

## Relevant advisory services

### Are you looking at entering India or expanding your footprint?

#### We can help you:

- Identify acquisition targets, which entails offering lead advisory services, including target identification, analysis of the target market, and understanding the competitive and regulatory environment
- Value the business and assets for transactions, including purchase price allocations, independent expert reports, and fairness opinions
- Develop detailed business plan reviews and forecasts
- Understand the forensics angle, such as FCPA due diligence, identify corruption and bribery risks, and perform detailed background checks on company and promoters

### Are you looking at enhancing your Indian structure?

#### We can help you:

- Optimize your supply chain and logistics to minimize the overall tax impact, improve procurement and manufacturing processes, sales and marketing effectiveness, etc.
- Transform your human capital function to encompass best practices in rewards and benefits, organization design and workforce planning, talent management strategy and employer branding, learning and development, performance measurement and management, etc.
- Maximize the effectiveness of the finance function incorporating enterprise performance, transformation, shared services, etc.
- Mitigate risk and enhance governance and compliance in enterprise risk management, compliance risk, internal audit, business resilience, business controls advisory, financial risk management, and cybersecurity services



## Our US Business Group

We are a strong team of specialists who can provide in-depth knowledge of the markets, culture, legal systems, tax, accounting, auditing, and regulatory framework in India.

With our rich industry knowledge, and drawing upon our colleagues in the PwC global network as necessary, we provide hands-on, practical assistance to Indian companies looking to expand into the US, as well as US companies wishing to develop their operations in India.

We provide customized services that support our clients' development strategies.

## Key contacts



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## About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com).

In India, PwC has offices in these cities: Ahmedabad, Bengaluru, Chennai, Delhi NCR, Hyderabad, Kolkata, Mumbai and Pune. For more information about PwC India's service offerings, visit [www.pwc.com/in](http://www.pwc.com/in)

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**Serving US-based  
companies with  
Indian operations**



**pwc**



## **Two countries: One a mature superpower, the other an emerging one**

### **Joint strategic economic perspective**

Both India and the US share the aspiration to advance economically, leverage economic arbitrage to benefit their economies and people, and cooperate towards joint economic interests.

According to the US Department of State, the US-India Strategic Dialogue, launched in 2009, provides opportunities to strengthen collaboration in various areas such as energy, climate change, trade, education, and counterterrorism. The fifth annual meeting was held in July 2014.

The emphasis placed by the new government in India on development and good governance creates new opportunities to reinvigorate bilateral ties and enhance cooperation under the new motto—“*Chalein Saath Saath: Forward Together We Go*”—which was adopted following Prime Minister Narendra Modi’s first summit with President Barack Obama on September 30, 2014, in Washington DC.  
<https://www.indianembassy.org/pages.php?id=41>



## **Operating in India**

A range of US-based companies across retail, healthcare, consumer, manufacturing, pharmaceuticals, etc., have operations in India. Many of them are increasing the scope of their business in anticipation of a positive economic environment.

### **PwC is committed to advising US-based clients from two perspectives:**



*Helping you enter India with the optimal structuring model that is compliant with the regulatory landscape*

*Once in India, helping you improve efficiency, grow your footprint via M&A, etc.*

US goods and private services trade with India amounted to a total of 93 billion USD in 2012:

- Exports: 34 billion USD
- Imports: 59 billion USD

India is currently the US’s 11th largest goods trading partner, with 63.7 billion USD in total (two-way) goods trade.

Trade in private services with India (exports and imports) touched 30 billion USD.

India was the US’s 18th largest goods export market in 2013.

India was the US’s 10th largest supplier of goods imports in 2013.

US exports to India include diamonds and gold, aircraft, machinery, and optical and medical instruments. US imports from India include diamonds, pharmaceutical products, oil, agricultural products, organic chemicals, and textile articles.

US direct investment in India is led by the professional, scientific, technical services, manufacturing finance/insurance, and information sectors. Indian direct investment in the US is primarily concentrated in the professional, scientific and technical services, and banking sectors.

<https://ustr.gov/countries-regions/south-central-asia/india>



## **PwC: Your first port of call for advisory and tax services**

While we offer a range of services, the key offerings that may be of interest to you and your organization are:

### **Relevant tax services**

#### ***Are you looking at entering India or expanding your footprint?***

##### **We can help you:**

- Design your investment structure in keeping with your commercial objectives
- Develop a tax-compliant operating model
- Identify a suitable vehicle to house your Indian operations
- Plan your debt-equity requirements
- Obtain regulatory and tax approvals for your investment/operations
- Review and advise on potential joint venture arrangements
- Establish a legal entity (subsidiary, branch, or liaison office)
- Obtaining necessary approvals and licenses

#### ***Are you looking at enhancing your Indian structure?***

##### **We can help you:**

- Review your operational structure
- Plan your supply chain and operations to optimize the overall tax impact
- Consider tax holiday opportunities relevant to your business
- Assess alternative operating models
- Review intellectual property arrangements
- Plan effective cash repatriation strategies
- Plan for and comply with transfer pricing legislation, including obtaining certainty through advance pricing agreements
- Help you understand the impact of the transition to a unified goods and services tax
- Manage global mobility programs including expatriate tax arrangements
- Complete your end-to-end tax compliance