

Muruganandam Mandjiny – Director of Zen Development Services Pondicherry

What are the services proposed by your company?

In addition to the PIO services (Meet Your Roots), we started consultancy services two years ago to assist French entrepreneurs in doing business with India. Acting as coordinators, we quickly realised that our clients were not well prepared on what is India.

The main misconception was that it is a cheap country and a huge market, thus they think that investment should be low and that income will come fast and great.

Of course, the cost of life is cheaper than in Europe and there is a growing population but can they all afford their products?

To tackle this issue, we now propose intercultural workshops where they can better understand the country, the society and how to work with Indian people.

A second service, which is mandatory when a client wants our assistance, is to review and adapt their strategy to the Indian context or at least to make sure that all the parameters have been taken into account. For example, if the budget has been calculated with the wrong assumptions about the costs, the project will not be financially viable.

Then come the market study, and the prospecting trip that we organize from the logistic to the meetings with the potential partners and visit of the sites.

In fact, we coordinate the project implementation in India with the different actors: auditors, lawyers, translators, IT companies, and any resourceful people.

In addition, our bimonthly letter called “En direct de Pondichéry” – means “Live



Muruganandam Mandjiny is with His Excellency Arun K. Singh

from Pondicherry” gives some tips about business and updates about Indian economy.

Who are your clients?

We have two kinds of clients from France, including the overseas territories (Guadeloupe, Martinique, etc.):

- SMEs interested in export/import business or who want to set-up a company in India
- Public and private Institutions in the context of international cooperation: I already, as a freelance consultant, act as a local representative of Ille et Vilaine General Council (Brittany-France) in India. They signed a MOU with Pondicherry Government two years ago on different subjects and started the implementation of eco-tourism projects.

We are now in discussion with some other institutions to develop the relationship with South India.

What about the Indian companies who want to invest in France?

More and more companies, especially from Pondicherry, expressed their interests to develop their activities in France so we are going to propose them the same kind of services.

Business services seem more organized and centralized in France but language is an issue, visa procedures are complicated and it's much more difficult to have access to the potential buyers outside professional exhibitions.

In this context, we are planning to open our French desk in Paris in few months and are getting ready to welcome Indian investors.

To achieve our projects, we are closely working with both French and Indian Governments in a win-win spirit. I think that this is what international cooperation is all about. □

—To contact Muruganandam Mandjiny: zendeindia@gmail.com

