

## TechSearch and the Indian Steel industry

TechSearch Consultants & Engineers Pvt Ltd. (TechSearch) is an ISO 9001 accredited Consultancy company. It specializes in the marketing of Technology and Projects to the iron & steel industry in the Indian sub-continent on behalf of its international Principals. TechSearch acts as the “Front Office” for its principals to ensure smooth, quick and efficient interaction with clients in the region.

### TechSearch’s Principals in the Iron & Steel industry

- **AMI GE**, Mexico [ Automation & Controls ]
- **Badische Stahl Engineering GmbH**, Germany [ EAF based plants]
- **FRIEDRICH KOCKS GMBH & CO KG**, Germany [ Rolling & Tube Mills]
- **Oschatz GmbH**, Germany [ Energy Recovery Systems from BOF Converters ]
- **Purmetall GmbH & Co. KG**, Germany [ Niche Refractory products]
- **Reining Heisskühlung GmbH & CO KG**, Germany [ Energy Recovery from EAFs]

### TechSearch’s Clients

Owing to the excellence of the expertise of TechSearch’s principals, the list of clients is impressive and reflects a wide spectrum of the industry. These clients have given more than 30 contracts to the various principals of TechSearch. These clients are:

No	Client	No	Client	No	Client
1	Abul Khair Steel, Bangladesh	8	Hospet Steel	15	Kalyani Carpenter**
2	Adhunik Metaliks **	9	ISMT **	16	Mahindra Sanyo**
3	Apollo Intl.[GECO Steel]	10	JSW, Dolvi	17	Monnet Ispat**
4	Bhushan Power & Steel	11	JSW, Salem	18	SAIL (DSP)
5	Bhushan Steel Ltd	12	JSW, Toranagallu	19	Usha Martin
6	BSRM, Bangla Desh **	13	JSL Stainless	20	Visa Steel
7	ESSAR	14	JSPL**		Vardhman Sp Steels **
					** multiple contracts

### Services from TechSearch

- ❑ Evaluation of enquiries & Assessment of business potential in the region
- ❑ Identification of business opportunities & Development of a Sales Strategy
- ❑ Participation in offer preparation, contract discussions and negotiations
- ❑ Post-contract interaction with clients

### Why TechSearch ?

- ❑ Knowledge of the market
- ❑ Understanding of principal’s technologies/expertise
- ❑ Ability to match the expertise with the needs of the market
- ❑ Judgment to select the right projects
- ❑ Skills in selling and negotiations

### Finally .....

In Projects and Technology selling, the quality of local support could be the difference between success and failure. TechSearch provides its principals informed, educated, and high-integrity presence in India. TechSearch adds real value to the sales efforts of its world-class principals and thereby becomes a true **Sales Partner**.