

An Overview



Accelerating Growth and Success

Specialized Consultancy Services & Solutions for
International Companies, Investment Promotion
Agencies, Trade Promotion Agencies

OUR GUIDING PRINCIPLES

Put the client's interest ahead of our own

Strive to deliver more than is expected

Work with absolute integrity & trust

Maintain Highest Standards of professionalism, ethics and quality

Why Innoversant

We bring a number of important advantages to client engagements.

- **Specialized industry and functional expertise.** From senior management to junior consulting staff, our experts are dedicated to specific industries and functional areas. We ensure we know your business and tailor our approach and solutions accordingly.
- **Rigorous, proven methodologies.** Our strategy and operational methodologies deliver outstanding results. We have a robust framework for business development, management and client relationship management in the industry. And through a blend of management and behavioral approaches, we give clients a proven interface to transform organizational performance.
- **Collaborative working style.** We deliver results, not just reports. To that end, we work side by side with clients to create and implement practical solutions. We have always taken our clients along in conceptualizing, forming an idea, selling the idea to the target audience and in implementing the solutions.
- **Our professionals challenge conventional thinking.** We continually invest in enhancing the skills of our professionals to ensure they are at the fore front of innovative solutions, processes and methodology.
- **Entrepreneurial Approach.** We bring an entrepreneur's drive and zeal to business of our clients
- **Big-ticket Consulting.** Our teams leverage the experience of dealing with Sr. Govt. Officers/Ministries/ Owners/CEOs/ Decision makers which have been honed over 30 years
- **Can quickly expand/scale up:** Entrepreneurial experience of handling start-up operations and setting up from scratch
- **Patience, doggedness, "can do" attitude.** Our organizational environment has high levels of enthusiasm, competitiveness and motivation. All our professionals have a fierce determination to succeed.
- **Experience of professional relationships.** We have a rich history of closely working with top MNCs and Indian Companies like Philips, Tata Telecom, Telstra, Wipro, Tata Consultancy Services, Tata Unisys, Rolta, Reliance etc.
- **Revenue Generation.** We have a proven track record of finding new clients and generating new business for our clients.
- **Excellent Networking and relationship building skills.** We not only leverage our existing relationships in the industries and governments, but we also continually work hard at developing new ones.

Who We Are

We are the trusted consultants to companies, governments, and institutions around the world

Innoversant Solutions is a multi-disciplinary consulting firm focused on assisting international and domestic organizations achieve sustainable success.

We combine deep industry knowledge with specialized expertise in providing Consulting services to Businesses, Organisations, Institutes, Governments and Economic Development Agencies. Our bouquet of services encompass Market Entry strategy, Investment Attraction, Trade Promotion, Market Research, Incorporation and Regulatory Affairs, Business Development, Marketing, Liaison, Tendering Services and Sales & Distribution.

The firm works with clients to deliver sustained value and growth. We help clients to anticipate changes in customer priorities and the competitive environment, and then design appropriate strategies for their businesses, improve their bottom line and minimize risks, and accelerate their organizational performance to seize the most attractive opportunities.

For more than 30 years, our ideology has been to help our clients address their most important challenges and capitalize on the opportunities. We leverage our high level contacts with the Corporate Sector, Government, Consultants and Institutes to act as our catalyst for fast-track achievement of our clients' objectives.

Our Principals have in-depth experience in serving International and Indian clients like Telstra, Wipro, Tata, Philips, Reliance, Electrosteel and others across diverse industry verticals with a great track record.

OUR ACHIEVEMENTS

- Successfully delivered General Management, Entry Strategy, Liaison, Tendering, Sales, Business Development, Marketing Representation, Investment and Business Incubation services to international and domestic clients
- Won several prestigious and high value contracts for our clients encompassing business consultancy solutions; end to end technology solutions; innovative products and solutions; instrumentation; integrated engineering, telecom and IT projects; turnkey power, water supply, sewage and urban/rural development schemes
- Developed and nurtured diverse set of customers for our Indian and international clientele: Small, Medium and Large Private Sector Companies as well as Government organizations and Public Sector Undertakings





What We Do

We help create sustainable value for our clients

The key to our client service is our ability to integrate our know-how in functional areas with our deep industry knowledge – on a global scale. Our practices develop business knowledge and insights that create a critical mass of expertise to provide superior client service.

We work closely with our clients every step of the way to test conclusions and assess the feasibility of answers. At the same time, we build their skills so they can make lasting change in their organization's performance.

Our work doesn't end when an assignment ends. We help implement solutions and we follow up to see how the recommendations are working and what impact they're having.

