



START INDIA

ADVANCED COMMERCIAL AND
INDUSTRIAL SERVICES FOR
ITALIAN BUSINESS

Equiventia Capital Partners has been operating for years in the field of business consulting for start-ups and small/medium Italian companies. We offer integrated services, in an innovative and entrepreneurial way. Equiventia is composed of a highly professional team with international experience and expertise in the field of companies and business development.

Equiventia offers its strategic, financial and marketing experience to small and medium-sized Italian and foreign companies that wish to expand their business internationally, or that need to optimize their sales organization, seizing new business opportunities and improving their offering based on the reference markets.

We are the ideal partner for a company and a start-up because we support the new entrepreneur in defining their project, structuring the organization both from a corporate and management perspective, promoting its financing and following it step by step in every operational and commercial issue, until it is finally launched. All this in less time, establishing a direct, constant and productive relationship with the entrepreneur and, above all, sustainable and flexible initial costs.

We are a group of managers with different professional experiences and specific skills who, in synergy with each other, complete a full range of services with high-quality characteristics. An expert and dynamic team, attentive to the needs of the company but at the same time with a global vision and well focused on compliance with international procedures and practices, to support the company, to build a new business project, to give daily support to the entrepreneur on any operational need. Professionalism and competence that you can always count on, in every situation.

Equiventia also boasts partnerships of high professional value with which it maintains multi-year relationships of absolute trust and which allow Equiventia to be present in the most important and attractive international markets, mainly the United States, China, India, Asia, the Middle East.

Whatever the operational needs of your company or whatever your business project, Equiventia is at your disposal to support you and suggest our vision to achieve the goals you desire.

Equiventia's operational team is composed of founders with long and proven experience and professionalism. The company avails itself of the collaboration of numerous external partners who provide, where necessary, additional professional resources. This type of organization allows Equiventia to be extremely flexible and to keep operational and customer costs as low as possible.

Paolo Carlin Technological and Industrial Development

Paolo, born in 1964, has about 40 years of experience in the industrial and commercial sector, first as an entrepreneur following all management aspects of the family chemical company (later sold to Akzo Nobel BV), then as a freelance consultant for Italian and foreign companies. In 1986 he started joint ventures in China and the USA, counting among his clients and partners the most important multinationals in the chemical and oil sectors. From 2012 to 2015 he was Vice President for investments of an important Swiss Merchant Bank, following investments in start-ups and SMEs in the Italian market. Since 2015, through Carlin & Associates, he has dedicated his experience and passion to technological innovation, following strategic, corporate and financial operations for dozens of client companies and interfacing with national and international investors and partners. In 2018 he created the integrated mobility platform of Flymove Mobility, and today he is General Manager of Equiventia Capital Partners.

Ravindran Krishnan General Manager India

Ravindran, born in 1959 in India, is a business development professional with over 40 years of experience. He worked between 1982 and 1995 in various renowned companies in India, Saudi Arabia and Qatar. After retiring from his job in 1995, he is currently working as a professional in business development and management consulting services. He has served numerous Indian and European companies, both family-run and small and medium-sized, with a focus on business development, strategy development, monitoring, supervision and implementation solutions. His expertise spans a wide range of industries, including engineering, building materials, medical, healthcare and consumer goods. His in-depth knowledge of local challenges, systems, operational mechanisms and practical approach in achieving the desired goal make him a reliable and responsible market entry guide for clients venturing into the emerging Indian market.

A network of representatives and professionals, present in the most important countries.

Equiventia is headquartered in Padua, located in the heart of the famous "Italian industrial north-east", one of the areas with the highest rate of industrialization in Italy and Europe.

Equiventia also has representative offices in some countries of strategic interest for its activities and those of its customers, thanks to collaborative relationships with highly experienced and reliable partners.





Equiventia operates in various industrial sectors and with a specific interest in innovation and research.

The opportunities we select must meet specific standards of innovation, market potential, business model and industrial management, possibly also in synergy with other complementary opportunities.

Equiventia, within its portfolio of products and services, manages investment opportunities in special areas, which present unique characteristics and potential of great interest.

Our operational flexibility allows us to face new and demanding challenges, also making use, if necessary, of reliable partners and international specialists.



Industry

- Manufacturing.
- Mechanics and Precision.
- Production of machinery and plants.



Renewable Energies

- Wind.
- Solar.
- Biomass.
- Hydrogen.
- Innovative technologies.



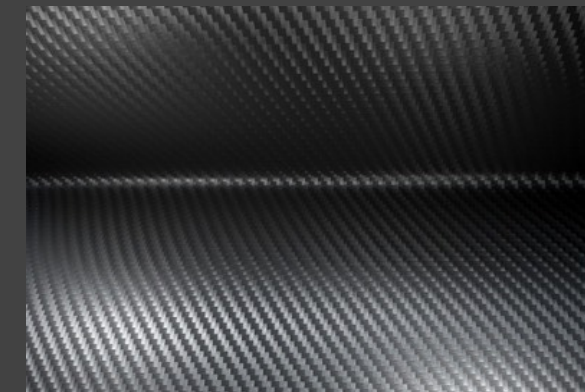
Sustainability

- Recovery and Reuse of waste.
- Environmental Management.
- Smart Cities.
- Agritech.
- Water.



