



CII Market Facilitation Services (MFS)

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

About 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.

In **2023**, the MFS desk's **services were expanded to extend similar offerings to inbound/foreign companies** that are looking at setting up business operations in India or forming partnerships with Indian companies. Through these offerings, 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 these services has been **to facilitate foreign companies with a seamless and comprehensive roll-out of their India operations.**

The India Advantage

- > World's **5th-largest** and fastest-growing economy
- > **Ranked 5th globally** in manufacturing output
- > **Large** consumer base
- > **Production-Linked Incentives (PLIs)** for key sectors
- > **Competitive** labour costs
- > **3rd-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[^] 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

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 **250** counterpart organisations in **100** countries



12 Centres of Excellence



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



9 overseas offices —
Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK & USA

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

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