

Creature comforts: Praxity conference networkers cultivate new prospects for animal health company

Australian animal health business [Zamira](#) has a clear mission - to improve the health, wellbeing and productivity of animals across the world. Its name Zamira means “conscientious and thoughtful”. Two values that resonate well with Praxity firms [William Buck Melbourne](#) and [Seshachalam & Co.](#)

Having met at Praxity’s 2017 Global Conference in San Francisco, [Neil Brennan](#), Business Advisory Director, William Buck, Melbourne, and Seshachalam Managing Partner [Bharadwaj Turlapati](#) formed a connection that has resulted in both firms supporting Zamira’s rapid expansion in Asia. Neil recalls: “At the time, Zamira was pushing into the Indian market and in need of some structuring advice. In the last three years, the Seshachalam team has provided expert advice in relation to taxation, structuring, due diligence and valuations. ”

THE CLIENT CHALLENGE

With established operations in Australia, India, Singapore and China as well as several other smaller Asian nations, Zamira needed regulatory and corporate structuring assistance for its existing business in India. Specifically, the Australian parent company sought guidance on how to restructure its shareholding of Zamira Lifesciences India pvt ltd, founded in 2014.

THE PRAXITY SOLUTION

Already formed as a private limited company in India, this wasn’t an entry strategy but reviewing the shareholdings of the business. Bharadwaj explains: “As a cross border assignment, the foreign company was exploring ways to increase its stake in the Indian business. This involved evaluating the tax and regulatory impact, which resulted in a seamless transfer of equity to the immense satisfaction of the client.”

Bharadwaj adds: “In the last decade, India has become an attractive haven for mutual collaboration between domestic and foreign private partnerships, with highly supportive and favourable government schemes and policies for trade, investment and commerce. Given our firm’s rich heritage, these are areas where we have lots of expertise.”

Neil adds: “We very much valued the contribution of Bharadwaj and his team and how seamlessly and successful this project went. I feel very fortunate to have met him through the Praxity network and look forward to working together on more client engagements in the future.”

CFO Peter Currie speaks incredibly highly of the service received and the quality of the advice that has been provided to Zamira through the team. This has subsequently helped Zamira to raise AUD\$4m to fund further global expansion.

ARE YOUR CLIENTS CONSIDERING ESTABLISHING AN ENTITY IN INDIA?

To assist, Bharadwaj and the team at Seshachalam & Co recent published a succinct “Entry Strategy into India” document, highlighting the opportunities, rules and restrictions. To view this informative document, please visit <https://sesco.in/pdf/Strategyforentry.pdf>