



UJA®

Audit • Tax • Legal • Advisory

# PRE ENTRY SERVICES

---

MAY | 2021

## About UJA

India is an attractive destination for foreign investors and several foreign companies are looking at India to set up their commercial presence. However, owing to India's multi - cultural and diverse markets, the risks associated with venturing into the Indian territory are several. Over the last 25 years, UJA has grown to become a one - stop solution for international companies intending to set up their business operations in India. Similarly, we also handhold and support domestic companies/SMEs go global.

UJA is headquartered in Pune and with branch offices in Mumbai, Gurugram and Bengaluru. Internationally, UJA is present in France, Italy, Germany, Spain, Japan, Dubai and Vietnam.

UJA provides a single window solution for services which include - Market Entry Advisory, Business Consulting, Company Incorporation Services, Legal Services, Audit and Assurance, Taxation, International Taxation and Transfer Pricing, Mergers and Acquisitions, Accounting and FDI advisory.



**INDIA**



**ASIA**



**EUROPE**

# Pre Entry Services

- Pre - Entry Support
- Establishing and Growing Your Presence in India

India is emerging as a preferred investment destination for foreign investors in the Asia Pacific region. India has a favourable investment climate owing to the various lucrative amendments which have been implemented and introduced in the previous few years – competitive tax rates, infrastructure development, subsidies and incentives offered by States, development of industrial and IT parks, favourable FDI policies amongst many others.

However, every business is different. In order to succeed and set up, business owners need to thoroughly analyse the market to ensure optimal utilization of the favourable resources and opportunities which India offers. For this a market research or analysis is required to be carried out to evaluate the market dynamics, current and anticipated market competition and market potential. These preliminary analysis outlines the framework and prepares the roadmap for the company to enter and succeed in India.

Understanding the intricacies involved in the entire process UJA helps companies navigate their way to gain access to India's dynamic and ever evolving market. We undertake a thorough market research to minimize the various risks which are associated with entering into a new market. Depending upon the organizations short term and long term vision, UJA provides an assessment which identifies market conditions, sector – specific challenges, type of business entities, cross country regulations, target markets and other important elements to set up in India.

Our team of experts strategically and methodically plan and conceptualise entry into India, assist with incorporation and set up and thereafter handhold through the life cycle of the company in India.

Factors which foreign companies need to consider prior to entering the Indian market:

- 01 Identify, evaluate and understand sector – specific challenges.
- 02 Identify the correct entry vehicle to set up operations in India.
- 03 Identify an appropriate location to set up operations.
- 04 Evaluate location advantage to optimally utilise favourable opportunities.
- 05 Understand the tax and regulatory framework applicable to entities in India.
- 06 Understand the industry practices and the sector specific challenges associated with the it's business.
- 07 Liaise with the right consultants to handhold through set up, incorporation and post incorporation services.
- 08 Hire the right personnel in India to oversee and supervise operations in India.

## UJA Services

### A. Pre - Entry Support

#### Market Research and Assessment

UJA provides an assessment of the Indian market that helps companies understand the viability of setting up a business in India and make informed decisions on how they should enter the Indian market to take advantage of the opportunities it may offer.

### Strategy Formulation

Depending upon the various opportunities and an organizations long term and short term needs, UJA would assist in formulating an efficient entry strategy considering aspects such as how would the business compete with established companies, location advantage, sector – specific incentives and pricing structures to name a few.

### Business Plan Development

A business plan essentially defines the company's focus and strategy. It lays down its vision, long term goals, and proposed an action plan to achieve the predetermined targets. Several factors such as key and operational drivers, external and internal factors that impact the business are addressed in this document. It is thus vital as it creates a first impression about the company and its objectives in the minds of investors, banks and other third parties with whom the company intends to deal and transact.

Our teams have the requisite knowledge and know-how to identify the relevant drivers to prepare and formulate a business plan. Considering the premises and the goals of a company, UJA helps formulate the business plan that best represents an estimate of the achievable targets set by a client for the Indian market.

Offices, Liaison Offices and Project Offices

- Opening of Bank Accounts
- Advisory under Companies Act 2013, FEMA and other applicable laws
- Complying to the rules and regulations framed under FEMA towards foreign investment

### Joint Ventures, Mergers and Acquisition and Strategic Partnerships

The growth of certain businesses may include business consolidations, divestments, and the formation of strategic partnerships to unlock value and generate shareholder wealth. UJA aims to provide tailor made solutions keeping in mind the various parameters under which the transaction would have to be undertaken.

- Mergers and Acquisitions
- Divestments and Demergers
- Hive offs and Spin offs
- Leverage buyouts
- Joint ventures
- Internal restructuring of the organization

These require clever navigation of various complex issues including accounting, tax and regulatory issues. UJA provides services such as enterprise valuation, M&A analysis, debt management, M&A strategy, M&A prospection, expertise buy side – sell side and funds syndication in order to meet our client's needs.

Every transaction is unique and comes with its own set of challenges. Thus, they must be analysed strategically. Our team understands the same and assists with the following

#### Identifying Potential Synergies:

For any transaction to be successful, it becomes important to identify a suitable partner. Our team understands the business needs of both the entities involved to strategically align their business to help both achieve their long-term business objectives. UJA ensures transparent business valuations in line with the regulatory framework, evaluating potential target, structuring and negotiating deals, due diligence, potential buy out and regulatory compliances with various authorities and assisting in post-acquisition services like staffing, taxation and regulatory compliances.

