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Economic Growth in India Requires Second Uhing Agency on the Subcontinent

The products of Joachim Uhing KG are being operated on all continents. Likewise widespread is the sales network of the company headquartered in Mielkendorf near Kiel. The well-established company is constantly striving at expanding its sales activities wherever possible, in particular when there is only little economic growth. For this reason, a new sales partnership contract was signed in India in November last year that came into effect on January 1, 2009.

“The Indian market is developing very fast,” reports Uhing Marketing Head Wolfgang Weber. “We had the great pleasure to look for another partner to take care of our present and future customers in this vast, up-and-coming subcontinent.” For the manufacturer of special drive solutions, good contacts to the sales offices are of major importance. Last but not least, a constant mutual exchange and understanding for the products are vital prerequisites for a successful cooperation. For this reason, Weber met Mohan Pandit on occasion of the Wire & Cable Fair at Mumbai in November 2008. The owner of LMI INDIA (P) LTD. had been recommended to him by competent persons. Being a seller of product identification solutions and non-contact measuring systems, the company headquartered in New Delhi has made its mark in the wire and cable as well as the process industries.

The new partner is also familiar with German business culture because he has been a sales partner for another German company for years. It became clear in the very first meeting that Pandit's role as an agent for both German companies could result in interesting synergies for Uhing since the product portfolios complement each other. “In addition to all these advantages, our new Indian business partner convinced us with his high expertise and enormous proactivity,” points out Weber. This quickly set the course for a sales partnership agreement between Uhing and LMI INDIA.

The numerous offices spread across the entire Indian subcontinent are another great benefit of the new partner. LMI INDIA has offices in

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Mumbai, Channai, Hyderabad, Jamshedpur and Surat, for example. Short distances between LMI INDIA employees and existing/future customers of the respective region are thus ensured.

LMI INDIA LTD. can be reached by phone using the number +91 11 2536 5994 or +91 11 3291 3931 or by email: info@lmiindia.com. For more information on the company, please refer to www.lmiindia.com. You can continue contacting Uhing's Indian sales partner, ASACO Private Limited, Secunderabad, by phone (+91 40 2781 4600) and by email (info@asaco.in (www.asaco.in)).