

# Doing Business In India

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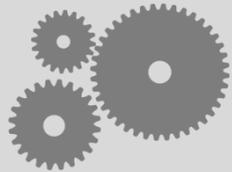
# Self Introduction

- 8 Years in IPC industry
- Set up office from scratch in India
- Have been staying in India for 7 years (Bangalore & Delhi)
- Working as a BDM in Moxa India



# Fast Facts

Moxa is a leading provider of edge connectivity, industrial computing, and network infrastructure solutions for **enabling connectivity**.



**30+**  
years of experience in  
industrial automation

Connecting   
**50+ Million**  
devices worldwide

## Market Leadership

**# 1**  
Supplier in  
Serial  
Connectivity

**# 3**  
Supplier in  
Industrial Ethernet  
Infrastructure

## Numerous Global Awards





# Industrial Solutions

Including smart rail, smart grid, intelligent transportation, factory automation, oil & gas, marine, and more



EN50155





# Your Trusted Partner In Industrial IoT

Moxa has partnered with companies in many industries, and along the way we have established **trusted relationships** and a **strong reputation**



# Agenda

- Changes in india (2012-2019)
- Industrial trends in India
- Difficulties faced while doing business in India
- Few more inputs

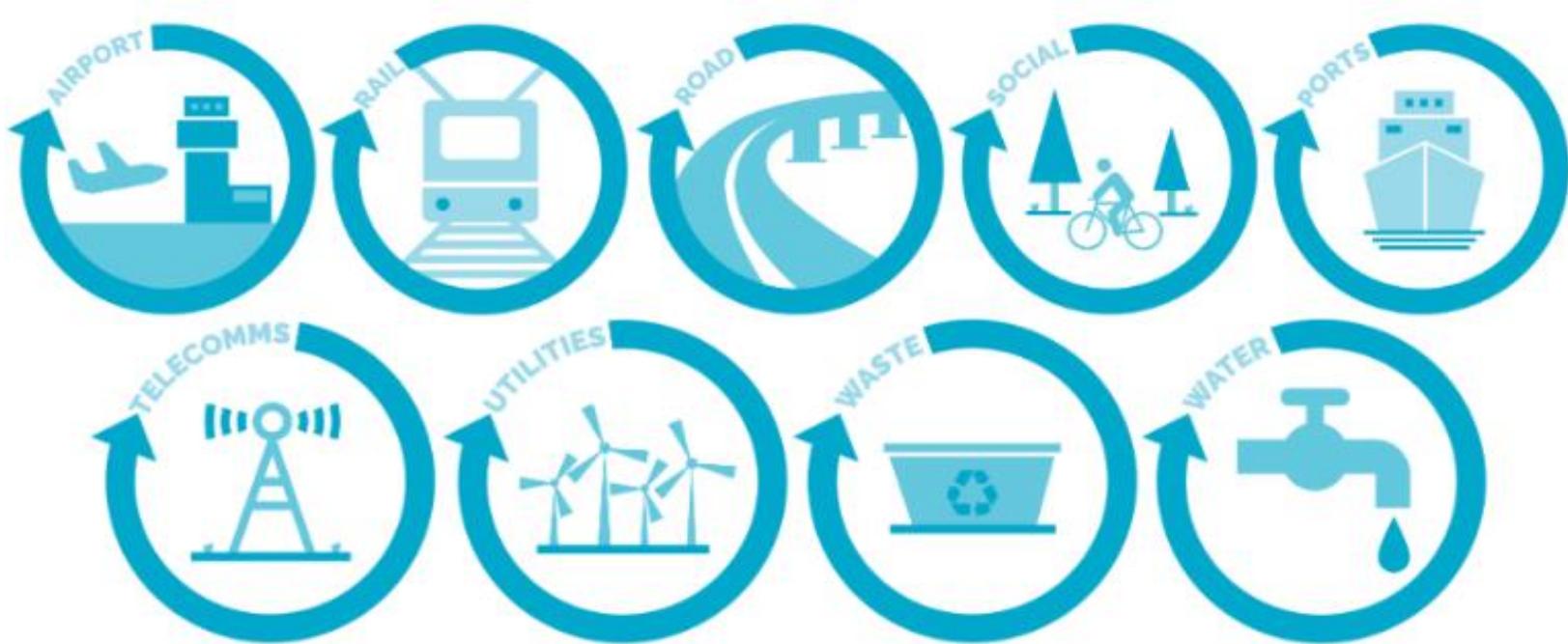
# What my day looks like in India



# Changes in India



# Changes in India



# Changes in India - Government



# Industrial Trends in India

**THE ECONOMIC TIMES**

**Schneider-Temasek Closing in on L&T Deal**  
 Consortium may announce by month-end a deal to buy L&T's electric & automation business at a revised-down valuation of ₹13,000-15,000 cr

**Portfolio Management**  
**L&T'S E&A BUSINESS**  
 Portfolio: Low and medium voltage switchgear components, custom built low and medium voltage switchboards, electrical energy meters, protection relay systems, control & automation products

**Schneider Electric to discuss the matter at its upcoming board meeting**  
 "The deal was expected to be completed last quarter but got stuck over valuation differences. From the previous expected price of ₹14,000 crore to ₹13,000 crore, the financial space has already been revisited by 50%," said an official.

