



INDIA ENTRY SUPPORT SERVICES





INDIA ON YOUR MIND?

India has become an increasingly attractive destination for doing business. Foreign direct investment has been on the rise with a growing number of international businesses looking at establishing operations here. However, the risks associated with venturing into a new territory with a complex accounting, tax and regulatory environment are many. A multitude of languages and vast cultural differences within the country itself add to the challenges and costs of doing business in India.

Whether you are looking to expand your existing operations in the country or planning to set up in India, we provide a one-stop solution and handhold investors through the intricacies of the process. Our strength lies in the ability to be your business and commercial adviser and managing your entire entry plan for India as a comprehensive project. We work with you right from the conceptualisation phase to being your implementation partner in greenfield business set-ups.

We can assist you with all that needs to be done while entering India right from market research, validating your business plan, selecting the correct form of entity, providing regulatory and tax advisory, scouting for a location and acquiring land, hiring the right people to getting you in touch with the right vendors and monitoring them. Once your business is set up, we can even take care of your book-keeping, payroll, management reporting, company secretarial and compliance requirements. With years of experience in India, we can add value to your expansion plan by looking after these functions while you focus on your business.

Challenges for foreign companies looking at doing business in India

- Inadequate knowledge of policies and procedures in the destination country
- Communication with various government authorities in India
- Working with various consultants for different requirements/tasks
- Liaising with multiple local vendors, suppliers, logistics, etc.
- Understanding industry intricacies and local practices within the Industry
- Delay in decision-making by top management due to the absence of unbiased monitoring and reporting of on-ground situations
- Absence of a central point for a holistic view
- Staying compliant with legal, regulatory, accounting and tax compliances

SKP BUSINESS SET-UP VALUE CHAIN



OUR SERVICES

Based on your company size, your needs may differ – we customise our services to your requirements. We can help you at any stage of your entry plan. As your partner, we will be responsible for your tasks just like a trustee. We will share our local knowledge with you and design a package of services that is relevant specifically to your business. Our experience and practical and commercial understanding of India equip us to help you successfully establish operations in India. Through our services, we provide your business with tremendous support and care. We are here to think for you and act for you.

We, at SKP, provide a comprehensive, personalised solution in a holistic and transparent manner, which includes the following:

Market Research

The biggest challenge that a foreign company looking to enter India faces is understanding market dynamics. Our market research service helps clients understand the market's nature and structure, market size, product offerings, key customers and customer Segments, market trends, regulatory aspects, and competition landscape, enabling customers to take informed business decisions.

Strategy Formulation

We help create an efficient market entry strategy for India, helping you reduce costs by preventing mistakes from the very start of your expansion plan. We provide a customised entry strategy depending on market opportunities and your organisational needs. We leverage our extensive knowledge of India to offer solutions on supply chain, pricing structures, purchase processes/buying behaviour and go-to market strategies for our clients

Location Planning

We help identify and evaluate potential locations across India for setting up the proposed unit – manufacturing facility, office space, etc. by conducting a thorough evaluation based on multiple parameters.

Business Plan Review

A business plan can create a vital first impression on investors and lenders. We can support you in the creation or review of your business plan to ensure it adequately describes your company's focus while defining the strategy to attain its long-term goals.

Land/Facility Scouting

We help you identify suitable options in a given city or locality for office space, empty land, warehouse or factory shed based on your specific requirements.

Company Incorporation

Selecting the right form of entity is crucial for any investor as this has serious implications on the rights, growth potential, tax implications and legal/financial liabilities. We can assist you in evaluating and establishing the type of entity that would best suit your need ranging from a Wholly Owned Subsidiary, Liaison Office (LO), Branch Office (BO), Project Office (PO) or Limited Liability Partnership (LLP).

Land Allotment

We provide end-to-end support in getting land from government agencies. This includes preparing all the required documentation and regular follow-ups with government agencies for smooth and prompt completion of the process.

Procurement of Necessary Approvals

A company is required to procure a host of approvals and registrations following land allotment. We help you in procuring all the necessary approvals in order to reduce the time between land acquisition and the start of commercial activities.

Project Management Support

SKP's project management support includes vendor identification, liaising with various stakeholders, project monitoring and reporting in order to ensure the project is completed successfully and on time.

Advisory and Ongoing Support

We provide assistance related to regulatory, legal, taxation, human resources, and project accounting support. We also provide other ongoing services including accounting, book-keeping, direct and indirect tax compliances, company secretarial services, audit and assurance services, and incentives evaluation.



