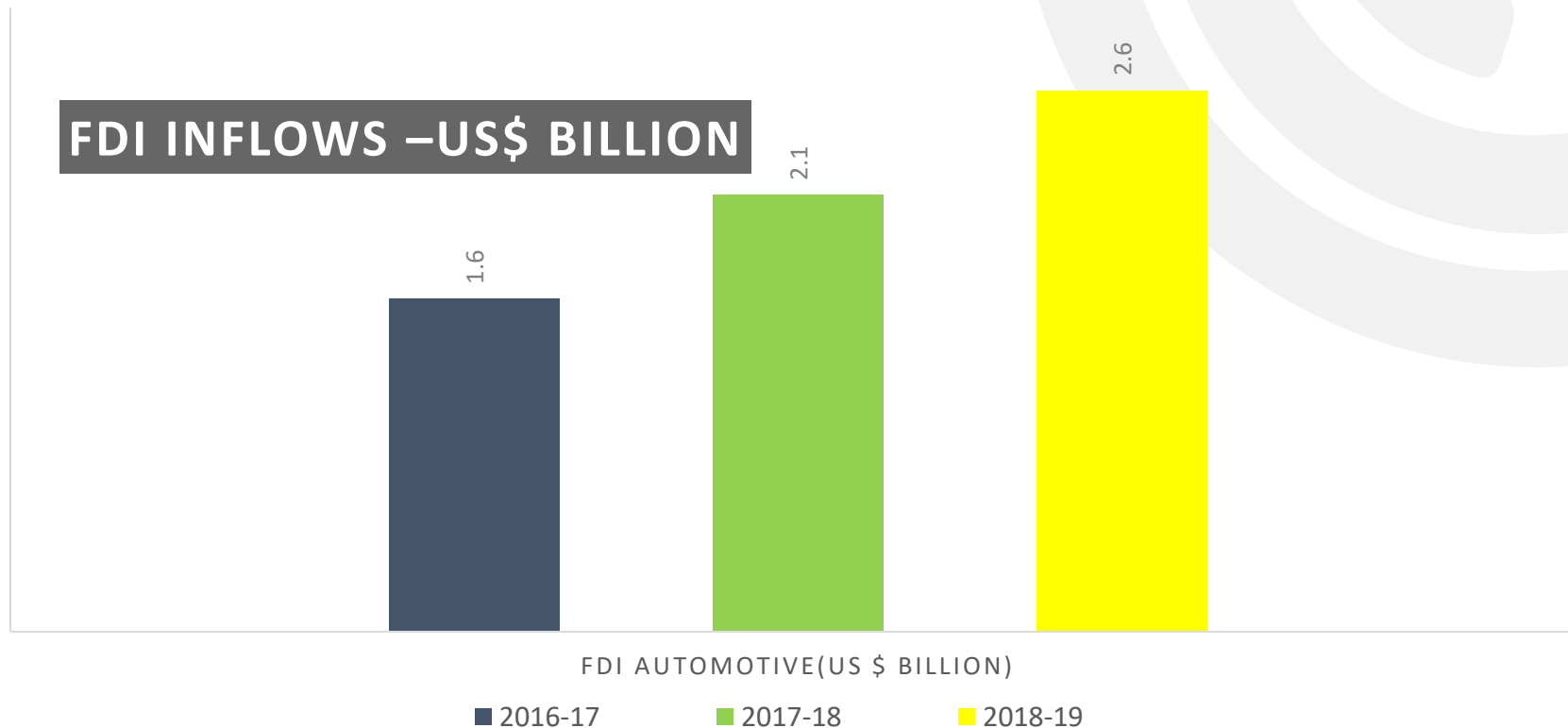


**Key Sectors Attracting the Highest FDI Equity Inflow:** Services Sector (16%), Computer Software & Hardware (14%), Telecommunications (7%), Trading (6%), Automobile (6%), Construction Development (5%), Construction Activities (5%), Chemicals (3%), Drugs and Pharmaceuticals (3%) and Metallurgical Industries (3%) from April 2000 to June 2021.

# INDIA-AUTOMOTIVE ,AUTO COMPONENTS AND THE AFTERMARKET



# AUTO AND AUTO COMPONENTS: FDI Inflows



The Automotive industry in India witnessed a growth of 25.54% during 2017-18 to 2018-19. FDI equity inflows increased substantially to \$2.09 Bn during 2017-18.<sup>1</sup>

The first 6 months of 2018-19 have seen FDI inflows of \$1.598 Bn as against \$2.09 Bn in the whole of 2017-18.

