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TECH

Your India Entry Team

For brands entering the Indian market

SWIPE



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Strategy

India requires a market-specific strategy, not a global template. Clear positioning, target segments, pricing logic, and channel prioritization must be defined early to avoid costly course corrections after launch.

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Compliance

Regulatory readiness is critical in India's tightly governed consumer categories. A dedicated compliance function ensures alignment with FSSAI norms, labeling requirements, claims approval, and ongoing regulatory updates.

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Partnerships

Local partnerships provide speed, insight, and execution strength. From distributors to on-ground advisors, the right partners help navigate cultural nuances, trade practices, and regional market differences.

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Launch

Successful launches in India are phased and controlled. Coordinated efforts across supply chain, marketing, sales, and distribution ensure smooth market entry without operational overload.

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Scale

Scaling in India demands discipline. Expansion into new regions, channels, and SKUs must be backed by data, performance tracking, and process standardization to sustain growth.

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*Build the right team.
Enter India with
confidence.*

30Sixty Tech works as an extension of your India entry team, aligning strategy, compliance, partnerships, and execution for long-term success.

GTM the way it's meant to be!

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