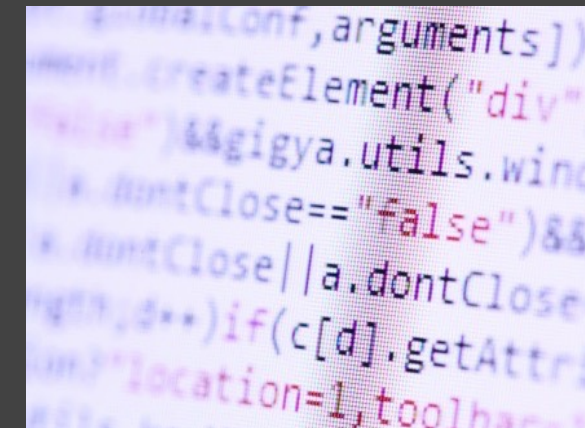
Chemicals

- Biofuels.
- Fine Chemicals.
- Process Technologies.
- Engineering and Contracting.
- Environmental Products.



Advanced Materials

- Nanotechnology.
- Biopolymers.
- Carbon Fiber & Nanotubes.
- Materials & Special Applications.



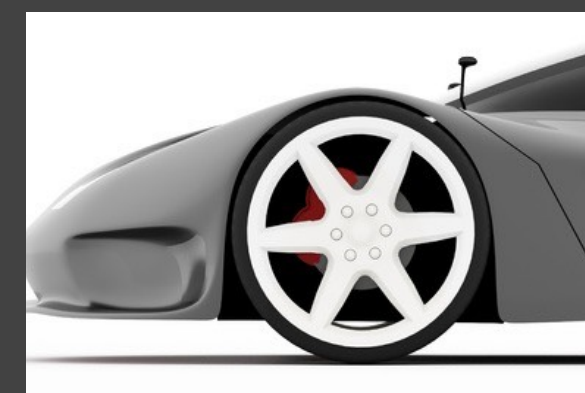
Information Technology

- Software & Apps.
- Artificial Intelligence.
- Communications & Mobile.
- Cybersecurity.
- Virtual & Augmented Reality.



Medicale & Healthcare

- Medical Devices.
- Research & Development.
- Pharmaceuticals.
- Innovative Products & Technologies.
- Human Wellness / Telemedicine

