

TechSearch's values and principles – the enabler for successful Sales Partnership with international companies

TechSearch Consultants & Engineers Pvt Ltd. (TechSearch) is an ISO 9001 certified Consultancy company. It specializes in the marketing of Technology, Projects and products to the Indian industry on behalf of its international Principals.

TechSearch was established on Christmas eve 1999 as the need to show-case top class technology from the 'hidden international diamonds' to the Indian industry was foreseen.

TechSearch's Principals - 'hidden diamonds'

TechSearch presently represents the following top-of-the-league international companies with the aim of offering their special expertise to the Indian industry :

- **AMI GE , Mexico** [Since 2008]
- **Badische Stahl Engineering GmbH, Germany** [Since 2001]
- **DEEP Underground Engineering GmbH, Germany** [Since 2011]
- **FRIEDRICH KOCKS GMBH & CO KG, Germany** [Since 2011]
- **Oschatz GmbH, [Since 2012]**
- **Purmetall GmbH & CO KG, Germany** [since 2016]

TechSearch & its principals – a unique relationship:

All the relationships between TechSearch and its principals have a “common denominator”, namely appreciation and respect for values and principles of our principals. TechSearch acts as the 'extended arm' of these companies and ensures that these values are never diluted.

TechSearch – a 'surrogate' office in India for its principals.

TechSearch sought out those technology-rich German companies that did not want to establish their own daughter company in India, performed to their satisfaction and helped them to derive all the benefits of having a subsidiary. Specifically:

1. **[BSE]:** BSE had operated in India through its subsidiary BSE India. BSE India was closed down in 2000 and TechSearch was selected as its Sales Partner in 2001 . The relationship is successful with BSE having secured 30 contracts – big and small.
2. **Kocks:** Kocks operated in India for more than 5 years through from their office in Hilden through their Sales Manager. After considering several options , including setting up of their Representative Office, Kocks selected TechSearch in 2011 . Kocks & TechSearch and have done well together with one major contract and some more success expected in the near future.
3. **Oschatz /Reining:** Oschatz , after some unhappy experiences in the India market in 1980s , chose to stay away from the Indian market for almost two decades. In 2012, based on recommendation of some German experts, Oschatz selected TechSearch as its Technology Marketing Representative. Some opportunities of serious interest have been identified and Oschatz have also received their first order from India.
4. **Purmetall :** Purmetall operated in India through an Indian company for many years but with limited success. Purmetall chose TechSearch as their Sales Partner in 2016 and trial orders from reputed companies have been received.

Finally

The strength and quality of local support in Projects and Technology selling is often the difference between success and failure. TechSearch provides its principals informed, educated, and high-integrity presence in India. TechSearch adds real value to the sales efforts of its world-class principals and thereby becomes a true **Sales Partner**.