

# Entering the Indian Market: A Roadmap for U.S. - Based Companies

Expanding your business from the USA to India can be a lucrative opportunity due to India's large and growing market, diverse consumer base, and increasing economic development



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# To Discuss

This presentation has 6 parts:

1. Roadmap of how to enter Indian market
2. How to raise funds to do business in India
3. Amazon.com assistance to global sales
4. GST and it's importance of doing business in India
5. Marketing strategy to be adopted to enter India
6. Case Study of Flytrap.in

# Roadmap to Enter the Indian Market

## 1. Research the Indian market landscape

Understanding the Indian market is crucial with consumer behaviors like buying patterns and consumer behavior, local competition, and the business laws.

## 2. Right Entry Strategy

Choose the right path that ease-up your entry whether it is exporting, joint ventures, franchising, licensing or setting up wholly owned subsidiaries.

## 3. Register Your Business in India

Choosing appropriate legal structure for company registration, and making sure of FEMA compliance

## 4. Develop Localized Marketing Strategy

In order to tailor your product / brand , brand positioning is important which includes language and communication as well as digital presence

# Roadmap to Enter the Indian Market

## 5. Distribution Channel Consideration

Plan ahead for online sales via marketplaces like Amazon.in and flipkart.com as well as partnerships with offline retail brick-and-mortar stores for sales such as Reliance, Dmart, etc.

## 6. Adopting Local Business Culture

Local networking and flexible negotiation style results in stronger relationships. Hiring locally helps in understanding the local culture to avoid any overheads in terms of cultural diversity. , Language, Spending factors, seasonal factors

## 7. Understanding Tax System

GST, import duties, labor laws, and intellectual property protection play a key role in strengthening your brand presence in India.

## 8. Strong Supply Chain & Logistics

In the times of quick-commerce, logistics and supply chain play a vital role in catering to customers. Establishing relationships with local suppliers and logistics providers is crucial.

# Roadmap to Enter the Indian Market

## 9. Local Partnerships & Alliances

Local experts like consultants, advisors, and lawyers keep you legally secure and your business to be at par with the local culture.

## 10. Scalability is Vital

Modifying the business models as per local market demands the need of funding as you grow. Make sure venture capital or private equity is available at all times.

## 11. Monitor & Optimize

Constant performance tracking and optimal customer services helps build trust in your brand.

# Funding Options for U.S. Companies in India

## Venture Capital & Private Equity

Venture capitalists and private equity investors provide funding for high-growth companies looking to scale or restructure. They typically invest in businesses with proven track records.

## Government Grants & Subsidies

The Indian government offers various grants, subsidies, and incentives for foreign companies to establish and expand operations in India, particularly in sectors like manufacturing, technology, and renewable energy.

## Bank Loans & Lines of Credit

You can obtain loans from banks or financial institutions to fund your expansion. This can be a local loan in India or an international loan from U.S. banks or Indian branches of global banks.

## Foreign Direct Investment (FDI)

FDI involves investing directly in India through a subsidiary, joint venture, or a wholly owned subsidiary. The Indian government allows up to 100% foreign direct investment in most sectors.

## Crowdsourcing

Crowdfunding platforms tailored for international markets.



# Role of Amazon.in in Market Exploration

## 1 Access to a vast customer base

Amazon India (Amazon.in) is one of the dominant e-commerce players, offering access to millions of Indian consumers. With Amazon Global Selling, you can list your products on amazon.in and integrate with your current listing on amazon.com

## 2 Logistics and supply chain support

Fulfillment by Amazon (FBA) offers storage, packaging, shipping, and customer service for your products, simplifying logistics.

## 3 Marketing and promotional tools

Amazon offers various advertising options, including Sponsored Products, Sponsored Brands, and Display Ads, to help you gain visibility for your products.

## 4 Insights from data analytics and consumer behavior

Amazon provides access to analytics and data on how your products are performing in India, helping you optimize your listings.



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# GST Management with Fulfillment by Amazon

## GST Compliance for FBA Sellers

If you're selling products from the U.S. to customers in India and using Amazon FBA, you are required to register for GST in India. You can even get GST No. appointing an Authorized Representative in India without registering as a new business.

