

Case Study

Company Background

Leading European Castings manufacturer engaged in the production and supply of castings in aluminium and copper alloys. The company specialises in castings of pure copper, copper chrome and pure aluminium.

Submitted by

T&A Consulting (T&A)

Tarun Gupta

Email: tarungupta@insideindiatrade.com

Tel : +91 11 41709326

: +91 9999037362

<p>▪ Client Objectives</p>	<ul style="list-style-type: none"> ✓ To have a detailed assessment of the Foundry industry in India, demand for imported castings and future prospects ✓ To identify potential channel partner(s)/distributor(s), who can import and distribute products across India ✓ Client's end use target segments included Power (Grid), Defense, Rail, Machine and Public Transport
<p>▪ T&A Approach & Scope of Work</p>	<p>Market Intelligence</p> <ul style="list-style-type: none"> ✓ T&A conducted a detailed research on the Indian Foundry industry, current dynamics of the market, Current Import/Export Scenario, Major Players, Challenges and the Opportunities in the Industry ✓ Research also provided details of foreign participation and growth drivers in the target sectors, i.e., railways, defense, electrical machinery and power <p>Channel Partner Identification</p> <ul style="list-style-type: none"> ✓ In-depth research on the potential channel partner companies, shortlisting on the basis of technical expertise, experience in target sectors, marketing and sales know-how, and market reputation amongst clients and suppliers ✓ Both primary and secondary research tools were used during the study ✓ Primary research included telephonic interviews with key stakeholders in the potential channel partner companies ✓ Secondary research included study of industry specific journals, magazines, media releases and analyst reports
<p>▪ Outcome</p>	<ul style="list-style-type: none"> ✓ Detailed advisory report submitted to the client, which included shortlisted channel partner(s)/distributor(s) ✓ Initially, 80 potential channel partners were identified. Thereafter the due-diligence process, 10 were qualified for further discussions ✓ The report included in-depth profiles (company overview, product portfolio, key decision maker(s), import/export behaviour) of the qualified 10 Indian channel partners