

Xyanni

India Partnership for Emerging Enterprise

About Xyanni

Xyanni, the India Partnership for Emerging Enterprise, provides business development services, as a strategic partner, to those SMEs in Europe/ West, that are planning to expand their activities in India for the emerging sectors.

The world economic order is under reconstruction brick by BRIC (Brazil, Russia, India, China). China's success story in the manufacturing sector is well known.

India:

- 2006 is the fourth year Indian economy is growing at around 8%.
- India has a booming stock market and a modern well disciplined financial sector. More than 100 companies have a market capitalization of over a billion dollars. Foreign institutions have invested in over 1000 Indian companies via the stock market. Of 600 Fortune companies 125 now have Research and Development bases in India, 380 have outsourced software development in India.
- India is now also known, but for software services and call centers. Other forms of Business Process Outsourced services and the Indian service sector as a whole are also getting well established in the world market.
- India is not following any of the proven paths to success. Compared to the classic Asian strategy – exporting labour intensive, low priced manufactured goods to the west – India's economy is driven more by consumption than investment, domestic markets more than exports, services more than industry, and high-tech more than low-skilled manufacturing.

Partnership:

At various levels of value chains in various industries, new partnerships are regularly happening. *Xyanni* makes some of these partnerships possible. The focus is on:

- Small & Medium Enterprises
- Between European/ Western and Indian enterprises
- In emerging sectors

Emerging:

- There are many other sectors in India on the verge of a major boom. These are life-style consumer goods, automobiles, auto-ancillaries, pharmaceuticals, chemicals, real-estate, retail, infrastructure, electronics and bio-technology.
- Various other new high technology industries are emerging in India.

Enterprise:

The enterprising spirit of the Indian entrepreneurial businesses and other ventures is going to be unleashed fully now. The entrepreneur is at the centre of India's success story. India has highly competitive private enterprises now.

Positioning Framework

Economic missions based out of embassies of European/ Western countries in India, chambers of commerce in India, various leading global consulting firms already offer the first step that includes partner searches, market entry advisory and such.

There is clearly a large opportunity of providing a suite of services to the European Small and Medium Enterprises planning to come to India. This opportunity is imminent and will become even greater during the forthcoming 3 years at least. *Xyanni* is positioned to utilize this opportunity.

For *Xyanni*, the clients are the European/ Western companies wishing to start/ expand business with India

Xyanni is positioned to take the second and further steps. The prime focus is on business development services and relationship-management between European/ Western clients and Indian companies.

Other related services, like legal, accounting, human resources, general advisory, are delivered by *Xyanni* to the clients, through partnerships with various Indian specialist firms.

Offerings from *Xyanni*

Xyanni offers a range of services as per details given below.

- | | |
|---------------------|--|
| 1. Offering: | Testing platform |
| For: | Meant for a client yet to have any business relationship in India. |

Xyanni holds hand for six months to help a foreign client understand the Indian market. A client considers *Xyanni* as a friend for 6 months and finds it easier to understand and plan what he wants to do in India. Specifically, *Xyanni* offers:

- General information on India
- Business scenario in India

- Customised information about the foreign client's industry
- Information on industry associations, trade shows, trade magazines
- Information on leading companies in a specific industry
- A high level customised survey on acceptance of a foreign client's products, services, proposals to the Indian market
- Hand holding

2. Offering: Incubator

For: When a client already knows that there is a clear business possibility for him in India, he needs to engage in negotiations with the Indian companies.

Xyanni offers an incubation facility where a client, through *Xyanni*, gets support with:

- Refining proposals/ offerings for the Indian market
- Identifying prospects, extending proposals
- Meeting prospects across India
- Regular follow-ups leading to conclusion of deals
- Appointing a network of OEMs, distributors, re-sellers, or suppliers
- Outlining contracts, ensuring that Indian companies fulfill the contracts with a foreign client on a monthly/ quarterly basis
- Continuously looking for growth opportunities
- Recruiting dedicated staff in India, payroll
- Providing an India address to a foreign client

3. Offering: Expansion Engine

For: A client that already has business with India.

Xyanni offers services for:

- Streamlining of business in India
- Ensuring deliveries
- Expanding business
- Helping create a permanent establishment in India – liaison office, branch office, subsidiary company
- Set of services that are needed by such a permanent establishment
- An ongoing advisory role

4. Offering: Diversification Tool

For: A client that already has a permanent establishment in India, and wishes to diversify by adding more products, offerings or new business to be conducted in India.

Xyanni offers a total management of such initiatives from inception to achievement

5. Offering: Customised project

For: All

Xyanni also has a more flexible plan where in a client defines a project depending upon the special needs that he may have.

- This also includes services to Indian companies to acquire businesses, invest, or export to Europe.
- Any client who wants to source any products from India or outsource any business process to India is offered services by *Xyanni* under a project format.
- For any innovative project, *Xyanni* assists in the seed funding.
- *Xyanni* assists in creation of a soft infrastructure like seminars etc
- Any non business activity for the civil society is also undertaken

Profile of the Founder:

In 2004, Tarun Kumar founded Xaar plc's (an inkjets manufacturer listed on the LSE) operations in India. In 2005, Xaar was one of the 24 British companies to have received the Queen's Award for Innovation. In an earlier assignment, he was General Manager & Head of Business Development at RMSI, a GIS company in India employing about 800 persons and owned by DMGT plc, a FTSE 100 company. He has about 14 years of high quality work experience in hi-tech and other industries.

Tarun was a Chevening Scholar at the Leeds University, UK. He is a Fellow of the 21st Century Trust, UK. He was Silver Medalist in maters in international trade at the Indian Institute of Foreign Trade. Before that he had done M.Sc. (Statistics).

He has co-moderated conferences of the World Bank, been consultant/ speaker at the confederation/ chambers of Indian industry, quoted frequently by Reuters/ Knight Ridder and the Indian media.

Tarun is a keen observer and participant of the Asian socio-cultural milieu. Though he has traveled to over 20 countries on business, he is firmly rooted in India. He likes flying - now as a passenger, earlier as a glider flier.