# AUTOMOTIVE-ADVANTAGE INDIA

## ADVANTAGE INDIA

### Growing Demand

- Rise in middle class income and young population will result in strong growth.
- In October 2021, total production of passenger vehicles\*, three-wheelers, two-wheelers and quadricycles reached 2,214,745 units.



### Opportunities

- India could be a leader in shared mobility by 2030, providing opportunities for electric and autonomous vehicles.
- Focus is shifting to electric vehicles to reduce emissions.
- The electric vehicles industry is likely to create five core jobs by 2030



### Rising Investment

- The automobile sector received cumulative FDI inflow of about US\$ 30.51 billion between April 2000 and June 2021.
- The Government of India expects automobile sector to attract US\$ 8-10 billion in local and foreign investments by 2023.



### Policy Support

- Automotive Mission Plan 2016-26 is a mutual initiative by the Government of India and Indian Automotive Industry to lay down the roadmap for development of the industry.
- Announcement of the voluntary vehicle scrappage policy to phase out old and unfit vehicles.



# INDIA-GLOBAL AUTO COMPONENTS HUB



# AUTO COMPONENTS-ADVANTAGE INDIA

## ADVANTAGE INDIA

### Robust Demand

- Growing working population and expanding middle class are expected to remain key demand drivers.
- By 2025, 4 million of EVs could be sold each year and 10 million by 2030. The market is expected to reach US\$ 206 billion by 2030.



### Export Opportunities

- India is emerging as a global hub for auto component sourcing and the industry exports over 25% of its production annually.
- Auto component exports are expected to grow at 23.9% annually to reach US\$ 80 billion by 2026.
- India has a competitive advantage in auto components categories such as shafts, bearings and fasteners due to large number of players. This factor is likely to result into higher exports in coming years.



### Policy Support

- 100% FDI is allowed under the automatic route for auto components sector.
- In September 2021, the Indian government issued notification regarding a PLI scheme for automobile and auto components worth Rs. 25,938 crore (US\$ 3.49 billion). This scheme is expected to bring investments of >Rs. 42,500 (US\$ 5.74 billion) by 2026.



### Competitive Advantage

- A cost-effective manufacturing base keeps costs lower by 10-25% relative to operations in Europe and Latin America.
- India is the second largest steel producer globally, hence has a cost advantage.





# SETTING UP A FACTORY IN INDIA

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## India Enterprise Structure

(~6 – 8 weeks)

Company

Partnership Firm

LLP

JV

Wholly-owned Subsidiary

## Location Analysis

(~2 – 4 weeks)

State-wise business-friendly policies

Incentives (SEZ)

Availability of raw material or supply chains

Land availability

Existing infrastructure

Availability of skilled, unskilled or semi-skilled labour in the local population