OUR CREDENTIALS



Project Management Services

- Japanese pump manufacturer
- UK-based steel trading company
- Leading global wealth management and broking firm
- Malaysian government agency



Location Planning

- UK-based medical device manufacturer in Haryana
- Wind turbine designing Company from Germany in Bengaluru
- Assembly of operation for German based textile company in Ahmedabad



Land Acquisition

- Multiple land acquisition projects executed across India (Bengaluru, Pune, Ahmedabad, etc.) for various foreign companies
- Associated with worldwide leading real estate consulting companies



Business Plan

- German automobile company
- European service provider of unified critical messaging
- JV of a German and Indian auto ancillary manufacturer



Incorporation

- 500+ incorporations in different areas of work including manufacturing, marketing, ITeS, and trading



Registrations and Approvals

- Executed several individual registrations for companies catering to different areas of work
- Currently executing full-fledged pre-construction and post-construction registrations, and approvals for a Japanese pump manufacturer in Pune

CASE STUDIES

Manufacturing set-up for a US-based medical devices manufacturer

Engagement: SKP was engaged by a leading US-based medical devices company to prepare a business plan for setting up manufacturing operations in India. The client was planning to set up a manufacturing facility in north India. The plant was an addition to their existing facilities in the US and Europe and the company was setting up a new plant after almost three decades. Hence, it was crucial for the company to be absolutely sure of its decision before going ahead with the venture. The client required key inputs for the decision-making process. At the same time, they wanted an Indian partner who could also assist in the implementation of their overall India entry strategy.

Preliminary Mandate

- Business set-up services, project accounting and tax advisory
- Complete business and regulatory advisory – cum- setup support for their Greenfield manufacturing plans in India

Solution/Value Delivered

SKP worked as an implementation partner for the overall project, assisting in the planning and execution phases in the following key aspects:

- Business Plan and Capital Structuring: Our team worked closely with the company's management team for a period of four months to provide a detailed business plan. We also recommended capital structuring options and ways to fund the project. The advice provided at this stage not only gave the company confidence but assurance that the objectives for their Indian operations could be achieved and the venture could be successful. The document was so thorough that it was also used later for budgeting and monitoring expenses until the project was established.
- Project Support: Initially, we provided regulatory support for the project in terms of registrations and approvals, such as infrastructure registrations and bonding of facilities required as an Export Oriented Unit. We also reviewed all the contracts the company entered into with various contractors in order to provide feedback from a commercial perspective and to spot any tax planning opportunities in advance. During the project, we assisted in dealing with contractors for the release of funds, cost and time overruns, vendor payments and invoice management.
- Tax Advisory: SKP also provided crucial advisory with respect to tax implications and compliances during various stages of the project. It mainly included setting up their inter-company transfer pricing, preparing detailed manuals for indirect taxes as the provisions are fairly detailed and complex for units availing certain exemptions and benefits, managing cash flows in the project phase and providing feedback to the company's treasury team, expenditure review from an accounting and tax standpoint for capitalisation and development of a fixed asset register according to Indian and US GAAP.

Result

The facility was set up in record time in India.



SKP's ESTABLISHED ECOSYSTEM

- Long-established relationships with leading law firms.
- Supported several clients in engaging with government authorities.
- Experience in implementing several human resource assignments such as management recruitment, preparation of HR policies and employee handbook, etc.
- Good relationship with architects, and design, project management and engineering companies.
- Strong relationship with logistics companies.
- Established connections with banks, industry experts and other service providers.
- A strong team of in-house experts.

THE SKP ADVANTAGE

- SKP helps navigate through the labyrinth of bureaucracy and paperwork.
- Ability to structure, conceive and implement projects and aligning the client's objectives with all relevant legal, commercial, financial and fiscal angles.
- Linking all efforts seamlessly with bureaucrats, lessors, employees, suppliers, local authorities, etc. saving clients' time and effort.
- Understanding and bridging the cultural gap between requirements, mind-sets and work cultures of overseas clients and local contacts.
- Expediting the process of business set-ups with multi-skilled teams handling diverse aspects simultaneously under a single point of contact.
- Access to in-house knowledge, tools and experience across practices and people.

OUR TEAM



Manoj Gidwani | Partner

Manoj heads the Marketing and Communication teams at SKP and is responsible for the Group's overall marketing strategy and initiatives. He supports the various practices at SKP in maximising visibility and demand for their services, providing insights into how to effectively go to market. While focusing on brand building, he is constantly working towards developing strong relationships and expanding the Group's network. He plays a lead role in connecting the practices with prospects and clients, helping them find tailored solutions to meet their business goals.



Deepti Ahuja | Partner

With over 13 years of experience, Deepti heads SKP's Sales and Business Advisory practice. She has experience in handling advisory assignments across several industries including banking, textiles, pharmaceuticals, manufacturing, services and non-profit entities. Deepti has handled several valuation assignments for various purposes including mergers, regulatory, joint ventures, acquisitions, goodwill and brand. She has led various due diligence assignments on behalf of leading multinational companies, private equity firms and venture capitalists and she has assisted several multinationals in establishing a presence in India.



Manik Abbott | Associate Director

A Chartered Accountant by qualification, he heads the firm's Delhi branch. With over nine years of experience in transaction project management, he assists clients through the pre-investment phase, handling assignments related to business set-up and modelling advisory, due diligence, accounting and assurance. He has served clients across industries, including automotive, ITeS, pharmaceuticals, real estate, food and packaging, textile, and electronics. His experience also includes private and government land scouting as well as obtaining industrial, labour and commercial registrations.

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