



TVS expands into India

Fast facts

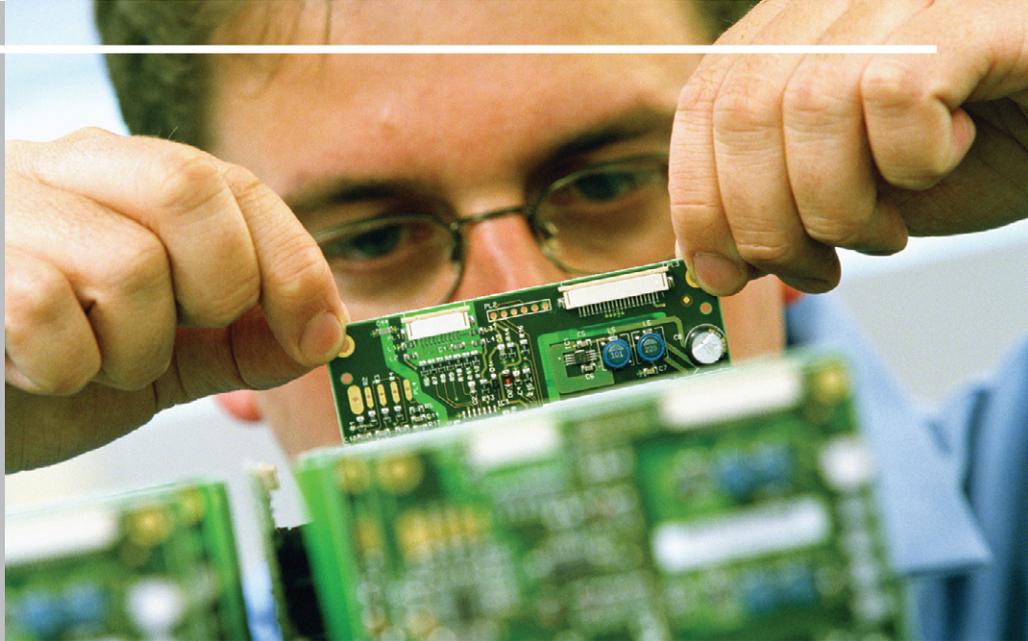
Company: TVS

Industry: ICT

Target Market: India

UKTI Service: Trade Mission, introductions

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UK Trade & Investment's (UKTI) introductions to businesses in India have helped ICT company TVS to sign on new clients and establish two new and thriving offices.

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, STMicroelectronics and Infineon and verifies that they are designed well and perform as intended.

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 more than 80 employees and also uses contractors working from its headquarters and other offices and locations around the world, including in Germany, France, Sweden, Italy 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 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 the company take part in an electronics trade mission to India. The company already had connections in the Indian semiconductor 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, a major annual semiconductor 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 products and services in a more targeted way. The UKTI involvement gave us a much higher profile at the event than we would have had on our own."

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Mike Bartley, founder of TVS

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Mike Bartley, founder of TVS



New beginnings

In the autumn of 2011, just seven months after the trade mission, TVS opened its first Indian offices in Chennai, followed soon after by another in Bangalore. The company relied on UKTI for advice and guidance on the many administrative ins and outs involved in establishing a presence in India. It quickly attracted a core client base, and in the summer of 2012 expanded into specialist training for engineers, working closely with UK-based training company Doulos to provide the design and verification community in India with greater access to world-class expertise. It now counts multi-national companies like Texas Instruments, Intel, Broadcom and NXP as clients, along with many other smaller companies.

Throughout TVS’s time in India, it has worked closely with UKTI, to make relevant contacts in the local market. UKTI’s successful introductions enabled the company to open another office in October 2012 just outside of New Delhi, where it focuses on sales and development. TVS’s strong growth has

also resulted in a hiring spree. It originally started off with 15 members of staff at its Chennai office and has grown over the past 18 months to employ over 60 people in its three Indian offices, with plans to hire another 30 in the coming months.

“We feel so grateful to UKTI for the help they gave us accessing the Indian market,” says Mike. “Their assistance sped up our entry into the market and gave us credibility in a country where not everyone is familiar with our work. 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. Having benefited from UKTI’s support breaking into India, we are confident that working with them will help us to expand geographically into other markets that we previously would never have considered.”

The UK and India

India is the UK’s second largest export market in the developing world after China.

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.

Through our Passport to Export programme we offer new and inexperienced exporters:

- free capability assessments
- support in visiting potential markets
- mentoring from a local export professional
- free action plans
- customised and subsidised training
- ongoing support once you’re up and running.

UKTI was delighted to support TVS in its business overseas.



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