Political and administrative stability

Proximity to ports, market, supply chains etc

## Setting Up

Factory license

Pre-construction approvals

Importing of equipment

Supply Chain set up

Resident Director's appointment

Build Operate Transfer setup

Project Management



# TRANSOURCE ASIA ADVISORS – OUR EXPERTISE

MARKET ENTRY/DEVELOPMENT

R, D&P, MANUFACTURING

EXECUTION & IMPLEMENTATION

RESTRUCTURING

TRANSACTION SERVICES

TECHNOLOGY & DIGITAL

COMMODITY TRADING, INDENTING & BROKERING

**EXPERTISE**

# OUR SERVICES



## MARKET ENTRY STRATEGY PLANNING

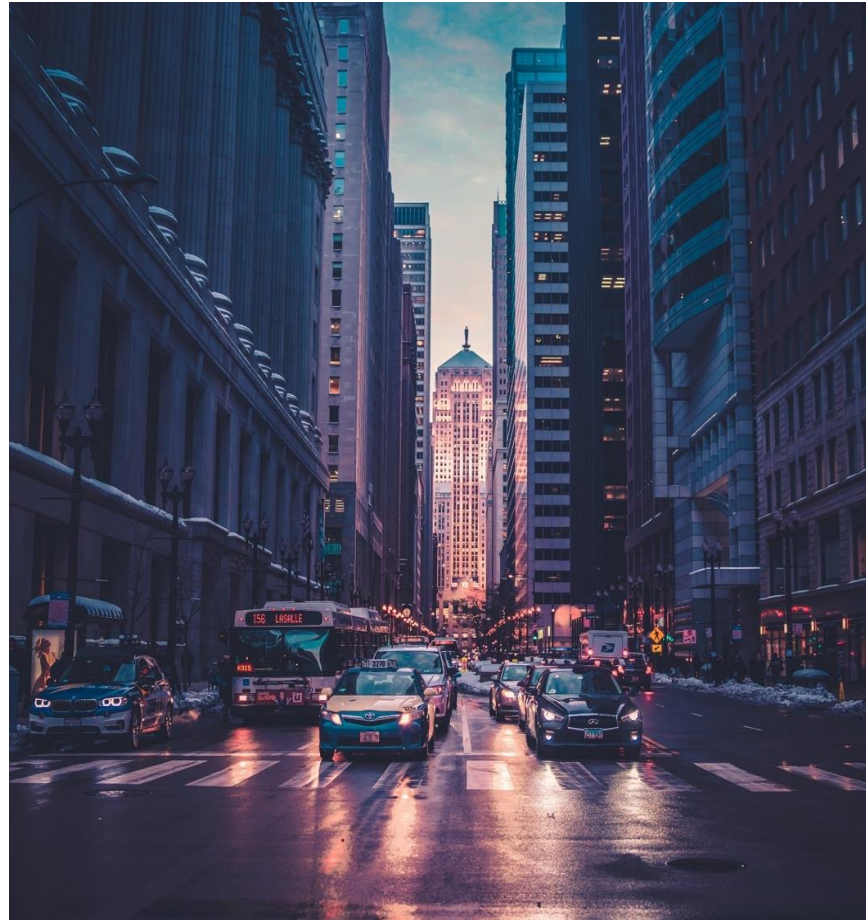
Enterprise Structure

Joint Venture Prospecting

Company Registration

Organisation Structure

Distribution Structure



## MARKET RESEARCH & ANALYSIS FOR INDIA

Addressable Market

Demand Supply Gap

Benchmarking, Pricing & Positioning

Validation Visits

# OUR SERVICES

## COMPLETE BUSINESS PLANNING & CASES



Capital Investment(depending on the technology)

R&D Investment(depending on the technology)

Sales Projections

Operating Expenses

Marketing Expenses

Manpower Planning

Project Planning

Break Even Point

Financials

Regulatory and Statutory Approvals

Company Incorporation

Executive Search



## PROJECT EXECUTION

# OUR SERVICES

## PROJECT MANAGEMENT & ASSISTANCE IN SETTING UP



Factory/Office & Warehouse/R&D Centre

Distribution Network

Acquisitions/Buy and Sell Side Advisory

Vendor Selection

Generating Sales Leads

Further Business Development & Lead Generation

We have sufficient expertise in brokering Commercial, Residential, Industrial Properties, Fuel Stations, Factories and Sheds, Hotels.

We participate in Retail Rollout and Buying and Selling of Mid Market Businesses.

We have strong connects across India-Tier 1 and Tier 2 cities and Industrial Areas and Regions as well as across major cities like Paris, London, Dubai, New York.

We also help arrange ECB's at low interest rates and flexible terms



## TRANSACTION & FINANCIAL SERVICES

# MARKET ENTRY STRATEGY





- **Market size, trend and forecast**
- **Market Segmentation**
- **Drivers and Challenges**
- **Government rules and regulations**
- **High growth potential applications**

- **Key Players**
- **Competitive landscape.**
- **Company profiling**
- **Market share**
- **Key differentiators**
- **Competitive advantages**

- **Voice of market on different aspects**
- **Key switching motivators**
- **Switching cost**
- **Met and Un-met needs**
- **Buying behaviour**

- **Assessment of company's competencies, technologies etc.**
- **Matching of high potential market needs with company's capabilities**
- **Identification of gaps to success**

- **Best possible market entry options evaluation**
- **Identification of potential opportunities**
- **Shortlist potential opportunities**

- **Financial modeling**
- **Go to market model: What to sell; where to sell; how to sell**
- **Go to customer list**
- **Strategic implementation roadmap with clear action plans**





