

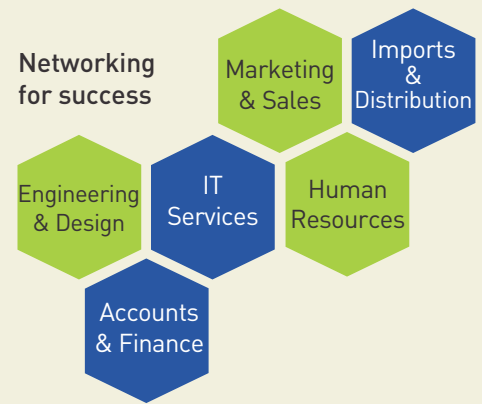


YOU WILL BE
AMAZED TO KNOW
IN HOW MANY
WAYS WE CAN
TEAM UP FOR
SUCCESS

Marketing
Imports & Distribution
Technology
Human Resources
Finance

Vasudha Group

Vasudha group comprises of a team of professionals who offer consultancy, advice and services in varied business areas to synergise business efforts for clients. We offer expertise in electrical, electronic and IT technology, engineering design, marketing and sales-support & services, human resource development and recruitment, business resource outsourcing, accounts and finance, export & import services.



Marketing and Sales

Market Development & Sales Promotion

Vasudha group undertakes business development activities, business planning and execution of marketing activities which include customer development, dealer appointment, approvals from consultants & utilities, training & monitoring of field sales team and other promotional activities including advertising, organising advertising material, booking and designing of exhibition stalls and complete organisation of seminars etc.



International Marketing

Vasudha group has a team which studies the clients' requirements and identifies suitable markets and partners. We can be involved right from preparing marketing plan and supervising its execution, customer development, distributors / agents selection and appointments to identifying promotional avenues like exhibitions, magazines for advertisements, organising seminars, training & guidance to export marketing teams and joint visits wherever required



Your Virtual Office in India

Vasudha group assists overseas manufacturers in setting up network of distributors, customer development, organising seminars, presentations, arranging consultants & utilities approvals in india. Assistance is also given in other promotional activities like exhibitions, setting up of office with all related requirements or acting as the 'virtual office'.



Adding the Extra Edge

The 'Finishing school'



We take up complete on-job field training of marketing and sales for marketing personnel, engineering graduates and MBAs. This is specifically aimed at those candidates who are left behind during campus selection for various reasons.

In a span of 6 to 12 months, candidate is made adept in all departments of field marketing including planning, scheduling, identifying potential customers, effective visits, follow ups, reporting, as also in presentations, seminars and exhibition handling.

Sales Boosters



Sales training is undertaken for students aspiring for a career in sales and for sales personnel whose careers have just began. Training covers imparting and improving sales skills required for domestic and export markets. This covers the entire arena of sales training including understanding customer psychology and behaviour and handling of various sales and marketing tools.

Reinforcements

These include training on other aspects of management like HR and finance, as also technical product training.



IT Services

Business Online

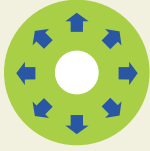
www.enefinder.com is a unique and focused B2B product promotion and sourcing website developed by **Vasudha group**, specifically for industrial electrical and electronic products, components and related services. Various possibilities of business co-operation exist with enefinder.

Vasudha group has plans to develop many more similar web-enabled products.

Software

Development of commercial softwares in HR, finance, ERP, CRM, as also other customised softwares according to customer requirements is undertaken. Services cover website development, SEO services, development of embedded softwares (firmware) for microcontroller based products (based on C, C++), PC-side softwares (VB based or other platform), process monitoring & communication software.

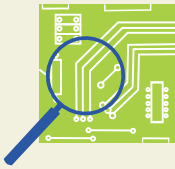




Imports & Distribution

Vasudha group handles imports and distribution of products of different varieties including electrical & electronic products, bearings and other engineering material.

Vasudha group also has the infrastructure for handling any assignments related to import clearance of goods and related activities including duty drawback claims etc.



Engineering & Design

Design Centre

Vasudha group undertakes design of electronic products as per customer specifications. Scope includes developing a new product from concept, optimising existing product design, improvisation / additions. This covers designing micro-controller based products with embedded software, PC-side software, and meeting of all functional as well as quality requirements (CE, UL, VDE etc.), including a first prototype, trial batch quantity and pilot production batch complete with all testing and documentation.



Financial & HR Services

Through business associates, **Vasudha group** supports clients in matters related to finance and HR functions.

The financial activities include process of setting of business of overseas companies covering all permissions, approvals etc; funding, FDI, all functions of Chartered Accountants including accounts finalisation, audit, statutory compliances, financial advice, etc.

Human resource activities include recruitment, executive placements, total HR consultancy, payroll processing, training and development, reference checking, industrial relations, competency mapping, statutory compliances and complete HR outsourcing services.



VASUDHA GROUP

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