CASE STUDY

How Motus Helped an Indian Engineering & Building Materials Leader Establish a Strong European Presence



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CLIENT OVERVIEW

The client is a leading Indian manufacturer of construction related equipment and building materials,
with a strong domestic footprint and growing global ambition.
With demand rising across Europe, the company set its sights on expanding into the EU market but needed the RIGHT PARTNER to execute the move strategically and efficiently.

THE CHALLENGE

Entering Europe wasn't just about shipping products overseas.
The client faced several critical hurdles



No on-ground presence in the EU



Complex warehousing and distribution requirements



Limited access to local buyers and retailers



Regulatory and incorporation processes across European markets



High cost of setting up a standalone European office



Lack of visibility on European e-commerce platforms



They needed an end-to-end solution. Not fragmented vendors. Not consultants. A single partner who could manage everything from India to the final customer

That's where Motus stepped in

THE MOTUS APPROACH

Motus designed and executed a comprehensive market-entry strategy covering every operational layer.



1. EUROPEAN WAREHOUSING & DISTRIBUTION SETUP



We established a fully operational European warehouse and distribution center, enabling:

- Local inventory holding
- Faster order fulfillment
- Reduced delivery timelines
- Efficient last-mile delivery across EU regions

From India to Europe, Motus managed the entire logistics chain, ensuring smoother operations and reliable delivery

2. TRADE FAIR PARTICIPATION & MARKET VISIBILITY

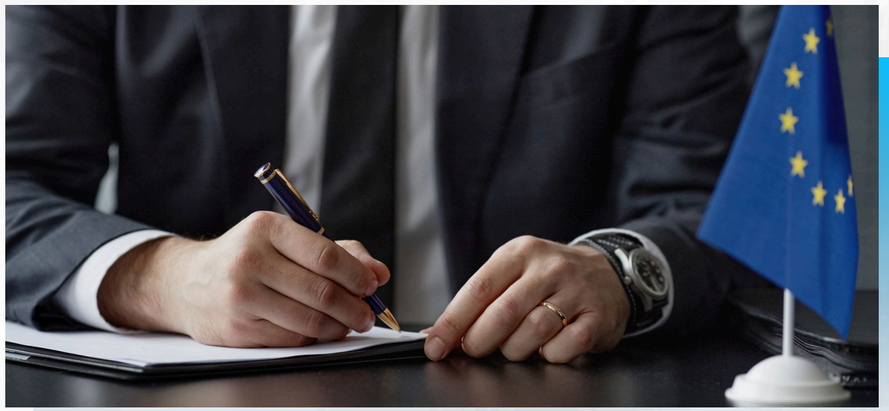


To accelerate brand awareness, Motus facilitated the client's participation in leading European industry trade fairs. We managed:

- Event coordination
- Booth presence and positioning
- On-ground support
- Buyer meetings and networking

This gave the client direct access to distributors, contractors, and institutional buyers across the EU.

3. COMPANY INCORPORATION & REGISTERED OFFICE



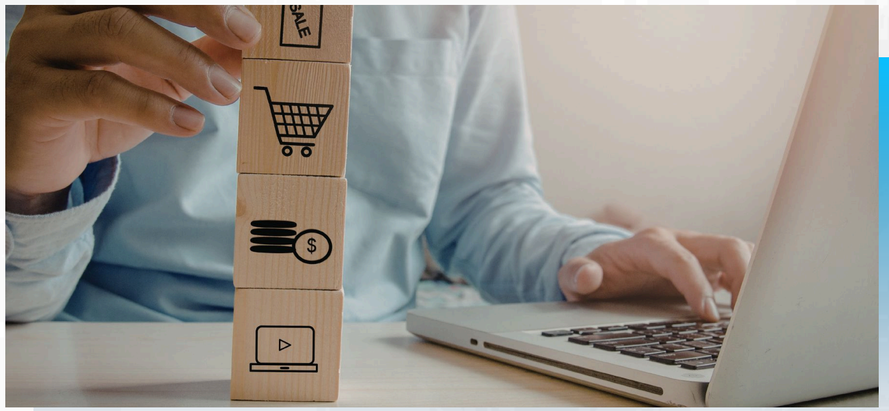
As the next phase of expansion, Motus supported the client in incorporating their European entity.

We provided

- Registered office address
- Compliance assistance
- Structural guidance for company setup

This allowed the client to operate as a recognized European company, improving credibility with buyers and partners.

4. E-COMMERCE EXPANSION ACROSS EUROPEAN PLATFORMS

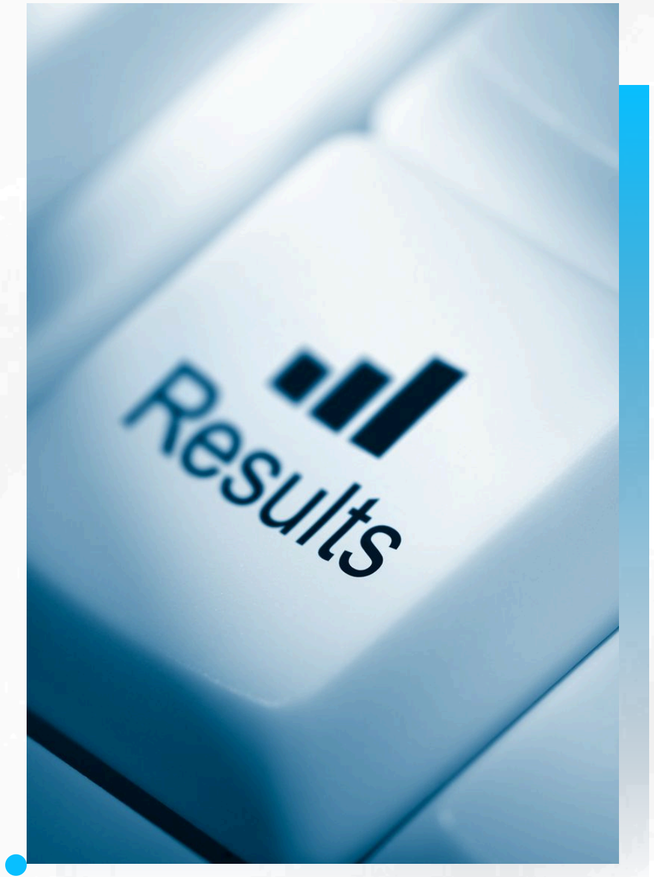


Beyond physical distribution, Motus unlocked digital channels. We listed the client's products across multiple European e-commerce platforms, ensuring:

- Broader market reach
- Direct access to B2B and B2C buyers
- Increased product discoverability
- Diversified revenue channels

Instead of relying solely on distributors, the client gained multi-channel access to the European market.

THE RESULT



By combining logistics, visibility, compliance, and digital reach, Motus delivered a complete expansion ecosystem.

01 Established physical presence in Europe

02 Faster and more efficient delivery timelines

03 Access to local European customers

04 Stronger brand recognition through trade fairs

05 Legal European incorporation without the high cost of setting up independently

06 Multi-platform e-commerce presence

07 End-to-end supply chain management from India to last-mile EU delivery

THE MOTUS ADVANTAGE







All of this was executed at a fraction of the cost of building a standalone European office and logistics network.

THE MOTUS ADVANTAGE



One partner. End-to-end control.
Lower cost. Faster execution.

We covered everything

- International freight
- European warehousing
- Distribution and last-mile delivery
- Trade fair access
- Company incorporation
- Registered office support
- E-commerce marketplace onboarding

LOOKING TO TAKE YOUR HOMEGROWN BRAND GLOBAL?

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