

# Industrious in India

For UK aerospace company AeroDNA, India soon became the emerging market of choice. With UK Trade & Investment's advice and support, expansion plans have exceeded expectations



## Fast facts

Company:	AeroDNA Group
Industry:	Aerospace
Target Market:	India
UKTI Services:	Overseas Market Introduction Service, Tradeshow Access Programme

[www.aerodna.com](http://www.aerodna.com)

Even as NASA is scaling down its efforts in outer space, the aerospace industry, whether for defence or civil aviation, is starting to take off around the globe. Established in the UK in 2010, AeroDNA Group facilitates development at each point in the aerospace supply chain. The company fosters relationships between governments and private enterprises in emerging markets, and businesses from developed markets with expertise in the field. It supports SMEs through to multi-national OEMs (Original Equipment Manufacturers) such as Boeing, BAE Systems and Rolls-Royce.

The AeroDNA Group is made up of three divisions: AeroDNA Enterprises Ltd facilitates joint ventures, mergers and acquisitions, and supports industrialisation of world class facilities; AeroDNA Technology Ltd provides cloud-based software solutions to improve aerospace manufacturing performance and supply

chain connectivity; AeroDNA Sourcing Ltd takes US and European aerospace supply chains global.

“We are middle men immersed in an exciting industry,” says Jim Walters, Commercial Director at AeroDNA Group. “We marry the opportunity and ambition of emerging markets, with the capacity and capabilities of existing Western markets. We offer a one-stop-shop service, so our clients can bring us detailed business plans, or simply outline parameters for revenue targets and available funds to invest. We then align market opportunities to core capabilities of our partners, and provide a turnkey solution to develop world-class aerospace manufacturing operations.”

### Opening for business

AeroDNA's business interests, by definition, have been international from the start. The company has two offices in

China and further operations planned in Malaysia and the United Arab Emirates. Recently, the company decided to focus on breaking into the Indian aerospace sector.

The Indian Government has ambitious development plans for India's aerospace industry that exceed the country's current and short-term capabilities. AeroDNA saw an opportunity here both for itself and the companies it represents.

“India's aerospace industry has shown rapid growth over the last decade,” says Jim. “The Indian Government realised that, to meet its targets, up to 90 per cent of its manufacturing requirements will need to be outsourced. As such, it has been pro-active in removing trade barriers. If we wanted to both win new business in India for ourselves, and to properly represent our Western customers and help them make the most of this opportunity, we knew we needed to prioritise a presence in India.”



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### Closing deals

Having worked with UK Trade & Investment (UKTI) in the past, AeroDNA got in touch with the team in Bangalore. The company commissioned an Overseas Market Introduction Service (OMIS) report, overseen back in the UK by UKTI in the North West. It received detailed, up-to-date information on market conditions and competition, and the UKTI teams made connections with key industry players. In November 2011, AeroDNA joined UKTI’s Tradeshow Access Programme (TAP), receiving funding to attend an Advanced Engineering mission in Bangalore and Mumbai, India.

As a direct result of working with UKTI, AeroDNA secured long-term contracts with ten Indian organisations in just six months. The company will be working with these new clients to develop aerospace divisions worth between US\$10 million and US\$1 billion, providing significant sub-contract and technology transfer license opportunities for its Western clients. To fulfil these commitments, AeroDNA is working with its Indian partners to build AeroEngine and AeroStructure supplier parks in

Bangalore. The company has also generated 16 memoranda of understanding between UK and Indian companies to establish niche aerospace technologies in India.

With this in mind and with UKTI’s continuing support, AeroDNA has entered into several joint ventures. For example, the company will lend its name and expertise to both an academy and a separate centre of excellence, to deliver leadership and technical skills to the industry long-term.

In May 2012, AeroDNA opened an office in Bangalore that will help the company deliver in its most opportune market.

“The importance of entering a boom sector early cannot be overstated,” says Jim Walters. “UKTI understands that time is of the essence, and helped us to accelerate our expansion plans in India. We have to applaud the Bangalore team for the excellent services they delivered, especially in our first six months in the country. Thanks to UKTI we have secured our place in the fabric of India’s aerospace industry. We have gone from no Indian clients to ten in a very short timeframe, and with UKTI at our side we expect to triple our Indian portfolio within a year.”

## The UK and India

India is the UK’s 18th largest export market and its second largest export market in the developing world after China.

India’s economy is one of the fastest-growing in the world, with a rapidly expanding consumer class. The UK has strong ties with India, and UK companies are well positioned to take advantage

of this growing export and investment market.

Liberalisation of the economy continues, with trade barriers largely removed, and the role of the private sector is gradually increasing, including in areas that have been dominated by the public sector in the past.

**For further information about business opportunities in India, please go to [www.ukti.gov.uk/india](http://www.ukti.gov.uk/india)**

## Helping you access international markets

Doing business in another country can be a challenge, so it’s good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

UK Trade & Investment’s Overseas Market Introduction Service (OMIS) is a flexible business tool, letting you use the services of our trade teams, located in our embassies, high commissions and consulates across the world, to benefit your business.

A service package could include::

- Market, sector advice
- Analysis of market entry strategies
- Support during overseas visits
- Identification of possible business partners



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