

Case Study

Company Background

Leading European company engaged in developing and manufacturing highly defined powder products for their global customers in the food, feed, cosmetic and chemical industry

Submitted by

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| <p>▪ Client Objectives</p> | <ul style="list-style-type: none"> ✓ To explore an opportunity to source Food and Feed grade raw materials from India ✓ To identify potential sourcing partner(s), who have the capability to offer specific products to our client |
| <p>▪ T&A Approach & Scope of Work</p> | <ul style="list-style-type: none"> ✓ T&A conducted an in-depth research and analysis of the food and feed grade raw materials sector in India with a specific focus on following products segments i.e. Organic Chemicals (Amino Acids, Divers and other acids), Inorganic Chemicals (Metals) and Oils ✓ T&A shortlisted 80 manufacturers and exporters and identified contact details of key decision makers in each of these organizations ✓ Shortlist was prepared on the basis of primary and secondary research. This included telephonic interviews reference to local classified directories, industry specific journals, trade events and exporters association ✓ As part of the mandate, T&A further contacted each of the shortlisted organizations and had detailed discussions with the decision makers, to gauge their suitability and interest |
| <p>▪ Outcome</p> | <ul style="list-style-type: none"> ✓ Detailed advisory report was submitted, which included shortlisted potential sourcing partner(s)/distributor(s) ✓ The report included in-depth profiles (company overview, product portfolio, key decision maker(s), export track record) of 20 potential sourcing partners ✓ Conferences calls were organized with senior management of these shortlisted companies prior to India visit of the client ✓ 12 management meeting were organized to discuss the next steps of collaborations including the quality of the products supplied and lead time ✓ Samples from the potential sourcing partners have been shared with the client to evaluate quality of the products ✓ Client is also evaluating a possibility of setting up a manufacturing plant in India |