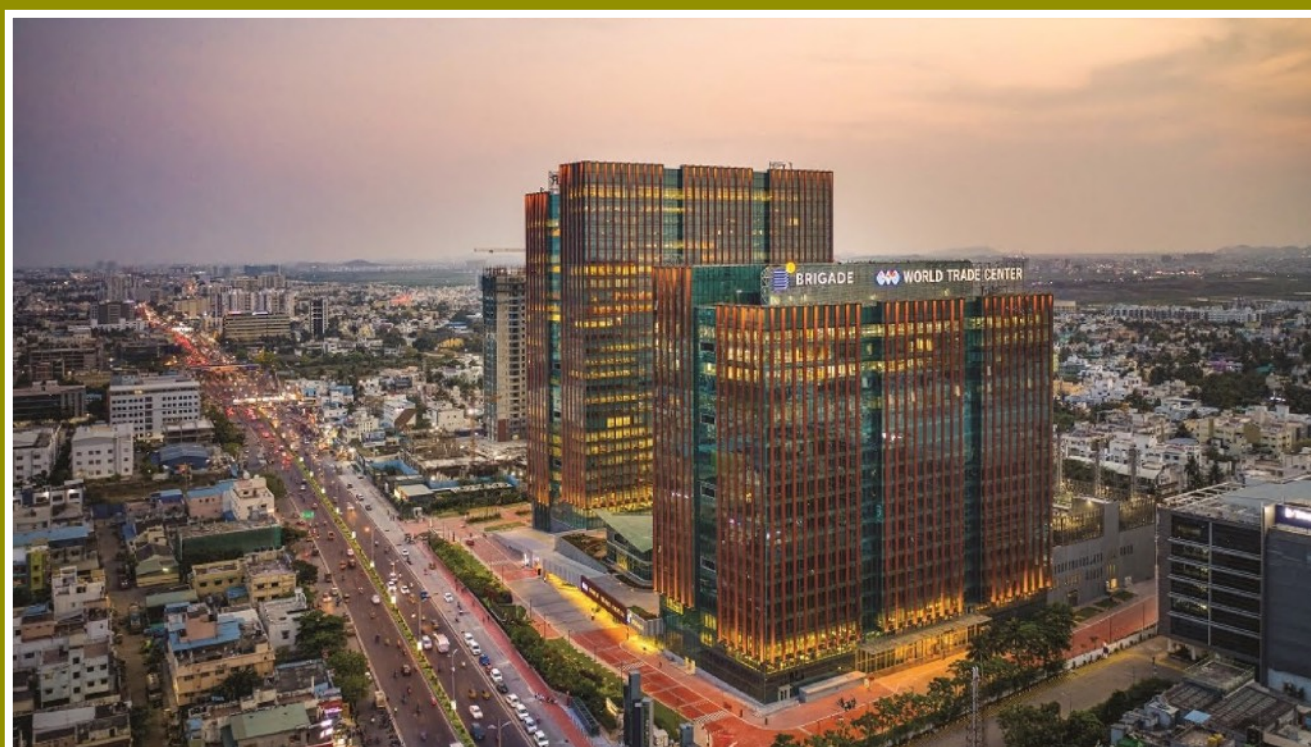


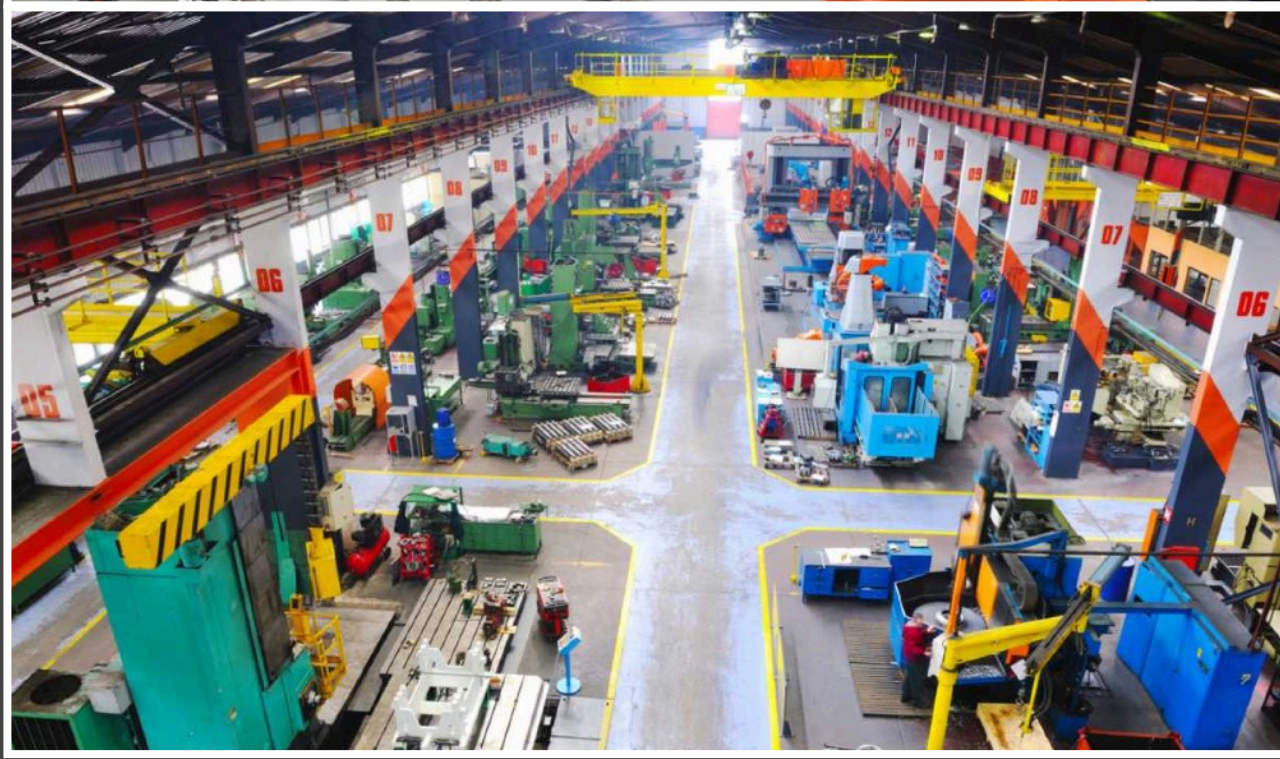
Smart Mobility

- EV/H2 Vehicles.
- Batteries & Management Technologies.
- Design & Engineering.
- Digital Service Platforms.
- Distribution Networks & Stations.



CHENNAI: EQUIVENTIA'S NEW REPRESENTATIVE OFFICE IN INDIA





WHY INVEST IN INDIA

START INDIA

India: 5 Reasons to Be There



1. Potential growth path.

The confirmation of the BJP's third term at the helm of the country in 2024 ensures continuity in the fields of economic reforms, infrastructural development and openness to foreign investments.

2. Market size and demand growth.

With a population of over 1.4 billion, a middle class with rising incomes and a consumption share of GDP of around 71%, the domestic market is a crucial driver of growth. The demographic dividend, with almost half of the population under 25 years of age, is in favor of the consumption trend. Over the last 15 years, India has grown at an average annual rate of 7.5%. Since 2015, inflation has remained below 5% with positive effects on consumption and investments.

3. Availability and low cost of the labor factor.

Availability of competitively priced labor remains a major driver of investment in manufacturing in India. With a literacy rate of 76%, skilled labor and English-speaking skills are readily available, a major reason why India has developed a thriving service outsourcing industry.

4. Innovation and qualified resources in the scientific and technological sectors.

Digital payments, e-commerce and exports of high-value services have increased significantly. The start-up ecosystem has proven to be vibrant, making the country one of the world's top unicorns. India has a strong education system, with over 20,000 universities and training institutes, with a focus on science. Every year, 2 million engineers graduate. The availability of human resources trained in science and technology is one of the reasons why many multinationals decide to open their R&D centers here.

5. Availability of raw materials.

India is rich in natural resources, especially coal, iron and bauxite. It is the world's second largest producer of cement, the third largest producer of steel and the largest producer of direct reduced iron. It is also among the world's largest producers of leather. India's reserves of rare earth elements are estimated at 4 million tonnes, or about 3% of the world's reserves, of which India is increasing its mining capacity. India also has access to cotton and a wide variety of fabrics, making it a prime outsourcing destination for apparel companies.