Price  
Analysis

Identify  
Trends

Market  
Research /  
Analysis  
Reports

Domestic /  
International  
Competitors

**Market  
Research**

Marketing  
Plans

Target  
Market  
Analysis

SWOT  
Analysis  
Report

Competitive  
Analysis

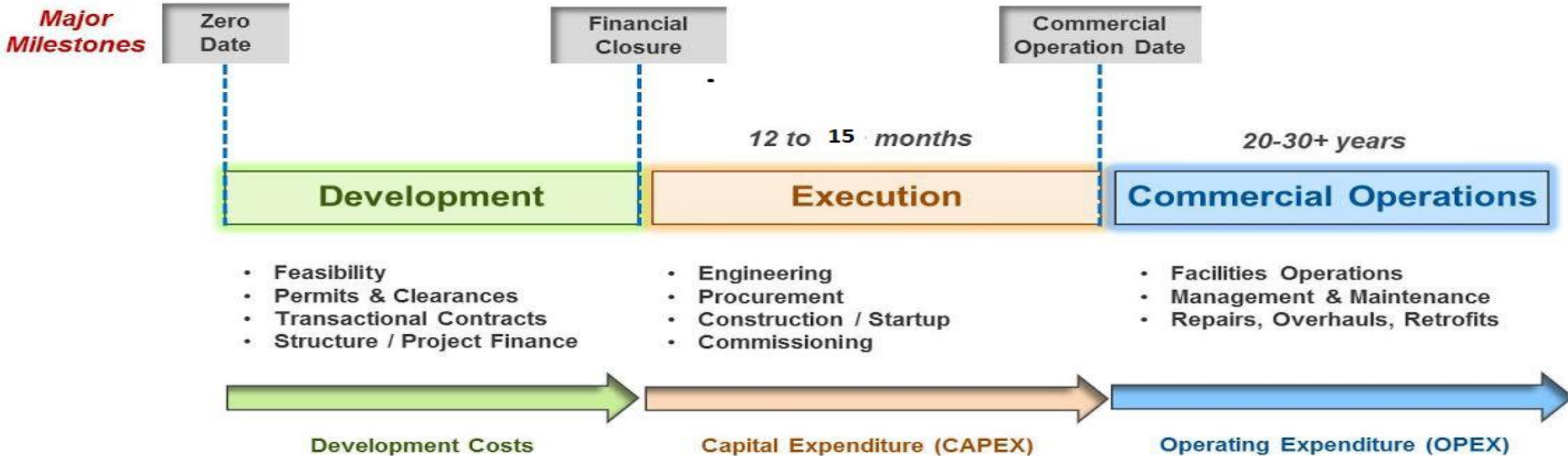
Location  
Analysis  
Report





# IMPLEMENTATION & PROJECT MANAGEMENT

## Project Value Chain & Economic Life Cycle



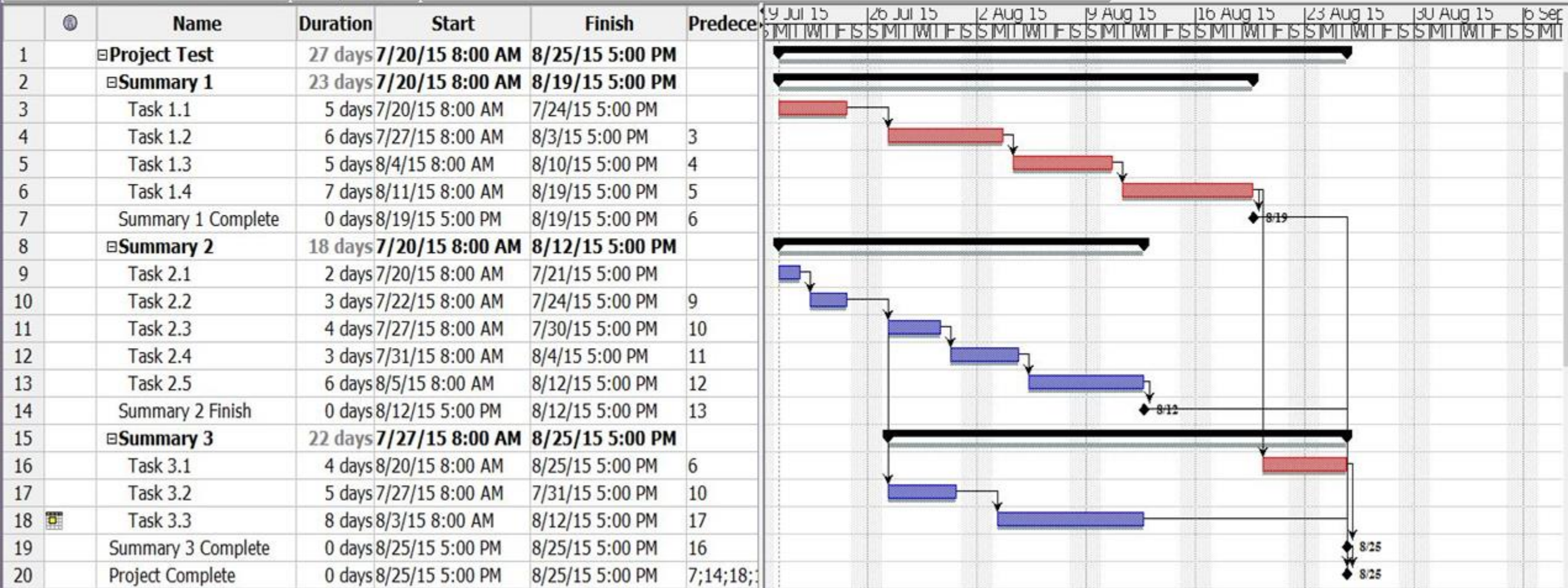
# PROJECT GANTT

Factory-20 Acres

Greenfield Setup

File Task Resource View

Gantt	Network	Zoom In	Paste	Copy	Insert	Indent	Link	Information	Assign Resources	Find
	WBS	Zoom Out		Cut	Delete	Outdent	Unlink	Calendar	Save Baseline	Scroll To Task
Task Usage	Views			Clipboard			Task			
								Notes	Clear Baseline	Update





# Mergers and Acquisitions-Adding Value

## MERGERS & ACQUISITIONS

### Integration + Transformation

- Integration plan implementation
- Infrastructure rationalization
- 100 day plan

- Portfolio strategy
- Core competency + Industry analysis

### Transaction Readiness

- Target Screening
- Pre-bid advisory / Diligence



# Strategic sourcing from India

Large Cost Arbitrage without the pain of cost of quality





# INDIA -STRATEGIC SOURCING

I HAVE HEARD INDIA IS A GREAT GEOGRAPHY FOR SOURCING BUT HOW DO I GO ABOUT IT?

