



India Market Entry Studio

A low-risk soft-launch framework for IoT and connected hardware companies entering India

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Definitions

- Client – Entity looking to enter the India market with IoT/AI solutions.
- Party 1 – Entity or Individual or its authorized representative responsible for Technology and execution support for Clients.
- Party 2 – Entity or Individual or its authorized representative responsible for Market Entry/ support for Clients.

Why This Matters Now



Large Growth Market

India represents a [significant opportunity](#) for hardware/IoT, but market entry remains operationally complex with regulatory and logistical challenges.



Validation First Approach

Most foreign OEMs prefer to [validate market potential](#) before committing to full entity setup or joint ventures.



Single Operating Layer

Our Studio provides [end-to-end solutions](#) covering go-to-market, compliance, pilot execution, and scale readiness.



Flexible Engagement

The model adapts to your needs – working with [individual experts](#), forming alliances, or establishing future entities.

The Market Gap We See

Tender & Procurement

Require local participation and document readiness



Hardware Support

AMC expectations, spares, SLAs needed

Partner Execution Risk

Lack of trusted local partner causes delays



Compliances

India-specific operational compliances and device certifications

Customer Expectations in a Soft Launch



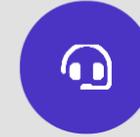
Validate demand and willingness to pay

Confirm market interest and customer readiness to purchase before full-scale production



Win 1–3 pilot customers and prove measurable outcomes

Secure early adopters to demonstrate tangible business results and ROI



Establish support and maintenance model

Develop effective customer service protocols and product maintenance processes



Understand certifications and compliance early

Identify and address all regulatory requirements during the pilot phase



Build channel route only after pilot success

Expand distribution channels only after validating product-market fit through initial pilots



The Studio's Core Promise

**One accountable partner
layer**

1

2

**Faster time-to-pilot using
existing rails**

**Reduced risk through scope
control**

3

4

**Scalable path from
validation to revenue**

Tech Partner



Proven IoT capability

Platforms,
deployments,
integration experience



Product leadership

Engineering capacity
for connected systems



Existing relationships

Customer and
integrator networks
that can be
commercialized



Dedicated pods

Ability to set up PM,
dev, QA, support teams

Market Entry Partner



Strong networks

Trade bodies,
partnerships, market-
entry ecosystems



Door opening

Structured discovery
conversations



Commercial packaging

Negotiation support for
India realities



Board credibility

Positions low-risk
approach as
enterprise-grade



Why This Partnership Works Together

Commercial Operator (Party 2)

- **Drives access**
- **Partnerships**
- **Positioning**
- **Deal progression**

Delivery Operator (Party 1)

- **Pilot execution**
- **Quality**
- **Delivery governance**
- **Feasibility**

Clients get an India operating layer that is accountable end-to-end.

Open-Ended Operating Structures (Flexible by stage)

1

Start Lean

Individuals on fractional basis (Party 1 + Party 2)

2

Strategic Alliance

Look at equity-based alliances or Sales Commission models or Mou

3

Studio Entity

Future separate entity (stakeholders decided later)

4

Growth Investment

Optional investment pathway into



The Execution Framework

A repeatable three-phase program: Validate, Pilot, Scale **for Clients**

Phase A: Validate (3–5 weeks)



India ICP & Target Accounts

Shortlist of qualified customers



Partner Map

Distributors, SIs, installers, domain partners



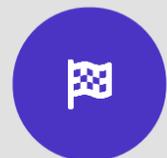
Discovery Calls

Qualification scoring and feedback



Pricing & Packaging

India hypothesis and positioning



Go/No-Go Recommendation

Plus, pilot blueprint

Phase B: Pilot (8–12 weeks)



Scope & Acceptance Criteria

Clear boundaries and success metrics



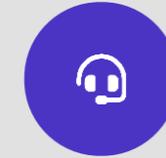
Technical Architecture

Integration plan and feasibility



Deployment Coordination

With local execution partners



Support Model

SLAs, spares, AMC boundaries defined



Pilot Report & Roadmap

Outcomes plus scale path

Phase C: Scale (3–12 months)



Channel Enablement

Training programs, playbooks development, and structured partner onboarding process to ensure consistent service delivery across all channels.



India Desk Model

Ongoing go-to-market strategy implementation with dedicated delivery governance framework to maintain quality standards.



Dedicated Remote Pods

Specialized cross-functional teams (PM, dev, QA, support) configured for OEM partners to ensure responsive service delivery.



Manufacturing Strategy

Exploration of cost-reduction opportunities through localized manufacturing and supply chain optimization in India.



Operating Model: Clear Ownership (RACI)

Defined accountability prevents execution gaps and misaligned commitments across all workstreams

Workstream	Responsible	Accountable
Lead generation & introductions	Party 2 / SaaS Partners	Party 2
Discovery calls & qualification	Both (Party 1 + Party 2)	Party 1
SOW & scope definition	Both (Party 1 + Party 2)	Party 1
Technical architecture & feasibility	Party 1	Party 1
Pilot delivery & QA	Party 1	Party 1
Partner onboarding & channel	Both (Party 1+ Party 2)	Party 2
Support & AMC governance	Party 1	Party 1
Executive stakeholder mgmt	Both (Party 1 + Party 2)	Party 2

Commercial Model & Next Steps

How We Engage

- 1
 - Commercial buckets include Validation fee, Pilot fee, Retainer, Success fee, Pass-through costs
 - Split is defined by workstream ownership and delivery risk

How We Start



Recommended first action: joint 60-minute intake call to scope India entry route.



Thank You !