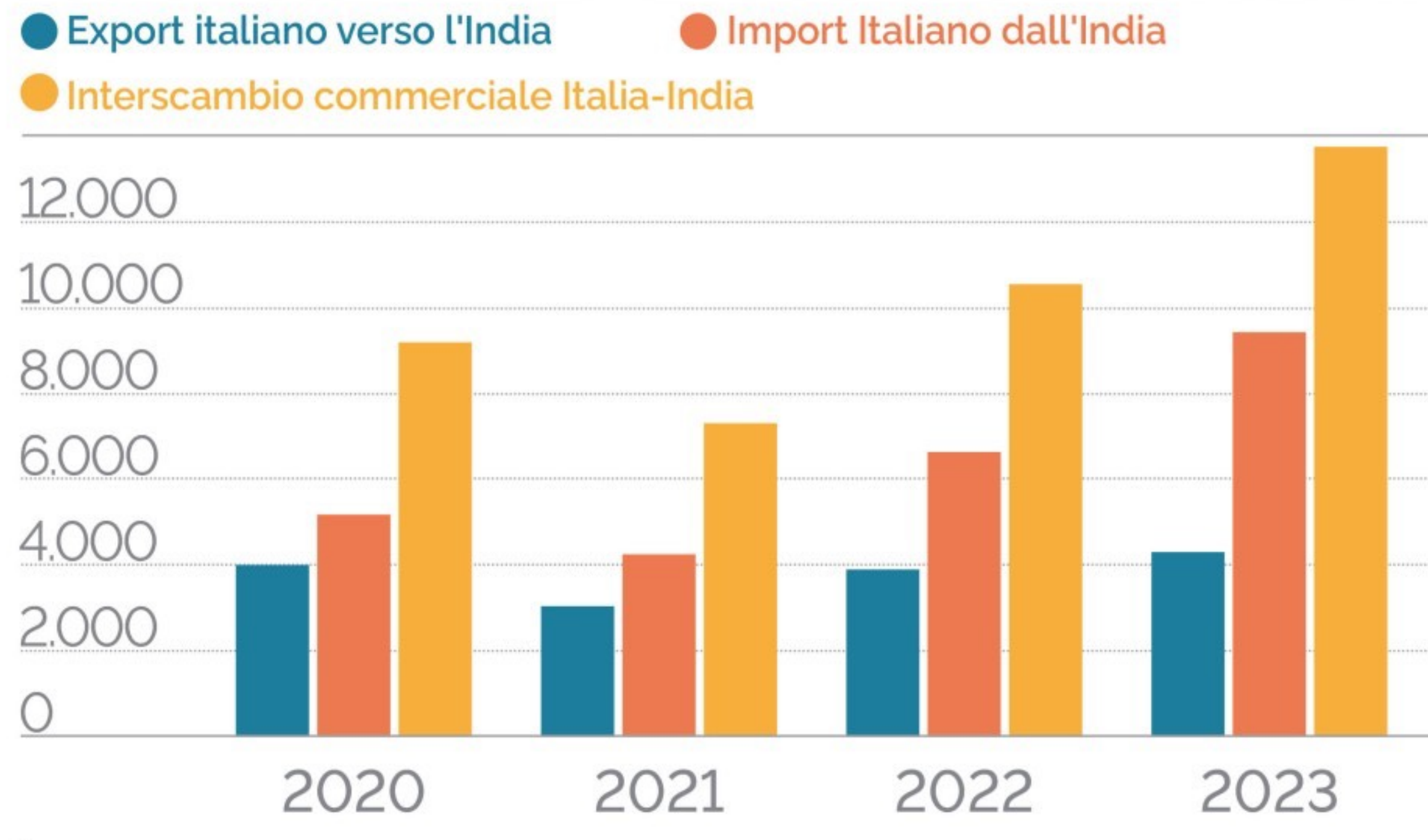
A large market and infinite potential

- India, with its explosive demographic strength and a rapidly expanding domestic market, is set to take on a leading role in the world economy, positioning itself as an export and investment destination as well as a base for re-export to neighboring countries.
- Since 2014, the Government led by Prime Minister Modi, currently in his third term, has implemented a program of reforms inspired by a "Self-reliant" country model and aimed at encouraging an ever-increasing attraction of foreign direct investments. The cornerstone of this medium-long term objective are the "Make in India" and "Assemble in India for the world" programs, aimed at transforming India into a global manufacturing hub, through the relaunch of the manufacturing sector and the increase of the country's competitiveness, as part of a comprehensive restructuring of the value chains.
- Between India and Italy, visits and political relations at the highest level have multiplied and strengthened in recent years, providing an adequate framework for the development of a solid and wide-ranging economic partnership, with a particular focus on five key sectors identified in the Action Plan 2020-2024, adopted during the Summit between the two Prime Ministers at the end of 2020: green economy, agri-food industry, infrastructure, digital and manufacturing/lifestyle.
- In 2023, machinery and equipment continued to represent the first item of Italian exports to India, with a share of around 40%, while chemical products were in second place (11.3%); as regards Indian exports to Italy, the predominant goods are those falling into the categories of metallurgy products; chemical products and textiles-clothing-leather accessories.
- There are more than 700 Italian companies in India, with forms of presence that vary between 100%-owned subsidiaries, Joint Ventures (a solution preferred by SMEs and mandatory in sectors with maximum caps on foreign investments) or commercial representative offices.



Cresce l'interscambio commerciale fra Italia e India

Import e Export fra Italia e India (in milioni di euro)



