



EU Entrepreneurship in India

Case Study of Élitica Research Pvt. Ltd.



Mission

Transforming the market research industry through an exceptionally good client service and organizational culture.

About Élitica



- Founded March 2018
- Registration received in June 2018
- Core competency Market Research
- Global research projects across industries

Service Portfolio



Primary Market Research

B2B & B2C Studies:

- Qualitative
- Quantitative
- Recruitment
- Mystery Shopping



Market Intelligence

- Market assessment
- Competitive intelligence
- Consumer insights



Language Services

- Translation & Localization
- Transcription
- Global News Monitoring



Data Services

- Lead Generation
- Survey Programing
- Data Processing

Why found in India?



Service differentiators

- Language strength
- Global network
- Intercultural competence



Client Management

- No intercultural communication gap between client and vendor



People Culture

- European mindset “People are scarce”

Challenges



Regulations

- Restriction of business form (only Pvt. Ltd.)
- Additional checks and documentation requirements lead to lengthy processes



Visa

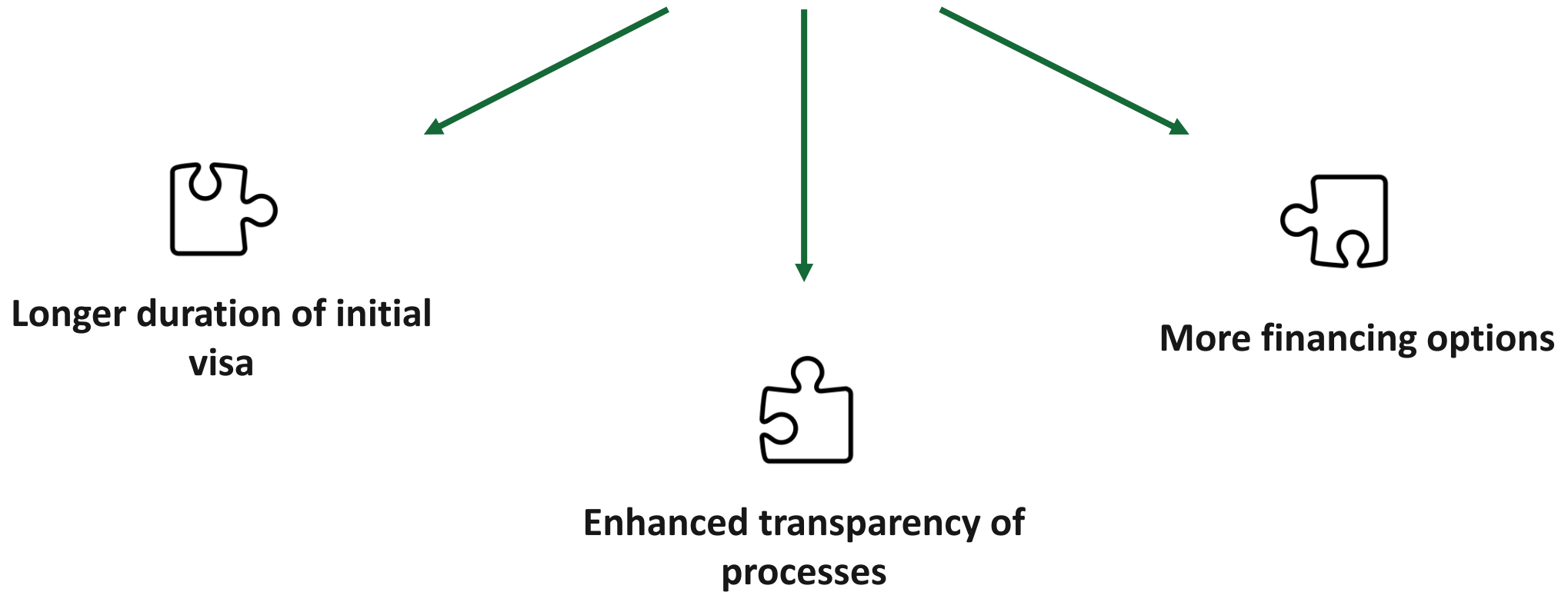
- Business visa requires documents which are difficult to arrange if abroad
- Visa after 2 years is linked to revenue target – need to business success from day 1



Funding

- Restricted access to financing
- Requirement for self-financing or private equity investments

Need for solutions



Thank you!

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