

# CII Trade and Investment Advisory (TIA)

## Go-to Partner for End-to-End India Market Facilitation

### About TIA

In 2023, TIA was started as an extension of CII's Market Facilitation Services (MFS) desk for inbound/foreign companies that are looking at setting up business operations in India or forming partnerships with Indian companies. Through TIA, the MFS team offers a gamut of fee-based and customised India-specific trade and investment consultancy services to foreign companies. The key objective of TIA has been to facilitate foreign companies with a seamless and comprehensive roll-out of their India operations by extending services similar to MFS.

CII's MFS desk was launched in 2019, with the remit to undertake bespoke company- and product-specific projects on market research, sectoral analysis and market entry advisory, for facilitating Indian companies' global foray.

### The India Advantage

- › World's 5<sup>th</sup>-largest and fastest-growing economy
- › Ranked 5<sup>th</sup> globally in manufacturing output
- › Large consumer base
- › Production-Linked Incentives (PLIs) for key sectors
- › Competitive labour costs
- › 3<sup>rd</sup>-largest startup ecosystem

### Services we offer

- › India market feasibility reports
- › Location and market entry advisory
- › India-specific go-to-market (GtM) strategy
- › Sectoral/product market analyses
- › Sectoral SWOT analysis
- › PESTLE<sup>^</sup> analysis
- › End-use sector trends and outlook
- › Prospective buyers' lists
- › Identification of potential partners for collaborations
- › Stakeholder & competitor profiling
- › Operational cost benchmarking studies
- › On-the-ground facilitation with government departments
- › List of relevant industry/sectoral exhibitions, trade fairs in India
- › Connect with tax, legal and accountancy firms
- › Export market assessment at HS6 product level
- › Identification of export-competitor countries
- › Shipment data analysis (values, volumes, costs involved)
- › Port analysis
- › Tariff analysis
- › Information on NTMs\* & NTLs\*\*
- › Export pricing estimation
- › Regulatory and policy insights

<sup>^</sup> Political, Economic, Social, Technological, Legal and Environmental; \*Non-Tariff Measures; \*\* National Tariff Lines



**CII**  
Market  
Facilitation  
Services



Confederation of Indian Industry

## Benefits for companies

- › Tailored research for India-focussed strategies
- › Holistic solutions on India advisory and facilitation services
- › Market sizing reflecting the trade demand-supply landscape
- › Product-market fitment from a trade perspective
- › Focussed decision-making on India market entry/penetration
- › Partner search for JVs and M&A activity
- › Relevant touchpoints in Indian market
- › Potential supply chain network assessment
- › Potential supply chain costs' estimation
- › Competitor sizing
- › Operational cost optimisation
- › Sector- and product-focussed India GtM strategy
- › End-to-end handholding and liaisoning services

## Our coverage as on date

**20+**  
Markets

**50+**  
Products

**15+**  
Sectors

## Why CII?



**Largest** industry organisation in India



**70** regional offices in India



Institutional partnership with **300** counterpart organisations in **100** countries



**12** Centres of Excellence



Industry connect with **9,000+** members



**8** overseas offices —

Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK & USA

**Unlock Global Markets with Expert Insights.  
Connect with CII MFS Today!**

✉ [mfs@cii.in](mailto:mfs@cii.in)  [mfs.cii.in](https://mfs.cii.in)



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