We stay connected to our clients because we believe deeply in doing what's best for them—not just today, but throughout our relationship with them.

Our services are organized in the following focus areas:

- **Services for Companies**
- **Services for Government and Economic Development Agencies**

SERVICES FOR COMPANIES

We provide specialized consulting services and business solutions to global companies and small & mid-size businesses. Our combination of research and consulting services provide our clients with a unique support for their strategic and operative decisions in existing and new markets.

SERVICES PORTFOLIO

Market Entry of International companies

Prepare feasibility studies weighing the pros and cons of undertaking a planned investment/entry into India. Prepare business plan based on local knowledge and experience. Timing and Budgeting. Handling of Regulatory affairs for our clients, including getting all necessary clearances, authorizations, certifications, licenses, etc. Commercial entity establishment. Set up client's India operations including Incorporation and infrastructure. Recruitment and team building activities. Logistics. Sales and Distribution.

Market Research & Competitive Intelligence

Wide range of market research tailored to the requirements of our clients. Characterizing market growth and identifying potential competitors, their product prices, sales methods, and consumer base.



Industry specific information regarding taxes and incentives, import/export potential, regulatory issues, and logistics.

Marketing & Business Development

Planning with anticipated future trends to produce results that give our clients a long-term competitive advantage. Program conceptualization, planning and management. Collaborative go-to-market strategies and execution. Tailor made approach to cater to sector-specific target audience. Develop business development strategy that leverages our extensive business contacts and networks throughout India and abroad. Business development activities ranging from tele-marketing to in-person visits by experienced and qualified multi-disciplinary consultants. Events and Programs marketing activities – trade shows, conclaves, conferences, etc. Meet the immediate operational and financial objectives of our clients; also give them the tools to remain competitive in the medium and long term.

Negotiation Support

Negotiation support ranging from behind-the-scene preparations to side-by-side or direct representation. Step-by-step identification of decision makers and agencies of authority, as well as extensive background research in preparation for the actual negotiation sessions. Play an advisory role by helping to monitor the implementation of the agreed upon terms.

Alliances & Channel development

Conduct due diligence to determine if a partnership is really in our client's best interest. Search for prospective alliances by focusing on mutually compatible values and objectives. Participate in dialogues between parties and assist in negotiations. Assist in developing a formal relationship between client and the partner. Develop an effective exit strategy.

Organization Building

Set up the organization and infrastructure. Manage regulatory affairs. Team building and recruitment of key personnel. Define Business goals and policies, objective setting. Strategies for marketing, business development. Handle day-to-day operations. Business incubation services.

Liaison & Tendering Services

Leverage our extensive business and government contacts to develop and protect our clients' business interests. Pre tendering assistance: providing valuable background information about funding, specifications, Pre-Qualification criteria etc and helping to incorporate favorable tender conditions, Pre-Qualification criteria and specifications. Assistance in tender preparation. Post tender follow up & liaison for securing the contracts/projects. Assistance in Payment collection and administrative matters. Assistance in technical matters with training support from client. Data collection, market research, reporting etc. for on-going and future projects. Information about forthcoming projects and government and departmental sector specific funding plans.

Sourcing and Supplier search

Locating suitable vendors for products and services as per client requirements. Conduct due-diligence on parameters set by the client. Assist in negotiating the best deal for our client.

Other Business Support services

Strategic tie-ups with various Service providers and Vendors. Coordination of visits by delegations. Operational management of events and programs.



SERVICES FOR GOVERNMENT / ECONOMIC DEVELOPMENT AGENCIES

Your partners in promotion and economic development of your region

We offer our services as a consulting partner to national, regional and city agencies, delivering results-oriented trade promotion and investment attraction solutions.

INVESTMENT ATTRACTION

Innoversant is one of India's most experienced consulting and business development firms. We can leverage our strong experience serving International and Indian clients across diverse Industry verticals to provide result-oriented investment promotion solutions.

Investment Promotion Agencies can benefit from our comprehensive resources which they can selectively utilise based on their specific demand and the collaborative strategy developed.