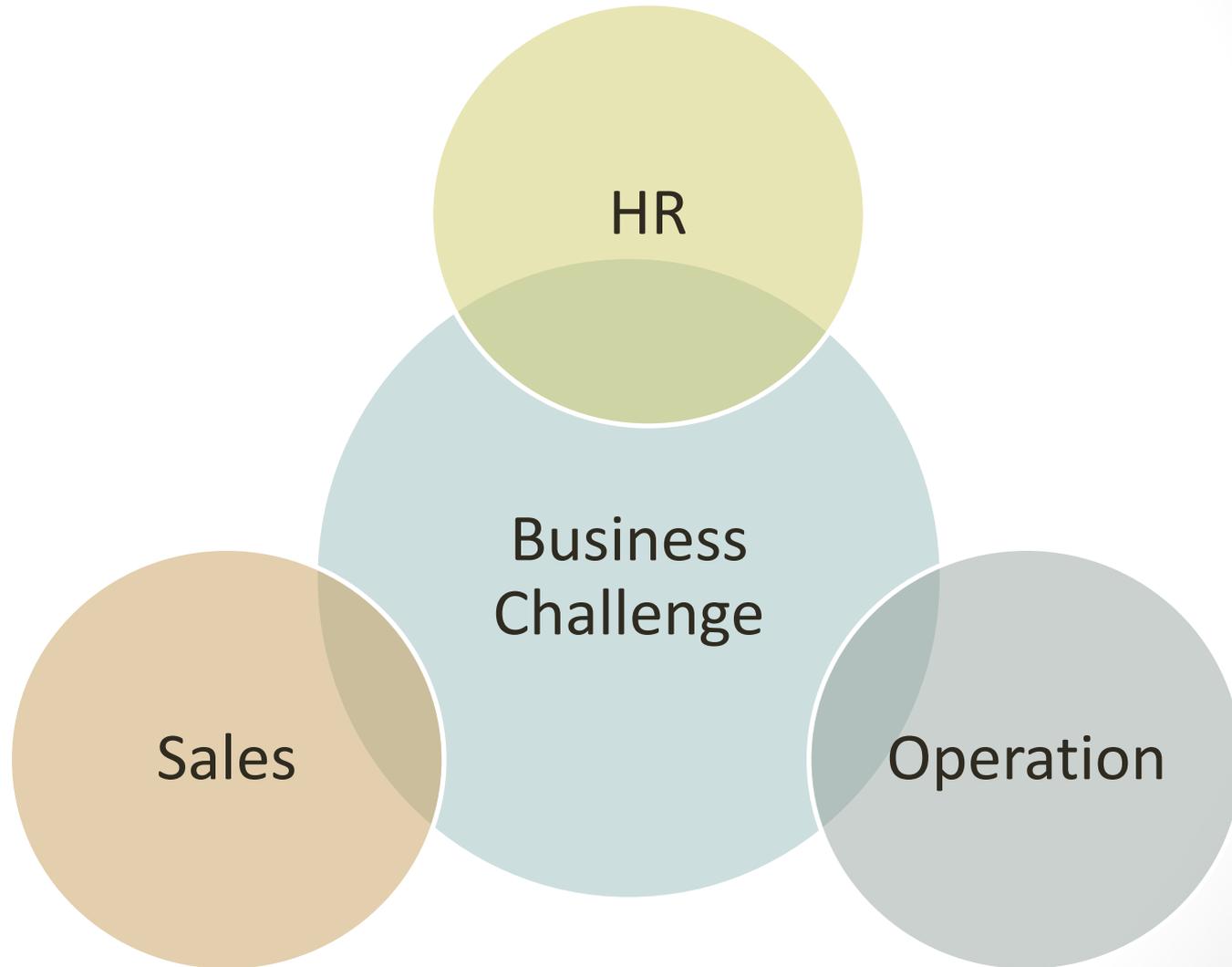
ET first reported its location dated November 8 that Schneider-Temasek had emerged as the likely buyer of the business.

**ET had reported on the Schneider-L&T deal in its printed edition dated April 20**

With this transaction, India will become one of the **key innovation and manufacturing hubs** of Schneider Electric. The French giant plans to export to emerging markets like **Middle East, South East Asia and Africa from India**, once the transaction consummate

<https://economictimes.indiatimes.com/industry/indl-goods/svs/construction/schneider-to-buy-lt-unit-for-rs-14000-crore/articleshow/63993636.cms>

# Difficulties faced while doing business in India



# Difficulties faced while doing business in India

## -HR



### Why do employees leave?

Lack of...



Fairness & positive atmosphere



Feedback, autonomy, involvement in decisions



Rewards & benefits

...and high...



Stress



Market demand

Employee voluntary turnover

SCIENCE FOR WORK

Based on Rubenstein, A. L., Eberly, M. B., Lee, T. W., & Mitchell, T. R. (2007). Smoothing the forest: A meta-analysis, moderator investigation, and future-oriented discussion of the antecedents of voluntary employee turnover. *Personnel Psychology*, 1-43. doi:10.1111/j.1741-2226.

# Difficulties faced while doing business in India

## -Sales

### Marketing

- Public / Private customer
- SI / User
- Product / Price

### Sales

- Local partner or go direct
- Payment
- Project schedule

### Sales Support

- After sales support

# Difficulties faced while doing business in India

## -Operations



# Few more inputs

- Business potential depends on you focus
- Few reasons to invest in India
  - Business Point of view
  - Strategy Point of view
  - Value Add
  - Cost Down
- Business challenges are always there when doing business abroad

This is the worse of the time,  
This is the best of time