

The India Marketing Strategy Scholarship Programme

Helping UK companies understand the importance of
effective marketing in India

5-10 February 2012



Welcome

After three successful years, UK Trade & Investment has expanded the marketing programme for Senior Managers of SMEs looking for a competitive edge in India.

This year's cohort has been extended to include places for companies across the English regions. The India Marketing Strategy Scholarship Programme is designed to ensure that UK SMEs understand the importance of effective marketing in India, identifying key issues and actions to be taken to enable long-term trading relationships.

The 2012 programme will again be hosted by the SP Jain Institute of Management and Research (SPJIMR) in Mumbai, one of India's leading management institutes and ranked one of the best business schools in Asia.

We have seen the value of such authoritative training being applied in practice, with previous participants going on to secure business in India and build links with Indian partners.

India is a vast and diverse country, with a rapidly expanding consumer class, and, while offering a wealth of trading opportunities, it also presents a unique marketing challenge for overseas companies. India is a market that UK companies looking to expand overseas cannot afford to ignore.

We are pleased to introduce strategic decision-makers in SMEs to help them exploit the full the opportunities emerging in India's huge and growing economy.



Contents:

03 Programme

04 Contacts

06 Profiles



| The India Marketing Strategy Scholarship Programme | | | | | | | | | |
|--|-------------------------------|---|-------------|--|-------------|---|-------------|---|-----------------------------|
| Date | Pick up | Session 1 | Break | Session 2 | Break | Session 3 | Lunch | Afternoon Visit | Evening |
| | | 9:00-10:00 | 10:00-10:30 | 10:30- 11:30 | 11:30-11:45 | 11:45-12:45 | 12:45 -2:00 | 2:00-5:00 | 7:00-9:00 |
| Sun 5 Feb | | Arrival - Taxi to Taj Lands End Band Stand Bandra (West) Mumbai 400 050 | | | | | | 5:00 - High Commission Market Briefing | 7:00 - Dinner |
| Mon 6 Feb | 08:00 - Outside Main Entrance | Inauguration and introduction of faculty advisors to participants | | Global Environment & India | | BPO - A new paradigm for globalization | | TCS | Networking Dinner at SPJIMR |
| Tue 7 Feb | 08:00 - Outside Main Entrance | The Socio-Cultural Aspects of Consumers in India | | The Socio-Cultural Aspects of Consumers in India | | Marketing Strategy for India (+ Redesigning prod) | | Visit to Hyper Market & Shoppers' Stop | TBC |
| Wed 8 Feb | 08:00 - Outside Main Entrance | Distribution and Logistics in India | | Communicating & Negotiating with businesses in India | | Industry trends & Public Sector | | Visit to Mumbai downtown & Gateway of India | Reception arranged by UKTI |
| Thurs 9 Feb | 08:00 - Outside Main Entrance | Market Entry Strategies | | Marketing Communication & Social Media | | Fab India | | Fab India | TBC |
| Fri 10 Feb | 08:00 - Outside Main Entrance | Operational issues for SMEs: Legal, IPR, Government, Banking | | Panel Discussion | | | | Business Plan - Presentations by participants | TBC |

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UK Trade & Investment

06



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Carl spent 15 years with the British Council in the UK, the Far East and Europe before moving to the City of London to set up international programmes with Lloyd's Brokers in Brazil, India and China. Carl then worked as an International Development Manager for professional bodies such as the Institution of Engineering & Technology before going into the upstream oil & gas industry, working with technical committees from Shell, BP, ExxonMobil, Total, ConocoPhillips and Saudi Aramco.

Carl joined the UKTI London team in 2010 and specialises in the C21st energy mix.



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Sara French joined UK Trade & Investment in 2009 after twelve years in the private sector primarily in property and education.

Alongside her other projects Sara is the Regional lead for UKTI Passport to Export, Gateway to Global Growth and Market Visit Support policy development and implementation.

Sara has been working on the India Marketing Strategy Scholarship Programme since starting with UKTI and will be leading the delegation for 2012.

UK Trade & Investment

07

Maurice Potts has experience of International Trade and Investment spanning three decades. He first conducted business in India in 1982. His initial career was in telecommunications services as International Business Development Director for a managed data network service.

Maurice has worked as an independent marketing consultant for SMEs and more recently in the public sector he has worked as UKTI Client Relationship Manager for FDI in Asia Pacific, and in trade covering Japan, Korea and Southeast Asia. Maurice is presently Deputy Head of the South Asian team in UKTI.



