

Booming business in India

UK Trade & Investment's introductions to businesses in India have helped TVS to sign on new clients and establish two new and thriving offices



Fast facts

Company: TVS
Industry: ICT
Target Market: India
UKTI Service: Trade Mission, introductions

www.testandverification.com

What does a small Bristol-based IT company have to do with some of the world's largest computer components manufacturers? Quite a lot, as it turns out. TVS tests software, hardware and semiconductors made by companies like Nvidia, ARM and Infineon and verifies that they are designed well and perform as intended. It also helps these companies review the systems they put in place to produce computer hardware and software.

The Bristol-based company was formed in 2008 as part of the SETsquared business incubator run by Bristol University. It has gone on to become one of the incubator's most successful companies. It now has nearly 70 employees and contractors working from its headquarters and four other offices around the world, including Germany, France and India.

"We work with many international automotive and mobile companies which

have offices around the world," says Mike Bartley, founder of TVS. "These international organisations want to work with a company that can service their needs around the world, and not just in one location. Our local and customised service is something unique to our field and one of the reasons that our customers come back to us again and again."

Looking abroad

In 2011, TVS got in touch with a UK Trade & Investment (UKTI) Trade Adviser it met through its involvement in the business incubator, for tailored advice to help further expand its business. The adviser suggested that TVS take part in an electronics trade mission to India. The company already had connections in the market, through a local business that had provided subcontractors for many of its

specialised projects.

In February 2011, TVS joined the delegation, through which it met potential clients around the country and learned more about India's business culture. While there, UKTI also organised TVS's participation in the ISA Vision Summit, an annual conference where leading players of the Indian semiconductor industry come together.

"During our trip to India, we connected with the top companies in our target market, because of our involvement with UKTI," says Mike. "With their help, we took part in the ISA Vision Summit, where we were able to establish relationships with global companies, and pitch our services in a more targeted way. Their involvement gave us a much higher profile at the event than we would have had on our own."



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New beginnings

In September 2011, just seven months after the trade mission, TVS opened its first Indian office in Chennai. It relied on UKTI for advice and guidance on the many administrative ins and outs involved in establishing a new outpost. The office opened its doors with a staff of 15 and has grown over the past year to over 50. The company has also attracted more clients than it expected, working on eight new projects instead of the four it was aiming for, with another four due to begin in the autumn. It has also recently expanded into specialist training for engineers, working closely with UK-based Doulos to provide the design and verification community in India with greater access to world-class expertise. TVS has grown so quickly in India that in January 2012, it opened a second

office, in Bangalore, which has already doubled in size. In the coming months, it expects to not only grow the business in India, but also to expand further around Asia. It is using its Indian offices as a springboard into the surrounding region, and is currently pitching to prospective clients in Japan, China and Singapore, where it recently placed one full-time engineer. Once again, UKTI are supplying local knowledge to help the company expand. In the last few months, the company has also established additional overseas offices in Germany and France, to serve its large European customer base.

“We feel so grateful to UKTI for the help they provided accessing the Indian market,” says Mike. “Their assistance sped our entry into the market and gave us credibility in a country where not everyone is familiar with our reputation. Our offices in India are now our largest, with the vast numbers of highly skilled IT engineers graduating there each year making it easy to find staff to recruit. There are so many companies there hungry for the services we provide and our success is a matter of keeping on top of the demand. Thanks to UKTI’s support breaking into India, we are now working with them to expand into new markets we previously would never have considered.”

The UK and India

India’s economy is one of the fastest-growing in the world, with a rapidly expanding consumer class. The UK has strong ties with India, and UK companies are well positioned to take advantage of this growing export and investment market.

Liberalisation of the economy continues, with trade barriers largely removed, and the role of the private sector is gradually increasing, including in areas that have been dominated by the public sector in the past.

For further information about business opportunities in India, please go to www.ukti.gov.uk/india

Helping you to do business abroad

Doing business in another country can be a challenge, so it’s good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

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