

# CASE STUDY OF AN ASIAN HEALTH PRODUCT COMPANY

**Please note:** To protect the identity of our client we have used pseudo names.  
Client 2 (Our client) –Asian Health Products Company

## **Increasing penetration of Indian market for an Asian health products company**

*Tech Manos help Client 2 to penetrate Indian market to generate huge business through our leads*

### **Introduction:**

Client 2 is a MNC company selling high value health products.

### **Challenge**

- Company was new to the Indian Market
- It was late entrant in this Industry
- Stiff competition from many national and local players.
- Small sales team and limited distribution a deterrent to a sales-led strategy
- Limited marketing budgets as this was a new market for the company and it was getting a feel first
- Was having a bad experience with previous lead gen company
- Very cautious about the process & Leads quality

### **Tech Manos Solution**

- Proved our capabilities in the very initial stage of the project
- Tech Manos tried & tested Lead Gen process was successfully implemented
- Effectively targeting the audience in select cities where distribution was available
- Provided qualified leads which were finally converted into clients