

# **Sri Lanka Export Development Board**

## **Terms of Reference for 'In-depth India Market Entry Study for Sri Lankan Businesses'**

### **Under the 'Break into India Strategy' Initiative of Ministry of Development Strategies and International Trade (MoDSIT)**

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#### **1. The Project**

Carry out an "In-depth India Market Entry Study" for Sri Lankan Businesses.

#### **2. Background and Rationale**

Sri Lanka Export Development Board (EDB), the apex government organization for the development & promotion of Sri Lanka's exports desires in seeking proposals from an International Consultancy Firm/Consultant to carry out an In-depth Market Entry Study.

EDB provides a wide range of services to Sri Lankan exports in the areas of export development including Market Intelligence, Market Promotion, Product Development and Export Policy and Advocacy. EDB invite competent Consultancy Firms to submit proposals to carry out research consultancy programme. The proposed study is one such exercise being undertaken for the benefit of Sri Lankan exporters

Sri Lanka has an opportunity to leverage on the growth of the Indian economy, being on the doorstep of a large and growing economy, with a middle-class consumer market that is soon to be 10 times our own domestic market (around 200 million). So far, Sri Lankan firms have struggled to break into India in a substantial way. Therefore, a need is felt to develop an in-depth market entry study to increase Sri Lanka's exports to India. This Study once developed will create greater awareness for the Sri Lankan firms and brands looking to succeed in India.

The product sectors of interest to Sri Lanka for this Study is given in the **Annex 1**

### 3. Objectives

The objective of this exercise is to develop an informed and data-driven research study that contains the key elements of use to potential Sri Lankan trade entrants to India

### 4. Expected Key Deliverables/Scope of the Work

- a) The Proponent is expected to submit a in depth detail report on entering and sustaining export business in India Market, for the use of Sri Lankan Businesses for in the identified sectors.
- b) Specifically identify a minimum of 50 Indian companies covering all identified sectors who are interested in Sri Lankan Products
- c) Conduct Awareness Seminars in Sri Lanka on the research findings (not less than 3 seminars) for the benefits of the Sri Lankan companies.
- d) Submission of final report.

### 5. Key elements expected to be included in the Study

- a) Research and Mapping of regulatory and decision-making environment in India (federal) and identified priority States for both export entry and FDI entry - rules, regulations, key regulatory institutions, administrative procedures, Logistical advantage, etc. for the sectors given in the **Annex-1**
- b) Identify the appropriate priority sectors products (Identified in b & c above) and sub sectors/niches within each sector given in the **Annex 1** for focus and substantiating these with relevant criteria for selection.
- c) Identification of new potential sectors/product areas outside Annex one for Sri Lanka based on robust analysis of trends and opportunities in India substantiating these with relevant criteria for selection.

- d) Overview of Indian market for sectors/products including consumer behavior, buyer preferences, market size, competitor analysis such as local & foreign brands, their shares, prices etc.
- e) Identify specific entry conditions for identified sectors/product areas referred above including import procedure/requirement (Legislation system, registration process, standards, other requirement such as labelling, packaging, technical specifications, document, custom clearance etc.)
- f) An analysis of Cities/States of India which are more culturally, socially, geographically, relevant/suited to Sri Lankan entrants for selected products.
- g) Distribution networks and Marketing channels for the identified products (Overview of the different distribution channels in India, Key success factors and pricing levels, the place of the supply chain where Sri Lankan products can fit into).
- h) Identify and list out a minimum of 50 credible Indian companies who would be interested in Sri Lankan Products of identified sectors and an interest in opening or expanding purchasing commitments in Sri Lanka

## **6. Target group & Responsibility**

This activity is targeted at Sri Lankan-based enterprises looking to export to the Indian Market or establish in India.

## **7. Estimated Duration to Complete**

It is expected that the assignment will be completed by December 2019.

## **8. Qualifications & Experience**

The consultant/consultancy firm must possess or have officers possessing the following knowledge.

- a) Must be a person/organization with sufficient knowledge and experience in market research for at least 5 years (provide references)
- b) Excellent knowledge on business landscape and business practices in India and key players in India.
- c) Overall expertise and experience in doing business in India
- d) Having excellent communication and public relations skills to work with multiple stake holders of the subject.
- e) Knowledge and experience in delivering similar market entry studies in Asia
- f) Competency of English language for both writing and speaking

## **9. Price Schedule /Methodology**

Bidders should provide the following items as part of their proposal for consideration. An annotated outline explaining how your study will incorporate each of the components outlined in these terms of reference.

- Cost estimation covering all activities of the project
- Curriculum vitae for the main researcher and (if applicable) associates
- Methodology to undertake the activities of the project with a phasing out schedule
- The profile of the company and reference of similar kind of projects for the clients.

**10. Submit the proposals by the Consultancy Firm /Consultant.**

Proposals should be submitted to Sri Lanka Export Development Board (EDB)

*Note: The selected business Consultancy Firm/ Consultant will have to sign an Agreement with the Sri Lanka Export Development Board (EDB) before commencing the programme. Payment terms will be as per the government procurement guidelines*

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**Chairperson & Chief Executive**

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