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Profile: AbD Serotec

AbD Serotec, a division of MorphoSys, is one of the world's leading antibody manufacturers supplying over 15,000 antibodies, kits and accessories.

AbD Serotec has an ISO 9001 and ISO 13485 certified production facility in Kidlington, near Oxford, UK. This facility is AbD Serotec's global headquarters, and supports our other centres in Raleigh, North Carolina and Dusseldorf, Germany. Our unique HuCAL® custom monoclonal generation services are performed at our R&D laboratories in Puchheim, near Munich in Germany.

Objective for the visit:

To obtain a deeper understanding of our potential and existing Indian customers. To understand the best marketing methods to approach these customers with and to find ways of building the relationships to create a long term and stable market in India.



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Profile: Acorn Tourism Consulting Ltd



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Acorn is an independent tourism development consultancy that specialises in sustainable tourism. We advise tourism businesses and destinations, helping them to research, plan, develop and market their products. Acorn has a strong track record in developing the visitor economy in the UK and internationally.

Our clients span rural and urban destinations and national tourist boards, tour operators and global corporations.

Acorn T-Stats Ltd is part of the Acorn group. It draws on 20 years experience developing tourism information systems and has created T-Stats, an online data management system. T-Stats is designed for tourist boards, destinations and hotel chains to collect, analyse and present their tourism research fast and efficiently.

Objective for the visit:

To gain a better understanding of how to build relationships with potential partners and clients for Acorn's consulting business and for the distribution across India of the T-Stats tourism data management system.



Profile: Actionm/The Supply Chain Foundation®

The Supply Chain Foundation® (SCF) is a global professional services organisation dedicated to the enhancement of the Supply Chain profession worldwide, mostly via professional training. With the formal approval by British higher educational authorities, SCF is the only institution worldwide to award approved certificates, degrees and diplomas in Supply Chain Management. Such awards recognise acquired knowledge and know-how and take into account formal education and training as well as relevant work experience.

With a link to academic curricula, SCF qualifications offer motivating professional developments to personnel working in logistics, purchasing and operations worldwide. It also works for corporations along the complete talent management cycle including capability development, recruiting, training needs assessment, design and delivery of custom-training programmes.

Objectives for the visit: We are aiming at launching our training services in the Mumbai region in interaction with:

1. Training centres which have corporate customers to propose our qualifications and our training support services
2. Corporate representatives (heads of Human Resources or Business Unit leaders) of large organisations to consider how we could contribute to their organisational and staff capability building
3. Professional bodies relates to management, purchasing, logistics or operations so as to raise their awareness of the SCF existence and value as well as to gain insights on how to best market the SCF in India.



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Profile: Air-Seal Products Ltd



Air-Seal Products is a privately owned family business established in 2000. We offer a range of premium grade tyre sealants suitable for any pneumatic tyre, designed to help guard against unwanted punctures and downtime. We have a growing network of dealers and distributors both in the UK and overseas, to help support these we also exhibit at a variety of major National and International trade shows every year.

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Objective for the visit:

To build on our knowledge of how the Indian market operates and the best route to market available to enable us to secure an exclusive distributor for India.



Profile: The Brand Learning Partners Ltd

Brand Learning is a global marketing capability consulting company whose passion is to transform the marketing capabilities and commercial performance of people, teams and organisations across the world. Brand Learning creates tangible changes in the way organisations and people work so that they can become more effective in driving demand-led growth by delivering superior customer value.



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Objective for the visit:

To gain more insight into the Indian market and understand the challenges faced by Indian companies in competing globally, with a view to identifying potential opportunities for building excellent marketing capabilities in India.



BRAND LEARNING

Profile: **Conversor Limited**



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Conversor manufactures and sells assistive listening devices for the hard of hearing and sells in 35 territories worldwide through a network of distributors.

In addition, Conversor is listed on a number of Government contracts including in India, Malaysia, Mexico, Norway, Sri Lanka, Saudi Arabia and UAE mainly for the supply of equipment to deaf schools.

Conversor's principal product is a communications device which uses FM radio and directional microphones. The microphone captures the sound the individual wishes to hear and then transmits that sound to a receiver which connects wirelessly to their hearing aid. This cuts out the background and ambient noise in a busy or noisy environment and transmits the speaker's voice clearly to the equipment user.

Conversor products can be used for one-to-one communication or one-to-many, for example teacher to classroom communication.

Conversor is supplied to ERNET as part of a planned roll-out of computer rooms in Disability Schools and disability-enabled mainstream schools across India. Conversor is working with WIPRO Industries and HCL Infosystems on these tenders. Conversor has appointed a number of distributors in India to address the private market. Conversor also supply a range of directional microphones for dyslexic students under the Disabled Student Allowance Scheme in the UK.

