



Engagement Snapshot

- Conducted due diligence and end-to-end procurement services for a Fortune 500 metal company based in France
- Presented an M&A strategy identified prospects and conducted valuation exercise for a leading global consumer electronics company based in Europe
- One year engagement for the world's largest Philanthropic Foundation, to conduct primary research for assessing the quality of maternal and neonatal care in Karnataka
- Developed an India entry strategy for a premier US online university
- Sourced traditional stone and glass beads from India for one of the top 5 jewellery brands in Europe
- Developed an India entry strategy for a German medical device company and identified a business partner for them

Leverage on Business Opportunities awaiting you

- India's GDP has been growing on an average rate of 8.5% for the last five years and is expected to increase to 9.5% over the next 30 Years
- India currently adds 20 million telephone connections per month
- Boarding schools in Bangalore charge \$10,000 per year and well-known business schools charge \$40,000 as one year tuition fees
- Indian auto industry produced 14.04 million units in 2010 while it was only 7.24 million in 2004
- Star Hotel room tariffs in Bangalore have been around US\$ 400 per night and yet hotels are overbooked
- Indian utilities can sell power at almost 20 cents a unit. Severe power shortage would mean the situation won't change for another decade
- In the next ten years, one in three young workers will be from India. Be prepared to use these youngsters
- 250,000 legal copies of Harry Potter sold within 2 weeks in India. India now respects IPR more than ever

Brickwork India
The World's Virtual Office!

India Strategy Consulting



How can you penetrate the **Indian Market?**

How can your business leverage the qualified **Indian Talent Pool?**

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About **Brickwork India**

Brickwork India was founded by Vivek Kulkarni in 2004 to offer integrated services – virtual assistance, research assistance and IT services – all under one roof.

Vivek pioneered the concept of Remote Executive Assistant (REA) in early 2004 to provide business assistance at an affordable price to SMEs and professionals. This concept found instant worldwide recognition including the New York Times best seller 'The World is Flat' by Thomas Friedman; 'The 4 Hour Workweek' by Tim Ferriss and recently in Knowledge@Wharton; as well as several international magazines and TV shows.

Brickwork India clientele is across industries from the world over, including large corporations, Fortune 500 companies, SME's, individual professionals and entrepreneurs.

About the Founder - Vivek Kulkarni

Vivek Kulkarni, a Wharton MBA graduate, has 30 years of experience in managing different verticals of business and government departments.

As IT Secretary to the Government of Karnataka, he was responsible for putting Bangalore on the global map.

In early 2008, Vivek started "Brickwork Ratings", a credit rating agency recognized by the Indian regulator "Securities & Exchange Board of India" (SEBI), to help investors make informed investment decision. It is the 5th SEBI licensed Credit Rating Agency in India and has made a name for itself within a year of operations.

Vivek also served as Director and Chairman of Technology Committee on the Board of the Bombay Stock Exchange, the oldest stock exchange in India.

India **Business Offerings**

Market Intelligence

- Market & Industry Analysis
- Company Profiling
- Feasibility Studies
- Competitor Analysis

Entry Strategy

- Market Entry Strategy
- Business Planning
- Location Assessment
- Taxation Planning
- Project Management

Setting up a Company

- Registration Services
- Regulatory Approvals
- Drafting Business, Financial and Legal Agreements

Brickwork **Edge**

Extensive experience working with the Government

High level contacts with the Indian corporate decision makers

Business teams located across India

Vast experience in assisting Global companies with their India specific assignments

Due Diligence

- Financial Scrutiny
- Regulatory Compliance
- Corporate Governance
- Intellectual Property (IP) Audit

Sourcing

- Strategic Sourcing Analysis
- Supplier Evaluation
- Due Diligence
- Supplier Selection
- Supplier Management
- Regulatory Compliance

Brickwork Your India Office

- Regulatory Compliance
- Relationship Management
- Back-office Facility

India - The Land of **Opportunities**

India has come through the crisis better than other countries. We have growth here. This is a big market and there is opportunity for firms to come in here.

- Lars H.Thunell, Executive Vice President & Chief Executive Officer,
International Finance Corporation
India Economic Summit 2009, New Delhi, 8-10 November 2009

India looks to the future with confidence. We are confident of meeting the domestic and international challenges to fast and inclusive growth.

- Dr. Manmohan Singh,
Prime Minister of India
Economic Summit 2009, New Delhi, 8 - 10 November 2009