## Input Tax Credit Benefits

As a GST-registered seller, you can claim input tax credit on the GST paid on goods imported into India, reducing your overall tax burden.



# Marketing Strategy for Full-Fledged Operations in India



## Target Audience

Tailor your marketing messages to local culture and preferences, considering the diverse demographics and segments in India.



Digital Marketing low cost tool to test waters in India.

Leverage digital marketing channels like Facebook, Instagram, WhatsApp, and YouTube, considering the platform's usage patterns in India.

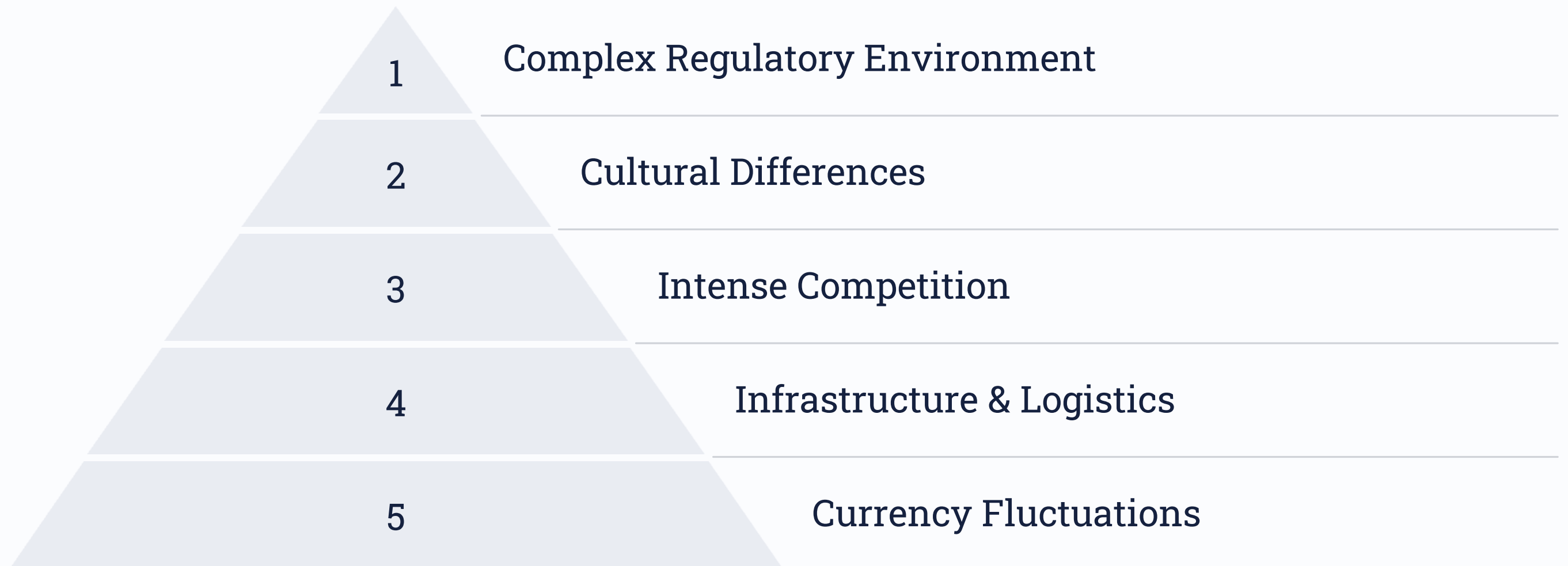


## Local Collaborations

Collaborate with local influencers and brands to build trust and reach a wider audience. Partner with well-established Indian brands, distributors, or even influencers.



# Challenges in the Indian Market



# Best Practices for Success

1

Adapt to Local Tastes

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2

Invest in Local Talent

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3

Build Strong Relationships

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4

Leverage Technology



## Case of Flytrap India [www.flytrap.in](http://www.flytrap.in)

Flytrap India, is an example of successful local presence. The company has adapted its products and services to Indian tastes, developed strong relationships with local stakeholders, and leveraged technology for efficiency and customer engagement. Selling via Amazon.in, Flipkart.com, with tie-ups with local distributors.