## B. Establishing and Growing Your Presence in India

Our team of experts strategically and methodically plan and conceptualise entry into India, assist with incorporation and set up and thereafter handhold through the life cycle of the company in India.

### Incorporation Services

UJA supports businesses to establish their presence in India. We hand hold the management of a company through the initial process, assist in satisfying all the regulatory compliances and ensuring a smooth set up in India.

Our services include

- Establishing the business entity including the incorporation and registration of Section 8 companies, Limited Liability Partnerships (LLP), Private Limited companies, Branch

## Target / Buyer Evaluation:

- Analyze the targets business to provide an insight on its operations to ensure that our clients investment objective would be achieved
- Understand the business of the target to evaluate risks in terms of hidden and contingent liability, probable tax exposures if any which may arise due to any non-compliances in the past, ongoing litigations before the tax authorities
- Analyze the market in which the target operates – its market size and strength, its customer base, products and pricing
- Understand the resources and capabilities of the target
- Study the financials of the target to identify and assess its strengths and weakness

## Deal Advisory - Joint Ventures / Amalgamations / Demergers

Once potential synergies have been identified and the due diligence of the target has been completed, it becomes imperative to structure the deal in such a way so that it becomes a win-win situation for both entities. Broadly our services cover

- Buy side / sell side advisory - help understand the critical aspects which could help improve the quality of the transaction
- Review of the transaction documents
- Ensuring that the transaction is compliant with all regulations
- Liaise with regulatory authorities and assistance in obtaining regulatory approvals
- Tax effective consolidation / restructuring
- Charting and implementation of the proposed transaction keeping in mind the regulatory requirements
- Identifying and help resolving legal issues
- Post transaction assistance and regulations

## Export and Distribution Networks

UJA is well connected and has set up a network of collaborations with all major trade associations and agencies in India. Through these networks, UJA can assist foreign companies to indirectly enter the market by identifying suppliers, contract manufacturers and distributors across the country. We perform detailed studies of the potential partners to detect synergies which could emerge/arise.

## WHY Choose Us?

**1** 360 – degree platform of services under a single roof.

**2** Value addition through cost – effective business solutions.

**3** PAN INDIA Presence, headquartered in Pune and offices in Mumbai, Gurugram & Bengaluru.

**4** International network of business partners in Spain, Italy, France, Germany, Japan & Dubai.

**5** Designated International Desk in India

**6** Strong Client relationships based on integrity, confidentiality & respect.

**7** Highly Networked with International & Local Trade Associations, Chambers & Embassies.

**8** UJA provides tailor made & customized solutions to meet the need of the customer.

**9** UJA helps organization identify opportunities to grow their business, increase profits & boost efficiency.

## **INDIA OFFICES:**

### **PUNE**

201, Tower S4, Phase II, Cyber City,  
Magarpatta Township,  
Hadapsar, Pune - 411 013, INDIA  
91 20 2689 8860  
91 20 2689 9980

### **MUMBAI**

203, 2nd floor, Mahinder Chambers,  
W. T. Patil Marg, Opp. Dukes Factory,  
Chembur, Mumbai - 411 071, INDIA  
91 22 2520 0561  
91 22 2520 5992

### **GURGAON**

248, 2nd Floor, Tower-B, Spazedge  
Commercial Complex, Sector 47,  
Sohna Road, Gurgaon - 122 001, INDIA  
91 12 4407 8407  
91 12 4407 9407

### **BENGALURU**

Regus UB City, 14 & 15, Concorde Tower  
UB City, 1 Vittal Mallya Road  
Bengaluru - 560 001, INDIA  
Tel no +91 80 6759 0300

## **INTERNATIONAL OFFICES:**

### **FRANCE – OCA, Organisation,**

Conseil, Audit  
63, Avenue de Villiers  
75017, Paris – FRANCE

### **ITALY – Studio Vienna**

Via Hoepli 3 - 20121  
Milano - ITALY

### **GERMANY – btu Beraterpartner**

Feldbergstrasse 27-29  
D-61440, Oberursel, GERMANY

### **SPAIN – TREBEKI**

Juan De Ajuriaguerra 6.1, IZQ o,  
48009, Bilbao, SPAIN

### **JAPAN – KOMIYAMA & Co.**

3-6-9 Roppongi, Minato-ku  
Tokyo, - 106-0032, JAPAN

### **UAE – T.C.A. INTERNATIONAL FZE**

Office No. 214, Business Centre 2,  
Rak Free Trade Zone,  
Ras Al Khaimah, UAE

### **VIETNAM – BHG**

176 Alley, Doi Can Street,  
Ba Dinh /District, Hanoi, VIETNAM



The Institute of Chartered Accounts of India (ICAI) does not permit solicitation of work and advertising by Chartered Accountants. This document merely provides more information in good faith about the subject mentioned therein. However, we make no representation or warranty of any kind, express or implied, regarding the accuracy, adequacy, validity, reliability, availability or completeness of any information and there is no attempt by us to advertise or solicit work. The information contained in this document is not in the nature of any legal opinion/advice nor does it address any particular concerns. We suggest to please consult with the appropriate professionals on the particular facts and circumstances before acting on the information contained in this document. Under no circumstances shall we have any liability for any loss or damage caused due to reliance on the information contained in this document. This document is the intellectual property of Udyen Jain and Associates (UJA) and are protected by appropriate laws.