



## CONNECTING BUSINESSES WITH OPPORTUNITIES

### Did you know?

- ◆ The total wealth of India has tripled in a decade to \$3.5 trillion and is expected to double again in the next 5 years (source: Credit Suisse)
- ◆ The urban-household income would top \$4 trillion in next 20 years (US Dept. of Commerce)
- ◆ India is expected to invest \$1.2 trillion on its infrastructure over next 2 decades (Source: McKinsey)
- ◆ By 2020, additional 800 universities and 35,000+ colleges are required to enable the targeted 46 million children to avail college education
- ◆ The US exports to India doubled between 2005 and 2009 to 16.5 billion and increased by 20 percent through the first seven months of 2010

All this spells opportunity for US businesses, entrepreneurs and investors.

Exporters with the right products/services can readily find buyers, US entrepreneurs can benefit by innovating unique solutions for the Indian market in partnerships with Indian entrepreneurs. Investors can find highly profitable investment opportunities.

### About Entry India

Entry India is a New Jersey, USA based LLC founded in 2006 with the purpose of connecting small & medium enterprises (SMEs) to opportunities in India.

Entry India helps you with all aspects of doing business with India before, during, and after your India initiative. We have a personalized approach to collect, validate, and disseminate information that uniquely effective in overcoming entry barriers and ensuring successful outcomes.

### How do we do it

Doing business in India can be challenging for anyone especially for an unprepared outsider. Access to timely and reliable information, locating a business center, finding reliable service providers and business partners are some of the challenges faced by anyone starting out in India.

### Online Resources

At our site, [www.entryindia.com](http://www.entryindia.com), you will find resources that will help you succeed in your business initiatives in India. For example, 'News you can use' offers news items that can directly affect your business in India, 'Events' lists selected business conferences & expos where you can meet potential partners and experts, 'Money Transfer' displays US\$-Indian Rupee exchange rate in real time and the best way to send or receive money from India.

### Currency Exchange Rate

Conversion as of "11/3/2010" "9:52pm"

Foreign Currency	Rupees per Currency	Currency per Rupee
U.S. Dollar (USD)	44.2500	0.0226
Euro (EUR)	62.0473	0.0161
British Pound (GBP)	70.9874	0.0141
Japanese Yen (JPY)	0.5488	1.8220

The **Indian Rupee** is the official currency of India.

When and where you exchange currency can make big difference in your wallet exchange bureau, ATM or a credit card to exchange currency. How much more depend upon transaction fee or other charges that may apply for each case. By credit card, make sure you check with your bank or the credit card company for transaction fees.

For **historical data** on Indian Rupee to US Dollar exchange rates, visit "The F <http://www.forecasts.org/data/data/EXINUS.htm>

[www.entryindia.com](http://www.entryindia.com)

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## India Opportunity Reports

In our “India Opportunity” reports you will find valuable insights into fastest growing sectors of the economy.

## Publications

Our “India Business and Travel Guide” is especially created for small businesses, start-ups and entrepreneurs. Here you will find comprehensive information on practical aspects of expanding your existing business to India or starting a new business in India.

## Partnerships

Through our network of partners and strategic relationships with industry organizations, our clients can leverage a vast pool of resources to cater to their business needs.

## Services

To achieve business success in such a large and diverse country as India, key factors include: thorough Market Research that combines local insights with your global business goals, Entry Strategy, Reliable Partners, aggressive Due-Diligence and Follow-Up. ‘Trust but Verify’ and ‘An Indian on your Side’ are the two mantras to remember

### ➤ Opportunity Assessment and Analysis

- Conduct Market Research on specific opportunity in India
- Advisory service for “Indianization” of your product or service
- Entry and Exit Strategy

### ➤ Business Execution Assistance

- Finding and selecting qualified Partners, Vendors and Service Providers
- Setting up Operational Structure including Incorporation of the Company, Selection & Procurement of Office, and Hiring of Staff
- Access to Government & Business Contacts
- Regulatory Approvals from the Center and State Governments

Now is the time for SMEs and Entrepreneurs to enter the rising Indian market.  
India is beckoning U.S. companies.

*Let us take you there.*



[www.entryindia.com](http://www.entryindia.com)

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