

## Letter of Invitation

Berlin, 27<sup>th</sup> June 2018

Dear Mr/Ms

Name of the Firm:

Address:

1. "Make in India" is a major national programme of the Government of India designed to facilitate investment, foster innovation, enhance skill development, protect intellectual property and build best-in-class manufacturing infrastructure. Mittelstand companies are the backbone of German industry and its economy. There is a good potential for mobilizing their entry into the Indian market as their exposure to India remains limited. Embassy of India, Berlin (EoI, Berlin) is implementing an investment facilitation programme i.e., "Make In India Mittelstand! - A Market Entry Support Programme for Facilitating Investments by German Mittelstand and Family Owned Companies in India" to provide them with the necessary market entry support including investor facilitation and hand-holding services, which are critical for market entry decisions and a successful entry to the Indian market.

2. The primary focus of the MIIM programme is to identify companies interested in investing in India i.e., those intending to set up manufacturing facilities as part of the 'Make in India' initiative or expanding their footprint in India and providing them with all business support services for market entry into India with the support of MIIM Programme Partners.

3. The objective of this Letter of Invitation is to engage a group of MIIM Programme Partners for the period from September 2018 to August 2019, which have a considerable presence and portfolio in India and Germany on a non-commercial engagement basis with the Embassy to provide assistance to German companies (participating in the MIIM programme), which are requesting for such services in connection with their proposed business/investments in India. The Scope of Work for the MIIM Program partners would be as follows:

<u>Scope of Work for MIIM Programme Partners</u>	
Tax & Legal Partner (Germany)	<ul style="list-style-type: none"><li>▪ The Tax and Legal Germany Partner will offer to the companies under the MIIM Programme all legal / tax related services as and when they are sought by the companies in consultation with EoI, Berlin and MIIM Knowledge Partner;</li><li>▪ It will provide regular updates on new and current tax and legal developments in India.</li><li>▪ Provide Initial consultation for basic tax related queries through hot line and Q&amp;A calls and other approved communication channels under the MIIM programme</li></ul>

Tax & Legal Partner (India)	<ul style="list-style-type: none"> <li>▪ The Tax and Legal India Partner will offer to the companies under the MIIM Programme all legal / tax related services as and when they are sought by the companies in consultation with Eol, Berlin and MIIM Knowledge Partner;</li> <li>▪ It will provide regular updates on new and current tax and legal developments in India.</li> <li>▪ Provide Initial consultation for basic tax related queries through hot line and Q&amp;A calls and other approved communication channels under the MIIM programme</li> </ul>
Banking Partner	<ul style="list-style-type: none"> <li>▪ The Banking Partner will offer to the companies selected under the MIIM Programme all assistance on all banking, and financing topics including investment funding, working capital requirements, etc., as and when they are sought by the companies in consultation with Eol, Berlin and MIIM Knowledge Partner;</li> <li>▪ It will provide regular updates on new and current financial and Banking sector updates in India relevant to MIIM companies.</li> <li>▪ Provide Initial consultation for basic banking and financial queries through hot line and Q&amp;A calls and other approved communication channels under the MIIM programme</li> </ul>
Exhibition / Trade Fair Partner (Messe)	<ul style="list-style-type: none"> <li>▪ Initial consultation through hotline and Q&amp;A calls for basic queries regarding a trade fair participation organised by the Exhibition Partner in Germany and in India</li> <li>▪ Organising Press Releases for MIIM group of trade fair participants + individual press stories</li> <li>▪ Access / participation to networking events organised by the Exhibition Partner and / or promotion of MIIM at trade fairs.</li> <li>▪ Admission to suitable receptions of visitor delegations</li> <li>▪ Promotion of MIIM through the websites of the Messe and MIIM, also through mutual hyperlinking of websites.</li> <li>▪ Promotion of MIIM and related information through newsletters published by the trade fair and access to newsletter editorial content of trade fairs</li> <li>▪ Access to visitors or exhibitor lounges at fairs held in Germany and in India, for trade fairs organised by German trade fair authorities (Messe)</li> <li>▪ Time slots for presentations in forums in Germany and in India, wherever possible</li> </ul>

4. Apart from the above scope of work, the Programme Partner will promote MIIM programme with objective to increase the outreach of MIIM programme to German Mittelstand. The Programme Partner would participate, wherever necessary in the company calls, follow-up workshops, roundtables, exchange platforms for the selected companies, as defined by the EOI Berlin as well as in the meetings called by the EOI Berlin in connection with the implementation of the MIIM Programme. The Programme

Partner would organize capacity building workshop and webinars for MIIM companies jointly and in consultation with Eol, Berlin and MIIM Project team.

5. The MIIM Programme Partner will provide specialized services to the participating companies, on commercial terms upon negotiation with the company bilaterally. The programme partner shall list down the portfolio of services that would be responded free of charge to the companies. All minor inquiries, initial consultations done with MIIM companies shall be rendered free of cost. The programme Partner shall not levy any charges to EOI Berlin nor the MIIM Knowledge Partner and other programme partners under the programme. It would exclusively and directly charge the participating companies for the specialized services, as sought by them.

6. If you are interested in joining the Make in India Mittelstand (MIIM) Programme as any of the MIIM Partner, Embassy of India, Berlin invites you to send us an Expression of Interest (Eol) by July 27, 2018. The Eol shall include details on your proposal in light of scope of work mentioned in Paras 3 and 4 as well as relevant details like prior references of providing such related services to German SME investments in India, range of other Service portfolio, size of the organisation in India including number of employees, number of branches and established networks in India and in Germany (preferably with its own offices), details of officials which would lead this project from Programme Partner side.

7. The submission address for the Eol is: Mr. Vikram Vardhan, Second Secretary (Economic & Commercial), Embassy of India, Tiergartenstrasse 17, 10785 Berlin. [E-mail: [com.berlin@mea.gov.in](mailto:com.berlin@mea.gov.in), CC to: [com2.berlin@mea.gov.in](mailto:com2.berlin@mea.gov.in)]. A meeting or call may be scheduled at a mutual convenient time in case of any query or for providing greater clarification regarding this letter of Invitation.

8. Embassy of India looks forward to your Expression of Interest for joining as the MIIM Programme Partner.

With Regards,



**Vikram Vardhan**  
Second Secretary (Economic & Commerce)  
Embassy of India  
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