

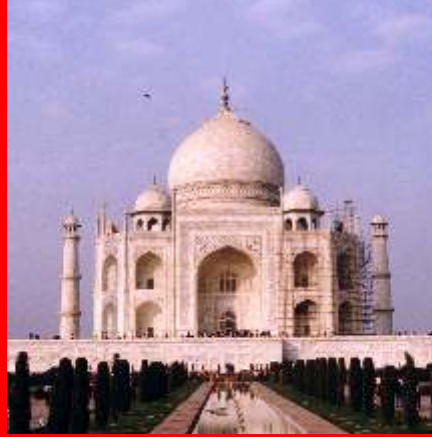
XYANNI

India Partnership for Emerging Enterprise



Xyanni, the India Partnership for Emerging Enterprise, creates and delivers market strategy and business development services, as a key-partner, to those small and medium sized clients in Europe/ West, that are planning to expand their activities, related to emerging sectors, to India.





India:

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.

Xyanni assists its clients in defining their own paths to success for their activities in India.

Partnership:

Small and medium sized enterprises in Europe/ West, are increasingly wishing to expand their market and business in India.

By forming partnerships with such European/ Western enterprises, Xyanni endeavours to become the Indian-extension of them.

Emerging:

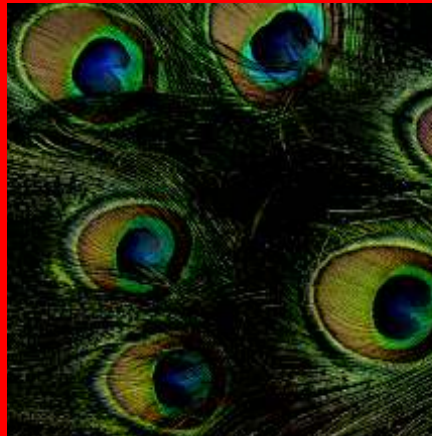
While information technology and services sectors in India have become important globally, there are many other sectors on the verge of a major boom.

Xyanni is focussed on these sectors that are of major interests to its clients in European/ Western countries.

Enterprise:

The enterprising spirit of the Indian entrepreneurs is getting fully unleashed now. The entrepreneur is at the centre of India's success story.

Xyanni, such an entrepreneurial venture itself, brings this spirit to its clients.



Services from Xyanni

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. Xyanni offers services for the second and further steps.

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

Explorer Platform

This service is for a client who is yet to have any activity in India.

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

- Specific relevant information on India
- Customised information about the client's industry
- A high level customised survey on acceptance of a client's products, services, proposals to the Indian market

Incubator

This service is for a client who already knows that there is a clear business possibility for him in India, and 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
- Negotiating and finalising deals with the prospective Indian partners
- 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
- Providing an India address to a foreign client

Expansion Engine

This service is for a client who has developed some business with India.

We offers services for:

- Hiring dedicated staff for a client's business and on Xyanni payroll.
- Procuring accounting, legal and other services for the client
- Ensuring deliveries
- Expanding business
- Helping create a permanent establishment in India – liaison office, branch office, subsidiary company
- An ongoing advisory role

Diversification Tool

This service is for a client who already has formed 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.

Customised Project

This service is for any kind of organization at any stage of their engagement with India.

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

- Any client who wants to source any products/ services from India or outsource any business process to India is offered services by Xyanni in a project format.
- Xyanni assists in creation of a soft infrastructure like organising seminars etc.
- Xyanni assists in M&A activities and seed funding for innovative projects.
- Services to Indian entities to acquire businesses, invest, or export to Europe are also offered.
- A host of other services to entities in India are offered on a project basis.
- Any non business activity for the civil society is also undertaken.



Profile of the Founder:

Tarun Kumar is the Founder of Xyanni.

Tarun founded and headed, for nearly three years, Xaar India. (Owned by Xaar plc, an ink jets manufacturer listed on the LSE, based out of Science Park, Cambridge, UK, and winner of the Queen's award for enterprise: Innovation 2005). Earlier he was General Manager & Head of Business Development at RMSI, a GIS company employing about 800 persons in India and owned by DMGT plc, a FTSE 100 company. He has about 14 years of high quality work experience in hi-tech as well as conventional industries. Most of this experience was with small and medium sized innovative businesses.

Tarun was a Chevening Leadership Scholar at the Leeds University, UK. He is a Fellow of the 21st Century Trust, UK. He was Silver Medalist in masters 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.

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