Fonte:
Osservatorio economico ministero degli esteri

ISPI

START INDIA

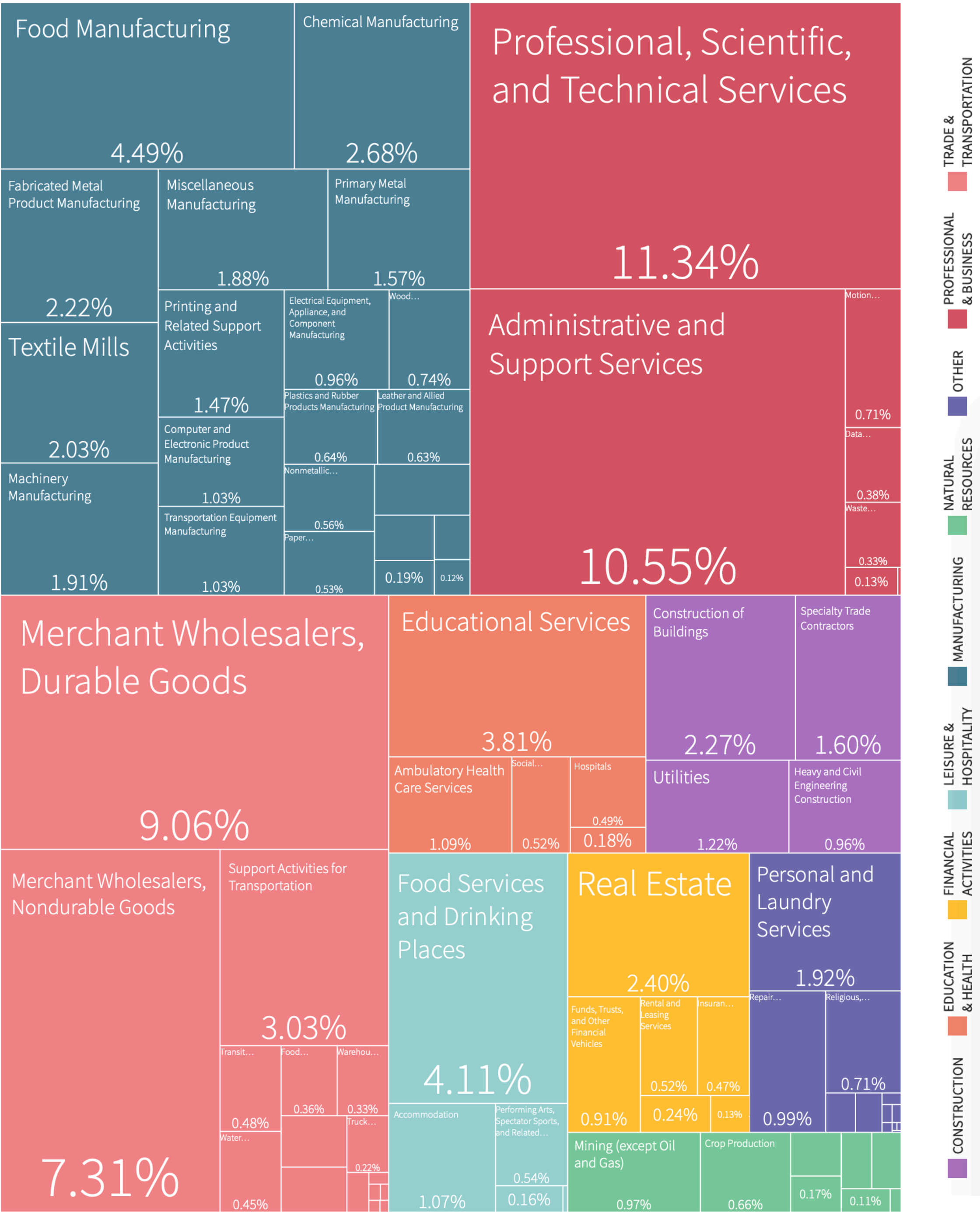
WHY INVEST IN INDIA

The Italian presence in India and the reference markets

- The main geographical areas of settlement of Italian companies are the industrial hubs of Delhi-Gurgaon-Noida (so-called Capital Belt) and Mumbai-Pune (Maharashtra). The third and fourth concentration hubs are respectively around the cities of Chennai (Tamil Nadu) and Bangalore (Karnataka), where the IT and innovation sector is concentrated. Also noteworthy is the growing attention towards the realities of Gujarat and Rajasthan, where there is an increase in Italian factories.
- Among the large Italian groups present in India are: FCA, New Holland, Magneti Marelli, Enel Green Power, Italferr, Maire Tecnimont, Bonfiglioli, Ferrero, Bauli, Piaggio, Carraro, Maschio Gaspardo, Prysmian, Techint, Luxottica, Safilo, Danieli, Saipem, Brembo, Marposs, StMicroelectronics, WeBuild, Mapei, Maccaferri, Perfetti Van Melle, Tessitura Monti, Benetton.
- Numerous Italian interior design, fashion and luxury brands (including Poltrona Frau, Artemide, Natuzzi, Zegna, Armani, Canali, Fendi Casa, Flou, IGuzzini etc.), companies in the defense sector (Beretta, Elettronica, Fincantieri, Leonardo) and in the financial segment (Gruppo Assicurazioni Generali) are also operating in India.
- India imports approximately 65% of its machinery needs from abroad. The manufacturing sector is expected to grow at an annual rate of 14% to reach 25% of the national GDP by 2025, becoming the engine of the Indian economy. For this transition of the Indian manufacturing apparatus to take place, the country's machinery endowments should expand at a rate of 17-19%: this should translate into an average annual growth of 20% in imports (for a total of over 32 billion Euros). The India-EU Free Trade Agreement (whose negotiations are still ongoing) should in the future expand the opportunities arising from these trends for the European machinery industry. Italian machinery already represents over 40% of our exports to India.

Economy and Industry of Chennai

- Until 1996, the city was known as Madras and boasts a rich cultural and artistic heritage. It is the district capital of Chennai and the state capital of Tamil Nadu.
- Called the Detroit of Asia due to its large automotive industry, Chennai is one of the fastest growing cities in the world and the only Indian city to be ranked among the "10 fastest growing cities in the world". It is ranked 4th in the number of Fortune 500 companies in India, second only to Mumbai, Delhi and Kolkata. It is also home to 24 Indian companies with a net worth of over \$1 billion. As of 2022, the city had approximately 34,260 companies identified across its 15 zones, of which 5,196 companies had a paid-up capital of over \$5 million. Chennai has a diversified economic base anchored by the automotive, software services, hardware manufacturing, healthcare and financial services sectors. According to the Confederation of Indian Industry, Chennai is projected to grow to a \$100 billion economy, 2.5 times its current size, by 2025.
- Chennai has a population of 10.1 million (2020) and an estimated GDP per capita of \$7 thousand. Of the 348 cities covered in Asia, Chennai ranks as the 15th most populous and shows the 344th highest GDP per capita. Chennai's workforce consists of approximately 3.1 million workers. Chennai's largest sector is manufacturing industries, which accounts for 25.54% of the city's employees. A notable example is food manufacturing, which provides 4.49% of the city's employment. Similarly, it shows a large presence in professional and business services (23.46%), in sectors such as professional, scientific, and technical services (11.34%).



