

Entry strategy for the Indian media market

- ▶ Leading European media company keen to develop a long term strategy for the Indian media market
- ▶ Heernet ventures was engaged to build an investment case and to identify specific investment opportunities

A European diversified media company with a strong presence in newspapers, magazines, radio and online was considering an entry into the fast growing Indian media market. The client wished to assess which sectors provided the most attractive investment opportunities and what would be the ideal entry strategy (partnership, acquisition or start up).

Heernet ventures was engaged to undertake the assignment and to deliver three discrete outputs: the investment case for the Indian media market; analysis of specific segments of the Indian media market; a preferred entry strategy and details of potential partners and specific investment opportunities.

The investment case for the Indian media market was built through an analysis of the macro-economic environment, demographic changes and industry-specific trends. The analysis of specific segments of the media market (such as newspapers) addressed market size and growth, competitive landscape and key strategic challenges. A preferred entry strategy was identified based on investment criteria specified by the client.

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