



PROLIM Global Corporation: A Story of Success



For PROLIM, expanding into India's automotive and industrial machinery market was essential to its continued growth. With support from the MEDC, this dream would become a very profitable reality.

[PROLIM Global Corp.](#) was founded in 2005 by Prabhu Patil. Now 14 years later, PROLIM has a team of hundreds of employees that stretches across four countries with the mission of helping corporations succeed in product lifecycle management strategies. PROLIM offers a variety of products and services including CAD, CAM, PLM, engineering, IT and IoT.

One of PROLIM's key objectives was to expand in North India, with a focus on India's growing automotive and industrial machinery market. However, the company had shied away from the risk of expansion because it lacked business connections in North India and a good understanding of the market.

In 2018, Patil connected with the [MEDC's International Trade Program](#), which was partnering with [Automation Alley](#) of Troy to organize a trade mission to India. MEDC invited PROLIM to join the mission, which visited New Delhi, Bangalore, Pune and Mumbai. MEDC arranged a customized itinerary for each participant which, in PROLIM's case, focused on meetings with potential customers and local market resources. PROLIM also received funding through the [MI-STEP program](#) to offset the costs of participation.



By traveling with MEDC and Automation Alley, PROLIM met with more than 10 companies in one week to evaluate new business opportunities. Later, PROLIM hired local resources and developed a strategy, marketing plan and sales approach to reach out to more than 50 companies.

"I was very skeptical about the capabilities of MEDC to help our company to expand sales in India. Finally, I registered to take a chance, and I was surprised with the outcome. We opened our new sales and service office in New Delhi and expanded our Michigan operations within three months of the India trade mission," said Patil, president and CEO.



Thanks to the work of the MEDC's International Trade team, PROLIM received its first order at its new sales office within three months. The company's expected growth is \$1 million in the first year and then to grow at least 30 percent annually. Sales in an international market like India helps PROLIM expand their customer base, maintaining steady growth and profitability which support jobs in Michigan.

"MEDC and Automation Alley are stellar organizations that can competently help Michigan-based companies expand sales into new markets. I sincerely thank the MEDC and highly recommend them – the tools and resources they've given me are invaluable," said Patil.

For more information about how the MEDC can provide your business with opportunities to grow internationally, visit <https://www.michiganbusiness.org/services/international-trade/>