START INDIA

CHENNAI: THE IDEAL GATEWAY TO INDIA



START INDIA by EQUIVENTIA THE MOST COMPLETE AND MODULAR OFFER FOR ITALIAN BUSINESSES IN INDIA

Equiventia presents START INDIA

In Chennai, in the industrial heart of India, Equiventia offers Italian SMEs a complete set of services, to facilitate a rapid and effective establishment of any Italian company that intends to start or consolidate its business in India, in a privileged position towards the Asian markets.

This profile will allow you to examine in depth the details of this innovative project of internationalization of Italian companies in India.



OPEN THE INDIAN MARKET

The Italian company that intends to operate in India wants to:

- Conduct market research that verifies the real business possibilities;
- Set up in an area rich in opportunities;
- Plan capital and human resources investments carefully;
- Directly control its Core Business;
- Program and effectively manage project costs and times;
- Disengage at any time without legal and tax burdens.

Equiventia guarantees a precise and complete service, providing the entrepreneur with all the information necessary to start their business in India in a simple and safe way. Equiventia is able to prepare a detailed work plan upon request that can be implemented gradually and tailored to the company, regardless of its size or sector of activity.

Contact us indicating the type of service you need (commercial representation, use of administrative and logistics spaces, etc.), the ideal timing for you and the budget in terms of economic and human resources that you are available to invest. We will send you a free preliminary report with an analysis of the possibilities and opportunities in India for your company.

Always keep in mind that Equiventia's services are "modular": this means that you can plan your commitment one step at a time, without professional and economic imbalances. The costs of the services vary greatly depending on what is requested and detailed estimates can be provided upon request after a necessary meeting to better understand your real needs.

Equiventia can also provide any administrative management, legal, contractual, legislative consultancy service, using its own staff and on-site consultants at costs to be quantified from time to time.

Finally, Equiventia also acts as a commercial representative of companies that do not have their own sales structure in the Indian market. In this case, agency or distribution agreements are provided at normal market values and commissions.



A UNIQUE OPPORTUNITY

This new initiative, unique in its kind, has all the characteristics to be the optimum in terms of industrial, commercial and economic advantages. Its flexibility allows the entrepreneur to evaluate his possibilities of expansion in India without exceeding the costs and once the decision has been made, the implementation times are very short.

For these reasons Equiventia has decided to become a large access portal for small and medium-sized Italian companies in India, finally giving an Italian image that is not based on the usual stereotypes that now characterize us, but providing an example of efficiency, competitiveness and style.

The advantages available to the entrepreneur who intends to start his own business in India with Equiventia are the following:

- Modern and ready-to-use offices, equipped with all the services and comforts necessary for the establishment of any commercial and representative activity: telephone lines, internet, air conditioning, equipped meeting room.
- Trained and multilingual staff is available to provide any type of administrative, accounting, logistics and representation service.
- Services ready for use and available for an immediate start of logistics and goods distribution activities to any destination (thanks to the partnership with leading logistics companies in Italy and India).

Additional services are also available, such as:

- Existing structures, easily expandable or modular according to needs;
- Administrative, representation and logistics services;
- Legal, corporate and legislative know-how;
- Consolidated relationships with local authorities and high-level state bodies;
- Preferential relationships with leading local representation and logistics companies.

All these services are available to Italian companies that intend to operate in India using a complete and quality service, keeping costs under control and above all enjoying the most complete operational autonomy with a direct presence in the market of interest.

All regulated by a one-year service contract drawn up in Italian and subject to Italian law.



THE EQUIVENTIA SERVICES CONTRACT

BASIC - ADVANCED - PRO

In order to use Equiventia services in India, it is sufficient to sign a Service Contract, drafted in such a way as to be as simple and clear as possible.

The language used is Italian, the law to which it refers is the Italian one and the competent court in case of disputes is that of Padua, in Italy.

Therefore, a single reference, present in Italy and always available for any need.

In this way all those annoying problems related to the interpretation of the law of a foreign state are avoided and above all it is possible to easily control the development of the work.

The Service Contract, in 3 different types of cost and services included, clearly and unequivocally lists the services to which the subscriber is entitled both in exclusive use and in mixed use with other users.

This list can be modified and adapted according to the specific requests of the customer, and the relative cost is recalculated accordingly.

A flat rate payment of a fixed annual fee is foreseen which includes all Equiventia costs in Italy and India.

In this way, the customer knows with absolute precision how much to budget in their company balance sheet for the "India" operation and is certain that there will be no further unforeseen economic requests, unless explicitly requested by the customer.

Equiventia has prepared a detailed "price list" where the additional services that require additional expenditure are listed.

All this without ever losing sight of the main advantage of this initiative: the flexible modularity of the services with controlled costs.

The Service Contract has a variable duration, with annual renewals and can be cancelled by the customer at any time, without penalties and without having any type of obligation towards Equiventia.

The Customer can therefore reserve all the time necessary for the implementation of their business in India, evaluating the market, the industrial and commercial potential, the opportunities for local collaboration.