Profile: DMH Stallard LLP

DMH Stallard is a genuine alternative to traditional City law firms by providing integrated legal services from our offices in London and Gatwick. We work with some of the most innovative and successful organisations in the country including major financial institutions, many FTSE listed companies, private equity backed businesses and high profile public sector bodies. We are also delighted that the firm continues to be recognised with prestigious awards.



Objective for the visit:

Learn ideas and strategies from the Indian market. Try to establish a network for mutual referral of work with Indian law firms. Above all seek opportunities to promote Crawley for Inward Investment.

Daud is a specialist in commercial property advising clients in the acquisition and disposal of a wide range of transactions including retail shops, offices, restaurants, public houses. He regularly delivers seminars to clients and prospects and writes articles with a particular interest in social media as a forum for publication.

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Profile: Dutton Gregory LLP



Dutton Gregory LLP is a top 200 UK full service law firm providing a range of commercial and private client services. We have developed an enviable reputation as one of the South's leading commercially orientated law firms, delivering first class services.

The firm is an active member of key local trade bodies and associations aimed at promoting business between the UK and India.

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Objectives for the visit:

1. To analyse our existing India Business Group marketing strategy to better promote our services in India to the business community
2. To obtain knowledge and experience for successful relationship-building with contacts and clients.



Profile: Eyago Lingo Kid (UK) Ltd

Eyago Lingo Kid (UK) Ltd started as a hobby in late 2007 producing multi-lingual educational toys with the brand name “Kalai Kili”. Since early 2009, the company has transformed into a small sized international business.

We have our products selling in UK, France, Germany, Switzerland, Canada and India. Our vision is “assisting children to become multi lingual from an early age through play & learn”.



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Objectives for the visit:

1. Enhance our current understanding of the Indian market
2. Marketing techniques and strategies successfully deployed in India by SMEs
3. Understanding various aspects related to branding in India
4. Understanding the online marketing in India
5. Excellent networking opportunities & potential partnerships
6. Understanding various aspects related to distribution in India.



Profile: Flexistay



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Flexistay offers cost effective and convenient places to stay for companies and individuals in London.

Following the success of Flexistay, we have identified a new market demand for companies from India requiring a single point of contact for all their accommodation needs throughout the UK. Flexistay Corporate Travels (FC Travels) has been purpose built to fulfil this need. We provide B2B solutions that will save Indian companies time and money.

Objective for the visit:

To learn how Travel Departments of Indian businesses make reservations, I plan to initiate a dialogue enabling me to work within these departments for approximately 2 days to generate deals.



Profile: All Avenues Explored (ALAVEX)

All Avenues Explored (ALAVEX) has developed a cloud-based solution that allows accommodation providers control over bookings, finance, marketing, maintenance, cleaning and other aspects of an accommodation-based business.

ALAVEX is the single product that adapts to the needs of a business and integrates working practice and systems into one efficient, future-proof solution.

Objective for the visit:

Offer Indian corporate companies and selected agents free access to pre-negotiated accommodation deals, worldwide, through the OK•Book•It Intranet. Giving accommodation providers a greater thoroughfare of customers, we will have the opportunity to market our ALAVEX system.



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Profile: HumiSeal Europe



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HumiSeal design and manufactures protective coatings for high reliability electronic circuits (Conformal Coating). HumiSeal provides the widest selection of Conformal Coating products to meet its customer's tough electrical and environmental requirements. It manufactures over 60 coatings, thinners, strippers and masking materials and can also offer custom formulations to meet unusual specifications. HumiSeal® products are qualified to MIL-I-46058C, IEC 60664-3, IEC 61086, UL and IPC-CC-830 standards. Manufacturing in the USA, UK and Japan.

Objective for the visit:

To better understand the marketing mechanisms and people of India and to enable us to successfully enter the market.

India is one of HumiSeal's key areas of focus for future growth.

HumiSeal®

Profile: Network Mapping Ltd

Network Mapping is a provider of highly specialised topographical surveys using helicopter-based laser and photographic techniques. This is deployed for large linear infrastructure projects, such as transmission lines and highways, to expedite timescales, drive improvements in engineering quality, and to reduce project costs through the optimisation of design. The company is based in London, UK, and has completed projects throughout the Americas, Europe, Middle East and Australasia. The company is currently performing its first project in India.



