

INDIA MARKET ENTRY & BUSINESS INCUBATION

Your Trusted Partner for Market Entry,
Business Establishment and Scalable Growth in India

Sumpraxis enables international companies to discover, validate, incubate and scale their businesses in India with speed, certainty and long-term success.

WHY INDIA, WHY NOW.



One of the world's
fastest growing major
economies



Large, young and
increasingly affluent
consumer base



Strong policy support
for foreign investment
and innovation



Access to talent,
technology and
cost efficiencies



Strategic gateway
to South Asia,
Middle East and
ASEAN markets

OUR INCUBATION APPROACH

A structured, end-to-end incubation framework that reduces risk
and accelerates your successful entry and scale in India.

01



DISCOVER

Market assessment,
opportunity mapping
and landscape
intelligence

02



DESIGN

Business model
validation, go-to-
market strategy and
operating blueprint

03



DEPLOY

Setup & incubation –
legal, financial, IP,
operations and
pilot execution

04



SCALE

Market expansion,
partnerships,
funding support
and scale-up

WHO WE PARTNER WITH



Global SMEs &
Mid-market
Companies



Technology &
Product
Companies



Manufacturers &
Engineering
Companies



Life Sciences &
MedTech
Companies



Consumer, Retail &
Lifestyle
Companies

OUR APPROACH TO INDIA ENTRY – A STRUCTURED, DE-RISKED JOURNEY



PRE-ENTRY ASSESSMENT

Market research (primary & secondary), competitor exploration, industry & regulatory analysis, opportunity and risk assessment.



DUE DILIGENCE / QUALITY ASSURANCE

Partner evaluation, financials, operations and risk review.



LOGISTICS & HUMAN RESOURCE

Supply chain, infrastructure and talent planning.



GOVERNMENT REGULATIONS

Examination of federal & state legislation and policies.



MARKET RESEARCH (PRIMARY / SECONDARY)

In-depth primary interviews and secondary intelligence.



INDUSTRY CHECK / COMPETITOR ANALYSIS

Understanding the competitive landscape and positioning.



BUSINESS VIABILITY / FEASIBILITY STUDY

Commercial, technical and financial feasibility assessment.



SOCIO-ECONOMIC ENVIRONMENT STUDY

Study of market, consumer, demographics and trends.



RISK ANALYSIS

Identify, evaluate and mitigate potential business risk.



REGULATORY APPROVALS

Assistance in obtaining regulatory clearances.



IP PROTECTION & TRADE MARK FILING

IP strategy and filing with IPTO to protect your innovation.



BUSINESS LAUNCH

Incorporation, setup, partner selection and go-live support.

WHAT WE ENABLE



GLOBAL PERSPECTIVE, LOCAL EXPERTISE

Deep cross-border experience with on-ground India expertise.



END-TO-END SUPPORT

From strategy to scale – under one roof.



PROVEN METHODOLOGY

Structured, de-risked approach ensuring faster go-to-market.



STRONG NETWORK

Access to partners, advisors, investors and ecosystem enablers.



FOCUS ON VALUE CREATION

We help you build, launch and scale sustainable businesses in India.

INDIA OPPORTUNITY LANDSCAPE



5th

Largest economy in the world



3rd

Largest GDP in Asia



2nd

Among the re-emerging nations of the world



\$4+ Trillion

Economy by 2030E (IMF Projection)

- India is currently the 12th largest consumer market in the world.
- Over 40% of global BPO activity is in India.
- Strong foreign trade policy inviting FDI – UAs has 17.08% share in FDI inflows to India.
- India-US bilateral trade is expected to double to USD 88B+ in the next five years.
- Education, science & technology, power, retail, food processing & agriculture – key areas of investment for US and global companies.

GROWING SECTORS WITH HIGH POTENTIAL



IT & Telecom



Automotive (18% Growth*)



Manufacturing (35% Growth*)



Med Tech (30% Growth*)



Retail (15-20% Growth*)



Agriculture & Food Processing (10% Growth*)

*Indicative growth outlook

TARGET GEOGRAPHIES



JAPAN



EUROPE



GCC



UNITED STATES

“ Global Perspective.
India Expertise.
Collaborative Exercise.
Total Solution. ”