If the results are lower than expected, the customer will have total freedom to choose whether to continue with the investment or not, always knowing precisely the risks, costs, advantages and disadvantages.

- IMMEDIATE ACTIVATION OF YOUR REPRESENTATIVE OFFICE IN INDIA AS A 'LIASON OFFICE' AT A FIXED AND SUSTAINABLE COST.
- OPERATIONALITY GUARANTEED BY A LOCAL MANAGER WITH PROVEN EXPERIENCE.
- RAPID START-UP OF COMMERCIAL RELATIONSHIPS WITH LOCAL PARTNERS.
- DAY-BY-DAY SUPERVISION AND SUPPORT THROUGH A COORDINATION MANAGER IN ITALY.

SERVICE CONTRACT **BASIC**

By signing the BASIC Services Contract, your company will immediately benefit from a complete series of both customized and commonly used structures and services:

OPERATIONAL STRUCTURES

1. Shared Representative Office.
2. A person (not exclusive) assigned to secretarial services and external relations.

MANAGEMENT SERVICES

3. Supervision of your business guaranteed by a highly experienced and competent local ECP manager (not exclusive).
4. A direct contact in Italy for coordination and operational interface.
5. Preliminary presentation of your products and technologies on the Indian market (telephone contacts, mailing, organization of meetings, visits to trade fairs).

COMMERCIAL AND LOGISTICS SERVICES

6. Planning of commercial activity and presentation methods with meetings at your company with the same managers who will then operate in India.
7. Special agreements with selected service providers (logistics, travel).
8. Complete support for organizing travel, flights, hotels, local transfers.
9. Sending bimonthly reports of the commercial and technical activity carried out.

SPECIFIC TASKS

ECP never requires any commission for ordinary activities carried out on behalf of the Client and preliminarily defined in the chosen Service Contract. In the event that the Client entrusts ECP with a specific task with a goal to achieve, ECP will require a commission of 3.00% calculated on the value of the specific operation.

COSTS NOT INCLUDED

1. Travel expenses to India for in-person visits to customers, suppliers and partners.
2. Consulting expenses on request and with estimate (also for external collaborators) for legal, fiscal and corporate aspects.
3. Logistics costs for shipping samples and company material.
4. Drafting of company presentations, business cards, illustrative material, websites.
5. Translations and interpreting.
6. Other activities on request of the Client not included in the list of contracted services.

- ALL THE SERVICES AND BENEFITS OF THE BASIC CONTRACT ARE INCLUDED BUT WITH THE START-UP OF A BRANCH OFFICE OR A COMPANY UNDER INDIAN LAW.
- AN EXCLUSIVE LOCAL REPRESENTATIVE.
- OPERATIONAL SUPERVISION GUARANTEED BY A LOCAL MANAGER.
- OPENING OF BANK RELATIONSHIPS AND IMMEDIATE START-UP OF IMPORT/EXPORT ACTIVITY.

SERVICE CONTRACT **ADVANCED**

By signing the ADVANCED Services Contract, your company will immediately benefit from a complete series of both customized and commonly used structures and services:

OPERATIONAL STRUCTURES (in addition to the Basic services)

1. Dedicated and exclusive representative office (expandable as needed).
2. A person exclusively assigned half-days to secretarial services and external relations.

MANAGEMENT SERVICES (in addition to the Basic services)

3. Supervision of your business guaranteed by a highly experienced and competent local ECP manager.
4. Constant presentation of your products and technologies on the Indian market (telephone contacts, mailing, organization of meetings, participation in trade fairs).

COMMERCIAL AND LOGISTICS SERVICES (in addition to the Basic services)

5. Planning of commercial activity and presentation methods with meetings at your company with the same managers who will then operate in India.
6. Preliminary technical support activity for your customers, both in the business acquisition phase and in the customer maintenance phase (prompt response in case of technical need).
7. Special agreements with selected service providers (logistics, travel).
8. Complete support for organizing travel, flights, hotels, local transfers.
9. Sending bimonthly reports of the commercial and technical activity carried out.

SPECIFIC TASKS

ECP never requires any commission for ordinary activities carried out on behalf of the Client and preliminarily defined in the chosen Service Contract. In the event that the Client entrusts ECP with a specific task with a goal to achieve, ECP will require a commission of 3.00% calculated on the value of the specific operation.

COSTS NOT INCLUDED

1. Travel expenses to India for in-person visits to customers, suppliers and partners.
2. Consulting expenses on request and with estimate (also for external collaborators) for legal, fiscal and corporate aspects.
3. Logistics costs for shipping samples and company material.
4. Drafting of company presentations, business cards, illustrative material, websites.
5. Translations and interpreting.
6. Other activities on request of the Client not included in the list of contracted services.

- ALL THE SERVICES AND BENEFITS OF THE ADVANCED CONTRACT ARE INCLUDED BUT WITH IMMEDIATE START-UP OF AN INDIAN COMPANY (PVT LTD).
- FULL OPERATIONALITY OF THE COMPANY THAT CAN ACT INDEPENDENTLY AND DIRECTLY ON THE MARKET.
- OPERATIONAL SUPERVISION GUARANTEED BY A LOCAL MANAGER WHO WORKS EXCLUSIVELY FULL TIME FOR YOUR COMPANY.

EQUIVENTIA SERVICES IN INDIA

START INDIA

SERVICE CONTRACT PRO

By signing the PRO Services Contract, your company will immediately benefit from a complete series of both customized and commonly used structures and services:

OPERATIONAL STRUCTURES (in addition to the Basic + Advanced services)

1. Ufficio di rappresentanza completamente arredato ed attrezzato (espandibile secondo necessità).
2. Una persona **in esclusiva** addetta a tempo pieno a servizi di segreteria e relazioni esterne.

