

# INDIA

SALES REPRESENTATION & CONSULTING

An aerial, high-angle view of the New York City skyline, showing a dense cluster of skyscrapers and buildings. The image is in grayscale, with a semi-transparent orange bar at the bottom. The word "INTRO" is overlaid in the center in a large, bold, black serif font. A prominent building on the left has "MetLife" written on its side. The background shows the city extending to the water, with a hazy horizon.

# INTRO

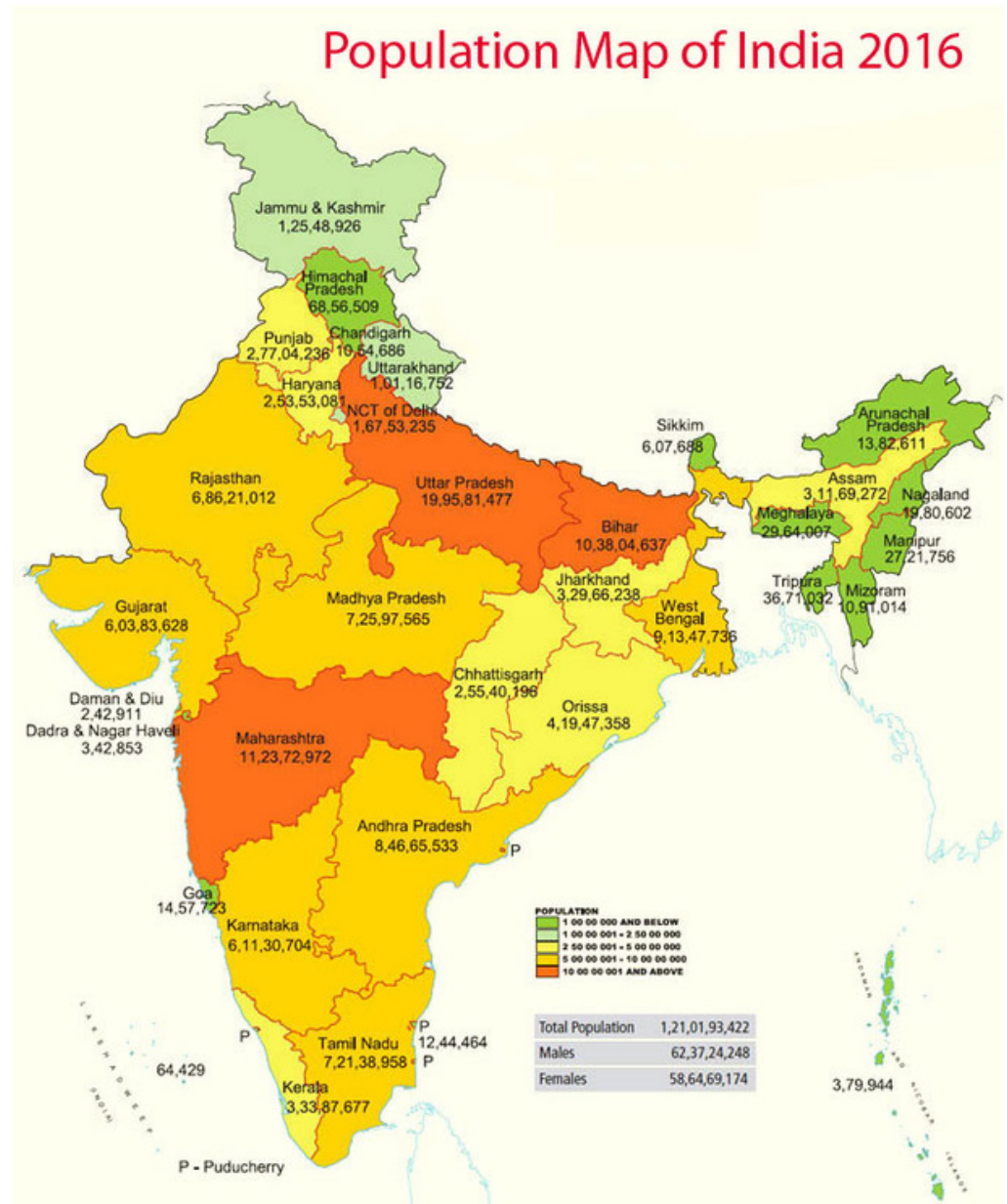
ATN Global is an International Sales consulting company with expertise in market research, go to market strategy, demand generation and direct sales. We partner with companies to help market / sell products and services to markets worldwide including India.



# INDIA

One of the fastest growing economies in the world (>7%) and expected to remain same until 2020 as per report of IMF. GDP growth rate and FDI inflows are amongst highest in the world.

100% FDI is permitted in almost all sectors with multiple entry options (Liaison Office, Branch Office or Project Office)





# OPENING THE DOOR



ATN Global supports "**Make in India**" initiative of Govt of India and provides specialized services to MNC's worldwide. ATN Global's process of setting up India operations for our clients is an easy **3 Stage** risk free entry strategy driven with measurable ROI.



**S1 - CONNECT**



**S2 - CREATE**



**S3 - CONQUER**



**Stage - 1**

**Stage - 2**

**Stage - 3**

## Stage 1 - CONNECT

Connect stage is first step of your INDIA market entry. Here we ensure taking you through the nuances of doing business in India and help understand mandatory processes and compliances including regulatory and social aspects which gives insight for your long term strategy.

Additionally, this stage includes preliminary research of proposed product (or) service, it's viability and optimal approach for Indian market. Our team of research associates would present a detailed report including market size and metrics using active data gathered from multiple sources. Typical duration of this stage is 8 ~ 12 weeks which may extend subject to industry and availability of data.





**Stage - 1**

**Stage - 2**

**Stage - 3**

## Stage 2 - CREATE

Create stage is designed to be GO-TO-MARKET phase with focus on ensuring all required preparations are in sync with overall business strategy so you CREATE market for your product / service. This phase includes Interviewing and appointment of a senior sales leader as your employee for India. We facilitate your employee with required Office Space, Address, Communication and initial support needed to get started.

As per requirement and choice, we would send weekly report of meetings, activities while employee may use ATN Global CRM (No License Needed) to keep track of sales activities with additional license for monitoring by head office, all data generated would be sole property of your company. Additionally, we would ensure support to your employee through our existing network of contacts. This phase basically ensures that your sales in India market is streamlined. Typically 6 ~ 12 months.



**Stage - 1**

**Stage - 2**

**Stage - 3**

## Stage 3 - CONQUER

Conquer stage is a mature phase when you are ready to set up your legal business entity in INDIA.

As you go through stages, based on comfort and sales performance we would support you with required assistance coordinating for setup of company in India (through our legal consultants). We will also transfer all / every material related to our association including CRM data so your local office starts operating independently. We can further support provisioning your local office by providing office space and related administrative support where needed. We suggest getting to this stage after first year of operations in India through stages 1 and 2 so your risk is minimized.



An aerial photograph of a city skyline, likely New York City, with a prominent red overlay. The word "CONTACT" is written in large, white, serif capital letters across the center of the image.

# CONTACT

## FOR MORE INFORMATION

Call Us at +91 -9701957586 (or) +91-9676311368

Email Us - [sales@atnglobal.net](mailto:sales@atnglobal.net)

[www.atnglobal.net](http://www.atnglobal.net)