Can somebody help me in understanding the India Geography?

Can somebody help me in understanding the India sourcing perspectives for my product as India?

Can Somebody help me understand issues with Engineering,Manufacturing,Logistics?

Can Somebody guide me about Total Overall Cost?



PURCHASING  
HEAD

What Product to Source where I can get a Cost and Engineering Advantage?

Will I find competent supplier

I can follow up 2/ 3 times only from US/Europe and it will wash away my cost benefits

Is there anybody who can be a third party eyes and ears of mine in India

Material costs

Transportation costs

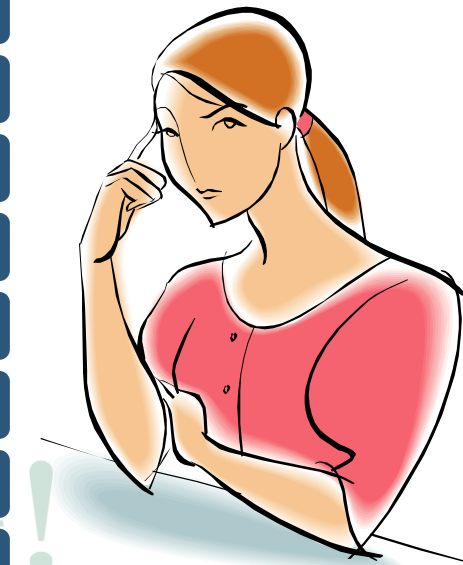
Cross-border taxes, tariffs and duty costs

Supply and operational risks

Can I do a validation visit to the potential suppliers

Who can be my eyes and ear in India

How to reduce my total cost of ownership



# OUR STRENGTHS





# OUR STRENGTHS



Expertise in Engineering component sourcing.

Rich and varied experience / knowledge about “Indian Soil”, leading to a sound process development to suit our client’s needs.

Capability to define a comprehensive process for evaluation of potential new suppliers in line with Client’s requirements/expectations.

