

LONDON™

A GLOBAL LAUNCHPAD
FOR INDIAN COMPANIES



LONDON™
& PARTNERS

WELCOME TO LONDON

WHERE GREAT THINGS START

With its unparalleled access to consumers and markets, London offers Indian companies the fastest route to success in Europe and beyond.

India-headquartered companies are already flourishing in the capital, rapidly expanding thanks to London's deep talent pool, abundant sources of funding, stability and liberal business legislation. But there's a hunger for thousands more, particularly in the boom sectors of ICT, financial services, creative industries, business services and environmental technologies.¹

Meanwhile, Londoners are providing a warm welcome. This vibrant, multi-cultural city is home to one of the world's largest Asian communities outside India,² attracted by an excellent quality of life and opportunities for long-term prosperity.

Welcome to London.

London & Partners' business team has helped more than 1,600 companies from 40 countries — including 190 Indian companies — set up or expand in London. We are an international organisation headquartered in London, with offices in cities worldwide, including Mumbai. We look forward to working with you.

Find out more: londonandpartners.com/business

¹ London 2020, Competing in a New FDI Era, research conducted by IBM's Plant Location International (PLI) and Chatham House for Think London, 2010

² Greater London Authority, 2011 Round Ethnic Group Population Projection

HOW WE HELP YOU SUCCEED IN LONDON

London & Partners can assist at every stage of business set-up, from initial fact-finding and research trips through to launch and growth.

We can help you...

190 INDIAN COMPANIES

London & Partners' business team has helped 190 Indian companies set up and succeed in London.

16 YEARS' EXPERIENCE

London & Partners' business team has more than 16 years' experience in helping overseas companies set up and expand in London.

1. Gather intelligence and make the business case for locating to London.

Services: research; London, UK and Europe sector intelligence; fact-finding trips.

2. Find the right property in the right market, with access to the infrastructure and business support you need.

Services: location and property selection and evaluation; analysis of local markets, clients, transport, labour pool and population.

3. Handle practicalities such as law, accounting and banking.

Services: help with legal requirements, corporate and tax structures; registering a UK entity; setting up a UK bank account; accounts preparation and compliance.

4. Make the right connections to enhance your network.

Services: introductions to business networks, professional associations, centres of excellence and specialist agencies.

5. Find the right people from a huge pool of talent and skills.

Services: advice on obtaining work permits and staff relocation; recruitment, employment practice and law; salary benchmarking; schools and housing.

6. Launch and grow your business successfully.

Services: support with identifying new business opportunities and partnerships.

EUROPE'S NO.1 BUSINESS CITY

London has been voted Europe's No.1 business city for the 22nd year running.³



3 Cushman & Wakefield, European Cities Monitor, 2011

10 REASONS TO EXPAND TO LONDON

1. Access the world's biggest markets

With a population of over 8 million, London is home to Europe's wealthiest consumers. Some 25 million people live within a 90-minute drive. Use a London base to directly access nearly 500 million people in the European Union's 27 member states.

2. Drive profits

Companies generate a better return on investment in London than anywhere else in Europe.⁴

3. Set up easily

There are fewer restrictions concerning international ownership and doing business in the UK than in any other major European country.⁵



"We needed a presence in this space, particularly as 30–40% of the global software market is in London and the UK. London is also central in terms of reach. A lot of our prospects are already in London and we are able to reach out to companies easily."

Prem Sundaravadanam, Aspire Systems Regional Director (UK)

4. Find talent

London has been voted Europe's number 1 city for 'access to qualified staff'.⁶ Tap into Europe's largest regional workforce, offering high-calibre professionals across every sector.

TECH CITY

East London's Tech City is home to one of Europe's largest clusters of fast-growing digital companies. London & Partners can help you set up in this thriving hub.



\$8BN

More than \$8bn has been raised by 71 Indian and India-focused companies on London's exchange markets. London & Partners can help you access vital sources of funding.⁷

5. Travel further, faster

London is Europe's most connected city. Operate from one location to take advantage of low-cost, frequent and direct flights to all major destinations.

