

EMBASSY OF INDIA
BANGKOK

No: DA/BAN/xxxxxx/1/xx

28 Sep 2021

Dear Sir / Madam,

Embassy of India, Bangkok proposes to conduct a market study on “**Opportunities for Indian Defence Products in Thailand and Way -Forward**”

The Objective and the scope of the market survey shall be as under.

Objectives of the Study.

1. To Estimate Thailand's market in Defence and Civilian sector for products of both lethal and non-lethal category.
2. Analysis of present range of defence products being imported by Thailand and identify the products that can be taken up for procurement from Indian Industry.
3. Analysis of industrial manufacturing capability in Thailand and identify the technological challenges being faced by Thai Defence Industry which can be mitigated by collaboration with Indian Defence Industry.
4. ***To provide a list of products that can be taken up for export from India.***
5. Analysis of Thai Defence and civilian procurement procedure including timelines and various steps involved.
6. To provide a better understanding of registration process for Indian companies to participate in commercial bids in Thailand.
7. To provide a better understanding on incentives provided by Thai Govt under BOI for investments in Thailand.
8. ***To suggest measures to be taken to ensure a successful participation by Indian Industry in future procurement bids.***
9. ***To identify a list of potential local companies (item and sector wise) in Thailand that could participate with Indian Defence Industry for promotion and sale of Indian products in Thailand (both as local coordinators and as Distributors)***
10. To identify the sectors with demand for niche defence technology including the areas where such niche technology exists with Thailand.
11. ***To provide a list of companies and products suitable for Joint Venture (JV) model with Indian defence industry.***

12. To determine and provide a better understanding of JV business model in Thailand.

13. To suggest ways to expand the present range of engagements with Thai Defence industry with an aim of making Thailand a ASEAN hub for Indian defence products.

Intended Outcome of Market Study

1. Export potential for Indian Defence products in Thailand.
2. Market Entry Strategy
3. Key checkpoints / drivers / risks
4. SWOT Analysis
5. List of potential industry partners in Thailand with their range of products.
6. Conclusion and Recommendations

We invite you to send your proposal/quotation with details of costs, terms of payment, terms and conditions and expected timeline for completion of market survey. The proposal must be sent in a sealed envelope to the following address latest by 29 Oct 2021.

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The Embassy of India, Bangkok reserves the right to appoint any prospective applicant without assigning any reason.

Regards

Defence Wing
Embassy of India, Bangkok.