Identify areas of synergies and those of non- conformance. Use of Statistical Tools & Analytics to Drive Insights

Reduce quality and financial risks to partner with “wrong” suppliers in order to help our clients focus resources on “right” suppliers.

We are a one point contact for you in India leading to real time reaction and enhanced risk mitigation.



# HOW TRANSOURCE CAN AUGMENT YOUR SOURCING EFFORT AND HELP YOU GET THE BEST COST ADVANTAGE

## MODULES OF IMPLEMENTATION



### Module I

Vendor Identification, short-listing & arranging visits to the supplier facility for the clients quality and purchase personnel

### Module II

Auditing of the vendors facility and QMS

### Module III

Vendor Development and Supply Management



# SOME CASE STUDIES AND REFERENCES

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## MANAGEMENT CONSULTING, PRODUCT DEVELOPMENT, TRANSACTION & FINANCIAL SERVICES

### **INJECTION MOULDING MANUFACTURING INDUSTRIAL ANALYSIS & PARTIAL IMPLEMENTATION**

MADE INDUSTRY AND INDUSTRIAL ESATE REPORTS, APPROVALS, LABOR, ELECTRICITY COST ANALYSIS AND SHED AVAILABILTY FOR GOA AND SURROUNDING REGIONS FOR A LEADING INJECTION MOULDING MANUFACTURER AND A MARUTI VENDOR TO SETUP A PLANT FOR IFB IN GOA, INDIA FOR LARGE COMPONENTS

### **ELECTRIC BATTERY WORKING PAPER/TECHNOLOGY**

WORKING PAPER ALONGWITH MARKET ANALYSIS FOR PRODUCT DIVERSIFICATION FOR A COMPONENT MANUFACTURER

### **INJECTION MOULDING & INMOULD LABELLING LINE SETUP**

MANUFACTURING SETUP WITH 5 LINES FOR AN AUTOMOTIVE VENDOR IN KASHIPUR, UTTARAKHAND, INDIA

# SOME CASE STUDIES AND REFERENCES

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## TRADING, INDENTING & GLOBAL SOURCING

### **IRON ORE(EXPORT)**

50,000 MT/MONTHX 12 MONTHS TO A TRADING COMPANY FROM SINGAPORE ,PRICE FINALISED, LC OPENING IN PROCESS.

### **COPPER CATHODE(IMPORT)**

300 MT/MONTHx12 MONTHS,PRICE ACCEPTED,CURRENTLY AT SAMPLING STAGE FOR AN INDIAN MANUFACTURER OF CABLES TO BE IMPORTED FROM AFRICA

### **ALUMINIUM INGOTS & COPPER CATHODE(IMPORT)**

UPTO 70,000 TONNES PER ANNUM TO BE IMPORTED GLOBALLY ,PRICE FINALISED-CONTRACT TO START IN APRIL FOR AN INDIAN MANUFACTURER OF CABLES

### **STRUCTURAL STEEL FOR A PROJECT COMPANY(DOMESTIC)**

EXPLORING A SHARE UPTO 500,000 MT/ANNUM OF STRUCTURAL STEEL FOR PROJECT SUPPLY THROUGH A STOCKIST

# OUR TEAM



## MANDAR VIRGINKAR

Mandar Virginkar is based out of Mumbai and has multi faceted ,multi sector experience in Sourcing, Management Consulting, Trading of Commodities, Product Development, Technology Transfer and Greenfield and Brownfield Setup. He has over 19 years experience in India and International Geographies in companies like IBM,Tecnova Landcraft,Greaves, Caparo, Hero etc.



## SHAILESH JAYAWANT

Shailesh Jaywant is based out of Mumbai and has over 30 years of multifaceted International experience in packaging and plastic product development, Research, Materials and manufacturing setup. He has also designed packaging to be used in space and is a regular writer and publisher of articles



## RAKESH SINDWANI

Rakesh Sindwani is based out of Delhi and has about 25 years of experience in Multi product Manufacturing, Greenfield Setup and Sales & Marketing to global Geographies in companies like MothersonSumi



## MEHERNOSH CHHAYELA

Mehernosh Chhayela is based out of Mumbai and has 21 years of multi-industry experience in Operations, Business Development and Consulting. He was a former high-powered and successful Leader, working with companies like IBM, eClerx, Stream Global, Hindustan Unilever and Jetking.



# THANK YOU!

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