6. Source capital and funding

As one of the world's leading financial hubs, London offers a concentration of financiers and unrivalled access to private equity.

INDIAN COMMUNITY OF SOME 500,000

London is one of the world's most tolerant and multi-cultural cities, home to an Indian community of some 500,000.⁸

7. Build Partnerships

Some 75% of Fortune 500 companies have offices in London. The city hosts 50% of all European headquarters.⁹



RETURN ON INVESTMENT IS SIGNIFICANTLY HIGHER

Many Indian companies with a London base say that their return on investment is significantly higher here compared to their other European offices.¹⁰

8. Capitalise on future growth

London is set to become the world's fourth largest city economy, worth more than \$700 billion, by 2025 after Tokyo, New York and Los Angeles.

9. Enjoy long-term stability

The UK prides itself on its democratic political system and financial stability.

10. Enjoy quality of life

London is one of the world's most multi-cultural, cosmopolitan cities, with a long-standing tradition of welcoming international businesses and individuals.



4 FDI Intelligence, Financial Times
5 World Bank – Doing Business, 2010

6 Cushman & Wakefield, European Cities Monitor, 2010
7 'London Stock Exchange sees strong India fundraising pipeline', June 14th 2011, London Stock Exchange

8 Greater London Authority, 2011 Round Ethnic Group Population Projection
9 European Investment Monitor 2010, Ernst & Young

10 Creating Sustainable Growth in Europe, Where India and US Businesses get the Most out of Globalisation. Research conducted by Penn, Schoen and Berland Associates for Think London, September 2007.

COMMENTS FROM THE GROUND




“It was a very useful service. I met key players in the Indian business scene in London via London & Partners, for example at a high-level Indian business reception and hosted by the Mayor of London. These networks are extremely useful for Indian companies working in London.”

Wipro



“They have been pivotal in helping us find the right location very quickly, and linked us to hundreds of companies – it’s all about networking and they have helped us tremendously.”

Emvigo UK Ltd



“It is great to have an organisation which genuinely wants to help you and your business, but is not trying to make a profit from it, especially as setting up in another country can be an expensive process.”

Intas Pharmaceuticals



“Being in touch with London & Partners was like having a friend in London, before I even arrived. Their team not only works with companies on setting up the business, they helped me on a personal level: we worked together to combat the issues individuals face when moving to a new country.”

SBI Capital Markets

“London & Partners really has helped us with this move to London. They were essential to our set-up and ensured we achieved a successful launch in London and the UK market.”

