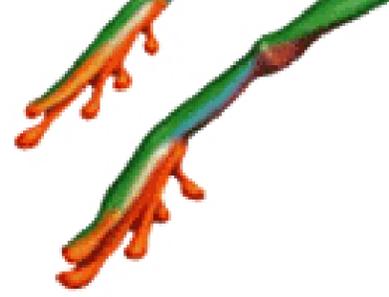


# LEAPFROG'S KNOWLEDGE NUGGETS



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## Successful India Entry

Should we enter India with a JV partner, via an acquisition or go it alone? This is a question most companies actively considering an India (or new market) entry grapple with. It is a crucial question and getting it right can make or mar a company's future in any new market, most certainly in India - given its size and complexity.

The centrality of this question and the need to determine the route upfront in the entry process cannot be overstated. Hence, in this, our last in the newsletter series on "Successful India market entry", we examine the promise and perils of JV's and partnerships for India ( and other new market) entry.



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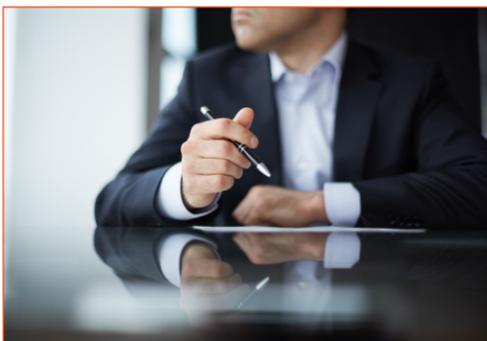
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### The case for JV's as an effective route to new market entry.

Useful Idea: Important considerations for a productive JV partnership. ❖❖

Source: *Earnst & Young*



### CEO's on the importance of the right partnerships for India market entry

Useful Idea: In a large, complex market like India, a JV is not a smart entry route just because of the de-risking opportunities it offers, but also because it often has the ability to provide a powerful forward thrust for rapid business build up and in-market momentum. See what two CEO's with India entry experience have to say! ❖❖

Source: *Mckinsey & Company*



### Avoiding blind spots in a JV Venture

Useful Idea: Disregarding or marginalizing the need for realistic execution planning can derail even JV's that seem like a "match made in heaven". ❖❖

Source: *Mckinsey & Company*

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