SERVICES PORTFOLIO

- **Focused market studies**
- **Custom strategies to attract and retain foreign investments in increasingly global and competitive economic environment**
- **Integrated marketing, ranging in intensity from mass measures to in-depth, individual key-account-approaches**
- **Lead generation**
- **Business Networking with various intermediaries**
- **Events and programs: trade fairs, conferences, exhibitions, seminars, others**
- **Support Delegations and Missions: inward and outward**
- **Liaison with stakeholders: Government and Industry**
- **In-person meetings with decision makers and influencers**
- **Facilitating Executive visits**
- **Information dissemination through traditional and new-age media**
- **PR and Brand building**





TRADE PROMOTION

Accelerating Growth and Foreign Trade

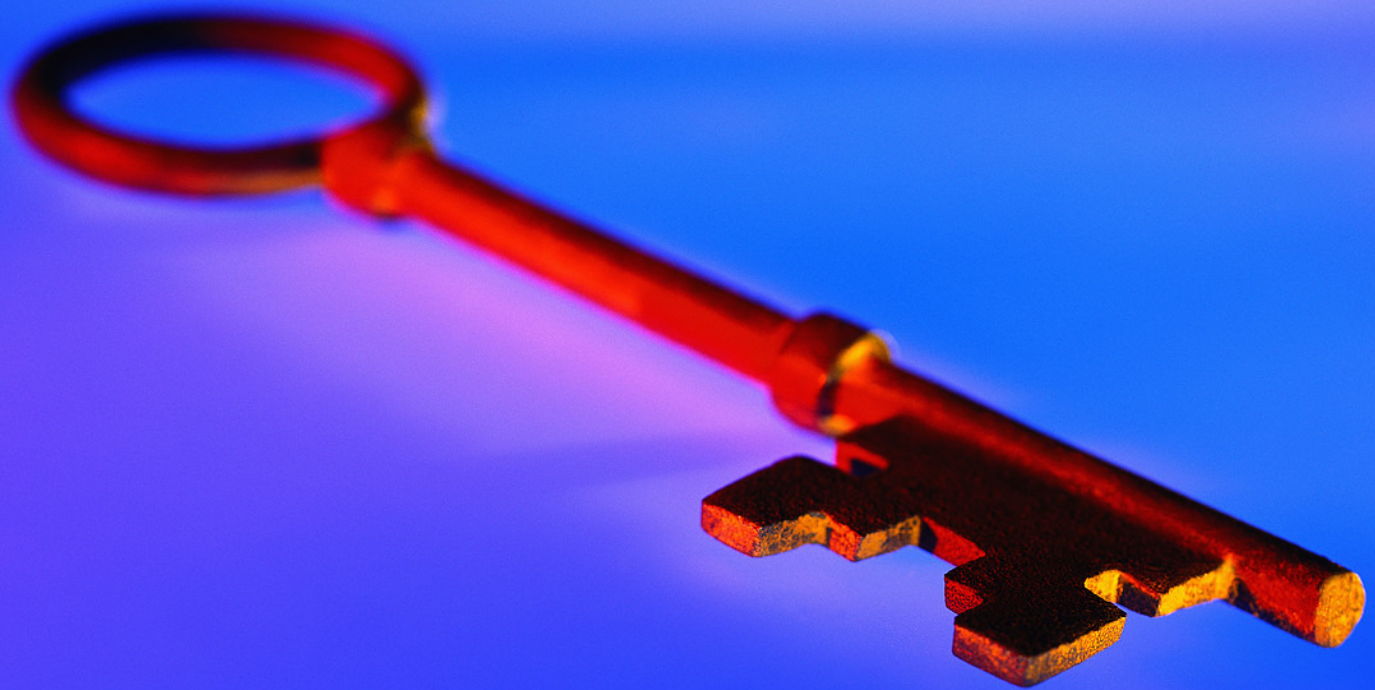
The strength of any economy is dependent on the continued success of companies seeking new opportunities abroad and there is clearly untapped potential. Success of any business is increasingly determined by globalization and internationalization. As a direct result, the support available to companies' export promotion measures is growing in importance – for the companies as well as for economic development agencies. For many sectors of industry an international market coverage is a must in order to be able to compete in the coming decades. Particularly small and medium-sized businesses need to be supported.

Innoversant offers you a combination of expertise in management consulting as well as in market research and regional development – a key advantage for your organisation to provide professional support towards developing trade. Our services help your region's companies to accelerate their growth with foreign trade.

Our trade promotion services are often provided in a combination with investment promotion services.

SERVICES PORTFOLIO

- **Focused market studies**
- **Market Entry strategies**
- **Market entry support to individual companies**
- **Partner search, due diligence, negotiations and assistance with agreements**
- **Trade promotion activities: Organizing and participating in trade fairs, exhibitions, buyer-seller meetings and reverse trade missions**
- **Business Networking**
- **Support Delegations and Missions: inward and outward**
- **Liaison with stakeholders: Government and Industry**
- **Information dissemination through traditional and new-age media**



Key to your Success



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