

## TechSearch – a reliable Sales Partner for the Metallurgical industry

### 1. TechSearch – the background

TechSearch Consultants & Engineers Pvt Ltd. (TechSearch) was established in 1999 and is an ISO 9001 certified Consultancy company. It focuses on the marketing of Technology, Projects and Products to the Indian Metallurgical industry on behalf of its international Principals. TechSearch also excels in providing innovative solutions to Indian clients by 'show-casing' top-class technologies from its principals who are 'International hidden diamonds'.

World-class technology companies select TechSearch as their Sales Partner in the Indian sub-continent if they want to derive all the benefits of having a daughter company without establishing one.

### 2. TechSearch - Principals

TechSearch presently exclusively represents the following companies for the Indian sub-continent:

- ➔ **AMI GE**, Monterrey, Mexico [since 2008]
- ➔ **Badische Stahl Engineering GmbH**, Kehl, Germany [since 2001].
- ➔ **FRIEDRICH KOCKS GMBH & CO KG**, Hilden, Germany [ since 2011 ]
- ➔ **Oschatz GmbH**, Essen, Germany [ since 2012 ]
- ➔ **Purmetall GmbH & CO KG**, Oberhausen, Germany [ since 2016 ]

### 3. Approach and Services from TechSearch

TechSearch performs its role of a Sales Partner by:

- ❑ **Understanding** the principal's technologies/expertise
- ❑ **Matching** the expertise with the needs of the market
- ❑ **Judging** 'real' business opportunities
- ❑ **Developing** a Sales Strategy
- ❑ **Participating** in offer preparation, contract discussions and negotiations
- ❑ **Interacting** post-contract with clients

### 4. Why TechSearch ?

- ❑ Knowledge of the Indian industry
- ❑ Judgment to select the right projects
- ❑ Skills in selling and negotiations
- ❑ High ethical standards and
- ❑ International style of conducting business

### Finally .....

While promoting technology and expertise in India, the quality of local support could mean the difference between success and failure to an international company. TechSearch provides its principals with informed, educated, and high-integrity support that adds real value to their sales efforts.