



# APBO

ASIA / PACIFIC BUSINESS OUTLOOK

April 8-9, 2013 • Los Angeles



## The Gold Rush to India, Should I Join? *Selling to Companies in India*

**April 8, 2013**

**Gunjan Bagla, Managing Director  
Amritt, Inc.,  
[www.amritt.com](http://www.amritt.com)**



# Global Companies Rush to India



UNITED COLORS  
OF BENETTON.

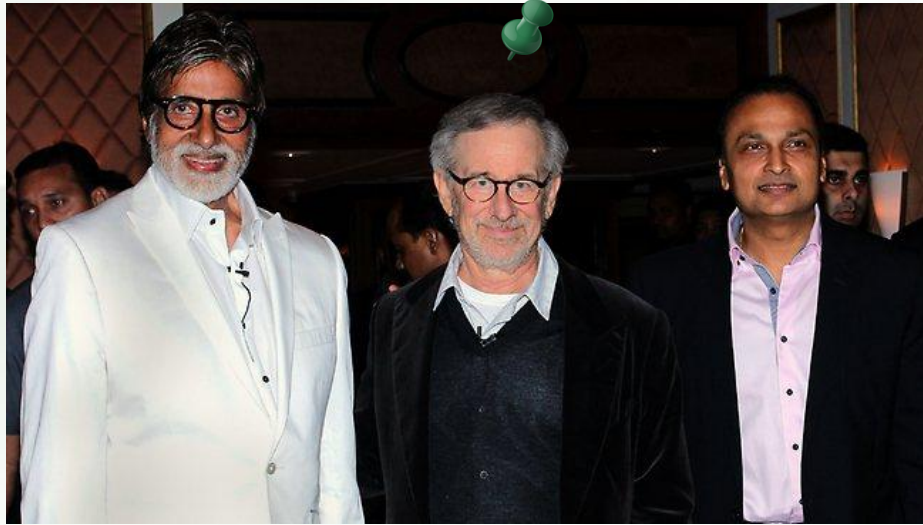
Amway

# India Imports the Most Weapons





# Hollywood Marries Bollywood





# DISTRIBUTOR?



For some companies distributors are the right solution. But for many there are other options:

- **Direct or Remote Sales**
  - StepOut.com, Pratt & Whitney Engines
- **Sales Person**
  - Automotive client: 1 sales person
- **Joint Venture or Subsidiary**
  - Paramount's *Wonderful* Pistachios
- **Licensing your technology, brand**
  - Leverages your IP
- **Others**





# “A” implies one entity for all of India

- **Most companies would not choose one distributor for all of Europe**
  - India’s has 1.2 billion people compared to under 800 million in Europe
  - With 23 languages and 28 states, India is truly a subcontinent
  - Very few distributors are well capitalized or have national scale
  - Unilever has over 4,000 distributors in India
- **India is the world’s fourth largest economy by PPP**
  - Its middle class will exceed 500 million by 2020



# “Select” or Find

- **Many companies try to choose from among those who have contacted them or met them at shows**
  - Quite a few get more inquiries from India than anywhere else
    - It's only because the country has 1.2 billion people!
- **In a booming economy, the most capable and competent partners are often too busy growing to pitch you.**
  - A determined, detailed search to map out the potential landscape for market entry is usually essential





# Markers of Success

- **Prepare, prepare and prepare**
  - 90% of the work is done before you visit
- **Forget what you learned in China**
  - India is a complex, textured, pro-American democracy
- **Patience is a requirement**
  - Marathons, not sprints. Persistence is rewarded



# Failure is Easy

- **“They speak English”**

- Maybe, but don't think American

- Also out of 1.2 billion, perhaps 100 million are fluent in English

- **“I have an Indian on Staff”**

- But India has changed since they left!

- **“Let's wait”**

- Starbucks waited;

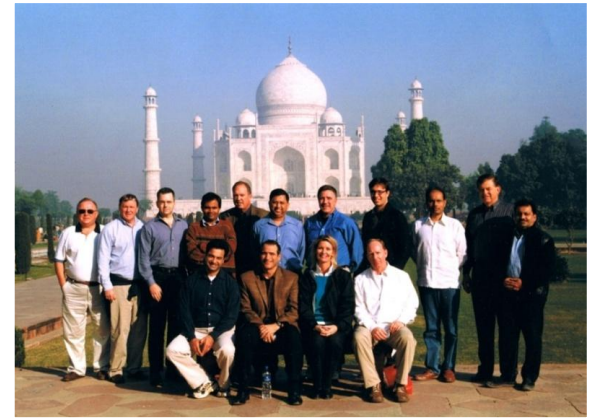
- Café Coffee Day

- Barista now lead



# Resources

- **Google is not your friend**
  - Many online directories
    - Most are limited help
- **US Government Resources**
  - Commerce: Gold Key Service is a good start
  - Agriculture: Staff on ground
  - Defense: Attaches helpful for billion dollar efforts
- **Reading and Watching**
  - History, Culture, Business Practices
  - Movies: *Monsoon Wedding*, not *Slumdog*
- **Advisors**
  - Consulting Companies that understand USA and India





# Contact Information

**Gunjan Bagla**  
**Amritt, Inc.**  
**usa@amritt.com**  
**(562) 402 4435**  
**<http://www.amritt.com>**

- **Send email to request email newsletter**
  - “*Globalization is Great*”
- **Register on [amritt.com](http://amritt.com) .**
  - Download white papers on *Selling to India, Apollo Hospitals,, Outsourcing, Global Collaboration*
- **Contact us for**
  - “Doing Business in 21<sup>st</sup> Century India” by Gunjan Bagla
  - private one-day executive seminars, help with hiring and more

