



Brand Launch in India

Strategic impact

Indian market is a great place to grow for many small and medium sized companies that have been successful within their countries.

Market Challenges

India is a complex market to understand and currently in a dynamic state of flux. Market realities are changing at a very rapid clock-speed.



Research Realities

Due to the unorganized nature of data availability in the Indian market, research is a combination of advanced analytics combined with artistic innovation. Interpretation of the data needs high levels of research savvy.

Success Strategies

eMpulse Delivery Model (EDM™) is a comprehensive framework that guides the research work of eMpulse analysts. A combination of state of the art qualitative and quantitative research methods are used to achieve results. The average eMpulse executive has around two decades of experience within the Indian market.

eMPULSE Facts

One of the leading Market Research Agencies in India. Established in 2007, growing rapidly by delivering high quality research

To know more about eMpulse visit:
<http://www.empulseglobal.com>

Goal: Launch Your Brand in India

Indian economy started its transformation from a socialist to capitalist model starting in the early 1990s. India has seen unprecedented growth after this time. The English speaking talent which existed within the Indian society was tapped by the global economy, enabled by computing and internet technological advances. This created a new global market due to economic growth. Because this new market is young and evolving rapidly, market information is critical to success of any business entering and operating here. Data availability is sketchy and customer behavior evaluation is complex. This is the reason many international companies entering the Indian market are opting to conduct professional Market Research before they launch their brand.

eMpulse Solution

eMpulse is a full service market research firm that has a very good understanding of the pulse of the Indian market. Among the many services offered to our clients, one of the marquee offering the Market Research in India conducted to help companies launch or grow brands within the Indian market.

We use an innovative roadmap guided by the eMpulse Delivery Model (EDM™). Typically the research involves one or more of the following research methods:

- Secondary Research on Industry and Competition to understand the market
- Depth Interviews to understand customer
- Primary survey to quantify the customer information
- Focus groups to develop innovative product refinement and launch actions
- Market sizing using Market-Map methodology
- Consultative reporting that provides actionable roadmap



The eMpulse Difference

Local Market Knowledge

The eMpulse team has a very detailed knowledge of the Indian Market. The team is led by researchers who have decades of experience helping launch and grow brands in the Indian market.

Global Experience

eMpulse India benefits from the insight of the team in North America, which helps the Indian operations keep in touch with the latest trends in the global market and advanced research techniques.



Strong Market Research

eMpulse follows strong market research fundamentals. We use a combination of both Qualitative and Quantitative techniques that are integrated seamlessly to deliver actionable recommendations. Our reports have great readability and are easy to interpret and act upon.

Innovative Approach

Successful research agencies within India need to be very innovative because of the unorganized nature of the industries compared to developed nations. A combination of theoretically sound methods coupled with research execution savvy gives eMpulse an edge over the competition.

Case Study

Situation

Evans Consoles, a leading Canadian industrial equipment company is successful in many countries around the world. They have a very strong product line that served the needs of many leading manufacturing facilities globally. They had already entered the Indian market, but were having market penetration challenges. Was it Brand Positioning? Was it pricing? Was it the product? Was it the Sales Process? Was it something else? They engaged eMpulse India to help them with understanding their B2B Indian market.

Research Conducted

The eMpulse team conducted a comprehensive secondary research using the internet to understand the local Indian market and also international markets for similar products. The team evaluated the competition companies. Depth interviews were conducted with key decision makers at clients. A quantitative survey was conducted to get statistically validity. The potential market opportunity was sized. Then the eMpulse executives conducted internal innovation sessions to develop the product launch frameworks. These were combined with research data and various scenarios were developed. The scenarios were narrowed down using the Pugh Concept Selection process. Using the chosen framework, a detailed actionable plan was developed and delivered to the client. The plan was further refined based on nuances of the client's needs.

Results

Based on the detailed action plans provided by eMpulse researchers, Evans Consoles was able to make a data driven decision on the re-entry and growth strategy for the Indian market. The company re-launched in India with added rigor setting a foundation for increased profitability for the parent corporation in Canada.

Client Testimonial

"They gave us with a very good understanding of the market that helped us to refine our strategy. Vijay was very responsive throughout the study and it was a pleasure doing business with eMpulse."

David Leisaunieks,
International Sales Head
Evans Consoles