# Flytrap.in – A Case Study

Flytrap.in is a leading product in the pest control industry, manufactured by Enterprise of CC, a USA-based company based out of Pennsylvania. For years, Enterprise of CC has been the contract manufacturer behind popular labels like BlackFlag, Victor, Catchmaster, and others. With an established presence in global markets, the company aimed to break into the rapidly growing Indian market. The goal was to partner with established Indian brands to distribute and promote their pest control solutions.

## Challenges

- Extensive Testing – For efficacy, testing is vital which takes time
- Right Partnership – sought partnerships from Godrej Saralee, Reckitt Benckiser, Tainwala, Pest Control of India
- Partnerships never materialized even with proven efficacy of the product
- Faced reluctance in developing interest towards the product.



# Strategy Pivot

After months and months of failing to find strong partners, we decided to pivot and build plans to enter into the Indian market as an independent entity. That was the start of FlyTrap which resonated the belief that the Indian market for pest control products was large enough to support a standalone brand. And that online channels could provide the direct access we needed to consumers.

## Strategy

### Brand Creation and Trademark Registration

- Brand Creation – Official Launch of FlyTrap.in, an easy to remember brand name and resonating with the product and consumers
- Trademark Registration – applied for FlyTrap.in as a trademark in India and secured the domain name – www.flytrap.in



### Setting up E-commerce Platform

- Website – created a easy-to-use website with ecommerce capabilities and easy payment solutions.
- Amazon Registration – registered FlyTrap.in and created listings on Amazon.in, gaining immediate access to the large client database on one of the largest e-marketplace in India



## Online Marketing and Promotion

- Google Ads– Brand and Product Awareness
- Facebook Ads– social media marketing

Both provided detailed demographics targeting with effective campaign strategies and flexible budgeting.

- SEO – Played a major role in bringing us on the Google SERPs (Search Engine Result Pages) for major keywords like, fly traps, organic fly traps, uzi fly traps, and more.

## Local Manufacturing to Reduce Cost

- Partial Manufacturing in India – The bags were manufactured locally was a great strategic decision lowering the product cost.
- This included local packaging, local product designing, and setting up warehousing to reduce shipping costs and minimize delays.

## Direct to Consumer Sales (D2C)

- Focused on direct relationships with customers.
- With Amazon’s fulfillment and logistics system, we were able to ensure timely deliveries and customer satisfaction.



# Implementation and Execution

After the online presence was established, we started working on ensuring the smooth execution of the strategy

## Logistics & Supply Chain

Ensuring efficient storage and delivery of the product across India

## Customer Engagement & Feedback

Monitoring customer feedback and reviews to build loyal customer base

## Branding and Trust Building

Invested in quality packaging to build trust and credibility as pest control being a sensitive category.

## Local Design and Customization

Designing product in accordance with the local Indian market and aligning with local aesthetics and consumer expectations to make the product more relatable





# Results and Impact

The move to Flytrap.in as a self-branded online entity began to show promising results.

## Brand Recognition

Flytrap.in gained recognition in India, especially within the urban and semi-urban markets. Our presence on Amazon allowed us to tap into a broad customer base looking for effective pest control solutions.

## Sales Growth

Sales began to grow, fueled by positive customer feedback and consistent digital marketing efforts. Product testing and iterating allowed us to adjust quickly to customer preferences.

## Cost Savings and Competitive Pricing

Partial Local Manufacturing made the product affordable without any quality reduction which gave us a competitive edge, directly contributing to sales growth.

## Market Validation

Flytrap.in demonstrated that independent brands could succeed in the Indian market with the right strategy.



# Lessons Learned

- 1. Adaptability is Key**
- 2. The Power of Online Channels**
- 3. Customer-centric Focus**
- 4. Cost Efficiency Through Local Production**

To conclude, despite challenges, FlyTrap.in was able to successfully establish a presence in the Indian market through a self-branded, direct-to-consumer approach. Leveraging the presence and logistics support of Amazon.in, creating brand presence in India and testing the product adaptability became easier.





# To Conclude

The Indian market offers vast opportunities for growth and expansion. With:

- **strategic planning,**
- **a deep understanding of the Indian market,**
- **and commitment to adapting to local nuances,**

U.S.- based companies can successfully navigate the complexities and achieve success in India.



# Queries???