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Objective for the visit:

To develop knowledge of the Indian market such that the services provided by Network Mapping can be tailored and marketed effectively. To network with like-minded individuals and to develop contacts that will help to grow the company's presence in India.

Profile: Rejuvenate Your Business



Rejuvenate Your Business (part of The Rejuvenate Group) is a “new breed” of business consultancy. One in which the view of the commercial world begins with people, passion, experience and story - not just corporate policy, statistics and theory.

Using a balanced scorecard platform RYB aims to increase business profitability and growth at all levels.

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Profile: Smart Turnout London Ltd

Smart Turnout is a British fashion company, specialising in menswear clothing and accessories, with a presence in the following countries: UK, US, Japan, Korea and Europe (France, Germany, Italy, Spain, Sweden, Belgium).

With its origins firmly rooted in the world of the British military, schools and universities, Smart Turnout is uniquely placed to bring authentic British heritage alive for customers around the world.



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Objectives for the visit:

1. Establish whether or not there is a sustainable market for Smart Turnout in India and whether or not to enter into it
2. Identify the most appropriate business opportunities and the best local partners
3. Identify what supply route is best suited for Smart Turnout in India
4. Identify what promotional medium is best suited for Smart Turnout products into Indian market
5. Exchange marketing expertise with colleagues across different industries.

Profile: Solution Corporate Finance



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Solution is a boutique corporate finance house providing a range of advisory services to micro and mid-level deal market.

We provide advice to owner-managers, management teams and corporate clients on all aspects of corporate finance transactions from mergers & acquisitions and business sales to management buy-outs or buy-ins. We provide a premium research-driven process, normally only available to larger mid-level transactions, to the small deal sector and always ensure that each project is handled with utmost confidentiality.

Objective for the visit:

To assess how we may be best placed to market our service offering in India with the aim of capturing a part of the ever-increasing cross-border transactions which are taking place between India and the rest of the world.

Profile: Sound Decisions Ltd

Sound Decisions Ltd designs, manufactures and distributes small radios and creates broadcast at sporting events around the world to enable spectators to hear commentary at live events.

We have offices in UK, China and Australia and agents in the USA. The company has been running for almost ten years and is the major supplier in the industry with plans to expand in India and the Middle East.

Sound Decisions Ltd currently supply around 1m radios per year at most of the highest profile events and we produce radios which not only considerably enhance the spectators enjoyment of live sport but also provide an excellent platform for sponsors to increase brand awareness and deliver detailed messages to the public.



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Profile: St. Kitts & Nevis International Ship Registry



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Objectives for the visit:

1. To understand the importance of effective marketing and to learn how to compete more successfully in India
2. To expand and develop our business in India and to learn more about the indian business culture.



Profile: The Food Doctor

Our mission as a brand is about democratising good health. We believe that everyone, whoever they are should have good health and that this can be achieved through the intake of the right food eaten in the right way.

Our food products incorporate healthy seed snacks, cereal bars, breakfast cereals and a range of healthy bakery products.

The Food Doctor has published a range of 11 books on healthy eating and healthy living and our London clinic on Harley Street has a team of highly experienced nutritional therapists, who provide one to one nutrition consultations and support corporate health and wellness events.

Objective for the visit:

To become immersed in the Indian culture and way of life, to better understand how The Food Doctor brand, information and products might support a population facing growing health concerns associated with increasing prosperity, urbanisation and the adoption of many characteristics of western diet and life-style.



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Profile: The London School of English



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The London School of English was established in 1912 and is the oldest accredited English language school in the world. It offers a range of courses in two campuses in London, with branch schools in Canterbury and Stockholm.

It has established an associated franchising company and currently has schools in South Korea, Georgia and Qatar, with Saudi Arabia due to open in 2012.

Objective for the visit:


To investigate the market for English language teaching operations in India with a view to finding franchise partners there.



INNOVATION IS

GREAT

BRITAIN



76 NOBEL PRIZES IN
SCIENCE AND TECHNOLOGY

Touch Bionics
Livingston, Scotland

ukti.gov.uk/greatbritain





To find out more, scan this code with your smart phone.
www.ukti.gov.uk
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UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.



UK Trade & Investment is responsible for the delivery of the Solutions for Business product "Helping Your Business Grow Internationally." These "solutions" are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.



2010 winner Best Trade Promotion Organisation in the developed world.



The paper in this document is made from 50 per cent recycled waste pulp with 50 per cent pulp from well-managed forests. This is a combination of Totally Chlorine Free and Elemental Chlorine Free. The inks are vegetable oil-based and contain resins from plants/trees and the laminate on the cover is sustainable, compostable and can be recycled.