

India Market Entry Support: Industry Intelligence

Agritech Industry in India

The Client

A UK-based advisory practice catering to firms across the value chain in the Agritech industry. Clients include manufacturers of agri-inputs, agricultural equipment, food processing and veterinary medicine.

The Background

The client was planning to expand its operations to India and wanted in-depth intelligence on the Agritech industry in India. This included detailed analysis of each market segment including key players, regulatory environment, successful foreign entrants and outlook.

Alchemy Approach and Solution

Alchemy conducted extensive desk-based research on available literature on the various sectors constituting the Agritech industry. This was further sub-divided into major product segments to highlight the nuances associated with each category. Industry experts were also consulted for inputs that can be overlaid on the secondary data collated. Detailed case studies were prepared on successful and unsuccessful foreign entrants to highlight key takeaways for the client. All insights then culminated in an exhaustive go-to-market strategy for the client.

Benefits

The client was very appreciative of the detailed research we provided and adopted majority of the suggestions included in the report. This enabled it to prioritise its areas of focus cutting the time needed to get regulatory approvals by a significant margin.

Illustrations