Northgate Technologies

WE HAVE HELPED COMPANIES FROM ACROSS INDIA

○ London & Partners Mumbai office

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Fort Mumbai – 400001

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North & East

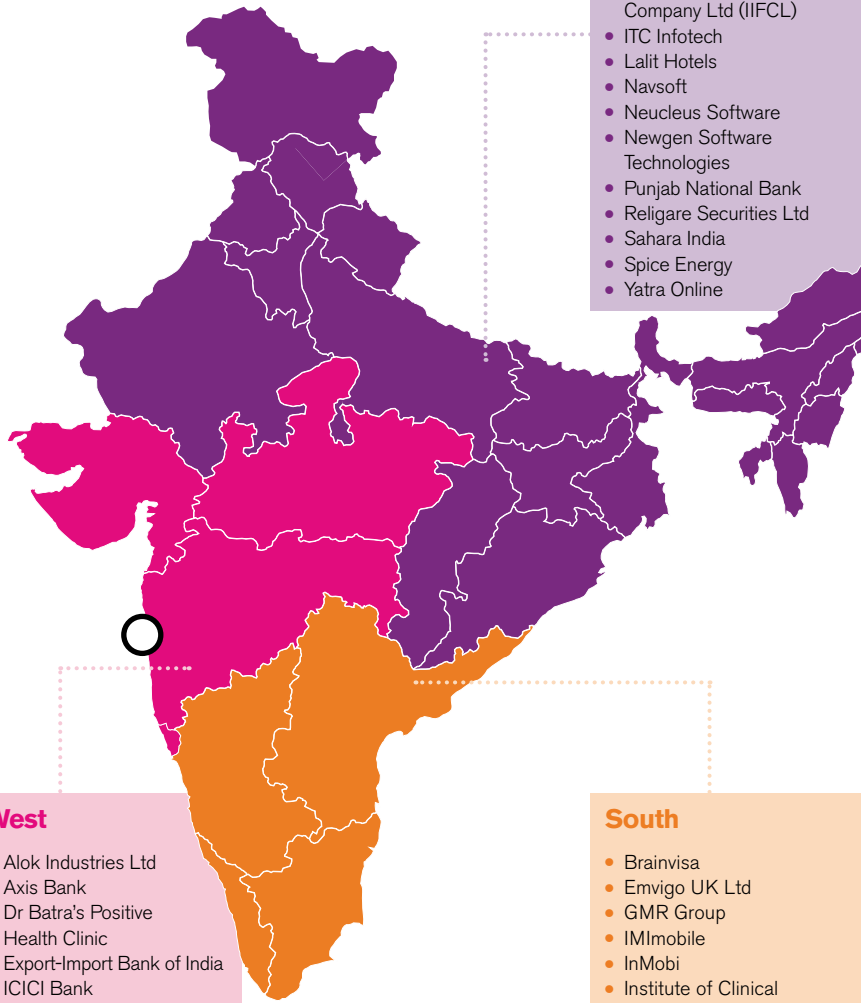
- ABC Consultants
- CliniRx Research
- Feedback Ventures
- India Infrastructure Finance Company Ltd (IIFCL)
- ITC Infotech
- Lalit Hotels
- Navsoft
- Neucleus Software
- Newgen Software Technologies
- Punjab National Bank
- Religare Securities Ltd
- Sahara India
- Spice Energy
- Yatra Online

West

- Alok Industries Ltd
- Axis Bank
- Dr Batra's Positive Health Clinic
- Export-Import Bank of India
- ICICI Bank
- India Infoline
- Nazara Technologies
- Omnitech Infosolutions
- Prime Focus
- Reliance Capital Asset Management Limited
- SBI Capital Markets
- VFS Global Services Private Ltd
- Yash Raj Films Pvt Ltd (UK)

South

- Brainvisa
- Emvigo UK Ltd
- GMR Group
- IMImobile
- InMobi
- Institute of Clinical Research India
- Microland
- Muthoot Group
- Orient Green Power
- Polarix Software Lab Ltd
- Sify Ltd
- TATA Elxsi
- Valuelabs
- Wipro Ltd
- Zylog Systems Ltd



LONDON & PARTNERS – THE WIDER STORY

Headquartered in London, London & Partners' business team has nine offices worldwide, including in Mumbai.

London & Partners promotes London to international businesses, students and visitors.

To fulfil this aim, we have built a team of specialists to advice on a range of bespoke services:

Foreign direct investment – Helping your international business set up or expand in London. We offer a comprehensive, confidential and free service to assist overseas companies set up or expand business in London.

We open up direct access to expert and experienced professionals, who advice and guide overseas companies through every aspect of locating and doing business in London.

Convention bureau – supporting your company's events needs. London & Partners is home to London's official convention bureau.

We offer a total event solutions service for clients and event organisers including free and impartial advice on planning meetings, conferences, events, exhibitions, incentives and launch parties in London.

We also bid to attract association congresses to London and facilitate all aspects of set up.

Major events – delivering major sporting and cultural events for London.

We offer a 'one-stop-shop' central point for co-ordination and leadership for securing and delivering major sporting and cultural events for London.

Higher education – provide online guidance for international students.

We host the official website for universities in London, studylondon.ac.uk, helping current, prospective and past international students realise their potential and find inspiration in the world's best big city.

Leisure tourism – attracting international visitors to London.

We work to maintain London's position as the no.1 international visitor destination in the world by marketing to established and emerging markets.

We also work with the travel industry to promote London to individual leisure travellers and groups worldwide. We host the official tourism website for London, visitlondon.com.

To access any of these services, please get in touch.
londonandpartners.com

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