MANAGEMENT SERVICES (in addition to the Basic + Advanced services)

3. A qualified manager exclusively and full time to manage all activities.
4. Support supervision guaranteed by a local ECP manager with high experience and competence.

COMMERCIAL AND LOGISTICS SERVICES (in addition to Basic + Advanced services)

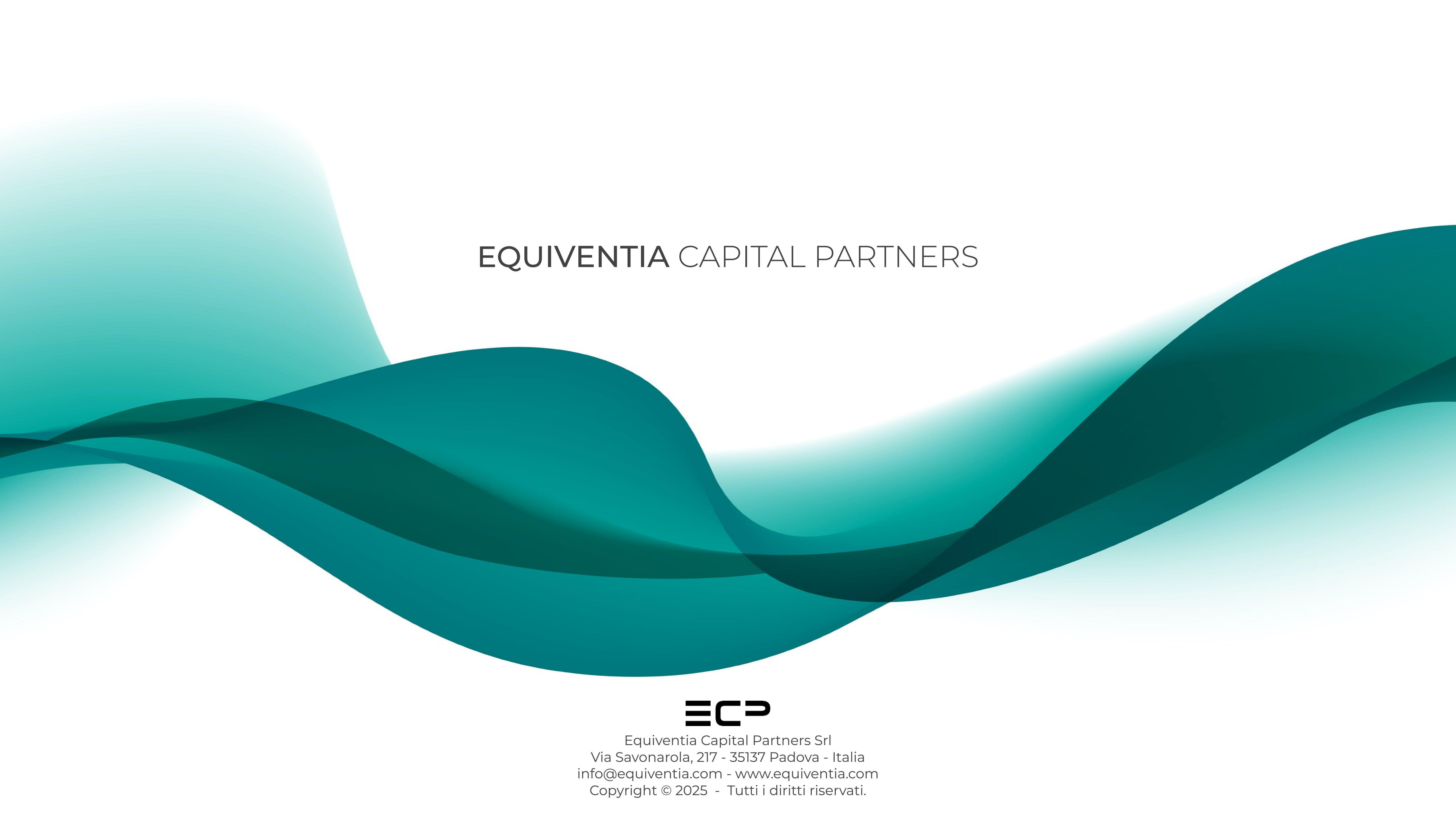
5. Planning of commercial activity and presentation methods with meetings at your company with the same managers who will then operate in India.
6. Preliminary technical support activity for your customers, both in the business acquisition phase and in the customer maintenance phase (prompt response in case of technical need).
7. Special agreements with selected service providers (logistics, travel).
8. Complete support for organizing travel, flights, hotels, local transfers.
9. Sending bimonthly reports of the commercial and technical activity carried out.
10. Obtaining visas for personnel, production authorizations, sales licenses.
11. Verification of the regulations in force in India by product category.
12. Access to local financing, finding industrial, financial and/or institutional investors.

SPECIFIC TASKS

ECP never requires any commission for ordinary activities carried out on behalf of the Client and preliminarily defined in the chosen Service Contract. In the event that the Client entrusts ECP with a specific task with a goal to achieve, ECP will require a commission of 3.00% calculated on the value of the specific operation.

COSTS NOT INCLUDED

1. Travel expenses to India for in-person visits to customers, suppliers and partners.
2. Consulting expenses on request and with estimate (also for external collaborators) for legal, fiscal and corporate aspects.
3. Logistics costs for shipping samples and company material.
4. Drafting of company presentations, business cards, illustrative material, websites.
5. Translations and interpreting.
6. Other activities on request of the Client not included in the list of contracted services.



EQUIVENTIA CAPITAL PARTNERS



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